

THRIVING COMMUNITY

GOAL 3

OBJECTIVE 1: Alliance for Kids builds on current capacity to organize, convene, and facilitate community early childhood services, systems, and organizations for effective and efficient delivery of services and resources to meet the individualized and collective needs of children and families in El Paso County.

OBJECTIVE 2: The Alliance for Kids Council membership and its network of community partners build an awareness and understanding of policies and legislation impacting outcomes for families with young children for the purpose of advocacy towards policies and legislative measures impacting young children and families.

OBJECTIVE 3: The community is knowledgeable and well-informed of the importance of the early years, healthy families, and healthy children as it relates to a thriving community and building quality early childhood opportunities in the community.

El Paso County is a community where children are valued and supported to thrive.

BUILDING COMMUNITY AWARENESS & VALUING EARLY CHILDHOOD



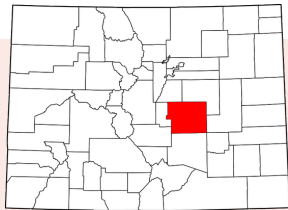
19

The **Alliance for Kids Council** includes **19 members** representing agencies ranging from Catholic Charities of Central Colorado, CPCD...giving children a head start, Meadow Park Community Center, Pikes Peak Library District, El Paso County Public Health, EPC Department of Human Services, Peak View Behavioral Health, The Resource Exchange, to the local Family Child Care Association Vice President and a parent of a child under five.

Additional representatives engage in work through Council subcommittees.

More than 50 partners engaged in **Local Coordinating Organization (LCO)** work related to Universal Pre-K.

50+



730,395
46,380

El Paso County's population is the largest in Colorado.

Population of children under 5 in El Paso County
(This total is 15% of Colorado's population for this age group.)



EC LEGISLATIVE WINS!

This year was another intense year for early childhood legislative advocacy – one in which much effort was put into creating the new state-level Department of Early Childhood.

The Alliance for Kids Council supported the following legislative measures:

- **HB22-1010** Early Childhood Educator Income Tax Credit
- **HB22-1006** Child Care Center Property Tax Exemption
- **HB22-1197** Effective Date Of Department Of Early Childhood
- **HB22-1295** Department Early Childhood and Universal Preschool Program

ALL measures PASSED!

Promoted two advocacy training trainings for our community through Save the Children Action Network (SCAN):

- Training and discussion of the *No Small Matter* film
- Advocacy 202 for Grandparents

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SOCIAL MEDIA | WEBSITES | E-NEWSLETTERS



PD
UPDATE

EC
NEWS

Social media posts included advocating for the passage of HB22-12-95, highlighting supports offered by our Foundations staff, sharing partner resources, informing on the five protective factors for strengthening families, offering a hub of kindergarten readiness resources, sharing grant and scholarship opportunities for the ECE workforce, JI and community-wide surveys. Monthly e-newsletters (PD Update and EC News) summarize information necessary for the early childhood sector to stay informed.

NEW JI Website: Since collecting analytics in May, there have been **673 new users**.

AFK Website: 12,880 users (89.4% New, 10.6% returning) engaging in **27,505 pageviews**

FamilySPEAK Website: 2,376 users (90.8% new and 9.2% returning) engaging in **4,927 pageviews**