



# 2012 ANNUAL REPORT

## LETTER FROM OUR BOARD CHAIRMAN AND PRESIDENT & CEO

If we could sum up 2012 in a word, it would have to be “momentum.” 2012 was a great year for The Campagna Center, one filled with accomplishments, milestones, and optimism for the future. But above all, this past year renewed our sense of dedication and interconnectedness with our clients, partners and friends, and the allies who surround us here in Alexandria.

Take our programs, for example—the heart and soul of everything we do. While The Campagna Center is probably best known for our work with young children, we’re proud to operate a continuum of initiatives that aim to spark a love for learning in everyone from expectant mothers and newborns to those well into adulthood. This year, we served over 2,000 children and adults hailing from more than 170 different racial and ethnic groups.

That includes participants in Building Better Futures, our award-winning program providing academic and social support to low-income and immigrant high school students. The initiative celebrates its 10th anniversary this year, and much of this report is devoted to highlighting its history and successes.

This year, we also launched our newest program, the 21st Century Community Learning Center, which targets middle school students at Jefferson-Houston School. Focusing on academics and life skills, the program has already earned kudos from the vast majority of its participants.

But our ability to expand successful programs and launch vital new ones doesn’t occur in a vacuum. The Campagna Center depends on the efforts of our staff and volunteers, and their steadfast dedication.

Over the past twelve months, hundreds of volunteers contributed 5,000 hours, assisting with tutoring, mentoring, fundraising, and many other critical activities. At the same time, a full 70 percent of our 200+ employees chose to donate to The Campagna Center’s first workplace giving campaign, speaking volumes about their commitment to the work we do. Our gratitude for those volunteers, employees, and other supporters runs very deep.

We believe one of the best ways to demonstrate our gratitude to them is to continue providing Alexandrians with a range of high-quality services that strive to inspire transformation in everyone involved. As we count down to our 70th anniversary in 2015, we are excited about the many opportunities before us to continue making a measurable difference in the lives of those we are so very privileged to serve.

We hope you will join us, and invite others to join us—as donors, volunteers, or simply as allies—as we continue to make Alexandria a place where all of its citizens have the opportunity to thrive.

Sincerely,

Tammy L. Mann, PhD  
President & CEO



Jay Beckhorn, Chairman  
Board of Directors

## OUR MISSION AND GOALS

Our mission is to deliver exceptional educational and social development programs for children, teens, and adults.

We offer early childhood education, health and nutrition awareness, before and after school programs, tutoring and mentoring, career and college preparation, and classes for English language learners.

We achieve our mission by partnering with parents; schools; local, state, and federal governments; faith-based institutions; and corporations, foundations, and individuals who share our belief that the entire community benefits when individuals are able to achieve their highest potential.

### We aim for four key outcomes:

- Children arrive at school ready to learn and are academically and socially successful at each grade level
- Adults gain the skills they need to become self-sufficient and thrive
- Community stakeholders are informed and actively involved in supporting efforts that benefit children, youth, and families in our community
- We remain a high performing organization committed to excellence

### Our impact in numbers:

# 530

530 children under five were served through our early childhood programs, which primarily serve families living at 100 percent of the federal poverty guidelines

# 1100

1100 elementary school-aged children were part of Campagna Kids, including our annual summer "Camp Kids" program

# 62

62 middle school students were served through our newly funded 21st Century Community Learning Center at Jefferson Houston School

# 122

122 high school students from 74 different ethnic or racial groups enrolled in Building Better Futures

# 342 & 70

Adults

Children

342 adults and 70 children from 171 ethnic or racial groups took classes with the New Neighbors program

# 147 & 61

Junior Friends

Supporting Friends

**\$200K** in net revenues.

147 Junior and 61 Supporting Friends were instrumental in helping the organization meet vital financial needs by hosting successful events throughout the year, including our Annual Scottish Christmas Walk Weekend, Toast to Fashion, and Bowties and Belles event. Last year's efforts generated nearly \$200K in net revenues, enough to fund one year of preschool for 18 low-income children.

# 70

5,000hrs

70 adults volunteered nearly 5,000 hours to contribute in substantive ways to our programs by tutoring students, teaching adults, and simply coming by our office to help out on administrative tasks as needed

# PROMOTING A LOVE FOR LEARNING ACROSS ALL AGES

## A FEW KEY OUTCOMES

This year, we operated five types of rigorous programs that provide Alexandrians from birth to adulthood with the tools they need to succeed.

*Alexandria Head Start, Early Head Start, and our Early Learning Center* offer comprehensive early childhood education. These programs provide wellness support to children from newborn to five years old, ensuring that they enter kindergarten ready to learn, while also assisting their parents in meeting their life goals. Test scores this spring reflected improvements across all areas of development (social, emotional, physical, and intellectual) in comparison to fall scores. In addition, the program succeeded in helping to ensure that children were connected to medical services and that families were linked with critical community supports, including crisis shelters, mental health services, adult education, job training, health education, and parenting education.

**Campagna Kids** is a before- and after-school program that focuses on social and academic enrichment through small-group learning activities, including reading and math clubs, yoga, and drama, for kindergarteners through fifth graders in 11 elementary schools across Alexandria. This year, 100 percent of surveyed parents with children in Campagna Kids said they were “satisfied” or “very satisfied” with the program.

**21st Century Community Learning Center**, a program launched just this year, improves academic performance and builds life skills for middle school students at Jefferson-Houston

School. 92 percent of our Monday after-school students reported that participating in the program helped them think about their future, and 93 percent reported that the facilitators had a positive influence on them.

**Building Better Futures** provides at-risk low-income and/or immigrant high school students with the support and services they need to succeed in school and beyond. This year, 74 percent of seniors in the program received college scholarships, thanks in part to the help of 48 volunteers, who provided 1,918 hours of service.

**New Neighbors** is a far-reaching English Language Learners (ELL) program offering classes and services to immigrants to help them become self-sufficient, participatory members of our community. Thanks to direct outreach efforts, New Neighbors' fall 2012 enrollment increased by 25 percent over that of the previous semester. And this year, over 75 percent of New Neighbors students developed strong enough English skills to advance to the next level, and 70 percent of parents in New Neighbors participated in family literacy events where they learned language games, songs, and story-telling techniques.



# A DECADE OF BUILDING BETTER FUTURES: CELEBRATING 10 YEARS OF INSPIRING YOUTH TO EXCEL

It's one of Alexandria's best-kept secrets. Operating out of T.C. Williams High School, Building Better Futures (BBF) is a comprehensive program that addresses the needs of at-risk students by providing mentoring and tutoring, college preparation assistance, independent living skills, and support and training for parents. It works: in a decade, Building Better Futures has demonstrated incredible success by vastly increasing the number of immigrant and low-income teens who thrive in high school and go on to pursue postsecondary education.

## History

In the 1990s, Alexandria's Hispanic population skyrocketed, and immigrant high school students were struggling. With little academic support from home and often low self-esteem, they responded with increased gang activity and high dropout rates.

Building Better Futures—then run by the nonprofit organization Bienvenidos, in partnership with The Campagna Center—was established in 2003 in response. Starting out with only 10 students, the initiative launched to provide tutoring and mentoring to high school students and support to their parents.

In 2007, Building Better Futures became part of The Campagna Center and grew to include roughly 120 students. In response to an observed need, the College Leadership Program was

established, offering career advising and college preparation. The program also increased its assistance to families.

Two years later, the program grew again to include any immigrant or low-income teen. By 2012, Building Better Futures was serving 250 students with a wide-ranging program that included enrichment activities like community service and out-of-town trips.

*The program and this job changed my life. Going into it, I didn't know how meaningful it was going to be for everybody involved. For example, I got a phone call yesterday from one of my students who's going to be a senior. She came in in 9th grade from Burkino Faso; she'd never gone to school. Her call was to tell me that she's in New York for the summer because she got into a program at the Fashion Institute of Technology. She just called to say, "Thank you—I would have never been able to do this if it wasn't for you and the program's help." The most rewarding experience is to see how resilient kids are. They really can do anything they set their mind to. All they need is someone to just push them a little bit, to help them find the resources and give them the tools.*

*--Krishna Leyva,  
Former Building Better Futures Director*

# KEYS TO SUCCESS

Building Better Futures' success rests on several key ingredients.

**Tutoring and mentoring:** Twice a week, students meet with volunteer tutors after school to focus on core subjects. This component alone has significantly improved the grades of participating students and increased the number who graduate and continue to college.

**College preparation:** Students meet weekly to learn about the college application process, from touring schools to completing applications and navigating the financial aid and scholarship process.

**Independent living skills:** At least once a month, students discuss life skills and receive instruction, including instruction in career preparation, personal budgeting, and communication and anger management.

**Enrichment activities:** All students are encouraged to participate in college trips, community service activities, and other field trips. They also take part in discussions about critical issues like teen pregnancy, gang prevention, and drug and alcohol abuse.

**Support for parents:** Parents of participating students attend quarterly meetings where they learn about navigating the school system, acting as an advocate for their child, and locating community resources for their families.

**Volunteer relationships:** Close relationships with the nearby Institute for Defense Analyses, Center for Naval Analyses, and U.S. Patent and Trademark Office have brought in hundreds of volunteers to assist with issues like career exploration and college selection, as well as homework and test prep.

**Supportive funding partners:** Without partners like the Alexandria City Public Schools, City of Alexandria Human Services Fund, United Way of the National Capital Area, Washington Gas, BBF could not exist.



## IT'S JUST SO MUCH FUN.

*Every time I do it, I end up going home in a really good mood, because I've had a really good time. These are great kids—they're just so nice. They're on track: none of them end up as lost kids.*

*--Bertrand Barrois, a physicist with the Institute for Defense Analyses and longtime Building Better Futures volunteer*

## PERSONALLY, I FEEL LIKE I'M A ROLE MODEL

*who they can look up to who they wouldn't naturally meet in their every day life—an engineer, but from a similar culture. I saw myself as a motivational tool; a lot of the students just needed that extra inspiration. Once we established a relationship and they trusted me, they'd really be more open and receptive, and they kept coming every week.*

*--Juan Valentin, a mechanical engineer with the U.S. Patent and Trademark Office and a Building Better Futures volunteer since 2009*

## WE ARE VERY PLEASED TO CONTINUE OUR PARTNERSHIP WITH BUILDING BETTER FUTURES.

*Our students gain valuable experiences through their association with this wonderful group. Not only do they have a safe and nurturing place to come after school, they also receive tutoring and adult monitoring on an on-going basis. We love BBF!*

*--Suzanne Maxey, principal of T.C. Williams*

## THE RESULTS ARE UNEQUIVOCAL

Building Better Futures has consistently led to markedly improved academic outcomes among its participants, and can serve as a model for leveraging scarce funding to achieve impressive results.

### Between 2004 and 2011:

- 98 percent of enrolled seniors graduated from high school
- 89 percent of students demonstrated letter grade improvements in core subjects
- 92 percent and 96 percent of students passed their math and reading Standards of Learning tests, respectively
- Program alumni are currently attending or have graduated from the University of Virginia, Bates College, Virginia Tech, William and Mary College, the University of Notre Dame, and many other universities

### During the 2011-12 school year, seniors in the program achieved the following results:

- 100 percent of all seniors graduated from high school; 53 percent were first generation high school graduates
- 95 percent of seniors applied to and were accepted by colleges
- 88 percent of seniors enrolled in college

The program has been featured in the Washington Post and on CNN, Univision, and Telemundo; it has won several awards and has been highlighted as a model of best practice among regional 21st Century Community Learning Centers, which are funded by the U.S. Department of Education.

*[Building Better Futures] has been helping me out a lot, and my family too. My mom didn't really speak English, so they had some ESL classes for her to take; they also brought in laptops and gave her classes to learn to use the computer. They gave her support so she can support me. Now she speaks very good English and is on top of everything—when we have meetings, she's there. And my brother saw me going there [to Building Better Futures] every day and said, "Oh, I want to join." He's applying this year.*

*--Dibora Wubeshet, a 2013 graduate of Building Better Futures; she's enrolling at Northern Virginia Community College in the fall*

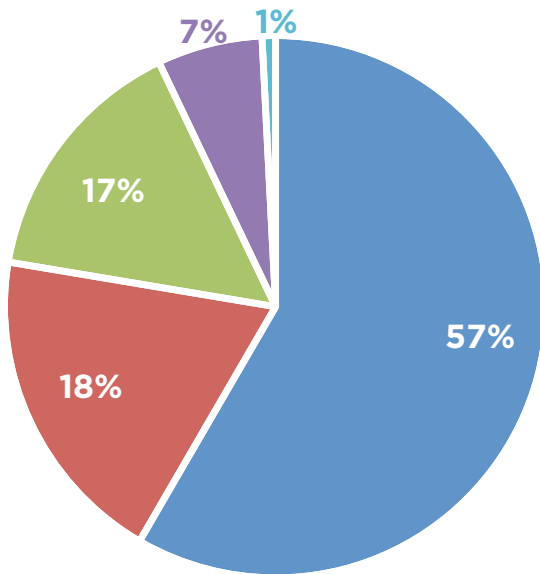
*Building Better Futures was one of the best things ever. It really does focus on the student. It's not so much about test scores or GPAs; you know you'll have a welcoming space, someone who'll take time out of their day to ask how you are, how your classes were, and not be condescending. Had I not had that support system, it could've been incredibly discouraging to talk only to the career center people. When you have someone like Building Better Futures, where their goal is to encourage you and to motivate you, it really does make a difference.*

*--Nathalie Navarrete, a 2009 graduate of Building Better Futures and 2013 graduate of Bates College*



# OUR RESOURCES

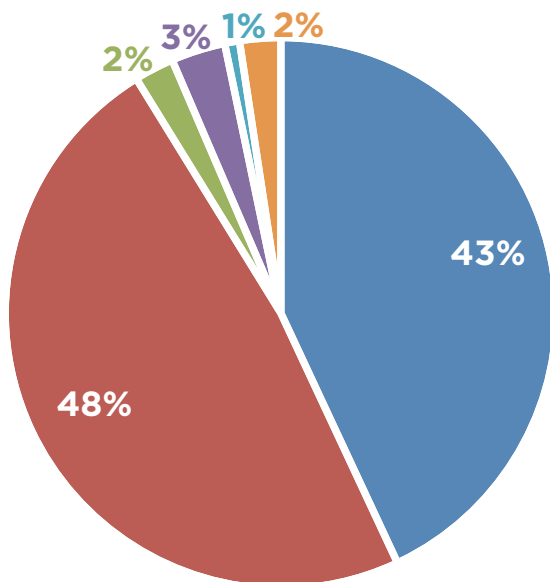
Even in the best of times, operating a nonprofit organization that assists many low-income families is no easy task. While Alexandria's economy—like that of the nation as a whole—is slowly rebounding, we are still seeing an increased need in the families we serve. At the same time, securing funding continues to be a challenge. Nonetheless, we are proud of our financial oversight in fiscal year 2012 and are in a stable financial position based on our most recent independent audit.



## Revenue & Support

● Government Grants	\$6,696,042
● In Kind Contributions	\$2,134,893
● Parent Fees	\$2,050,121
● Fundraising, Membership, Contributions & Grants	\$848,918
● Investment Income	\$74,594

Total Revenue & Support \$11,804,568



## Expenses\*

● Campagna Kids Program	\$4,909,573
● Early Childcare Program	\$5,492,517
● Building Better Futures	\$266,610
● New Neighbors & Others	\$362,804
● Management & General	\$99,223
● Fundraising	\$274,533

Total Expenses \$11,405,260

Note: Based on final audited results for Fiscal Year 2012, which ended August 31, 2012.

\*expenses are at 99% due to rounding



# DONORS

The Campagna Center wishes to acknowledge its deep appreciation to the city of Alexandria and Alexandria City Public Schools for their longstanding dedication to addressing the needs of low-income children in our community by providing funding assistance and space to operate our programs. Christ Church, St. Paul's Church, and Northern Virginia Community College have also been significant contributors of in-kind and financial assistance, supporting quality programs for those most in need in our community. The Campagna Center simply could not achieve its mission without the consistent support of these very valuable organizations. We thank these supporters for their continued investment in our success.

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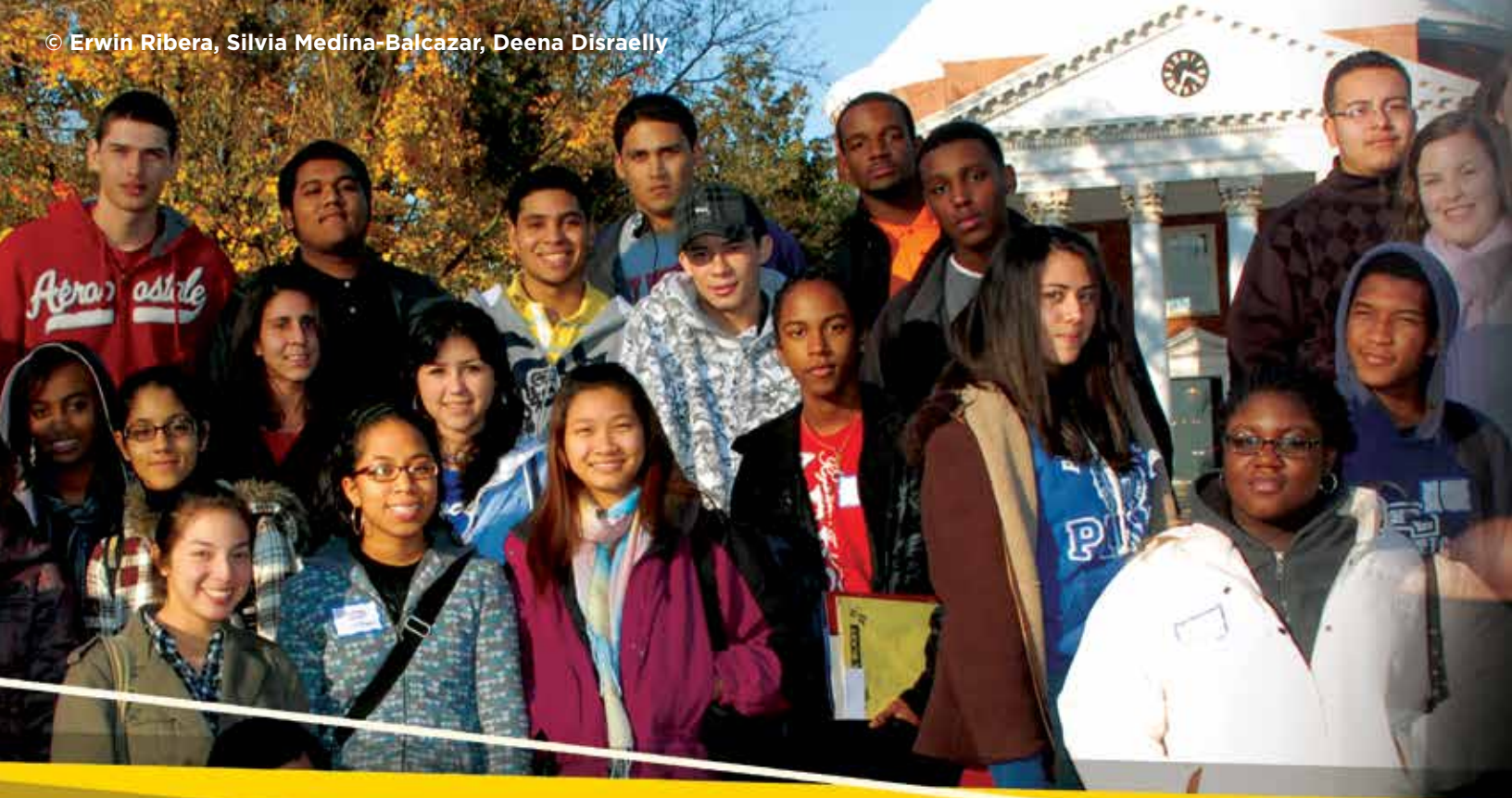
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# A QUICK GLANCE AT 2012







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