



campagna center
Learn. Grow. Share.



Campagna Center **2021 Annual Report**

Moving Forward Together



Building a Love of Learning from Cradle to Career

If 2020 was the year that redefined our community in the face of crisis, then 2021 was the year that shined a light on the resilience of the children and families we serve, as well as the dedication, creativity, and commitment of our team.

When we opened our doors for the 2021-2022 school year, we knew the road to recovery and rebuilding all that was lost during the pandemic would be long. Yet our team members, across early childhood, school age, and adult programs, met this challenge with the same enthusiasm and love of learning that we see in every child. Our mission and our vision remained steadfast. Campagna Center worked over the course of the year to bridge the gap and to support all children and families in Alexandria from cradle to career, providing them with the tools they needed to thrive.

In the following pages, you'll read more about how our teams fostered meaningful connections and made a difference in the lives of the families we serve. From our early childhood experiences through our adult English-language learning classes, we have supported children and families at every step of their educational journey, in and outside of traditional classroom settings. This year, we are particularly pleased to spotlight the dedication and innovation of the educators and small business owners in Campagna's Family Childcare Partnership Project.

As we close one program year and begin another, we will also say a temporary goodbye to our 418 S. Washington St headquarters, where we have operated for more than three decades. From inside our walls, we have proudly delivered accessible, high-quality, and compassionate learning experiences for the Alexandria community. Yet the present-day realities of an aging building with no dedicated program space is impeding our ability to deliver our mission to its fullest. As you read this, Campagna Center is in the midst of unprecedented renovations that will transform our historic building into a new, dynamic programming space—allowing us to expand programs and ensure the place we serve our community reflects the dignity and care we strive to provide for children and families.

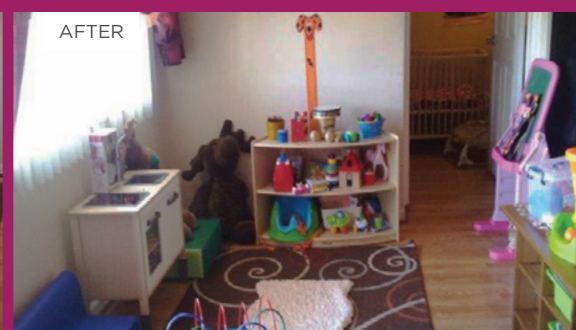
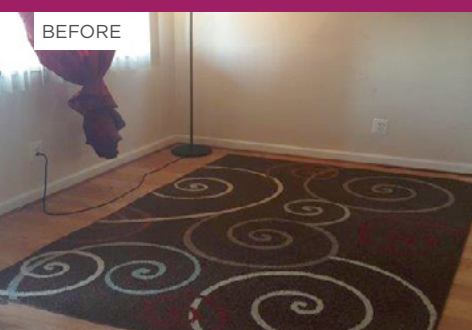
As we look to the future of our programs as well as our facility, we know that the path forward is best traveled together. Your enduring support and belief in our mission makes all we do possible. Thank you for being a member of the Campagna Center family.



Tammy L. Mann, PhD
President & CEO

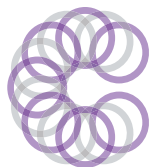


Janice M. Abraham
Chair,
Board of Directors



As part of the Partnership Project, Campagna Center helps childcare providers transform their homes into positive and playful learning environments for children.

Spotlight



campagna center

**FAMILY
CHILD CARE
PARTNERSHIP**

The Alexandria Family Child Care Partnership Project (AFCCPP) connects parents with licensed and credentialed independent childcare providers who offer in-home childcare and educational development for children from birth to four years old. This project is now in its seventh year at Campagna Center thanks to funding support from the Office of Head Start and philanthropic partners.

AFCCPP is an innovative, multi-pronged solution for the unique needs of our community. Families need access to reliable, high-quality childcare for their newborns and infants so they can return to the workforce. Providers who operate as independent small business owners seek to build a career pathway as a highly-skilled educator into an in-demand field. Through this partnership, our littlest learners receive dedicated, superior care and educational offerings in a home setting that nurtures and supports them.

Campagna Center sought to bring AFCCPP to Alexandria because of the gap in center-based childcare programs that serve infants and toddlers. Yet, our community has a robust network of over 50 childcare businesses that can serve families. Through AFCCPP, Campagna Center partners with nearly two-thirds of these providers and supports them in meeting Head Start and Virginia Quality performance standards in their approach to education.

In 2021-22 program year, Campagna Center contracted with 17 childcare providers to provide in-person educational offerings for 65 infants and toddlers. These childcare providers are a dynamic, diverse group of women who reflect the cultural makeup of our community and the children they serve. Beyond their daily responsibilities to care for and educate children, providers become another adult that families can rely on—as they work together to provide the best possible start in life for their children.

Campagna Center is proud to support childcare providers with professional development, coaching, and additional supports as they work to grow their



business and develop their careers as childcare professionals. Campagna Center provides ongoing training and coaching to support curriculum implementation, with monthly professional development courses and a comprehensive lending library for providers to borrow age-appropriate books, toys, and learning materials for the children in their care. In the past year, we have increased digital learning tools that children can utilize to supplement their learning and have engaged parents as their child's first and most important teacher.

The results of this unique approach to early childhood education also demonstrates that children are benefitting in significant ways. On average, 84 percent of children enrolled in AFCCPP meet or exceed developmental expectations across cognitive, language, physical, mathematical, literacy, and social-emotional benchmarks. Children are also connected with medical and dental homes and linked to health insurance if they are without it at the time they enroll in the program. Parents of enrolled children are also invited to engage in monthly learning opportunities that address a range of parenting topics.

Campagna Center is thrilled to provide AFCCPP to children and their families. Some of the key highlights of the 2021 program include:

- Supporting **17 licensed childcare providers** who served a total of **65 infants and toddlers** in person for the duration of the program year.
- High levels of parent satisfaction with Campagna's Early Childhood offerings, with **99% of respondents** noting they believe the teachers help their children learn; and **98%** believe their children are making progress by participating in the program.
- **84% of children** enrolled in the program met or exceeded developmental expectations across cognitive, language, physical, mathematical, literacy, and social-emotional benchmarks.

"We love our work because we love the children. They are the best asset in our community. And parents who entrust us with their childcare is so meaningful. Campagna Center actively supports us with many trainings in all the different domains of childcare. Since the project started seven years ago, we have grown our business to serve more children who are learning in our care." —Laila's Childcare



Program Year Highlights

2021/2022 Program Year

Our program staff worked tirelessly this year to combat learning loss and other effects of the COVID-19 pandemic. Together we were able to double the number of children and families served compared to 2020, delivering meaningful educational and social services in person and in a hybrid environment so that families could thrive. In 2021, we were honored to serve **1,606 children and adults** through our signature programming.



Early Childhood

- A total of 529 infants, toddlers, and preschoolers participated in our Early Childhood programs, all of which were held in-person for the duration of the program year.
- 78% of children enrolled in our Early Childhood programs demonstrated improvement across assessments in language, literacy, math, physical development, and social and emotional growth.
- Campagna Center staff connected families to medical supports, with 98% of children in our Early Childhood programs being provided access to medical care by the end of the program year.

School-Aged Children

- The number of kindergarten students deemed “high-risk” for not meeting literacy benchmarks in Wright to Read was cut in half from 67% to 33% by the end of the program year, and on average, students in the early literacy pilot showed a 52% improvement relative to their grade-level benchmarks.
- 95% of parents with children enrolled in Campagna Kids would recommend the program to other families, and 89% of parents agreed or strongly agreed that their child benefitted from Campagna Kids program activities.
- 456 tutoring sessions were provided to 29 students in the Building Better Futures college and career readiness program, with tutoring sessions being rated an average of 4.2/5 stars by students.

Adults

- Our 16 volunteer language instructors spent 2,536 hours working with New Neighbors students on their English-language learning.
- 76% of New Neighbors students graduated from their language classes and progressed to the next level in their English studies, with 100% of students reporting that the program helped grow their English vocabulary.
- New Neighbors were provided with dual-generation supports, with 9 adult students in the program enrolling their children in other Campagna Center educational programs, including Campagna Kids, Wright to Read, and Early Head Start.

2021 Statistics and Community Response

Because of you, Campagna Center was able to go above and beyond the call of our mission as we recovered from the COVID-19 pandemic. Some of the extra supports we were able to provide the community in 2021 included:



Partnered with local organizations on a good drive to welcome more than 20 Afghan refugee families to our community.



Delivered diapers and formula to 167 families in our Early Childhood programs.

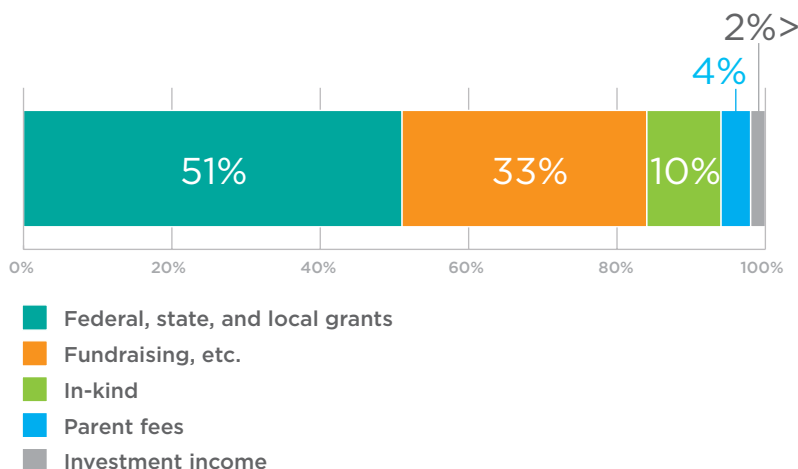


Hosted an annual toy drive that provided over 497 families with toys, books, and other surprises for children during the holiday season.

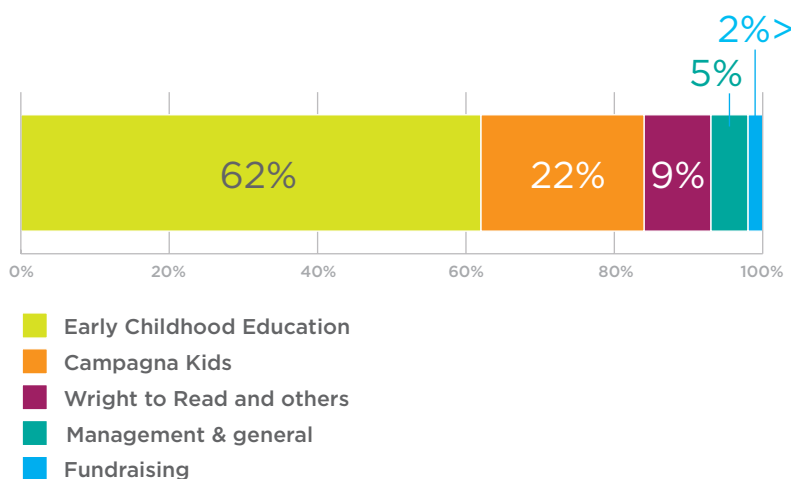
Financials

For the fiscal year ended August 31, 2021

Revenues	
Government grants	\$7,683,475
Supplemental education fees	\$543,600
Contributions & grants	\$2,515,589
In-kind contributions	\$1,448,971
Special events & projects	\$85,694
Investment income	\$437,451
Membership activities	\$11,150
Other	\$2,272,176
Total Revenue and Support	\$14,998,106



Expenses	
Program Services	
Early Childhood Education	\$7,592,962
Campagna Kids	\$2,713,648
New Neighbors	\$306,549
Wright to Read	\$341,853
Building Better Futures	\$115,389
Other	\$299,511
Supporting Services	
Management & General	\$648,539
Fundraising	\$230,716
Total Expenses	\$12,249,167



Audit results were without findings based on independent audit review.

Your partnership brings our mission to life.

Campagna Center is deeply grateful to the individuals, foundations, civic, and business institutions who make our work possible with their generosity. We extend our sincere thanks to Alexandria City Public Schools, AHC, Inc., the City of Alexandria, Christ Church, the Alexandria Department of Community & Human Services, Fairlington United Methodist Church, and First Baptist Church for donating space so that we may continue to serve the community.

Donations received for Campagna Center annual operations from January 1, 2021 to December 31, 2021. Contributions toward the *Forward Together* Capital Campaign are not included below.

Elizabeth Ann Campagna Legacy Society

Donations of \$20,000 and above

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Passport Auto Group
Truist

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Donations: \$5,000 to \$9,999

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United Way of the National Capital Area

Program Leaders Society

Donations: \$2,500 to \$4,999

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Smithfield Support Services Corp.
Sunrise Senior Living Management, Inc.
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Donations: \$500 to \$999

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Donations: \$250 to \$499

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