

70th Anniversary

70
Years
of
Service
and
Positive
Change



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Public Opinion Strategies, L.P.
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Letter *from* The Campagna Center

This year The Campagna Center is privileged to celebrate 70 years of service and positive change in our community. Since 1945 The Campagna Center has devoted itself to providing vital services to hundreds of thousands of children, youth, and families in our community. Through preschool education, quality afterschool programs, social service support, tutoring and mentoring, and adult English classes, The Campagna Center proves that success in school and life is possible when individuals have access to resources that empower them to improve their circumstances.

We are grateful to the many people and institutions who have made our success possible, including our beloved Elizabeth Anne Campagna, Junior Friends, Supporting Friends, board members, staff, donors, school and city partners, faith institutions, businesses, and foundations. The support you have provided this year, and in years past, helps us make a positive difference in the lives of those whom we are privileged to serve.

2015 is also Head Start's 50th year of making educational opportunities available to our nation's most vulnerable children and families. The Campagna Center has been fortunate to participate in Head Start through our longstanding relationship with the City of Alexandria. For 50 years we have worked to make sure that children living in poverty gain access and experiences that help them enter school ready to learn. One of Head Start's most important elements is the work it does to empower and support parents to serve as their children's first and most important teachers. We highlight Rosa's story in this report because it demonstrates Head Start's impact on children and their parents.

Furthermore, our program successes of the past year illustrate that we are making great progress. But we know our work is not yet done. With 60 percent of the children in our public schools qualifying for free and reduced price lunches (a proxy for poverty), we have to remain vigilant to help these children succeed. And, as the ethnic diversity of Alexandria continues to blossom, we must help address language barriers so our families can become self-sufficient, fully functioning members of the community.

Now, more than ever, we must redouble our efforts to reach every child and family in our community who needs support to bridge opportunity gaps. We are convinced that these challenges are not insurmountable, and that The Campagna Center is prepared to meet them with your continued support.

With our deepest gratitude,



Tammy L. Mann, PhD
President & CEO

A handwritten signature in black ink, appearing to read "Tammy L. Mann".



Walter G. Lukens, III
Chairman, Board of Directors

A handwritten signature in black ink, appearing to read "Walter G. Lukens, III".

Rosa's Story



Rosa has a long history with The Campagna Center. Her experiences — and feelings — illustrate the organization's long-term impact better than any numbers could. Rosa shares in her own words how her life changed because of her involvement with The Campagna Center.

I got involved with The Campagna Center as a teen parent. My daughter went to the Campagna Head Start pre-school program at T.C. Williams High School. She became very confident; she learned to speak English quickly; and she became more independent. On the first day of kindergarten, her teacher asked if she had been in school before, because she knew her ABCs and the numbers up to 30, and had excellent communication skills. [Ultimately, four of Rosa's children attended The Campagna Center's Head Start programs.]

The teachers were incredible. They never judged me because I was a teen parent. The family service specialist and teachers guided me, and were always asking, "What do you want to do? What is your next step?" Because of them, I've achieved all of my goals. They pushed me to finish high school, and they helped me get into a program for people interested in early childhood education.

The Campagna Center also had a training course for parents interested in becoming substitute teachers — that's how I got my foot in the door. I started working as a volunteer substitute, and a year later, after receiving my credentials, I became a paid substitute. Then I became a full-time floater, giving teachers their 30-minute breaks. Then they asked if I was interested in an assistant teacher position and I did that for four years.

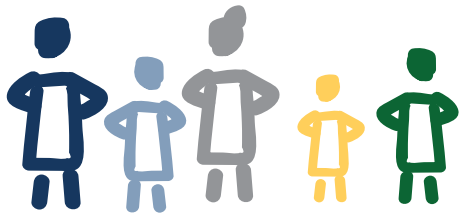
But I wanted to be a lead teacher, and for that I had to get my associate's degree. By December 2015, I'll get my associate's from NOVA (Northern Virginia Community College), and then plan to transfer to George Mason University to get my bachelor's degree. But you never know what opportunities will be presented at The Campagna Center. Two weeks ago I interviewed to be a Campagna Home Visitor Teacher: you work with the child and his/her parents until the child is two and a half. You share parenting skills, keep up with the kids' immunizations, and their development — all the things that are good for the whole family.

My goal was to be a teacher, because my passion is in the classroom. But since I've been a Home Visitor Teacher, I've felt like I was going back to when I was a teen parent and had the Campagna staff guiding me. I feel like I'm in the right place.

Know what's funny - two years ago my father told me that he enrolled me in The Campagna Center when I was a little girl! I feel like they've done so much—not only for me, but for my whole family. They helped me as a preschooler, they helped me as a teenager, they helped me as an adult, and now it's my turn to give back.

Success *by the Numbers*

2,063 teens, children, and adults served



EARLY CHILDHOOD

- Literacy
- Social & Emotional
- Language
- Cognitive
- Small & Gross Motor
- Math



90% of preschoolers met or exceeded developmental goals

ELEMENTARY SCHOOL CAMPAGNA KIDS

- 98% satisfied/very satisfied with the overall program
- 93% satisfied/very satisfied with the program curriculum
- 93% agree/strongly agree that their child has benefitted from program activities
- 95% agree/strongly agree that their child has made new friendships
- 82% agree/strongly agree that their child was introduced to new places or activities
- 83% agree/strongly agree that the program helps their child learn and develop new skills
- 63% agree/strongly agree that their child has improved academically based on homework assistance provided by program



MIDDLE SCHOOL



86% of students maintained or improved a letter grade

HIGH SCHOOL

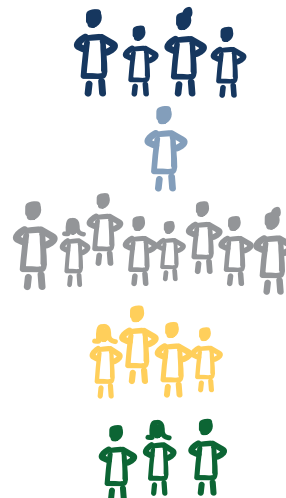


100% of participating seniors

- ★ graduated
- ★ applied to college
- ★ gained college admission

NEW NEIGHBORS

80% of students qualified to advance to the next level of English instruction



4 passed their citizenship exams

1 became a U.S. resident

8 obtained new jobs

4 started new businesses

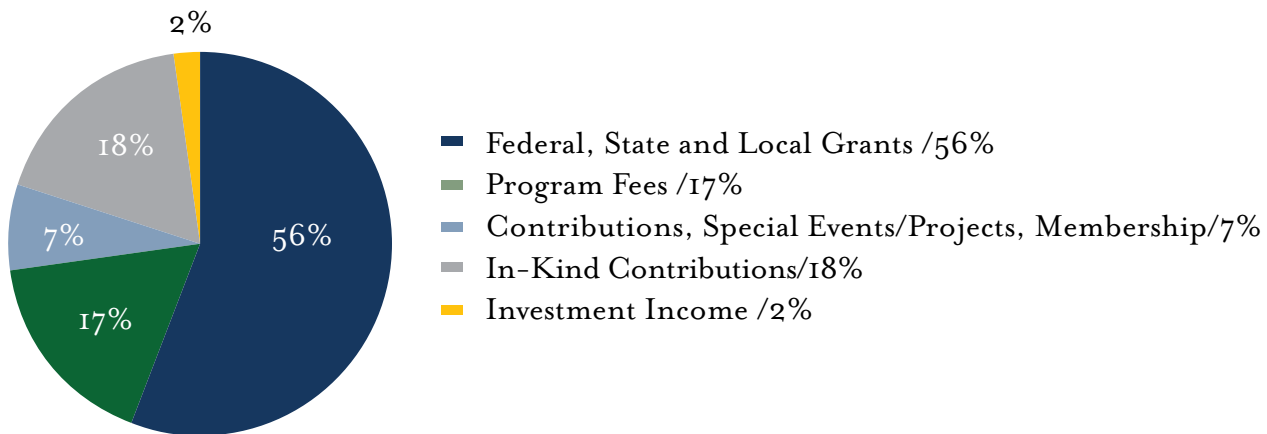
3 volunteered in their field of interest

Financials

For the Year Ended August 31, 2014

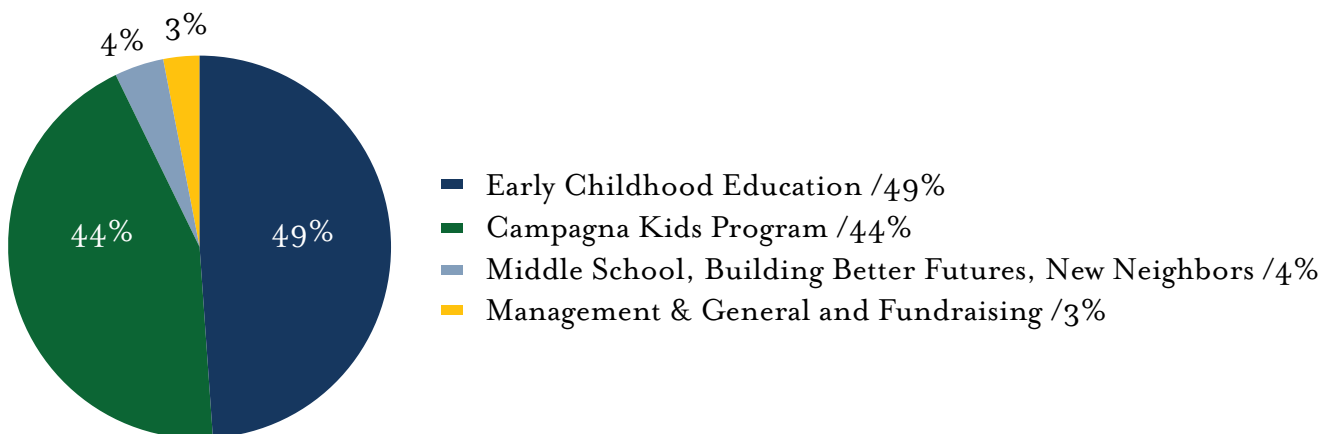
REVENUES

Federal, State and Local Grants	\$6,655,973
Program Fees.....	\$2,058,852
Contributions, Special Events/Projects, Membership	\$845,596
In-Kind Contributions.....	\$2,119,688
Investment Income	\$177,543
TOTAL REVENUE & SUPPORT	\$11,857,652



EXPENSES

Early Childhood Education	\$5,661,160
Campagna Kids Program	\$5,061,093
Middle School, Building Better Futures, New Neighbors.....	\$416,940
Management & General and Fundraising	\$413,237
TOTAL EXPENSES.....	\$11,552,430



Our Fiscal Year 2014 Financial Audit resulted in a clean opinion with no adjustments or material findings.
 The Campagna Center's fiscal year runs from September 1 to August 31. Percentages may exceed 100% based on rounding.



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