THE CAMPAGNA CENTER

2013 ANNUAL REPORT

LETTER FROM OUR BOARD CHAIRMAN AND PRESIDENT & CEO

Looking back, it's clear: this has been another great year for The Campagna Center. Not necessarily an easy one—we've made important changes, and change is never easy. But strengthening the quality of our services is our first priority, and we are proud that we've been able to make several improvements in order to better meet the needs of those we serve.

Take our website, for example. This year, we completely revamped it, allowing families to much more easily access information about our programs. We also streamlined our registration process for Campagna Kids and moved it online, which was huge: now, the program's 1,000-plus applicants supply all the required information electronically, and can remain informed about their child's participation in program activities online—and we provide access to computers here at our headquarters to those families without computers at home.

We also took advantage of our regular planning cycle to identify necessary programmatic changes. For example, in our New Neighbors program, teachers and students repeatedly voiced a need for more class time during each semester. After careful analysis, we extended our semesters by several weeks; as a result, students have progressed in measureable ways.

And we've strived to strengthen our partnerships, a strategy that's made it possible for us to continue to meet our needs in a cost-effective manner. When we lost classroom space for Head Start, for instance, our partner Fairlington United Methodist Church graciously stepped in to house one classroom, something we're incredibly grateful for.

The Campagna Center is dedicated to continuous improvement, which means change doesn't stop there. Our Board of Directors has been busy planning for the future as needs within our community evolve; near the close of this fiscal year, the Board adopted a set of strategic priorities that will form the basis for a revised strategic plan to be completed in the coming year—which is also our 70th anniversary.

Walter recently recounted a story that forcefully reminded us of The Campagna Center's long history in Alexandria. He was preparing to speak before a group of healthcare providers who serve our clients when a woman approached him. She said, "I want you to know, I'm going to be here in this volunteer capacity for as long as it takes: it's my way of giving back. Twenty years ago, I came to Alexandria as a single mother with two small boys, and we would not have survived without The Campagna Center."

Stories like this emphasize our organization's enduring power to improve lives and build relationships across the community. As a testimonial to those relationships, we've featured a range of voices within this report, and we are grateful to those who've shared their stories, as well as to the children in our Campagna Kids Program whose artwork is reflected on the front and back covers.

This is an invigorating time of growth and change for The Campagna Center, but it's also a crucial one: in an era when the gap between rich and poor is growing ever wider, we absolutely must do more to help the children and adults whom we serve to realize their full potential. Cultivating human capital is at the heart of what made this organization so relevant in 1945, and we believe it is just as essential today. We are excited about the opportunity to engage our supporters in this most important work, and we hope you will stay with us. Your support is vital.

Tammy L. Mann, PhD
President & CEO

Walter G. Lukens, III
Chairman Board of Directors

PROGRAMS

Early Childhood: Early Head Start, Alexandria Head Start, and our Early Learning Center

Elementary School: Campagna Kids

Middle School: 21st Century Community Learning Center

High School: Building Better Futures

Adult and Family Literacy: New Neighbors English Language Learners Program

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EARLY CHILDHOOD:

Early Head Start, Alexandria Head Start, and our Early Learning Center

In classes accredited by the National Association for the Education of Young Children and star-rated by the commonwealth of Virginia, our early childhood programs—Early Head Start, Alexandria Head Start, and our Early Learning Center—are designed to address the whole child within the family unit. Programs focus on crucial skills like reading, math and social awareness, and include health and nutrition services, as well as the support of Family Service Specialists to assist parents with their own goals.

2013 PROGRAM HIGHLIGHTS

We served over 500 children across our early childhood programs, many of whom live below poverty in our community.

We partnered with The Literacy Lab to bring extra support in our classrooms to help our children in Head Start improve their literacy skills.

In partnership with the organization Alexandria Bookshelf, we established bookshelves at two sites, allowing families to borrow books throughout the year.

In the fall, we held discussions with various insurance companies to educate families about the new healthcare reform act.

In December, our program underwent its federal review and received a clean audit, with zero findings for our Early Head Start program.

Throughout the year, we utilize curriculum resources to help children learn to manage emotions and their behavior—key skills we know they need when they transition to kindergarten.

KEY RESULTS

In Early Head Start, 80% or more children made progress in key developmental domains, which include social-emotional, gross motor, fine motor, language and cognitive skills. In Head Start, 90% of children served met or exceeded expectations in all domains.

At enrollment, 24% of children in Early Head Start lacked health insurance; by the end of the year, this number dropped to just 2%; in Head Start, 18% of children lacked health insurance; by the end of the year, this number dropped to just 3%.

At enrollment, 81% of children in Early Head Start had a regular doctor; by the end of the year, 97% of the children did; in Head Start, 81% of the children had a regular doctor at enrollment; by the end of the year, 95% of the children did.

Families enrolled in Early Head Start and Head Start (81% and 93%, respectively) gained assistance with needs related to food, clothing, housing, child support, mental health services, adult education, health education, and parenting education.

> “My son, he was smart, but he has learned a lot from November to June—tremendously, for a three-year-old. He can hold a conversation, he knows colors, some numbers, he’s on his grade level for his age and then some. And his character is different: he knows how to share, how to use nice words, he knows how to be honest. He loves to go to school. It helped motivate me when I realized he’s ready to learn.”
>
> **– Adrienne Williams, whose son is in Early Head Start**

ELEMENTARY SCHOOL:
Campagna Kids

Campagna Kids is a licensed before- and after-school program for children from kindergarten through fifth grade. Operating according to standards developed by the National AfterSchool Association, Campagna Kids supplements children's daily academic diet with high quality social and academic enrichment activities that introduce new experiences and encourage creative thinking.

2013 PROGRAM HIGHLIGHTS

This year, the program served over 1000 students from economically diverse backgrounds during its school year, winter, spring and summer camp programs.

A major focus this school year was the incorporation of Science, Technology, Engineering and Math (STEM) activities into regular monthly lesson plans. Several sites added project-based learning: at one, students built their own cardboard arcade with functional games; at another, students developed their own city and took on the roles required to make it function.

Instruction in yoga, zumba and soccer proved very popular with children across all sites.

"My kids absolutely love it. The staff are all very kind. They're firm with them when they need to be—[my kids] are much better behaved. And my daughter's reading has gone up tremendously, especially this year. She has tutoring every day through Campagna and hopefully my son will do reading tutoring next year."

– Mary Neebe, parent of a first-grader and a third-grader in Campagna Kids

KEY RESULTS

A survey of Campagna Kids parents, conducted by Veris Consulting, found that 99% of respondents were satisfied or very satisfied with the overall program.

Parents who rely on Campagna Kids to help support academic improvements were also pleased: 82% noted academic improvement; 91% noted improvements in homework completion; and 95% would enroll their children next year.

Comments shared by parents who completed the survey were very enthusiastic. For example:

"This program has exceeded my expectations. My son has grown socially and has become more confident and outgoing because of the Campagna program. I couldn't be happier with the program."

"The program and staff at Campagna at George Mason far exceeded my expectations. Lily often asks me to 'come back later' when I come to pick her up—that says it all!"

"The staff at Polk are wonderful. The morning crew have helped to transform my daughter into a girl who smiles each morning at drop-off now."

"I would have already placed my son in a Fairfax County Public School if it wasn't for the relationship we have with the Samuel Tucker Campagna staff. They are family."

MIDDLE SCHOOL:
21st Century Community Learning Center

The 21st Century Community Learning Center is an after-school program for middle school students at Jefferson Houston School that builds critical skills and prepares students for the years to come. Through peer mentoring, individual and small-group tutoring, and a robust parent engagement component, the program focuses on career exploration, academic achievement, and life skills development.

2013 PROGRAM HIGHLIGHTS

The program served 57 students in grades 5th through 8th.

A new group of male volunteers came on board this spring and established the "Black Tie Mentoring and Young Gentlemen's Group" for the program's boys.

Embassy Suites also worked with us this year to teach students about the various facets of running a hotel and allowed them to shadow staff members.

The program conducted nine parent engagement workshops over the course of the year on topics such as preparing for academic success, bullying, among others through our work with Concerned Citizens Network of Alexandria.

KEY RESULTS

52% of students who participated in the tutoring program reported that it helped improve their ability to communicate with teachers.

61% of students who participated in the program's "Black Tie Mentoring" component reported that the activities taught them about different careers and encouraged them to think about the future.

86% of regularly participating students demonstrated a letter grade improvement from the fall to the spring.

88% of parents who participated in parent engagement workshops were able to identify changes in their parenting practices. Examples provided include:

"I don't yell as much as I used to and I have more patience"

"We have more family dinners"

"I'm more consistent–I give them reminders about what's expected"

"I talk with my kids about their struggles"

"The tutoring is excellent. You've got older, more knowledgeable men and women coming in wanting to help the children, which I fell in love with. I love when there's adults actually doing what they need to do with the children. My son wasn't doing too well with math, and with the tutoring helped him pass his SOLs [Standards of Learning tests] with flying colors.

The [parent engagement] classes are very informative and very helpful to the parents. I come when I can. There's a couple students in here, I switch numbers with their parents just to call them and say, "Oh, how's everything working out? Did you practice this like they told you to?"

– Chantina Griffin, parent of a 7th grader at Jefferson Houston

HIGH SCHOOL:
Building Better Futures

For more than a decade, Building Better Futures has been supporting and strengthening low-income and immigrant high school students. With a focus on dropout prevention and academic achievement, the program provides tutoring, mentoring, college preparation, and family engagement opportunities in order to build leadership skills and increase the number of students entering college.

2013 PROGRAM HIGHLIGHTS

The program served 141 students this year; 82% come from families with incomes at 100% of the poverty level or below.

Students participated in weekly college preparatory sessions, eventually taking field trips to James Madison University, Eastern Mennonite University, and Radford University.

Students took part in 16 community service events, learned about leadership skills through a youth-led component, and participated in a five-week financial literacy curriculum.

"The kids, they're on their own: a lot of them have great parents, but their parents can't help them get into college because they don't know the system, let alone the subject matter. Because I have this connection with Amir, he knows that he can call me when he's doing his summer school stuff... It's invaluable and if you do it right, you can make a huge difference for the kids, because they need a little extra boost."

– Michael Diffley, Building Better Futures volunteer

KEY RESULTS

65% of students earned/maintained As/Bs in language arts.

54% of students earned/maintained As/Bs in math.

100% of regularly participating students were promoted to the next grade.

100% of regularly participating students graduated and applied to college.

A senior from Ethiopia who has been an active member of Building Better Futures since 9th grade was the first recipient of the Scholarship Fund of Alexandria's newly-created Achieving the Dream Scholarship, which provides $10,000 per year towards a four-year college degree.

"I'm from Ethiopia. I just came here nine or ten months ago. My mother was here, so I just came with her. I like it but not like Ethiopia. I miss my friends and home. Building Better Futures, it has helped a lot. I connected to [Mr. Diffley] and I came for tutoring like any student and I just got him, and he is very nice and he helps me a lot with everything. I haven't decided yet which college [to go to] but I have decided what I have to study: I want to study computer science, especially cyber security. I like numbers and especially calculations."

– Amir Kebede, Building Better Futures student

ADULT AND FAMILY LITERACY:
New Neighbors English Language Learner Program

The New Neighbors program offers low-cost English language classes to immigrants. Taught by volunteer teachers, the structured curriculum is grounded in a supportive environment, connecting students with community resources and providing childcare and family literacy activities—all with the goal of helping families become self-sufficient, contributing members of the community.

2013 PROGRAM HIGHLIGHTS

In the fall of 2013, 125 adults and 45 children enrolled in the program; in the spring term, the program served 146 adults and 54 children.

This year, New Neighbors moved to a full-year course of study for each class level, allowing two semesters for each textbook and providing students with more time for formal writing activities, hands-on activities, and conversation groups and debates.

The childcare program has expanded beyond simple childcare to actively teaching English by speaking, listening, reading and writing. Virtually none of the children understand or speak English when they enter the program; when they leave, nearly all do.

Teachers now meet regularly in focused professional development sessions to share teaching strategies and other insights.

KEY RESULTS

In the fall, 90% of students were qualified to advance to the next term; in the spring, 85% were qualified to advance.

Parents of children in the New Neighbors childcare program reported 91% satisfaction with the activities provided to support family literacy.

In surveys conducted at the end of the 2013-2014 academic year, 100% of teachers reported being extremely satisfied with the overall program.

This year, two students passed their citizenship tests, three received green cards, two qualified for NOVA courses without needing further English language courses, and three received their driver's licenses.

Students contributed their personal stories to the program's first student-generated newsletter, which was edited and designed by one of the teachers.

"When I first started, there was a nurse from Sudan and a pharmacist from Algeria who were in the class and I could hardly get the gal from Sudan to talk. And I looked at both of them one day, and I said, "You need to look in my eyes, and you need to speak up so you are heard. You're in America, that's what we do: women are not relegated to a back seat here," and it slowly got through. When the semester ended, the Sudanese gal walked back in the classroom and said, "Mr. Don, thank you for bringing me out of myself." That's a pretty powerful statement."

– Don Schlictmann, Volunteer Teacher, New Neighbors

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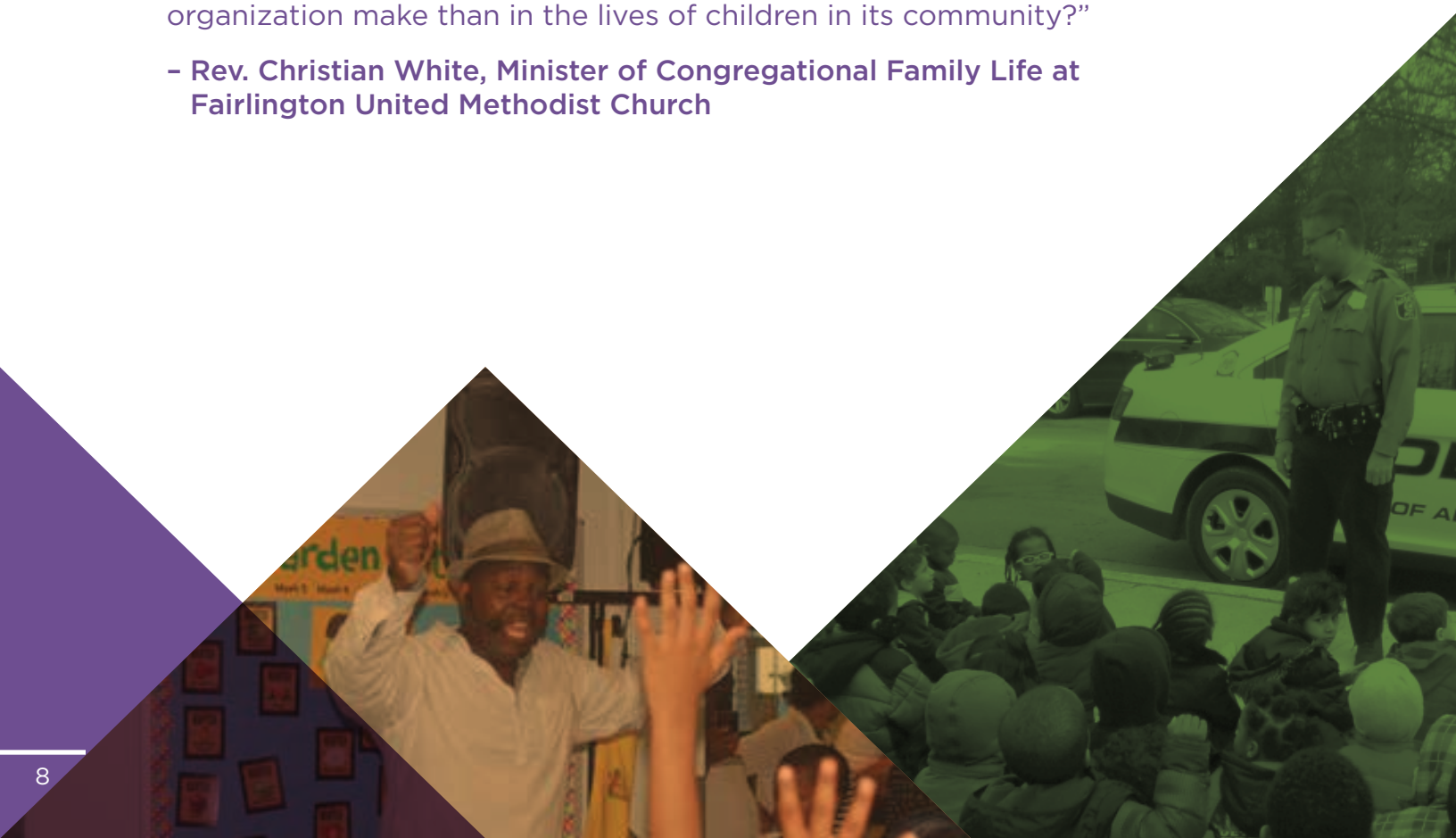
Where We Work

We're proud of the work we do, but none of it would be possible without the partners who provide space for our programs. Our headquarters are located in Old Town Alexandria, but everything else that we do happens around the city. Some of our early childhood programs, as well as Campagna Kids, 21st Century Learning Center, and Building Better Futures, take place in Alexandria City Public Schools throughout the city. Additionally, early childhood programs occur in a variety of locations, including St. Paul's Church, Fairlington United Methodist Church, and Northern Virginia Community College. And our New Neighbors program originated at Christ Church 13 years ago and has been housed there ever since, utilizing a range of classrooms for both adult English Language Learner classes and childcare.

PARTNERSHIPS

"For us, the question is always, "Does this partnership support our mission?" And it does. This church loves children and their families, and the work that The Campagna Center does with children and families in the Alexandria community is exactly the kind of thing we want to support. What better investment can a community organization make than in the lives of children in its community?"

– Rev. Christian White, Minister of Congregational Family Life at Fairlington United Methodist Church



Our Dedicated Staff

We're proud of the people who chose to join our staff and support our mission. The Campagna Center employs well over 200 employees to carry out its work across 52 different classrooms in the city. Last year 70% of our staff participated in our workplace giving campaign—a testament to how much they believe in our mission and what we want to accomplish in our community.

Here is what our staff have to say about why they chose The Campagna Center (TCC).

PEOPLE

"Working at TCC gives me a chance to learn and feel part of a larger community of individuals making a difference every day. Personally, it allows me an opportunity to give back."

– Henry Dawson, 10 years tenure

"Our vision and mission has similarities. My goal is to positively impact the lives of children, by providing a nurturing and exciting educational experience to the children I serve."

– Marie Smith, 4 years tenure

Volunteers

Trying to figure out how many volunteers help us with our work can get tricky. There are the volunteer teachers and tutors who donate their time to help our New Neighbors students. Then there are the Building Better Futures tutors and Campagna Kids aftercare aides, some of whom are as young as 16. Add in the Head Start parents who help out in the office or the classroom; folks with barriers to more traditional jobs who do data entry at our volunteer desk; people referred by the city of Alexandria's JobLink program who keep us stocked and organized—and don't forget the dozens of hardy souls who help out with one-time fundraisers like the Scottish Christmas Walk.

Last year we estimate that well over 700 adults volunteered in one of our programs, helped at an event, or came to our main office to help in some administrative capacity. That's more than 700 people whose generous efforts to keep us running remind us what it means to belong to a community.

> "There's so much that goes on, on an everyday basis, and the volunteers come in and give that extra hand. They bring a smile because seeing different faces—it changes your mood after a long, rough day. I've had people who only came once a week and then asked, "Can I come in twice a week, or three times a week?" I love seeing them want to come back. I say, "Let me know what's good for you and I'll accommodate you."
>
> **– Nielab Ghiacy, Volunteer Coordinator**

Junior Friends & Supporting Friends

Our Junior Friends and Supporting Friends are an absolutely crucial element of our organization, for a couple of reasons. The first one is obvious: they help us meet our fundraising goals by organizing events that help close vital funding gaps. Junior Friends host our Scottish Christmas Walk Weekend, Toast to Fashion, and Bowties & Belles events, as well as more intimate fundraisers. Supporting Friends conducts a diaper drives for Early Head Start families; usually just a few months long, this year it expanded to cover all 12 months!

But there's a second reason these groups are so important. The women who join them form strong bonds that are forged by a common sense of purpose: helping those in need. These bonds keep them connected to The Campagna Center for years and even generations, knitting them within the fabric of this city.

"I was born and raised in Alexandria and I wanted to give back to the community where we've been for generations. Our efforts go directly to help the community, so it's very rewarding to be a part of that."

– Megan Roberge, Immediate Past Junior Friends Chair

"My mom was involved [with The Campagna Center], and I went with her to meetings [as a child], so I've always known about it. When I graduated from college and moved back to the area, it was a natural fit. I've been involved since I was 24 or 25; now I'm 46. It's important to help those in need who live in your community; that's something we feel strongly about. There are so many great causes, but I never, ever mind asking people to donate to The Campagna Center because I know how well it's run and I know families' lives are improved every day."

– Carrie Garland, Supporting Friends Co-Chair

Board of Directors

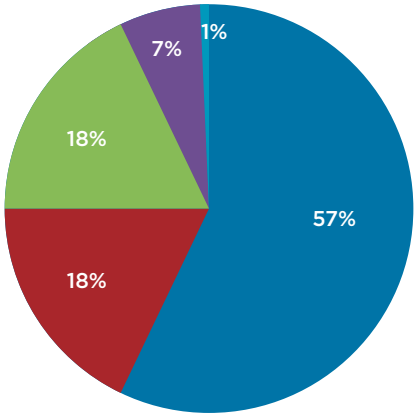
The Campagna Center has a dedicated board of directors who play a very active role in strengthening the organization. The group is composed of committed men and women who take the responsibility of steering this ship very seriously. But beyond their governance role, board members also support the organization by seeking sponsors for our events, serving as our spokespeople and representatives, and hosting quarterly Business Leaders Circle events to bring members of the business community into the fold while engaging local leaders on topics of interest. One hundred percent of board members participate in financially supporting the organization and are visible, visiting programs and serving as ambassadors in the community for our work.

> “This year, I did an on-site tour of one of the Head Start facilities: instead of a meeting, the board development committee spent a morning with the kids; we saw the moms and dads drop them off and spent time in the classroom. The kids bounce out of the cars—I’ve seen kids not want to go somewhere, but these kids were obviously enthusiastic and energetic about getting to work. I also attended a ceremony in the spring of New Neighbors’ graduating class. That was great, a reminder of how lucky we are to have families or individuals who are new to this country, when you see how enthusiastic the new-to-the-United States people are, how motivated they are to learn English.”
>
> **– Dave Millard, Vice Chairman of the Board of Directors**

Finances

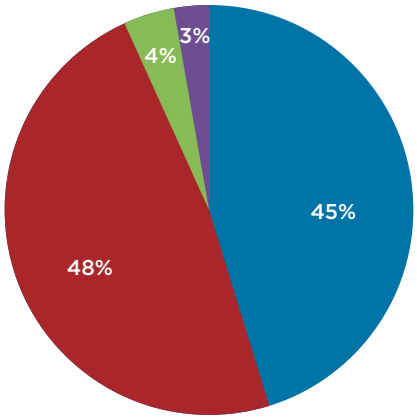
We consider ourselves fortunate. This has been a year of successes big and small, and we're excited about the year to come. But running a nonprofit that helps those in need is never easy. Working with low-income populations often means that certain programs will always operate on a deficit, no matter how entrepreneurial and ingenious we try to be. Still, we stand behind our operations and financial management over the past year and are in a secure financial position. Our Fiscal Year 2013 Financial Audit resulted in a clean opinion with no adjustments or material findings.

FINANCIAL STEWARDSHIP



Revenue & Support*

Government Grants	$6,753,358
In Kind Contributions	$2,144,984
Parent Fees	$2,084,738
Fundraising, Membership, Contributions & Grants	$776,135
Investment Income	$75,579
Total Revenue & Support	$11,834,794



Expenses

Campagna Kids Program	$5,201,089
Early Childhood Education	$5,569,677
Building Better Futures, New Neighbors & Others	$454,694
Management & General and Fundraising	$316,848
Total Expenses	$11,542,308

Note: Based on final audited results for Fiscal Year 2013, which ended August 31, 2013.

**Exceeds 100% based on rounding.*

Donors

We are especially appreciative of the partnerships that we have with the City of Alexandria and Alexandria Public Schools. They have provided us with many resources, from space to financial assistance. We deeply value the relationships we have built with the Department of Community and Human Services and with our schools to help meet vital needs of children, youth and families. We have never been an organization that takes anything for granted when it comes to support.

In many ways, The Campagna Center is in a strong place: as a longstanding organization, we have deep partnerships and strong ties in this community. Funding gaps are an increasing reality for many nonprofit organizations, and it is only through the generosity of our amazing supporters that we can continue to make a difference here. No matter how small, the contributions we receive are incredibly significant to us as we strive to improve the lives of Alexandria's families.

Elizabeth Ann Campagna Legacy Society - $20,000+

Shirley Susan Platt Trust
The Mason Hirst Foundation Fund
United Way of the National Capital Area

Founders Society - $10,000+

Businesses
Christ Church
MPR Associates, Inc.
Oxford Finance
Passport Automotive Group
Scottish Government
Washington Gas
Wells Fargo
Foundations
The DePuy Family Foundation Trust
Joan Huffer and Robert Dugger Family Fund
Ivakota Association, Inc.
SunTrust Foundation
Individuals
Mr. and Mrs. John Weaver

Achievement Partners Society - $5,000+

Businesses
Jones Lang LaSalle
JPMorgan
Mazda North American Operations
National Beer Wholesalers Association
PKB Associates
Volkswagen Group of America
Foundations
Alexandria Day Nursery and Children's Home Inc.
Bruhn-Morris Family Foundation
Camp-Younts Foundation
Spring Creek Foundation Designated Fund
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Program Leaders Society - $2,500+

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Mr. David C. Herrell
Ms. Joan C. Holtz

(Donations listed is based on contributions received January 1, 2013 to December 31, 2013.)

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Community of Friends - $1+

Businesses

529 Kids Consign
ACT for Alexandria
Alexandria Colonial Tours
Alexandria Symphony Orchestra
Americans in Wartime Museum
AppleSeed Maternity and Baby Boutique
Art By Anne Lewis, LLC
Bishop Boutique
Bloomingdale's
Blush & Whimsy LLC
Braddock Commercial Real Estate Services
Bucket List Boutique
Bumble & Co., LLC
BYK-Gardner USA
CAS Riegler Companies
Cava Mezze Grill
CD Harris Designs
Central Michel Richard
Chadwicks Restaurant - Old Town
Chef Geoff (Geoff Tracy)
The Chiropractic Associates
Christ Church Gift Shop
Clarke & Sampson, Inc.
Clyde's at Mark Center
Coffield Law Group
Collard Greens
Coco Blanca
Copper Fox Distillery Enterprises, LLC
The Dairy Godmother
Dishes of India
Door Coulture DC
First Night Alexandria
Fitness on the Run
Forge Brew Works, LLC
Gadsby's Tavern Museum Society
Giant Food - Old Town
Great American Restaurants, Inc.
Holistic Touch
Hooff-Fagelson Tract LLC
Hooray for Books!
Hotel Monaco Alexandria
The Hour Cocktail Collection
Hudgins Law Firm
J. Reilly Associates
Jeffery's Catering Company
J. Hillburn Mens' Clothier
JW Tumbles
Keppler Capitals Iceplex
Kinder Haus Toys
Kiskadee
Lakeshore Learning Materials
Lee Design and Interiors
Let's Dish Alexandria
Liberty Mountain Resort
The Hour Cocktail Collection
The Little Theatre of Alexandria
The Metropolitan Arts Collaborative
Mom Made Foods
Monster Cookie Co.
My Kissing Hands, LLC
The Nation's Capital Jaguar Owners Club (NCJOC)
Neighborhood Restaurant Group
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The Organic Butcher
Pacers Running Stores
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PinkCalyx.com
The Preppy Pink Pony
The Purple Goose
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Renaissance Arlington Capital View Hotel
Reston Limousine
The Ritz Carlton Pentagon City
RR Donnelley
Ruth Barzel Jewelry Design
Salon Bisoux
Screwtop Wine Bar & Cheese Shop
Serenity Day Spa & Wellness Center
Shakespeare Theater
Signature Theatre
Skipper Bags, LLC
Sports Authority - Potomac Yards
Spotted Rainbows
Storm King Strategies, LLC
Sugar House Day Spa & Salon
SummerTies
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Tea with Mrs. B
Tiny Dancers
Total Wine & More
Trader Joe's
Two Swans
Union Street Pub
United Way Greater Twin Cities
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