

Kentucky Youth Advocates is the trusted, independent voice for Kentucky's children. We work hard to ensure that decision makers create policies and invest in programs that keep children and families healthy, safe and secure.

Here are some strides we've made from 2012-2013 that show how we impact the future every day.



KYA impacts the FUTURE

policy change affects the system forever

Joined Kosair Charities
Face It Campaign to
end child abuse



Nine children's policy priorities were identified. Five of these were mentioned in Gov. Beshear's State of the Commonwealth Address.

Engaged over 50 Blueprint partners

Published & disseminated 80 pages of educational materials on key child well-being issues through policy briefs and our KY KIDS COUNT Project



- 1 Clear the air with a statewide, comprehensive smoke-free law
- 2 Close the achievement gap: prioritize early learning
- 3 Protect children from abuse & neglect
- 4 Safeguard child victims: strengthen laws to combat human trafficking
- 5 Help working families make ends meet: enact a state Earned Income Tax Credit

- 6 Follow the evidence on public safety: improve Kentucky's response to child behavior
- 7 Connect children to health coverage: make the process simpler
- 8 Support caregivers and relative caregivers
- 9 Connect the dots: make sure eligible families get supports they need



Governor of Kentucky,
Steve Beshear

LEGISLATIVE

WINS

HB 290

puts into law a panel to review child abuse deaths and prevent future deaths from occurring

HB 3

ensures that child victims of human trafficking receive the services they need, rather than being detained or prosecuted



@KySecofState

Looking forward to engaging future leaders at @KYYouth's pre-debate Step Up for Kids rally in Danville at 1:00 today!

Making Kentucky the best place in America to be a kid.

Calendar

Step Up for Kids Day
150 advocates showed up to raise awareness on pressing issues.

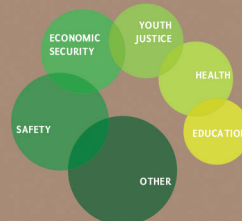
Children's Advocacy Day at the Capitol
1,000 advocates rallied on February 7, 2013.

Step Up for Kids Rally in Danville, Ky.
400 child advocates attended.

23

Action Alerts

sent to a listserv of 2000



Case Advocacy

KYA serves as a guide for families that don't know where to go next. We have the answer when families "don't know what to do."

Media Advocacy

KYA is viewed as an expert on children's issues and was interviewed over 100 times by the media this year. We appeared in the media nearly once per day!

That's 383 articles!

Youth Advocacy

Through youth empowerment and immersion programs, 150 youth have been trained to further advocacy.

kyyouth.org
Visits from
Social Media

1 in 11

2 in 5

before new website

after website launch

Followers Increased



100%



43%

The new mobile-friendly website, brought a **700%** increase in mobile traffic.

54,869

page visits this year

42,027 of such visits are since the new site launch

Compared year to year, the new website brought a **283.8%** increase in page traffic

REVENUE

\$1,433,006

1,004,274
38,758
284,280
105,694

Foundation and Organizational Grants
Contributions
Fees for Services
Other Revenue

EXPENSES

\$1,419,034

1,175,358
184,687
58,989

Program Service Expenses
Management & General Expenses
Fundraising Expenses

Champions for Children

#1

Grantors

\$10,000 or more

Annie E Casey Foundation
Atlantic Philanthropies
Casey Family Programs
Dentaquest Foundation
First Focus
Foundation for a Healthy Kentucky
Greater Cincinnati Foundation
James Graham Brown Foundation
Kosair Charities
Metro United Way
Public Welfare Foundation
Robert Wood Johnson Foundation
Stoneman Family Foundation
True Up
United Way of Greater Cincinnati

Organization

donors \$1000 or more

Bellarmine University
Every Child Matters
Foundation for a Healthy Kentucky
Fund for the Arts
Kentucky YMCA
Kosair Charities
Kosair Children's Hospital
Passport Health Plan
Porcini Children's Foundation
Toyota Motor Manufacturing of Kentucky
VIA Studio
W. Bruce Lunsford

Individuals

Over 150 individuals invested in kids through supporting our work last year.

2012-2013 Board of Directors

helping KYA impact our state

