



THE VOICE FOR KIDS

2016 ANNUAL REPORT



Save the Children
Action Network™

DEAR FRIENDS,

Over the past three years, Save the Children Action Network (SCAN), the political advocacy arm of Save the Children, has mobilized hundreds of thousands of people from across the country who share our belief that every child around the world deserves the opportunity to thrive.

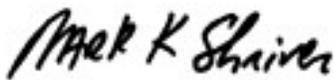
I'm proud of the victories for kids we have achieved with the support of our generous donors and dedicated supporters. Together with our grassroots advocates across the country, we were able to help more kids attend preschool and get closer than ever to ending preventable deaths of moms and kids around the world.

Kids' issues often aren't front-page news and there is much more work to do. But we are motivated to keep going because we are fighting one of the most important battles there is: ensuring that all kids survive and thrive.

There is no way we could have accomplished so much this year without your support.

Many, many thanks for all you do for kids.

Warmly,

A handwritten signature in black ink that reads "Mark K Shriver". The signature is written in a cursive, slightly slanted style.

Mark K. Shriver
President, Save the Children Action Network

OUR MISSION

SCAN is the political voice for kids. We believe that every child deserves the best start in life. As the political advocacy arm of Save the Children, we are building bipartisan will and voter support to make sure that every child in the U.S. has access to high-quality early learning and that no mother or child around the globe dies from a preventable disease or illness. By investing in kids and holding leaders accountable, we are helping kids from birth to age five survive and thrive.

In 2016, we worked on the ground in five states and advocated on Capitol Hill to:

- **Expand access to high-quality early childhood education programs in the U.S.**
- **End preventable deaths of mothers, newborns and children under the age of five around the world.**

In just three years, SCAN has made incredible progress in advancing our goals for children. Our targeted campaign strategy, which includes a focused public policy agenda, grassroots mobilization, research-based communications and political action, has been successful in elevating both of our priority issues at the federal, state and local levels. From engaging in the 2016 presidential election, to influencing the results of state elections on behalf of children to including youth in all aspects of our work, SCAN is achieving lasting change for children in the U.S. and around the world.

The following report captures highlights of our work in 2016.

OUR ISSUES

Expanding Early Learning in the U.S.

Experiences during the first five years of a child's life shape brain architecture and have a direct impact on that child's social, emotional and learning skills. But this window closes quickly and low-income children who enter kindergarten unprepared are more likely to experience serious negative social impacts.

Expanding access to high-quality early education is the most effective way to close the growing opportunity gap in our country.

Research by James J. Heckman¹, a Nobel Laureate in economics, shows that high-quality birth to five programs for disadvantaged children can deliver a 13 percent return on investment annually through better outcomes in education, health, social behaviors and employment.

Despite the overwhelming evidence that demonstrates the cost-savings and developmental benefits of quality early childhood education, policymakers have failed to increase access to these critical programs.

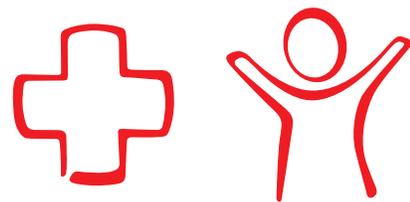
SCAN is urging policymakers at the local, state and federal levels to support innovative financing mechanisms to expand high-quality early education programs because investments in early learning result in greater success in K-12 and more resilient communities.

Helping Mothers, Newborns and Children around the World Survive

Since 1990, the world has reduced mortality rates for children under age 5 by more than half, but there is more work to do. Each year, 5.9 million children under age 5 – nearly half of whom are infants – die from preventable causes like pneumonia and diarrhea. Nearly 300,000 women die every year from complications during pregnancy and childbirth. Most of these deaths could be prevented with simple, inexpensive solutions, such as access to antibiotics.

In 2016, SCAN convened a coalition, worked with congressional leaders and developed legislation to keep up the momentum on maternal and child survival by advocating for the Reach Every Mother and Child (Reach) Act, bipartisan legislation that would help expand proven interventions in the countries most in need.

The Reach Act would build on successful programs to save the lives of millions of moms and kids around the world and end preventable maternal and child deaths within a generation.



¹[The Lifecycle Benefits of an Influential Early Childhood Program](#)

FEDERAL PRIORITIES

SCAN advocates for protecting and increasing federal investments in early childhood education and maternal and newborn child survival by making recommendations to members of Congress who sit on key committees. When crucial funding is at risk or we have an opportunity to support proactive legislation, SCAN mobilizes thousands of supporters around the country to ask their members of Congress to protect such programs.

Protecting and Expanding Early Childhood Education Investments

In 2016, the U.S. House of Representatives passed the Social Impact Partnerships to Pay for Results Act (SIPPR), bipartisan legislation that would expand effective social interventions, such as early learning.

This bill would allow private and philanthropic investors to enter into contracts with the government to fund programs that serve a public good while also saving the government money. The outcomes of these programs are rigorously evaluated to assess if predetermined goals are met. These goals are intended to save state and federal tax dollars by avoiding more costly interventions in the future.

Unfortunately, SIPPR did not pass in the Senate, but SCAN is looking for opportunities to support similar legislation that would make early learning accessible to more kids in the U.S.

In December, Congress awarded more than \$247 million to 18 states under the Preschool Development Grants program to continue

expanding access to high-quality preschool for children from low- and moderate-income families. This made it possible for 35,000 more kids to attend preschool.

Bolstering Support for the Reach Every Mother and Child Act

The Reach Act was introduced in the Senate in 2015 by Senators Susan Collins (R-Maine) and Chris Coons (D-Del.) and in the House of Representatives by Reps. Dave Reichert (R-Wash.), Betty McCollum (D-Minn.), Barbara Lee (D-Calif.) and Michael McCaul (R-Texas).

While the bill did not pass in 2016, it did receive the largest bipartisan support of any international development effort ever – even the President’s Emergency Plan for AIDS Relief (PEPFAR). Nearly 220 members of the U.S. House of Representatives and 35 members of the Senate cosponsored the bill.

SCAN is working with a broad coalition and congressional leaders to ensure the Reach Act is reintroduced in 2017.



Talitha Brauer/Save the Children

FEDERAL PRIORITIES

Action Tank

Fewer than half of low-income children have access to quality early childhood education programs. To change this dynamic, we must identify the resources to bring these education-based interventions to scale to ensure all kids have access to quality early childhood education.

In response to this challenge, SCAN joined forces in 2016 with businesses, think tanks and nonprofits, including XL Catlin, Goldman Sachs, PNC Financial Services Group, Pearson, First Five Years Fund, First Focus, Institute for Child Success and the YMCA of the USA, to form the Early Childhood Education Action Tank, a group of diverse allies that forged agreement on a series of recommendations to increase children's access to high-quality early learning as part of comprehensive tax reform.

The group proposed specific action to expand upon what is "right" with existing tax policy and to create new incentives that promote state, local and private collaboration.

It is also vital that the federal government ensures that any policies and programs are built on a standard of high quality to guarantee the best outcomes are achieved.

These tools would help break down the two greatest barriers to early learning: **cost and lack of access to quality programs**. In doing so, our nation would close a major gap in our social safety net and empower the next

generation to achieve prosperity for themselves and their families to come.

The [Action Tank](#)'s recommendations include:

- Expand tax credits and deductions;
- Expand municipal and private activity bonds;
- Social impact financing/pay for success;
- Early education-higher education parity;
- Expand the Maternal, Infant and Early Childhood Home Visiting (MIECHV) Program; and
- Pre-kindergarten scholarship tax credit (PKTC).

The Action Tank is now taking these ideas to Capitol Hill ahead of expected tax reform legislation later in 2017.



Antonito Colorado/Save the Children

NATIONAL ADVOCACY

In addition to our federal advocacy work, SCAN is working at the state level to call on elected leaders to prioritize children's early years.

Grassroots Mobilization

In 2016, our supporter base grew by 65 percent, reaching a total of more than 190,000 across the country.

Our supporters wrote, called and signed their names to more than half a million messages to local, state and federal lawmakers in support of investments in kids in 2016.

In December alone, we delivered almost 25,000 petition signatures to the offices of Speaker Paul Ryan and Senate Majority Leader Mitch McConnell asking them to protect funding for lifesaving health and nutrition programs in the fiscal year 2017 budget.

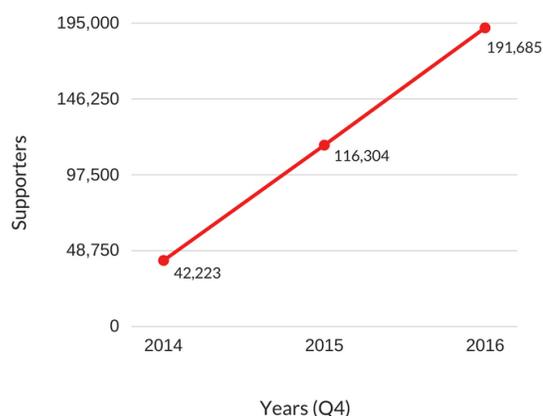
Student Ambassador Program

2016 marked the first full year of our Student Ambassador program, through which we work with highly-motivated high school and college students in our target states to mobilize their peers to take action for kids.

In 2016, 23 students from nine high schools and 27 students from 10 colleges participated in local and nationwide advocacy actions.

These Student Ambassadors worked in collaboration with SCAN staff members to submit letters to the editor to local news outlets, speak with reporters about their advocacy work,

SCAN Supporter File Growth



write captivating posts for our blog, participate in electoral canvassing, attend presidential town hall events, host debate watch parties and more to advocate in support of SCAN's issues.

IN THE STATES

Presidential Election

The 2016 presidential election presented a unique opportunity for SCAN to elevate the issues of early childhood education and maternal, newborn and child survival on the national level and in early caucus and primary states.

Beginning with the February Iowa caucuses and continuing through the general election, SCAN promoted high-quality early learning through visibility, education and grassroots mobilization at the federal and state levels.

Our High 5 for Kids campaign focused on educating voters in the early primary states of Iowa, New Hampshire and South Carolina. Our supporters attended more than 60 campaign events throughout the year to speak with candidates and voters about SCAN's policy priorities.

We hosted interactive installations at the [Republican](#) and [Democratic](#) National Conventions in Cleveland and Philadelphia in July, where we spoke with hundreds of delegates and several elected officials, including Rep. Tom Cole (R-Okla.), Sen. Dan Sullivan (R-Alaska), Rep. James Clyburn (D-S.C.), Sen. Chris Coons (D-Del.) and Gov. Jay Inslee (D-Wash.) about early learning and maternal, newborn and child survival.

Electoral Engagement

In 2016, SCAN engaged in state legislative races on behalf of pro-early learning candidates.



SCAN President Mark K. Shriver and Congressman Tom Cole of Oklahoma discussed early education at the Republican National Convention in July.

Zach Nunn
for State Representative

Supporting a
Brighter Future
for Iowa's Children

Save the Children
Action Network
www.SavetheChildrenActionNetwork.org/IA

Save the Children Action Network is a 501(c)(4) organization.

Photo by Save the Children Action Network. ©2016 Hannah Reed, Michael Halpern, 11/16/2016
Mark Shriver, President. Not authorized by candidate or candidate committee.
P.O. Box 1779
Des Moines, IA 50319



In total, we helped to elect five lawmakers to state legislative bodies in Iowa, New Hampshire and Washington through a combination of digital advertising, direct mail and phone banking.

In 2017, we look forward to working with these state lawmakers, as well as the Trump Administration, to advance policies that will help more kids have an equal opportunity to succeed.

ADVOCACY SUMMIT

In April, SCAN and Save the Children cohosted our annual Advocacy Summit in Washington, D.C., which focused on our two priority issues.

The Summit provided an opportunity for more than 175 advocates – including 65 high school and college students – from 25 states to participate in more than 100 meetings on Capitol Hill.

During meetings with lawmakers, advocates asked their elected officials to co-sponsor the Reach Act, as well as improve the lives of children in the U.S. by supporting SIPPRA.

Participants also had the opportunity to engage in dynamic training workshops and panel presentations by powerful change-leaders and elected officials, including USAID Administrator Gayle Smith, state Sen. Mike Johnston (D-Colo.), Sen. Tim Kaine (D-Va.), Sen. Susan Collins (R-Maine), pollster Kristen Soltis Anderson and CNBC’s John Harwood.



“I’m grateful for the work Save the Children has done for nearly a century to recreate lasting change for children... [Advocates’] voices count. You are speaking not only for yourselves but for millions of people around the world.”

- Senator Susan Collins, R-Maine

IN THE NEWS

Communications Strategy

All of SCAN's advocacy activities in 2016 were complemented and enhanced by a combination of paid advertising, earned media, social media and more. In 2016:

- SCAN's overall social media presence more than doubled, growing from less than 3,000 followers on Twitter to nearly 7,000, and from 10,000 followers on Facebook to nearly 20,000. Additionally, we established a presence on Instagram in April. All of these channels highlight the breadth of SCAN's on-the-ground work in our target states and track our supporters' engagement with presidential candidates on the campaign trail.
- SCAN continued to implement an aggressive earned media approach with news articles, op-eds, letters-to-the-editor and broadcast segments in outlets in each of our target states, such as *The Seattle Times*, *The Des Moines Register*, *The State* (S.C.), New Hampshire Public Radio and the *Concord Monitor* (N.H.), as well as in national outlets, including CNN, *The Washington Post*, *U.S. News & World Report*, *The Huffington Post*, *Education Week* and *The Hill*. We collaborated on op-eds with Sen. Chuck Grassley (R-Iowa) about the Reach Act and Rep. Tom Cole (R-Okla.), philanthropist Liz Simons and business and non-profit leaders Jim Sinegal and Suzanne Sinegal McGill about early childhood education.

The Washington Post

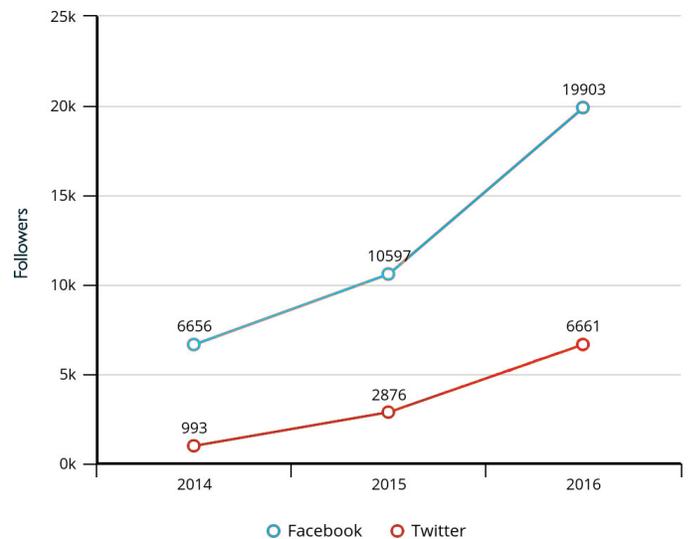
Magazine

The president of the Save the Children Action Network on getting political juice



Mark Shriver, president of the Save the Children Action Network. (Joshua Yospy/For The Washington Post)

SCAN Social Media Growth



- SCAN launched a blog, *The Voice for Kids*, in April. Each week, we highlight our issues and stories from advocates across the country.

FINANCIALS

In 2016, SCAN's operating budget was \$8.3 million, with 71 percent of expenses spent on advocacy activities (including lobbying) and 29 percent of expenses spent on electoral activities.

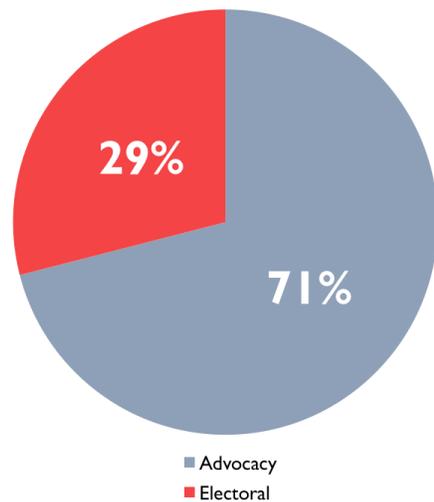
We raised \$4 million in new money—\$2.45 million (61%) advocacy and \$1.55 million (39%) electoral—from a diverse group of individuals, private foundations and corporations, which, combined with existing grants and contributions, fully funded our activities.

SCAN's overall 2017 operating budget will grow by nearly \$1 million, with more than 90 percent of expenses being spent on advocacy activities.

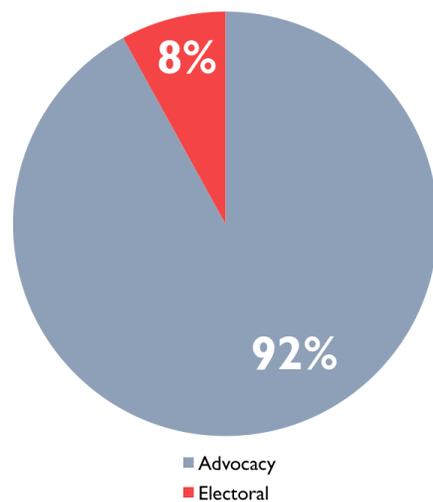
Less funding will be spent on electoral work in 2017 because it is not an election year.

This significant amount of funding was made possible by a group of visionary donors who understand the importance of tackling the large-scale problems facing children. We are incredibly thankful to those who supported our work in 2016 and look forward to continuing to advance our ambitious goals for children in 2017 and beyond.

2016 Operating Expenses and Total Expenses
\$8.3M



2017 Operating Budget and Total Budget
\$9.2M





Save the Children Action Network is the political voice for kids. We believe that every child deserves the best start in life. That's why we are building bipartisan will and voter support to make sure every child in the U.S. has access to high-quality early learning and that no mother or child around the globe dies from a preventable disease or illness. By investing in kids and holding leaders accountable, we are helping kids from birth to age five survive and thrive.

Save the Children Action Network is a 501(c)(4) organization.

899 North Capitol Street, NE
Suite 900
Washington, DC 20002

202-640-6600

www.SavetheChildrenActionNetwork.org

Cover photo: Sarah Tyler/Save the Children