

2015 Annual Report

EDITORIAL NOTES FROM KINDRA:

- In the first few pages, I have included many comments to give you an idea of the types of edits I'm making and why. Once you get the general idea, I think it will be fairly self-explanatory, so I have not included as many comments in subsequent pages.
- I am using Associated Press style in most cases. I added a serial comma where I believed it would improve clarity.
- We have a dual need to appeal to donors/partners who feel and those who think. In my mind, the left-hand pages are the best opportunity to appeal to feeling, and the program descriptions appeal to thought. I fairly heavily edited the left-hand pages to deepen the emotional appeal there. Does it go far enough?
- I used the two-word versions of "child care" and "health care," because it seems to be the most used form in your draft. You will need to change this if you have another specific form you want to use.
- I didn't test word count, because I don't know the type of layout you are working toward.

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▪

COVER

<UNITED FOR CHILDREN BUG>

2014-2015 Annual Report

<NCFF LOGO>

<NOTE: On interior pages, I'd like to find some way to incorporate both the NC logo and the United for Children bug in a consistent way>

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SPREAD 1

Left page:

Headline: What divides us can't ~~destroy~~ what unites us.

(Loosely leaded into copy)

Copy: All Nebraskans agree on precious few things. At Nebraska Children, we've noticed, even when we disagree on other issues, we all believe each and every child in our great state deserves love, safety, and opportunities to thrive. It's a universal, non-negotiable truth we all hold dear. Our youngest citizens are counting on us to make the Good Life real.

Right page:

Headline: Helping Nebraska's Children Learn, Stay Safe and Thrive

Copy: In 2014-15, Nebraska's most vulnerable children received more of what they needed to thrive when Nebraska Children's partners helped us successfully bring our mission to life. We pulled together families, policymakers, businesses, service providers, and educators to build the systems that help our children reach their full potential.

- 7 community-based child abuse collaborations across the state serving ~~<XX,XXX>~~ children, with more collaborations in planning stages
- 3 complete systems of care for older youth in Nebraska communities, with 7 more systems coming on board next year
- 10 citywide afterschool learning systems, bringing community partners into schools to educate and enrich student lives
- 31 Sixpence Early Learning sites across the state to spark learning and support parents and caregivers
- 6 train-the-teacher communities for early childhood mental health
- Record-breaking statewide awareness on child abuse prevention and child well-being

It's been a year of major growth and progress for Nebraska Children and those who stand beside us, and we're excited to share what you helped create in this annual report. You can be proud of helping us move the needle on important indicators: fewer instances of child maltreatment, fewer youth in foster care, fewer juvenile arrests, and better graduation rates.

Since our inception in 1997, Nebraska Children has worked hard to help communities, organizations and people come together to make things happen. We love our work and dedicate every action we take to the kids and families who need us to help them be okay—and better than okay!

Commented [KF1]: "Overcome" means to defeat, successfully deal with or affect strongly—not quite the right meaning.

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Commented [KF2]: In addition to editing for clear language, I focused this a little more sharply on the contrast between the things that divide us and the thing that unites us. Does this look okay to you?

Deleted: There are precious few things that all Nebraskans can ...gree on precious few things. At Nebraska Children, we've noticed, even when we disagree on other issues, we ...e all know ...elieve that everyone in our state believes that ...ach and every one of our children...hild in our great state deserves love, safety, and opportunities to thrive. That's ...t's a universal, non-negotiable truth that ... [1]

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Deleted: lived out its mission of...elped us successfully bring our mission to life. We pulled together bringing families, policymakers, businesses, service providers, and educators together ...o ...uild the systems that our children reach their full potentialthat improve the lives of our most vulnerable children... [3]

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Deleted: big ...ear of major growth and progress for the Nebraska Children mission...nd those who stand beside us, and we're excited to share the progress ... [5]

Commented [KF6]: Removed repetition of "progress".

Deleted: that ...ou helped create in this annual report. We're ...ou can be proud of helping us move moving the needle on important indicators, such as... fewer instances of child maltreatment, number of ... [6]

Commented [KF7]: I suggested removing the last paragraph, because it's somewhat obvious. Does that seem right? I wanted to suggest that this important page should end on a strong note that is focused on those you serve.

Subhead: Looking ahead to even greater change in 2016

Copy: It is the seamless work of Nebraska communities from one year to another that creates a reliable, ever-improving framework of support for children, families and educators. Next year, we'll see exciting new developments take our efforts to the next level:

- **Community response expansion.** The State of Nebraska is working with Nebraska Children to implement expanded community response. This is a coordinated approach that, for many families, is an alternative to entering the child welfare system. Nebraska Children is bringing together private funders to make this happen in Douglas and Sarpy Counties, as well as in many other communities across the state.
- **Sixpence Child Care partnership grants.** Community grants from a public/private endowment will help vulnerable areas of the state improve the quality of their early learning environments.
- **Connected Youth Initiative communities.** As many as 10 community grants of \$150,000 will build comprehensive support systems for a potential 16,000 Nebraska youth who are aging out of foster care, facing a juvenile justice challenge, or experiencing homelessness or near homelessness.
- **Prevention Summit.** This statewide full-day conference will provide CEUs on child welfare issues and recognize the spectacular work of community-based providers.

Bottom box:

Headline: **Table of Contents**

Copy: Read more about the investment of Nebraska in children and families across our state.

Omaha Metro

Lincoln and Southeast Nebraska

Fremont, Norfolk and Northeast Nebraska

Central Nebraska

The Panhandle

Statewide Camp Catch-Up

2014-2015 Donors

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Board of Directors and Friends of Nebraska Children

Get Involved

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.....Page Break.....

SPREAD 2

Left page:

Headline: Together, we dedicate our hearts and hands to the children

Copy: Nebraska Children and Families Foundation supports children, young adults and families at risk. Our goal? To give our state's most vulnerable kids what they need to reach their full potential. We do this together with many others, building strong communities that nurture families, so their children can grow up to be thriving, productive adults.

MISSION

Create positive change for Nebraska's children through community engagement.

VISION

A Nebraska where all children will have the resources and support to reach their full potential.

VALUES

Prevention

We believe in investing early before problems start.

Opportunity

We believe every child deserves the chance to reach their full potential, so we focus on providing opportunities to children who have the least.

Collaboration

We believe it takes all of us to create a Nebraska where all children can reach their full potential. That's why we leverage funds from both public and private sectors, pool talent from all around the communities we work with, and structure initiatives around a team effort designed to maximize effectiveness of limited resources.

GOAL

We empower families to:

- Be healthy
- Be safe
- Enjoy life
- Achieve milestones
- Contribute positively to their communities
- Achieve economic stability

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Right page:

Headline: A look back . . .

<INSERT TIMELINE FROM REVISED INTRO BROCHURE>

<INSERT NEBRASKA CHILDREN'S STORY GRAPHIC>

Across the spread:

Subhead: **Statewide Presence**

<INSERT MAP OF STATE/PROGRAMS>

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SPREAD 3

<GRAPHIC – SMALL MAP INSET WITH DOUGLAS/SARPY HIGHLIGHTED>

Superhead: Highlights of Nebraska Children's work in...

Headline: **THE OMAHA METRO**

Loose copy: In the metro area, we reach out to children of all ages in a multitude of challenging circumstances. Nebraska Children connects a wide array of existing resources, then provides funding and guidance to support a network of coordinated services. Together, we are leading the way to greater impact and real change for Omaha's kids in need.

Subhead: **Reducing child abuse through collaboration**

Copy: Every instance of abuse chips away at a child's potential. Nebraska Children is fighting this devastating force through collaboration in Douglas and Sarpy Counties. The result: a better defined, more comprehensive system of community response—a system that embraces children and families and guides them clearly toward more peaceful lives. The state completed a successful pilot of Sarpy County Community Response, and has asked Nebraska Children to fully implement this model in the Metro.

With the extraordinary success of Project Everlast Omaha in mind, we're ready to develop a similarly-structured collaborative system for children across the age spectrum. In the six communities where Nebraska Children has built a Community Prevention System, we're seeing remarkable improvements in:

- Child maltreatment
- Number of youth in foster care
- Juvenile arrests
- Births to teenagers

<INSERT GRAPH SHOWING SARPY COUNTY CHILD ABUSE RATES GOING FROM 277 (2010) to 137 (2013) SINCE THE COMMUNITY RESONSE PILOT>

<Caption to interpret the graph>

Subhead: **Helping young people move from foster care to independence**

Copy: Five years ago, the Omaha Independent Living Plan began helping older foster children transition to adulthood more successfully. Since then, the program has evolved into a comprehensive, highly-effective system called Project Everlast Omaha (PEO). To create this system, Nebraska Children cultivated connections between providers, youth, policymakers, health care, businesses, educators and others. With a tight network of services and the program's Central Access referral system, no matter which service a

Commented [KF20]: Rearranged slightly to make it easier to digest during reading.

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Commented [KF21]:

Deleted: work to reach...each out to at-risk populations of ...children across the age spectrum ... [17]

Commented [KF22]: Using the same word form as in the phrase before helps the brain absorb both ideas.

Commented [KF24]: Added some verbiage to make the size of blurb consistent with the others, but also to add clarity and motivation. Do you think this works?

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Commented [KF25]: I avoid the use of unbelievable, because if it's unbelievable, why should they believe it!?

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Deleted: What started as ...ive years ago, the Omaha Independent Living Plan began helping older foster children transition to adulthood more successfully. Since then, the program has 5 years ago has ...volved into ...a comprehensive, highly-effective system called Project Everlast Omaha (PEO). To create this system, Nebraska Children brought together ... [21]

Commented [KF26]: I'm thinking "services" is implied.

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young person approaches first, they can be matched with any service needed to help them;

- Basic living skills. PEO conducts frequent classes and provides access to learning opportunities across the metro.
- Employment. PEO's employment partnership trains young people on the social-emotional skills needed to get a job, keep a job and succeed in a job. When the course is completed, PEO works with local businesses to interview and place participants in jobs.
- Education. PEO youth can apply for scholarships for college and trade certification programs.
- Transportation. PEO provides a 4-to-1 match in funds to help young people save toward the purchase of a car — necessary for life success in Omaha.
- Housing. PEO helps young people find safe, secure, affordable housing through several local programs.
- Access to health care. With the help of a Healthcare Navigator, youth can find the services and funding they need to stay healthy.

The results of PEO efforts? More high school graduations. More employment. More and safer housing. And better prospects for the future.

<INSERT PEO OUTCOME GRAPHICS>

<Caption for graphics?>

CALLOUT: About 1,300 youth were served in 2014-15 by Project Everlast Omaha.

Subhead: Giving at-risk babies and toddlers what they need to thrive

Copy: Omaha has 2 Sixpence Early Learning sites in conjunction with Omaha Public Schools, Educare and Millard Public Schools, serving nearly 105 babies and toddlers. These high-quality, center-based environments for small children includes health care follow-up by a nurse and parenting education for teenage parents.

The Sixpence Program through Papillion-LaVista Public Schools serves at-risk babies and toddlers through weekly home visits and regular family socialization and education events.

Callout: 25% of youth who age out of foster care will be homeless by age 21.

Sidebar: Headline: Success after foster care

Subhead: Azar Webb III, Omaha

<INSERT AZAR-BRITTNEY PHOTO>

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Copy: As a teenager, Azar went through eight foster homes in just four years.

He describes himself back then as quiet, withdrawn and distrustful.

When he became too old for the foster care system, Azar got involved with Project Everlast Omaha, where he received the consistent mentoring and access to services he needed. Now, at age 20, Azar is enrolled at Metropolitan Community College and is pursuing a triple major.

“It’s amazing— the people and positive energy, good role models, and leadership at Project Everlast, it’s everything you’d ever want to be around to grow and to be yourself at the end of the day.”

-- Azar

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SPREAD 4

<GRAPHIC – SMALL MAP INSET WITH LANCASTER, CASS, OTOE, JOHNSON, NEMOHA, PAWNEE, RICHARDSON, GAGE, SALINE, JEFFERSON, SEWARD COUNTIES HIGHLIGHTED>

Superhead: Highlights of Nebraska Children’s work in...

Headline: **LINCOLN/SOUTHEAST NEBRASKA**

Loose copy: Nebraska Children and its partners have worked through local school districts to maximize services, then appeal to providers to fill gaps. Now, families in Lincoln and Southeast Nebraska have access to the wide array of connected resources they need to help their children reach full potential in some of the most critical areas of their lives.

Subhead: **Closing the achievement gap in Lincoln schools**

Copy: Nebraska Children’s Beyond School Bells initiative partners with Lincoln Community Learning Centers (CLCs) to enrich afterschool and summer learning opportunities for students at risk. Nearly 6,000 students were served by Lincoln CLCs last year. Participation in this kind of high-quality afterschool and summer programming improves student attendance, encourages positive in-class behavior, boosts academic performance, increases parent engagement, and gives children a better chance at life.

Subhead: **Launching foster care youth into a brighter future**

Copy: In its first year, Project Everlast Lincoln (PEL) laid the groundwork and provided services to help fostered youth in Southeast Nebraska transition out of the system and into life on their own. Nebraska Children helped by assembling a collaborative network of service providers and then funding expanded services to this special population. Participating youth received help with housing, transportation, financial literacy and saving, family finding services, emergency cash, self-advocacy and peer-to-peer support. PEL recently applied for special funding to establish a Career Pathways Model that will help young people find well-paid, long-term employment.

CALLOUT: 371 young people received services through Project Everlast Lincoln in its first year.

Subhead: **Building a foundation for children’s mental health**

Copy: Saline County was one of the original communities participating in our 2013 Rooted in Relationships initiative. The program provides children from birth to age eight with the benefits of a socially, emotionally and behaviorally supportive learning environment. Saline County has focused heavily on implementing the Pyramid Model in classrooms to promote social and emotional competence in infants and young children. The county also has begun training parents in Circle of Security, a highly effective parenting strategy to improve family dynamics and social-emotional development.

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Commented [KF30]: Is this true? Added to acknowledge partners (you said they don’t want to see NC take all the credit). I’ve added similar bits elsewhere.

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Commented [KF31]: Added text to make the size of this blurb consistent with the others...but also to give it a bit more clarity and depth of meaning to help readers connect.

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Commented [KF32]: Moved “financial literacy” to first position to make this easier to digest.

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Commented [KF33]: I got this from the website. Is it correct?

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Lancaster County recently became a Rooted in Relationships Community, and began its collaborative planning process to put the initiative into place.

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CALLOUT: "The Pyramid Model gave me a purpose throughout the day. I had the tools to deal with situations I didn't know how to deal with before. I felt like I was kind of drowning with 10 kids in the room by myself. But now I can deal with a few of them misbehaving. I have the tools ... and I can teach other people in my room what to do. I can be a model for them of better ways to deal with everything."
Saline County Child Care Provider

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Subhead: **Helping teen parents raise amazing children**

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Copy: The Sixpence Early Learning Program teaches parents in tough situations to be their child's best teacher. Through the program, babies and toddlers receive the early experiences needed to reach and exceed developmental milestones. The ultimate outcome is children and families better equipped to face life's challenges and realize their potential. Lincoln has six Sixpence Early Learning sites:

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4 high schools. Sixpence provides funding and technical assistance for services at Bryan Community Focus Program, Lincoln High School, North Star and Northeast. These sites offer a high-quality, on-site child care center, mandatory parenting education classes, and home visitation services for students with young children. **Educare**. Working with CEDARS, this Sixpence program in North Lincoln provides center-based program enhancements to narrow the achievement gap for low-income infants and toddlers.

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CEDARS. This site offers weekly home visits for new and expectant teen parents to help them understand child development and give their new babies the best possible start in life.

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Outside of Lincoln, successful Sixpence Early Learning sites serve babies and toddlers through home visitations. Participating communities include Crete, Plattsmouth, Seward/Milford, Humboldt/Table Rock/Steinauer, and Auburn.

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Callout: Nearly 300 babies and toddlers are served by Southeast Nebraska Sixpence Early Learning programs.

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Sidebar: **Knowledge takes root**

<INSERT RinR Community map>

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Copy: Young children are sponges, soaking up knowledge that will have a lifetime of positive impact—if you give them a chance. Rooted in Relationships granted \$658,000 to six communities in 2014-15 to implement evidence-based practices enhancing the social-emotional development of children from birth through age eight. The communities,

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including Saline County and Lancaster County, work directly with educators and caregivers. So far:

- 73 child care providers are implementing new practices
- 21 coaches are providing training to the providers
- **761 children are benefiting from environments that support healthy social and emotional development**

Rooted in Relationships communities also are working on social-emotional screening and referral, providing Circle of Security Parenting classes, and creating community-wide awareness of the importance of early childhood mental health.

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SPREAD 5

<GRAPHIC – SMALL MAP INSET WITH SAUNDERS, BUTLER, POLK, PLATTE, COLFAX, DODGE, WASHINGTON, MADISON, STANTON, CUMING, BURT, THURSTON, WAYNE, PIERCE, CEDAR, DIXON, DAKOTA, THURSTON and KNOX COUNTIES HIGHLIGHTED>

Superhead: Highlights of Nebraska Children’s work in...

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Headline: **NORTHEAST NEBRASKA**

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Loose copy: In Northeast Nebraska, many communities work with Nebraska Children to form Community Prevention Systems—networks of care designed to keep children safe and improve their well-being. When stakeholders unite for this cause, we also strengthen families and help them avoid needless placement in the child welfare system.

Deleted: Many of the ...n communities in ...ortheast Nebraska, many ...ommunities work have worked ...ith Nebraska Children to establish ...form Community Prevention Systems—networks of care to ...designed to reduce child maltreatment ...eep children safe and improve their child ...ell-being across the board.....These ...hensystems pull together ...all community ...takeholders unite for this cause, we also to ...tngthen families, keep ...andchildren safe and thriving, and keep families from being needlessly placed in ... [31]

Subhead: **Community Prevention Systems improve child well-being**

<INSERT COMMUNITY PREVENTION SYSTEM GRAPHIC>

Copy: Entrance into the child welfare system isn’t always the best solution for children and their families. Community Prevention Systems provide an alternative approach to strengthen families and enhance the well-being of children without intervention from the state. We work with local advocates and providers, coordinating each community’s strengths and resources to serve families before warning signs become crises. Partners include nonprofit service providers, doctors, mental health practitioners, schools, churches, housing and transportation services—even utility companies. The goal is to give families what they need to thrive, so they can stay together, remain self-sufficient, and nurture the health and learning of their children.

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Nebraska Children has helped build and sustain Community Prevention Systems in Fremont/Dodge County, Norfolk/Madison County, Columbus/Platte County and Dakota County.

Commented [KF37]: Changed to remove repetition of “services” and “serve.”

<INSERT CHILD MALTREATMENT GRAPHS FOR ALL 4 COUNTIES>

<Caption for graph:>

(Data provided by the Nebraska Department of Health and Human Services)

Callout: Of the 90 families participating in Fremont’s Community Prevention System, only one family was required to have a child removed from the home.

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Subhead: **Nurturing our youngest, most vulnerable citizens**

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Copy: Sixpence Early Learning programs in Northeast Nebraska serve more than 100 babies and toddlers, providing the nurturing experiences they need to meet and exceed their developmental milestones. Center-based programs serve tribal communities in Walthill

Deleted: with ... providing the nurturing experiences they need to meet and exceed their developmental milestones. Center-based programs in ... [35]

and Umon’Hon, and the program at Educare serves children and families in Winnebago. Sixpence provides home-based curriculum in Columbus, Schuyler and Fremont, with services delivered through home visits at least three times each month, including regular socialization activities for babies and parents.

Dodge County and Dakota County are also partners in our Rooted in Relationships initiative, implementing best practices in child care environments to support healthy, social, emotional and behavioral development for children from birth to age eight.

Subhead: **Expanded learning opportunities**

Nebraska Children’s Beyond School Bells initiative provides financial and technical support to afterschool and summer learning programs in Fremont and Columbus.

Subhead: **Support for unconnected youth**

Copy: Fremont and Norfolk are homes to Project Everlast Youth Councils, made up of young people with foster care experience. The councils provide peer-to-peer support and service opportunities for young people transitioning out of foster care and into adulthood. Interested council members learn public speaking skills and advocate for change in the foster care system with state-level and national-level policymakers. They also have opportunities to conduct training with judges, foster parents, and caseworkers to support quality care for children in the system.

Sidebar: **Community prevention in action**

Melissa’s family, Fremont

<INSERT STILL FROM VIDEO>

Melissa, her husband, and their six children had a handle on everything. She was the first in her family to own a home, they were on top of their bills, and the kids were doing well at school. Then, her husband lost his job, The family held on for as long as possible, but ended up losing their home and spiraling into instability. Thanks to Fremont Prevention Coalition, an initiative Nebraska Children helped build, Melissa’s family received the services they needed to get back on their feet without having to enter the child welfare system. Now, they’re stable again, the children are thriving, and Melissa and her husband have both been promoted to management positions at work.

“The tools I’ve learned through these programs have taught us to respond to what our kids need.”

-- Melissa

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SPREAD 6

<GRAPHIC – SMALL MAP INSET WITH ALL UNACCOUNTED FOR NON-PANHANDLE COUNTIES HIGHLIGHTED>

Superhead: Highlights of Nebraska Children’s work in... Deleted: Nebraska Children highlights in

Headline: **CENTRAL NEBRASKA** Formatted: Font: Bold

Loose copy: Central Nebraska communities have taken action to enhance afterschool and summer learning opportunities—especially for their low-income students. Caring stakeholders have come together to build better futures for children by preventing child abuse, promoting early learning, and supporting foster children graduating into adulthood. Commented [KF39]: I suggested a change from "have been highly receptive," because I am afraid it's almost a backhanded compliment. Saying they have been receptive implies they have not taken action. Is the change correct?
Deleted: Communities in
Deleted: been highly receptive to enhancing
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Subhead: **Learning beyond the classroom**

Copy: Afterschool and summer learning programs in Kearney, Lexington and North Platte are working with Nebraska Children’s Beyond School Bells initiative to improve the quality of their programs and make them more accessible to students with the greatest need. Each of these sites receives financial and technical support to present STEM (science, technology, engineering and math) opportunities to students, including robotics, coding, chemistry, environmental science and more. Deleted: it
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<INSERT GRAPH THAT SHOWS THE ACHIEVEMENT GAP CLOSING BY 5th GRADE WITH HEAVY PARTICIPTION IN AFTERSCHOOL WITH CREDIT LINE. GRAPH CAPTION: Regular participation in high-quality afterschool learning can eliminate the achievement gap between low-income students and their more affluent peers.>

Subhead: **Preventing child abuse in every community** Formatted: Font: Bold
Deleted: across communities

Copy: North Platte (Lincoln County) and Grand Island (Hall County) have worked with Nebraska Children for years to build their Community Prevention Systems. Now, the counties are embracing strategies designed to improve overall child well-being. The School Intervention strategy in Grand Island, for example, achieved a 100% success rate, keeping participants in school and helping them graduate. Both of these communities have developed robust Community Response practices to help families stay together and get back on track after crises. Deleted: on building
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In 2015, Nebraska Children began the planning process with stakeholders in York County, to help them to develop their own Community Prevention System. Deleted: for

Subhead: **Nurturing strong brains from the start** Commented [KF40]: Can brains be built? What do you think about nurture?
Deleted: Building

Copy: Nebraska Children’s early childhood initiatives have a strong presence in Central Nebraska. The Sixpence Early Learning Program currently supports sites in Aurora, Formatted: Font: Bold
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Broken Bow, Central City, Grand Island, Hastings, Kearney, Lexington, Loup City, Ord, St. Paul and York. In total, these sites are serving about 250 babies and toddlers.

The Rooted in Relationships initiative is partnering with Lexington (Dawson County) and Grand Island (Hall County) to train early childhood caregivers in best practices for aiding the social, emotional and behavioral development of the youngsters they serve.

Subhead: **Giving a voice to older youth**

Copy: Nebraska Children has coordinated Project Everlast Youth Councils in North Platte, at the Kearney Youth Rehabilitation and Treatment Center (YRTC) and at the Geneva YRTC. These councils give young people with foster care and juvenile justice experience, opportunities to form positive relationships, learn self-advocacy skills, and access services to help them achieve independence as adults.

BIG Sidebar: **STEM learning on the go**

Kearney's Mobile Maker Lab

<INSERT PHOTO OF MAKER LAB>

Beyond School Bells, a collaboration between Nebraska Children and school systems across the state, recently unveiled TMC Labs, the state's first mobile makerspace. TMC (Think, Make, Create) labs is a 6' x 12' trailer, housing hands-on, interactive learning resources in science, technology, engineering, mathematics and the arts. The program provides students with opportunities to create, learn and grow.

Through the TMC Lab, young people at the Kearney Community Learning Center (KCLC) can access maker spaces during afterschool and summer programs. The lab will provide KCLC students with interactive learning resources on topics including electronics, textiles, arts and robotics. The mobile makerspace is equipped with rollout carts, tables and a canopy—so the student's ability to create can develop indoors or outdoors.

Beyond School Bells works with nine other communities across the state to enhance general afterschool and summer learning policies, while helping individual programs improve quality and access.

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SPREAD 7

<GRAPHIC – SMALL MAP INSET WITH ALL PANHANDLE COUNTIES HIGHLIGHTED>

Superhead: Highlights of Nebraska Children’s work in..

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Headline: **THE PANHANDLE**

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Loose copy: Over the last 15 years, strong collaboration in the Panhandle has provided an ongoing model for working together to create positive change for children. Adding Sixpence Early Learning programs to the region significantly impacted at-risk babies and toddlers. To learn more about the Panhandle’s success, watch a video at bit.ly/panhandle.

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Subhead: **Supporting an 11-county prevention system**

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Copy: In the Panhandle, both the population and resources are sparse, but the needs of vulnerable families are great. Nebraska Children began working with Panhandle stakeholders when we were formed in 1997. Since then, we have helped the 11-county area coordinate a reliable system of resources to provide preventive services and help keep families out of the child welfare system. Together, over the years, we have continually improved protection and opportunities for Panhandle children and families.

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<INSERT PANHANDLE LINE GRAPH WITH THESE NUMBERS SHOWN, EACH INDICATOR AS A DIFFERENT COLORED LINE. GRAPH TITLE: Child well-being indicators in the Panhandle>

Year	Instances of child maltreatment	Juvenile arrests	Births to teens
2009	196	677	137
2010	247	758	119
2011	201	630	108
2012	175	474	75
2013	126	455	91

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<Caption interpreting the graph>

(Data provided by the Nebraska Department of Health and Human Services)

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Subhead: **Helping at-risk babies and toddlers thrive**

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Copy: The Alliance Sixpence Early Learning Program features a center-based child care setting with half-day sessions for children ages two and older. Recently, we’ve worked with Scottsbluff Public Schools to build a home-based early learning program. Participating families receive weekly visits from an early childhood professional using the Parents as Teachers curriculum.

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Callout:

Sixpence Success in the Panhandle

- 97% of Sixpence families are low-income
- 91% of Sixpence participants met or exceeded physical development goals
- 92% met or exceeded cognitive development goals
- 76% of Sixpence parents were rated as “highly skilled” in building relationships with their children by the Spring semester

(Data from the Sixpence Annual Report 2014-2015, prepared by University of Nebraska Medical Center, Munroe-Meyer Institute)

Subhead:

Enriching educational experiences

Copy:

Nebraska Children’s Beyond School Bells initiative supports afterschool and summer programming in Chadron and Sidney. These programs bring the arts, science, business and community services experiences into the schools each afternoon. Children receive homework help, engage in sports and recreation, and eat healthy snacks. The result is safety and enrichment for children who otherwise have nowhere to go after school.

Subhead:

Nurturing a youth-driven system of care

Copy:

With support from Nebraska Children, the Panhandle has developed an Older Youth System of Care. This system provides central access referrals and coordinated services to young people who have aged out of foster care or are otherwise disconnected from a home and family. The local Project Everlast Youth Council has played a critical role in giving youth a voice in the development of services. The Project Everlast Youth Council also has had the opportunity to advocate for change with state legislators, judges and other state policymakers.

Sidebar:

Vulnerable families building stable lives

Chelsea, Brent and Rosalee

<INSERT STILL FROM VIDEO PHOTO>

Chelsea and Brent welcomed Rosalee to the world when they were just sixteen years old. Thanks to the Sixpence Early Learning Program, they have overcome the natural challenges of early parenthood, and their little girl is exceeding developmental expectations. These determined young parents meet regularly with a parent educator who is teaching them to be Rosalee’s most effective teacher. Chelsea will soon receive her high school diploma. Brett completed graduation and now works full time to support his family.

“Without Sixpence, these families would fall through the cracks. I think that Sixpence gives Brent and Chelsea the idea that they are great parents.”

-- Sixpence Educator

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View the full story at bit.ly/rosalee

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Page Break

SPREAD 8

Superhead: Reuniting brothers and sisters across Nebraska

Headline: Statewide Camp Catch-Up

<INSERT A BUNCH OF CCU PICS>

Loose copy: From Omaha to Scottsbluff, kids who have been separated from their brothers and sisters and sent to different foster families are getting a chance to reconnect and build their relationships. Camp Catch-Up is a fun, three-day summer camp where siblings can reunite and just be kids. As we say at Camp Catch-Up: Everything's Better Together.

Subhead: The need for reuniting siblings

Copy: When a child is removed from home due to abuse or neglect, the hardest part is often separation from siblings. There is a shortage of foster parents who can take multiple children, so brothers and sisters are often split up. That means a scared, traumatized child loses a connection with those who best understand them and the things they've been through. Maintaining connections between siblings is critical to a foster child's long-term mental well-being, including preserving a sense of permanency and stability, through childhood and well beyond.

Subhead: Why a camp?

Copy: The idea for Camp Catch-Up came from the original Statewide Project Everlast Youth Council. The young people shared stories of separation from the people they loved most. They passionately advocated for a way to reunite brothers and sisters in a safe, fun way that would provide a much-needed break from the stress of their often chaotic lives. Nebraska Children now runs three to four camps each year in different areas of the state. Campers are transported by bus, and the entire experience is free.

Subhead: The Camp Catch-Up experience

Copy: Campers are welcomed with cheers and clapping from an enthusiastic volunteer staff. Once they've found their siblings, it's off to their cabins. When campers walk through the door, they each find their very own duffel bag, blanket, pillow, journal, watch, cinch sack and camp T-shirts—a fun surprise that helps children feel good about the weekend, and gives them the tools they need to enjoy camp and be on time. Throughout the weekend, campers hike, zip-line, climb, craft, play, swim, kayak and more. The last night of camp, the brothers and sisters receive plenty of positive reinforcement at a camp-wide talent show. And of course there are plenty of tasty meals and unlimited snacks to help campers relax as they spend quality time with their families.

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Deleted: her ...home for ...due to abuse or neglect, the hardest part is often separation from siblings. The There is a shortage of foster parents who can take multiple children often causes ... so brothers and to be ...are often split up - ... Tand t...at means a scared, traumatized child is losing ...loses a connection with the people ...those who best understand them and the things what ...they've been through. Maintaining these ...connections between siblings is critical to ...a foster child's long-term mental well-being, ... including preserving a sense of permanency and stability throughout ... [50]

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Deleted: Youth ...The young people shared their stories of being separated ...separation from the people they loved most, and ... They passionately advocated for a way to reunite brothers and sisters in a safe, fun way that would provide a much-needed break from the stress of their often chaotic lives. Nebraska Children now runs 3-...three to four 4 ...amps each year in different areas of the state. Campers are transported by bus, and the whole ...entire experience is completely ... [51]

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Deleted: Most campers arrive by bus. And when Campers are they do, they're ...elcomed with cheers and clapping from an enthusiastic volunteer staff. Once they've found their siblings, it's off to their cabins. When campers walk through the door, they each find their very own duffel bag, blanket, pillow, journal, watch, cinch-...sack and camp t...-shirts. All of these items are meant to ...a fun surprise that helps children feel good about start ...he weekend out with a fun surprise, ...and to ...gives give youth ...hem the tools they need to enjoy camp and be on time to their activities... [53]

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The most important part of Camp Catch-Up is this: Everything the children do is in the company of the brothers and sisters they've been missing. It's a life-changing experience for campers and staff alike.

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Sidebar:

What campers say:

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Copy:

"Thank you guys for five awesome years of camp, getting to spend time with my siblings. You guys are always nice and helpful. I hope to see you guys next summer, not as a camper but as a staff member. Thank you again!"

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"Camp is important to me, because it's one of the only times in the year I get to see my siblings."

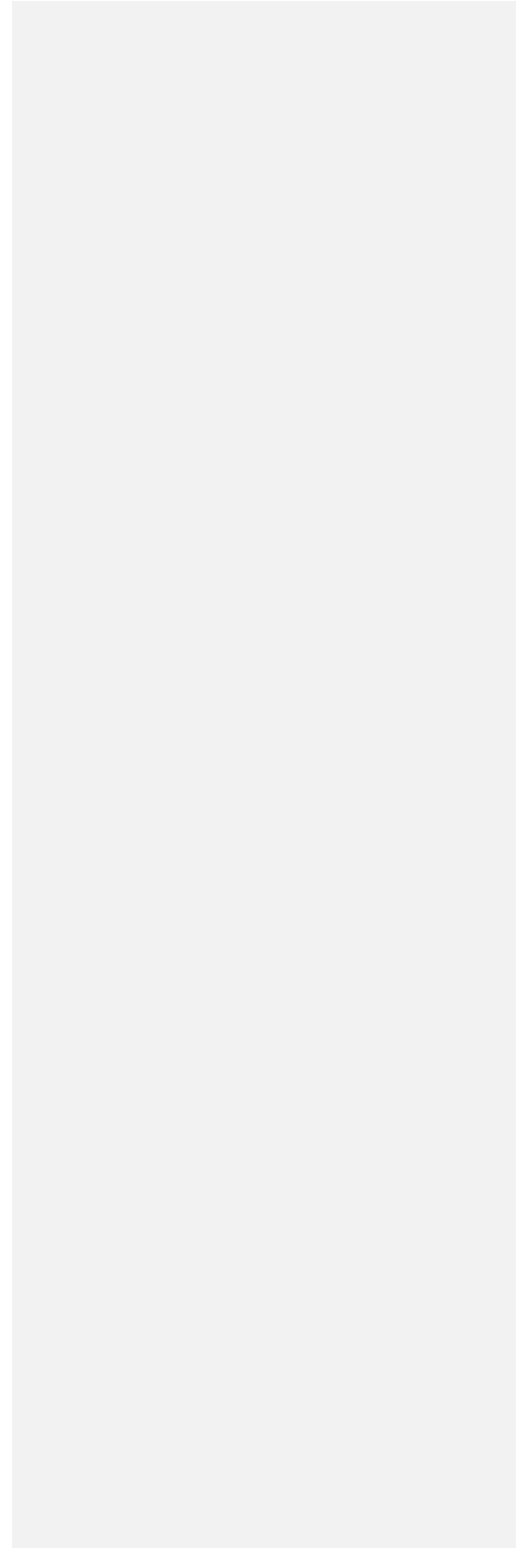
"Camp is important to me, because it's a getaway from reality and I get to freeze time and spend time with my sisters."

"My favorite part of camp was seeing my family conquer their fears on the zip line!"

"This camp has changed so many lives for the better."

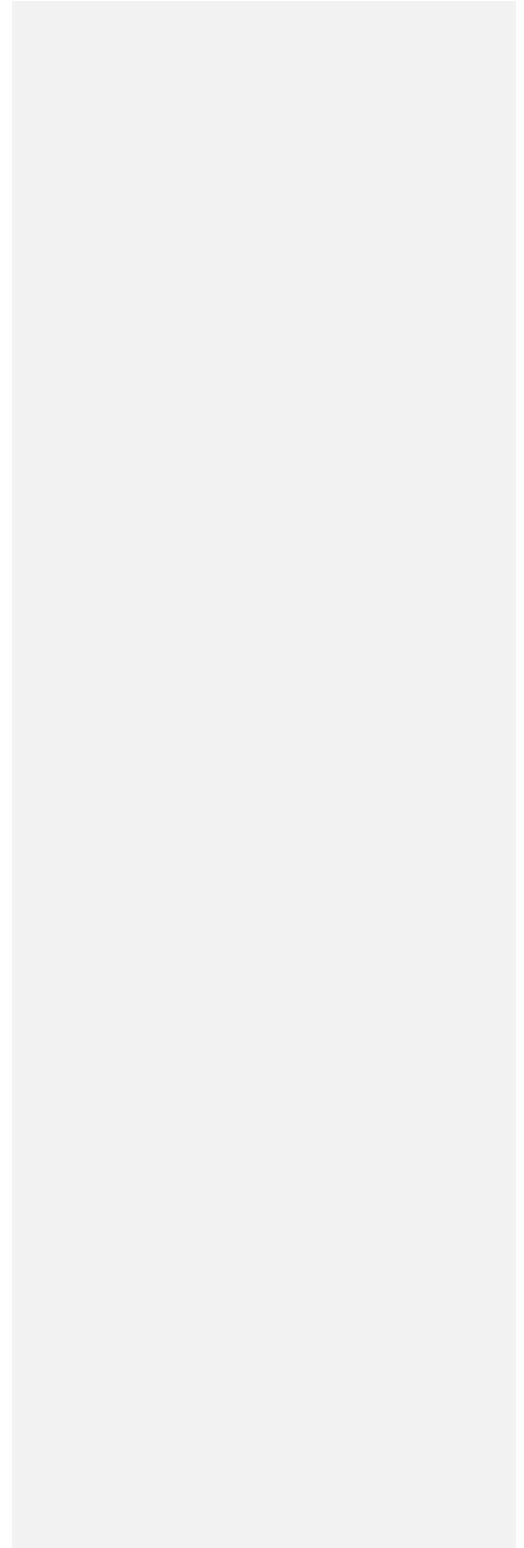
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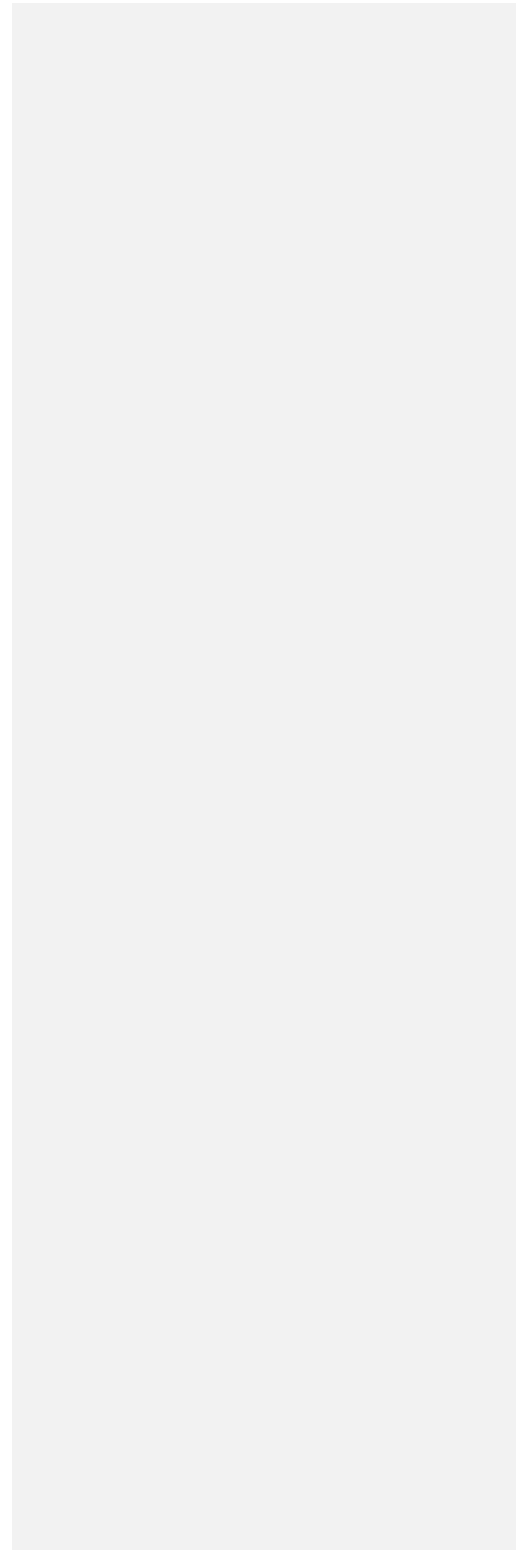
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SPREAD 13

Headline: **We're united for children... you can be too!**

Subhead: **Join us today to make a difference for our state's youngest, most vulnerable citizens.**

Copy: Do you believe every child in Nebraska deserves safety, love and opportunities to thrive? Then you're one of us! There are plenty of ways to get involved in the work of Nebraska Children, and we'd be honored to have you on our team.

Subhead: **Volunteer opportunities**

Copy: Every summer, Nebraska Children needs an army of volunteers to staff **Camp Catch-Up**. As a camp staff member, you'll be assigned to a specific family. You will share in their happiness as they come together to enjoy each other and experience the fun of camp. According to past staffers, it is a three-day adventure that will change your life, as well as the lives of the children you serve. Visit CampCatchUp.org to find out more.

Nebraska Children is continually looking for mentors, door openers and birthday cake makers for older youth in our **Project Everlast programs**. Please contact Jessica Hilderbrand at jhilderbrand@nebraskachildren.org to get connected with the Project Everlast Council in your community.

Do you have an interesting skill, hobby or job you'd like to share in an **afterschool program**? Contact Jennifer Jones at jjones@nebraskachildren.org to connect with a local afterschool and summer learning program. We're always looking for caring adults in Nebraska's communities to share what they know.

Subhead: **How to uplift Nebraska children with a gift of love.**

Copy: Uniting communities in Nebraska to benefit our vulnerable children is no small feat. It's long-term work that requires committed partners and sustained financial support. Won't you use your dollars to help us continue providing for the protection and well-being of Nebraska's children?

Individual givers: You can make a one-time or monthly gift now at NebraskaChildren.org.

Corporate/Institutional Funders: Please contact Jennifer Thielen at jthielen@nebraskachildren.org or (402) 965-1711 to discuss the role your organization could play in the important work of cultivating the Good Life for all Nebraska's children.

Planned giving: Contact your attorney or financial advisor to donate by bequest or life income arrangement.

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Become a friend

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Copy:

The Friends of Nebraska Children is a group of dedicated volunteers who support the work of [the](#) Nebraska Children and Families Foundation through volunteerism, fundraising and community awareness. [Nebraska Children](#) Friends receive invitations to all Nebraska Children special events, a subscription to the Spout quarterly newsletter, and [first choice of](#) volunteer opportunities with Nebraska Children. Those choosing to serve on the Friends board will [play](#) an active role in the planning, coordination and execution of Friends events, awareness activities and service opportunities. For more information, please visit [FriendsOfNebraskaChildren.org](#) or contact Karen Hickman at khickman@nebraskachildren.org.

Commented [KF43]: Is this what you mean?

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BACK

Headline: Our children are our future.

They are depending on us to help them reach their full potential.

Copy: The future of our state—and our world—lies in the well-being of our children, as well as the families and educators who nurture them. It's up to all of us to cultivate the Good Life for all of them.

Learn more about Nebraska Children and our partners, programs and mission to unite as many big-hearted Nebraskans as possible behind the cause of our state's precious kids.

Visit NebraskaChildren.org now.

<LOGO>

Commented [KF44]: I thought it might be more effective to be specific here instead of simply talking about wanting to do more for children. Does this work? Or something like it...

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Page 3: [8] Commented [KF9]	Kindra Foster	12/14/15 2:21:00 PM
Added more meaning/motivation/inspiration to the subhead to make it connect better with readers.		
Page 3: [9] Commented [KF10]	Kindra Foster	12/14/15 2:14:00 PM
Do you mean the State? If not, you might want to say something like "concerned citizens across Nebraska".		
Page 3: [10] Commented [KF11]	Kindra Foster	12/14/15 10:29:00 AM
Putting the object first helps readers first understand who is being helped, and therefore provides a framework for better understanding and visualizing the thing being done to help.		
Page 3: [11] Commented [KF12]	Kindra Foster	12/14/15 10:31:00 AM
Removed parentheses, because this is a major point!		
Page 3: [12] Commented [KF13]	Kindra Foster	12/14/15 2:37:00 PM
I wanted to use "pulling together" in the previous text for impact, so I changed it here to remove the repetition.		
Page 3: [13] Commented [KF15]	Kindra Foster	12/14/15 2:17:00 PM
Changed last three in the list to complete sentences to match format of the first bullet.		
Page 3: [14] Commented [KF16]	Kindra Foster	12/14/15 10:34:00 AM
Changed "7-10" to "As many as 10", because the number 7 seems arbitrary. This is clearer and makes NC sound more successful. Also needed to begin this sentence with a spelled-out word.		
Page 3: [15] Commented [KF17]	Kindra Foster	12/15/15 1:42:00 PM
Is this the xxxth annual conference, or is it new? Do you want to include that? Do you have a usual attendance that is impressive?		
Page 3: [16] Commented [KF18]	Kindra Foster	12/14/15 10:41:00 AM
Your designer will have recommendations how to format these, but I suggest using typography instead of bullets to call out the regional sections. The bullets make it seem like there is a hierarchal relationship between these and the other sections.		
Page 7: [17] Deleted	Kindra Foster	12/14/15 3:26:00 PM
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