

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

<NCFE 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>

SPREAD 1

Left page:

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

(Loosely leaded into copy)

Copy: ~~All There are precious few things that all~~ Nebraskans ~~can~~ agree on precious few things. At Nebraska Children, we've noticed even when we disagree on other issues, we-we know-believe that everyone in our state believes that each and every ~~one of our children~~ child in our great state deserves love, safety and opportunities to thrive. ~~That's~~ It's a universal, non-negotiable truth ~~that~~ 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 and 2015~~, Nebraska's most vulnerable children received more of what they needed to thrive when Nebraska Children's partners ~~lived out its mission of~~ helped us successfully bring our mission to life. We pulled together-bringing families, policymakers, businesses, service providers, and educators ~~together to~~ build the systems that help our children reach their full potential ~~that improve the lives of our most vulnerable children.~~ Here's how:

- 7 community-based child abuse collaborations across the state serving ~~<XX,XXX>~~ children, with more collaborations in ~~the~~ planning stages
- 3 complete systems of care for older youth in Nebraska communities in place, with 7 more communities-systems coming on board next year ~~in 2016~~
- 10 citywide afterschool learning systems, bringing community partners into schools to educate and enrich student lives
- 31 Sixpence Early Learning sites across the state, ~~with~~ to spark learning and support parents and caregivers
- 6 train-the-teacher communities for early childhood mental health
- Record-breaking statewide awareness ~~work~~ on child abuse prevention and child well-being

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

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

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?

Commented [KF3]: AP style. Appropriate here?

Commented [KF4]: Deleted "Here's how" because it's implied, and the read is clearer without it.

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Commented [KF5]: A small thing...the year is so concrete, it takes focus from the main idea.

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

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!

This report will bring you up to speed on where we're seeing success and where more work is required.

Subhead:

Looking forward . . . what's coming for 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 for many families. Nebraska Children is pulling bringing together private funders to make this happen in Douglas and Sarpy Counties, as well as in and many other communities across the state.
- **Sixpence Child-Care partnership grants**— Community grants from a public/private endowment that will will help vulnerable areas of the state improve the quality of their early learning environments.
- **Connected Youth Initiative communities**— 7-As many as 10 community grants of \$150,000 to will build comprehensive support systems for a potential 16,000 Nebraska youth who are aging out of foster care, with facing a juvenile justice experience challenge, or experiencing homelessness or near homelessness.
- **Prevention Summit**— This sStatewide full-day conference providing will provide CEUs on child welfare issues and recognizing ing the spectacular work of community-based providers.

Bottom box:

Headline: **Table of Contents**

Copy: About Nebraska Children

Read more about the investments of Nebraska in children and families across the our state.

Omaha Metro

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.

Commented [KF8]: I suggested something with a little more emotional oomph at the end of the section.

Commented [KF9]: Added more meaning/motivation/inspiration to the subhead to make it connect better with readers.

Commented [KF10]: Do you mean the State? If not, you might want to say something like "concerned citizens across Nebraska".

Commented [KF11]: 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.

Commented [KF12]: Removed parentheses, because this is a major point!

Commented [KF13]: I wanted to use "pulling together" in the previous text for impact, so I changed it here to remove the repetition.

Commented [KF14]: Took spelling from their website.

Commented [KF15]: Changed last three in the list to complete sentences to match format of the first bullet.

Commented [KF16]: 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.

Commented [KF17]: 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?

Lincoln and Southeast Nebraska

Fremont, Norfolk and Northeast Nebraska

Central Nebraska

The Panhandle

Statewide Camp Catch-Up

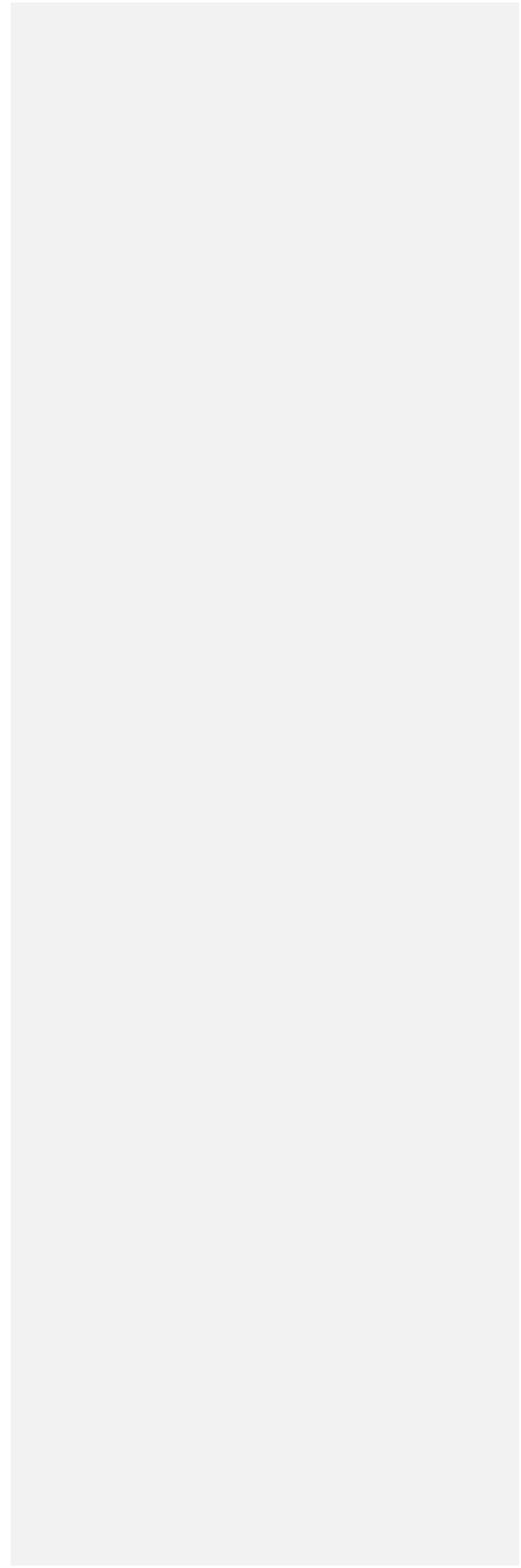
2014-2015 Donors

Board of Directors and Friends of Nebraska Children

Get [i](#)nvolved

Commented [KF18]: 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.

|



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 with the overall goal? I of giving o give~~ our state's most vulnerable kids ~~what they need to ed to~~ reach their full potential. We do this together with many others, by building strong communities that ~~support~~ nurture families, so their children can grow up to be thriving, productive adults.

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MISSION

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

Commented [KF19]: I didn't change any of these, because I'm assuming they are standardized as written for the strategic plan. If there's an opportunity, I do have some minor language suggestions.

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.

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GOAL

We empower families to ~~be~~:

- Be hHealthy
- Be safe
- Enjoying life
- Achieving milestones
- Contributing positively to their communities
- Achieve eEconomically stablstability

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: ~~Nebraska Children highlights~~ Highlights of Nebraska Children's work in...

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

Headline: **THE OMAHA METRO**

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Loose copy: ~~In the metro area, we work to reach reach out to at risk populations of children across the age spectrum 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 By pulling the wide array of resources together to provide coordinated services, Nebraska Children is~~ leading the way to a greater impact, and real social change for Omaha's kids in need.

Commented [KF21]:

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

Commented [KF23]: Using the same word form as in the phrase before helps the brain absorb both ideas.

Subhead: **Reducing child abuse through collaboration**

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?

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

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With the ~~unbelievable extraordinary~~ success of ~~the~~ Project Everlast Omaha ~~system~~ in mind, we're ready to ~~put develop~~ a similarly-structured ~~collaboration collaborative~~ system ~~to work~~ for children across the age spectrum. In the ~~6-six~~ communities where Nebraska Children has built a Community Prevention System, we're seeing remarkable improvements in:

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

- 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**

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Copy: ~~What started as Five 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 evolved into ~~a comprehensive, highly-effective system called~~ Project

Everlast Omaha (PEO). ~~To create this system,~~ Nebraska Children ~~brought together cultivated connections between~~ service providers, youth ~~being served,~~ policy makers, health ~~care providers,~~ businesses, educators and ~~more others to create a tight network of services that for young people aging out of foster care.~~ With ~~a tight network of services and a the program's~~ Central Access ~~referral~~ system ~~in place,~~ no matter which service a young person approaches first ~~for help,~~ they can be matched with ~~whatever any service they need needed~~ to help ~~them them enhance their:~~

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

- ~~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, They~~ PEO works with local businesses to interview and place participants ~~at the end of the course in jobs.~~
- ~~Education—~~ ~~PEO youth can apply for s~~Scholarships for college and trade certification programs ~~are available.~~
- ~~Transportation—~~ PEO provides a 4-to-1 match ~~on in~~ funds ~~that to help~~ young people save toward ~~purchasing the purchase of a car, a —~~ necessary asset 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.~~

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Commented [KF27]: From the website.

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

<INSERT PEO OUTCOME GRAPHICS>

<Caption for graphics?>

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

Commented [KF28]: APStylebook style

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

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Copy: Omaha has 2 Sixpence Early Learning sites in conjunction with Omaha Public Schools, ~~and~~ Educare, ~~and 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

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Subhead: Azar Webb III, Omaha

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<INSERT AZAR-BRITTNEY PHOTO>

Copy: As a teenager, Azar ~~spent his teenage years in the foster care system,~~ ~~going~~~~went~~ through ~~8~~~~-eight~~ foster homes in just ~~4~~~~-four~~ years. He describes himself back then as quiet, withdrawn and distrustful. ~~After aging out~~~~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 ~~that~~ he needed. Now, at age 20, Azar is enrolled at Metropolitan Community College and is pursuing a triple major.

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"It's amazing— the people and positive energy, good role models, and leadership at Project Everlast— ~~e. It's everything~~ ~~everything~~ you'd ever want to be around to grow and to be yourself at the end of the day."

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~~--~~ Azar

Commented [KF29]: Suggested using his first name only for two reasons: 1) it avoids a repeat of the title, and 2) it seems more personal, which I believe will connect with readers better.

- Azar Webb, III

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SPREAD 4

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

Superhead: [Highlights of Nebraska Children’s work in...](#)

[Nebraska Children highlights in](#)

Headline: **LINCOLN/SOUTHEAST NEBRASKA**

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

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.

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

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.

Copy: Nebraska Children’s Beyond School Bells initiative partners with ~~the~~ Lincoln Community Learning Centers (CLCs) to enrich afterschool and summer learning opportunities for students at risk. ~~Nearly 6,000~~ ~~5,935~~ students were served by Lincoln CLC’s last year. Participation in ~~this kind of~~ high-quality afterschool and summer programming ~~like this~~ improves student attendance, ~~encourages~~ positive in-class behavior, ~~boosts~~ academic performance, ~~and increases~~ parent engagement, ~~and gives children a better chance at life.~~

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Subhead: **Launching ~~foster care youth with foster care experience to~~ into a brighter future**

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Copy: In its first year, Project Everlast Lincoln (PEL) ~~provided~~ ~~laid the groundwork and provided~~ services to ~~help young people with foster care experience~~ ~~fostered youth~~ in Southeast Nebraska ~~transition out of the system and into life on their own~~. Nebraska Children ~~pulled~~ ~~helped by assembling together~~ a collaborative network of service providers and ~~then funding~~ ~~expanded~~ ~~funded them to expand~~ services to this special population. Participating youth received help with housing, transportation, ~~saving and~~ 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 ~~to that will help~~ young people ~~access opportunities for~~ ~~find~~ well-paid, long-term employment.

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

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

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

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Copy: Saline County ~~is was~~ one of the original communities ~~to start with our~~ ~~participating in our~~ ~~2013~~ Rooted in Relationships initiative ~~in 2013.~~ ~~This~~ ~~The~~ ~~initiative program is~~

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~~focused~~~~provides on providing~~ children from birth to age ~~8-eight~~ with the benefits of a social-ly, emotionally ~~and behaviorally~~ supportive learning environment. ~~They've~~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, and have~~ begun training parents ~~on in~~ Circle of Security, a highly effective parenting strategy to improve family dynamics and social-emotional development.

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

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

CALLOUT: "The Pyramid Model gave me a purpose throughout the day. I had the tools to deal with situations ~~that~~ 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."

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- Saline County Child Care Provider ~~on her experience with the Pyramid Model~~

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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, while providing~~ babies and toddlers ~~with~~ ~~the receive the~~ early experiences ~~they need~~needed to ~~hit reach~~ and exceed ~~their~~ developmental milestones. ~~The ultimate outcome is children and families better equipped to face life's challenges and realize their potential.~~ Lincoln has ~~6-six~~ Sixpence Early Learning sites:

Commented [KF34]: Changed structure of this phrase, only because it is used not long before this in the same spread.

- ~~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 ~~who have~~with young children.
- ~~Educare~~ Working with CEDARS, ~~the this~~ Sixpence program ~~at Educare~~ in North Lincoln provides center-based ~~program enhancements~~ ~~to~~ ~~to narrow the~~ ~~achievement gap for low-income~~ infants and toddlers.
- ~~CEDARS~~ This site offers weekly home visits for new and expectant teen parents to help them understand child development and give their new ~~baby~~babies the best ~~possible~~ start in life.

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Commented [KF35]: Do you want to say more about this—give a couple of words that reveal specifics? If you can, it will be more motivational for readers.

Outside of Lincoln, ~~there are~~ successful Sixpence Early Learning sites ~~servng serve~~ babies and toddlers through home ~~visitation services~~visitations ~~in~~. Participating

communities include Crete, Plattsmouth, Seward/Milford, Humboldt/Table Rock/Steinauer, and Auburn.

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

Sidebar: **New knowledge Knowledge takes root**

<INSERT RinR Community map>

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 ~~6~~six communities in 2014-~~2015~~, to implement evidence-based practices enhancing the social-emotional development of children from birth through age eight. The communities, including Saline County and Lancaster CountyCounties. Within these communities, Rooted in Relationships works, work directly with educators and caregivers. ~~to implement evidence-based practices that enhance the social-emotional development of children, birth through age 8.~~ 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 ~~also~~ working on social-emotional screening and referral, providing Circle of Security-Parenting classes, and creating community-wide awareness ~~about 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...](#) ~~Nebraska Children highlights in~~

Headline: **NORTHEAST NEBRASKA**

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Loose copy: ~~Many of the In communities in~~ Northeast Nebraska, ~~many communities work have worked~~ with Nebraska Children to ~~establish form~~ Community Prevention Systems—~~networks of care to designed to reduce child maltreatment keep children safe~~ and improve ~~their child~~ well-being ~~across the board.~~ These ~~When~~ systems pull together all community stakeholders ~~unite for this cause, we also to~~ strengthen families, ~~keep and children safe and thriving, and keep families from being needlessly placed in help~~ ~~them avoid needless placement in~~ the child welfare system.

Commented [KF36]: Repaired split verb for clarity.

Subhead: **Improving child well-being through** 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. A~~ Community Prevention Systems ~~is provide~~ an alternative approach ~~that seeks to strengthen to strengthen~~ families and ~~enhance enhance~~ the well-being of ~~children child well-being~~ without the ~~intervention from the state of the child welfare system. By working We work within communities with local advocates and providers, coordinating and bringing each community’s strengths all of its strengths and services together in a coordinated way, families can be served resources to serve families~~ before warning signs become ~~a crisis crises~~. ~~Participants in a Community Prevention System are~~ ~~Partners include~~ nonprofit service providers, doctors, mental health practitioners, schools, churches, housing and transportation services, ~~and even utilities utility~~ companies. The goal is to give families what they need to ~~thrive thrive~~, so they can stay together, remain self-sufficient, and ~~support nurture~~ the health and learning of their children.

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

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

<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 ~~that participated~~ participating in Fremont's Community Prevention System, ~~only 1 required a child~~ only one family was required to ~~have a child be~~ removed from the home.

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 ~~with,~~ providing the nurturing experiences they need to meet and exceed their developmental milestones. Center-based programs ~~in,~~ serve tribal communities in Walthill and Umon'Hon, ~~as does,~~ and the program at Educare serves children and families in Winnebago. Sixpence provides home-based curriculum in Columbus, Schuyler and Fremont ~~provide proven home-based curriculum,~~ with services delivered through home visits at least three times each month, ~~and,~~ including regular socialization activities for babies and parents.

Dodge County and Dakota County are also partners in our Rooted in Relationships initiative. ~~These counties have been,~~ implementing best practices in child ~~care~~ environments to support healthy ~~social-emotional,~~ social, emotional and behavioral development for ~~children~~ from birth to age ~~8~~ eight.

Subhead: **Expanding Expanded learning opportunities**

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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**

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Copy: Fremont and Norfolk are homes to Project Everlast Youth Councils. ~~These councils,~~ made ~~up~~ up of young people ~~who~~ 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 ~~to~~ with state ~~level~~ and national-level policy-makers. They also have opportunities to conduct training with judges, foster parents, and caseworkers to ~~improve the support quality~~ care given to ~~for children~~ children in the system.

Sidebar: **Community prevention in action**

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Melissa's family, Fremont

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<INSERT STILL FROM VIDEO>

Melissa, her husband, and their ~~6~~ 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. ~~While the~~ The family held on for as long

as ~~they possible~~ could, but they ended up losing their home and spiraling into instability. Thanks to Fremont Prevention Coalition ~~that, 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 ~~that~~ I've learned through these programs have taught us to respond to what our kids need."

—

- *Melissa*

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Commented [KF38]: Would it be possible to go back to Melissa and get a broader comment on the value of the program in keeping them from slipping too far?

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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...~~ Nebraska Children highlights in

Headline: **CENTRAL NEBRASKA**

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Loose copy: ~~Communities in~~ Central Nebraska ~~communities~~ have ~~been highly receptive to enhancing~~ 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?

Subhead: **Learning beyond the classroom**

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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 ~~it~~ them more accessible to ~~their~~ students with the greatest need. Each of these sites receives financial and technical support to ~~infuse their initiatives with~~ present STEM (science, technology, engineering and math) opportunities to students, including robotics, coding, chemistry, environmental science and more.

<INSERT GRAPH THAT SHOWS THE ACHIEVEMENT GAP CLOSING BY 5th GRADE WITH HEAVY PARTICIAPTION 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 ~~across communities~~ in every community**

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

In 2015, Nebraska Children began the planning process with stakeholders in York County, ~~for~~ to help them to develop their own Community Prevention System.

Subhead: **Building ~~Nurturing~~ strong brains from the start**

Commented [KF40]: Can brains be built? What do you think about nurture?

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Copy: Nebraska Children’s early childhood initiatives have a strong presence in Central Nebraska. The Sixpence Early Learning Program currently ~~has supports~~ sites in Aurora, Broken Bow, Central City, Grand Island, Hastings, Kearney, Lexington, Loup City, Ord, St. Paul and York. ~~In total, these sites hat~~ are serving ~~approximately 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 care-givers ~~on in recognized~~ best practices for ~~supporting social-emotional~~ 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 ~~the opportunities opportunity~~ 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 ~~of between~~ Nebraska Children and school systems across the state, recently unveiled TMC Labs, ~~Nebraska’s the state’s~~ first mobile maker space. TMC (Think, Make, Create) labs is a 6’6” x 12’ trailer ~~that houses 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, ~~KCLC youth~~ young people at the Kearney Community Learning Center (KCLC) can will access maker spaces in during their afterschool and summer programs. The ~~TMC~~ Lab will provide KCLC students with interactive learning resources on topics including electronics, textiles, ~~various arts and~~ robotics, and allow students the ability to “make” and be creative. The mobile makerspace is equipped with roll-out carts, tables and a canopy—so that the student’s work and creativity ability to create can ~~occur develop~~ indoors or outdoors.

Beyond School Bells works with 9 nine other communities across the state to enhance general policies relating to afterschool and summer learning policies, while helping individual programs improve quality and access.

<INSERT BSB MAP>

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Commented [KF41]: In some instances, the name of the state fights with the name of Nebraska Children. In this case, I suggested changing it to “the state” to remove the clash.

SPREAD 7

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

Superhead: [Highlights of Nebraska Children’s work in Nebraska](#) Children highlights in...

Headline: **THE PANHANDLE**

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

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

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

<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 ~~from~~ provided by the Nebraska Department of Health and Human Services)

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 ~~2~~ two and ~~upolder~~ toddler. ~~More recently~~ Recently,

we've worked with Scottsbluff Public Schools to build a home-based early learning program, where participating families receive weekly visits from an early childhood professional using the Parents as Teachers curriculum.

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, where children receive homework help, engage in sports and recreation, and eat healthy snacks. The result is that safety and enrichment for children who would otherwise have nowhere to go after school, school are safe and enriching their minds.

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 bringing giving youth a voice into the development of services. The Project Everlast Youth Council also has also had the opportunity to advocate for change to state legislators, judges and other state policy-makers.

Sidebar:

Vulnerable families building stable lives

Chelsea, Brent and Rosalee

<INSERT STILL FROM VIDEO PHOTO>

Chelsea and Brent had 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, the family works with a parent educator to help the young parents be Rosalee's most effective

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teacher. As a result, the little girl is exceeding developmental expectations. Chelsea is completing her will soon receive her high school diploma and Brett, who has graduated, 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*

View the full story at bit.ly/rosalee

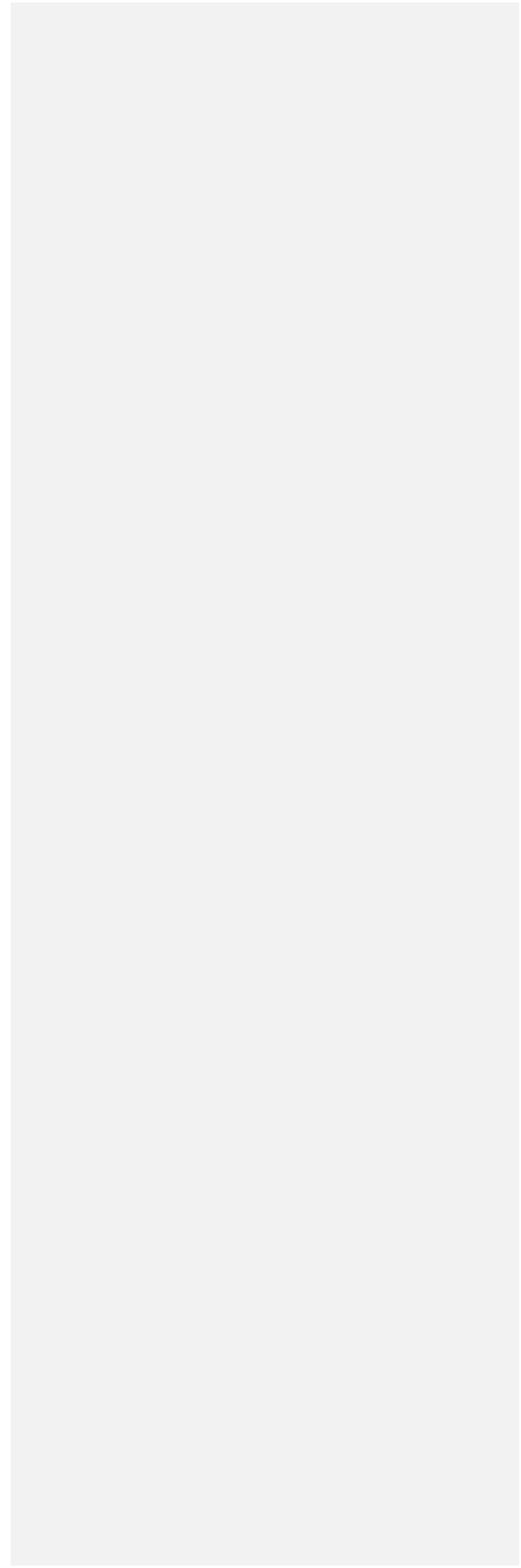
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SPREAD 8

Superhead: Reuniting brothers and sisters across ~~the state~~ 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 ~~because of and sent to different~~ foster ~~care families~~ are getting a chance to reconnect ~~and build their relationships~~. Camp Catch-Up is a fun, ~~3-day~~ three-day summer camp ~~experience where where~~ siblings ~~can 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 ~~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 sisters ~~to be are often~~ split up ~~—, and~~ that 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 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. ~~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 camps each year in different areas of the state. Campers are transported by bus, and the ~~whole entire~~ experience is completely free.

Subhead: The Camp Catch-Up experience

Copy: ~~Most campers arrive by bus. And when Campers are they do, they're~~ 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 ~~€I~~ shirts. ~~All of these items are meant to — a fun surprise that helps children feel good about start~~ the weekend ~~out with a fun surprise, and to gives give youth them~~ the tools they need to enjoy camp and be on time ~~to their activities~~.

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Throughout the weekend, campers hike, ~~zip line~~zip-line, climb, craft, play, swim, kayak and more. ~~On the~~The last night of camp, ~~kids the brothers and sisters get~~receive plenty of positive reinforcement at a camp-wide talent show. And of course ~~there's~~there are plenty of tasty meals and unlimited snacks, ~~so to help~~ campers ~~can just~~relax ~~and as they~~ spend quality time with their families.

~~But the~~The most important part of Camp Catch-Up is this: Everything ~~the~~ 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.

Sidebar:

What campers say:

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Copy:

"Thank you guys for ~~5~~ 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!"

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

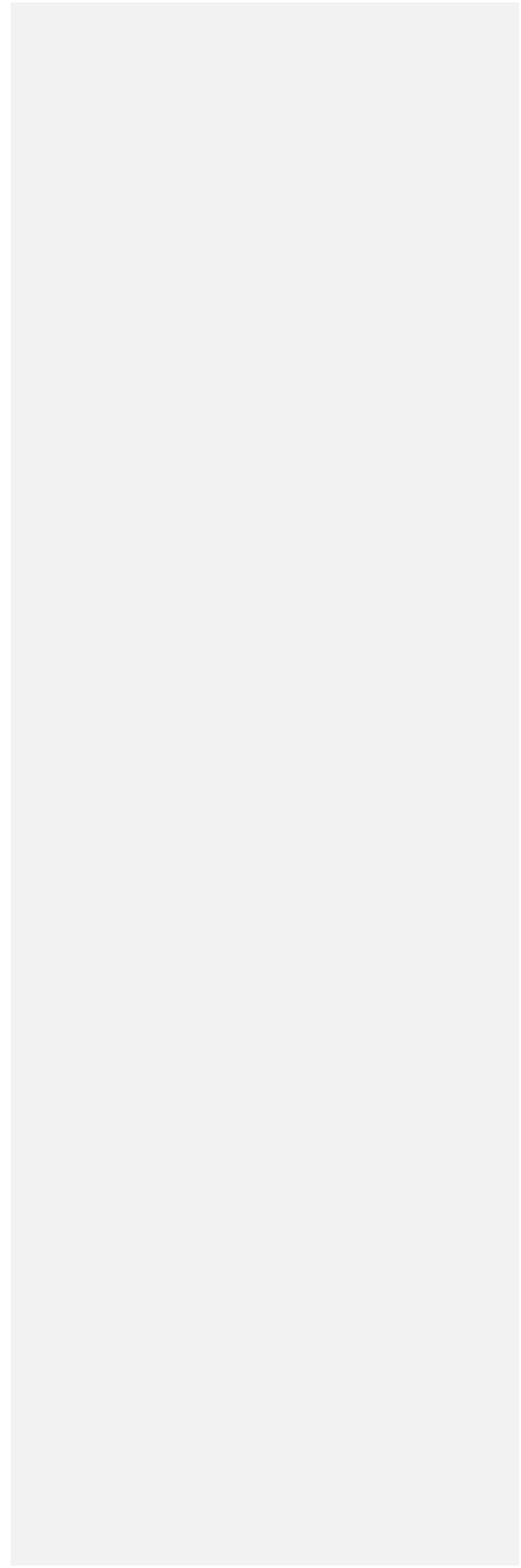
"Camp is important to me, because it's a getaway from reality and I get to freeze time and spend time with my sisters."

"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."

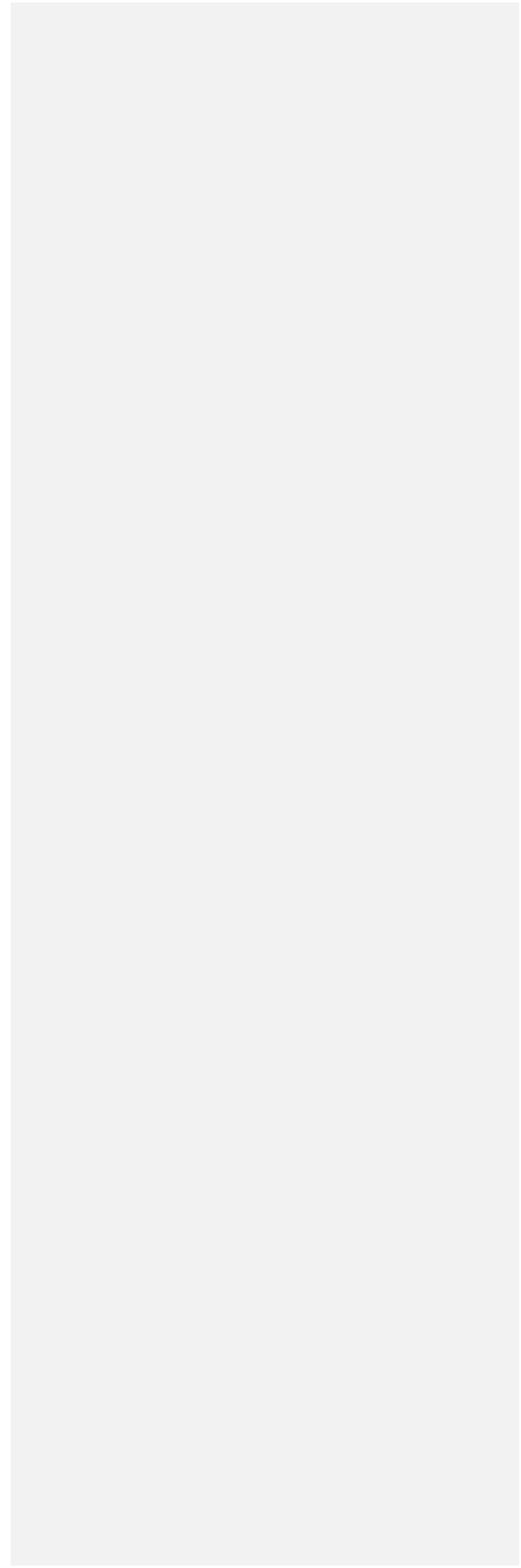
SPREAD 9-10

<INSERT DONORS>



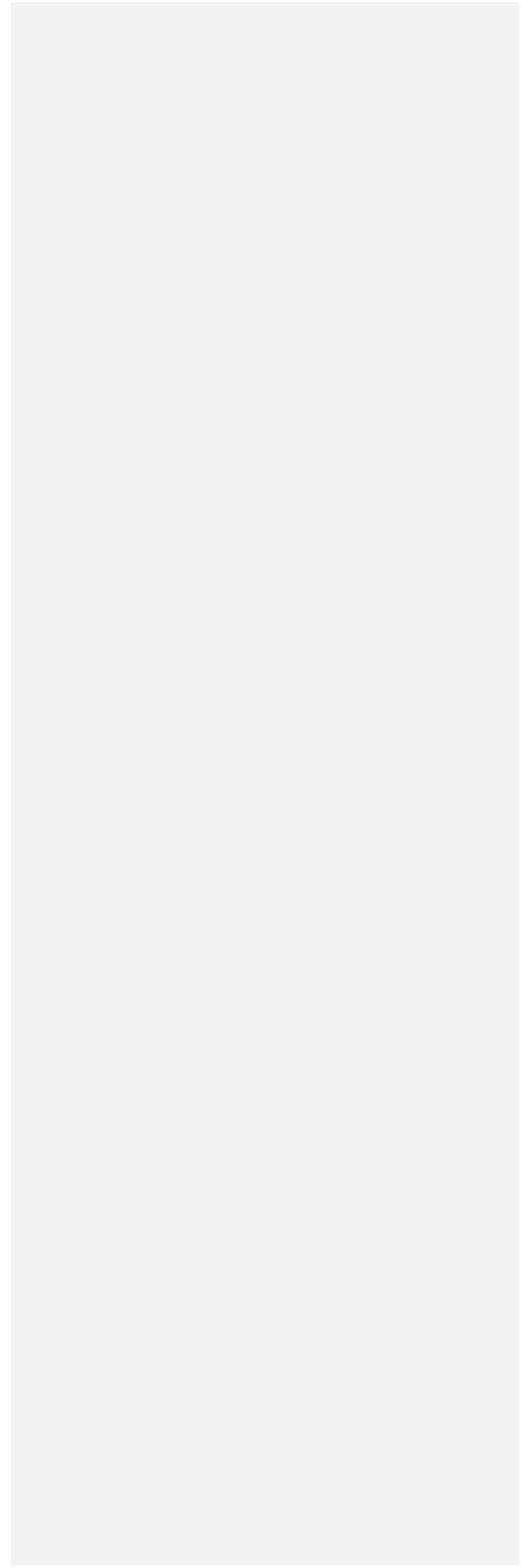
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<INSERT BOARD, FRIENDS BOARD and FRIENDS>



SPREAD 12

<INSERT FINANCIALS>



SPREAD 13

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

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

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Copy: Do you believe ~~that~~ 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! ~~+~~

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Subhead: **Volunteer opportunities**

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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 ~~a~~. ~~You will share in their happiness and experience the joy of being together again with them as they come together to enjoy each other and experience the fun of camp. According to past staffers, it is ~~it's~~ a ~~3-day~~ three-day experience, adventure and a life-changer that will change your life, as well as the lives of the children you serve, according to past staffers.~~ Visit CampCatchUp.org to find out more.

~~We're~~ Nebraska Children ~~is also continually~~ looking for ~~ongoing~~ 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 ~~to~~ ~~with~~ the Project Everlast Council in your community.

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

Subhead: **How ~~to~~ How to uplift Nebraska children with a gift of love, give**

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Copy: Uniting ~~communities~~ ~~in Nebraska to benefit our vulnerable~~ ~~for~~ 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 ~~your~~ ~~the~~ role ~~your~~ ~~organization could play~~ in the important work of cultivating the ~~G~~good ~~L~~ife for all Nebraska's children.

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

Subhead:

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 ~~take~~ [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 Kareen Hickman at khickman@nebraskachildren.org.

Commented [KF43]: Is this what you mean?

BACK

Headline: ~~Together, we can do so much more.~~ 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 ~~our~~ mission to unite as many ~~big-hearted~~ Nebraskans as possible behind the cause of our state's ~~precious~~ kids.

~~It's up to all of us to cultivate the good life for all of Nebraska's children.~~

~~_____~~ 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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