



Annual Report 2010



WHAT WE STAND FOR

Results for all children

Every single child matters, and children's lives and futures are being shaped right now. That's why we maximize every day, every dollar, and every person involved in Stand for Children to create a just society where all children get the excellent education and support they need to thrive.

Bold independence

In a political arena dominated by parties and adult focused special interest groups, we're non-partisan and child-focused. We fearlessly challenge the status quo in pursuit of solutions that help children thrive.

Empowering, entrepreneurial leadership

We're relentless in our drive to empower Stand volunteers and staff, and we continually push ourselves to innovate and improve in order to accomplish more and more for children who urgently need our help.

Being the change we seek

We show up. We speak up. We reach out. We vote. Active participation makes our member-driven organization work and enables us to make our democracy work for children.

Direct and respectful communication

We communicate directly and with respect at all times, which enables us to be transparent, foster learning, and create long-lasting, accountable relationships.



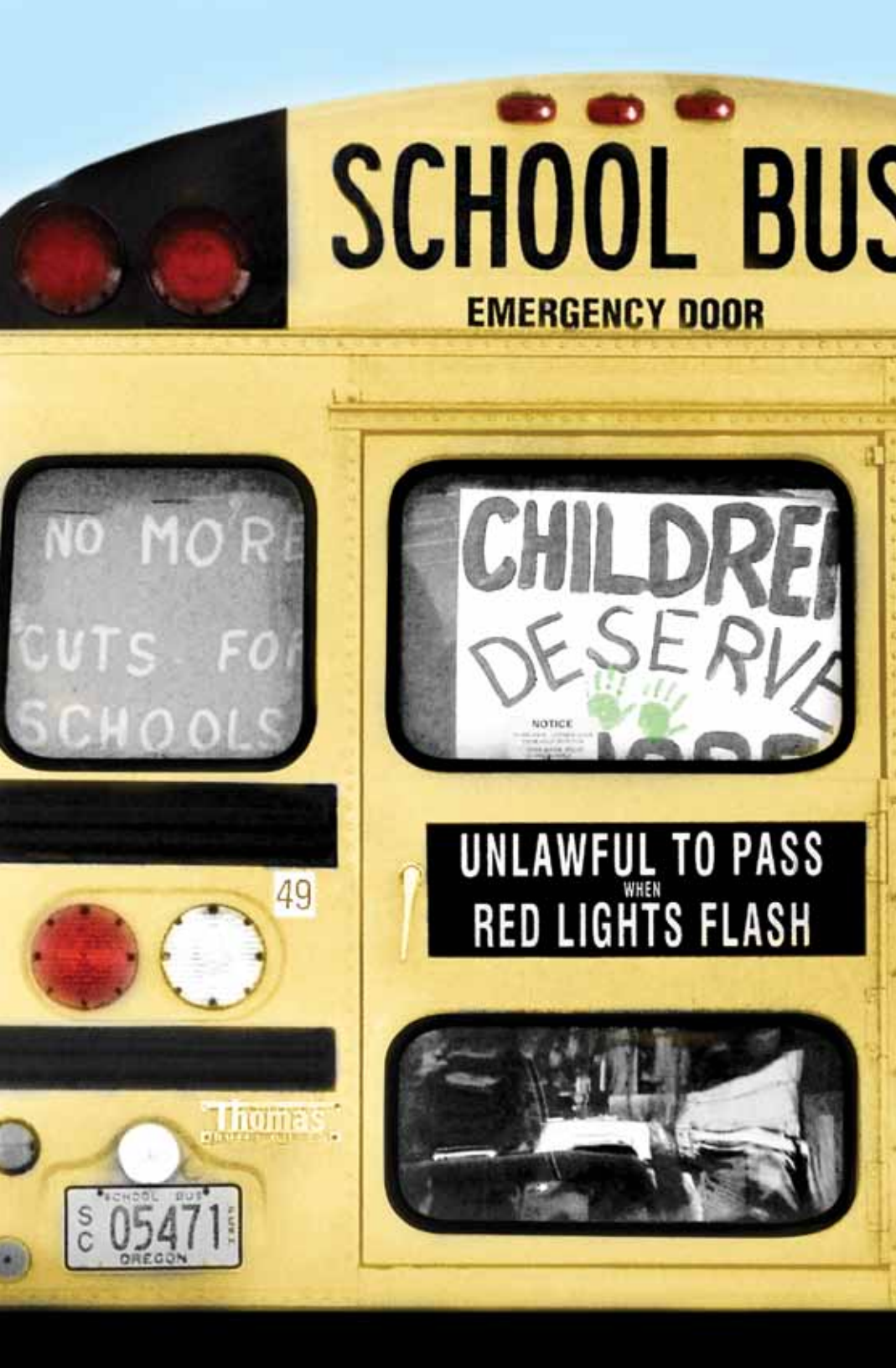
MISSION STATEMENT

Stand for Children is a 501(c)(4) membership organization that uses the power of grassroots action to help all children get the excellent public education and support they need to thrive.



MISSION STATEMENT

Stand for Children Leadership Center is a 501(c)(3) charitable organization that develops leaders who use the power of grassroots action to help all children get the excellent public education and support they need to thrive.



“Stand me ha ayudado a entender como funciona el sistema escolar y a hacer la diferencia para mis hijos.”
(Stand has helped me to understand how the school system works and how to make a difference for my kids.)

Maria Lucila Maldonado, member of Alhambra chapter, Arizona

C3 & C4 Board Chair Message

Dear Friend,

We are incredibly proud of all that Stand has accomplished in the past year. The organization’s victories in states across the country have helped enact ground breaking legislation and secure better funding for students. These successes are a testament to the unflappable commitment and hard work of Stand staff, volunteers, and supporters. Through collaboration, bridge building, and a relentless commitment to doing what is best for children, Stand’s efforts are transforming education in America.

By staying grounded and actively engaging parents and teachers, Stand has distinguished itself as a leader in the sector. In 2010, Stand influenced the lives of over 5 million students.

As we look to the year ahead, we are confident that Stand will continue working toward creating effective change to ensure that all of our nation’s children have access to a great education.

Standing with you,

Julie Mikuta
Chair
Stand for Children, Inc.

Eliza Leighton
Chair
Stand Leadership Center



CEO Message

Dear Friend,

We are experiencing a once-in-a-generation opportunity for educational change today. In 2010, the Federal Race to the Top program transformed state level education policy overnight. Forty-four states voluntarily adopted college and career standards, and some of the most transformational education legislation of the past decade was passed. We were instrumental in passing significant legislation to improve schools in five states, including the boldest education reform law ever enacted in a blue state, in Colorado. The impossible is becoming possible.

While there is much to be hopeful about, our past successes are not enough. We can't begin to declare victory when the lives of so many children and our nation's future continue to hang in the balance. More than a million young people leave school for the streets every year.

We have to accelerate the pace of change by doing what we do best and doing it faster because America's children can't wait. That's why Stand for Children is launching an ambitious plan to reach more kids and families by growing to a total of 20 state affiliates by 2015. From the classroom to the capitol, Stand will continue empowering parents and championing change to ensure all children have access to vibrant schools with a great teacher in every classroom.

I know we can do this. I've seen determined groups of Stand volunteers come together to transform the status quo in support of children's interests time and time again. When we stand together – parents, educators, and other caring adults whose priority is what's best for children – we can change the odds and change lives.

I'm so honored to be standing with you.

Jonah Edelman

Chief Executive Officer

ARIZONA

Working together we...

improved teacher and principal effectiveness, increased school funding, reduced budget cuts to education, and helped create awareness of education issues during the last election.

Our achievements include:

- Passing SB 1040, landmark legislation calling for the creation of a framework for the evaluation of principals and teachers;
- Mobilizing voters in support of budget overrides in Kyrene and Phoenix Union districts, resulting in \$17 million in additional funding plus passage of Proposition 100, a temporary increase in state sales tax to reduce budget cuts to education;
- Sending out a questionnaire on key education issues to over 300 candidates for state offices and publishing results on our Election Connection website, which was viewed by more than 5,000 voters.

Activities described in this section were conducted exclusively by Stand for Children or one or more of its affiliated political committees. Stand for Children Leadership Center does not endorse or otherwise support the election or defeat of any candidate for elective public office.

Alhambra Chapter kick-off.



Empowering parents through education and advocacy.

Over 100 Stand members participated in Leadership Resource Center workshops, many in Spanish. They left equipped with the tools to engage and educate others in the areas of computer skills, school finance, voter registration, and campaign activities. These parents are now taking on leadership roles in parent teacher organizations, as campaign organizers, and some are even considering a run for local governing board positions.

“I appreciate Stand for Children’s willingness to tackle the complex education issues that prevent our state’s children from reaching their full potential.”

Senator Rich Crandall, Arizona State Senate Education Committee Chair

Education Expert Council

Dr. Jim Rice, former Superintendent for Alhambra
Dr. Karen Williams, Alhambra Superintendent
Dr. Kent Scribner, Phoenix Union Superintendent
Dr. David Schauer, Kyrene Superintendent

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COLORADO

Working together we...

put some muscle behind our policy agenda to have the most positive impact on kids. We helped end forced teacher placement and implemented annual evaluations of teachers and principals, expanded high-performing schools in areas with the greatest needs, and elected 15 education champions to the legislature.

Our achievements include:

- Passing SB 191, The Great Teachers and Leaders Law, which requires annual evaluations of teachers and principals to determine effectiveness and ends forced teacher placement;
- Expanding high-performing school options in Northeast Denver;
- Defeating a proposed moratorium on new charter schools in Denver;
- Electing 15 education champions to the Colorado House and Senate;
- Defeating Amendments 60, 61 and Proposition 101 by opening Stand's offices to the American Federation of Teachers for phone banks, holding education events to expose the danger of these ballot measures, and writing nearly 1,000 cards to Colorado voters.

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“Stand for Children in Colorado stood and delivered the most effective lobbying effort in recent memory. The Great Teachers and Leaders bill would be history were it not for the dedication of Stand. I’ve never seen a group of people with a greater commitment to improving public education.”

State Senator Nancy Spence



Malcinia Conley, an outstanding teacher, is recognized by Stand staff and partners.

A Celebration of Our Heroes.

10 teachers who made a difference in our state.

Everyone knows the amazing effect a great teacher can have on students. We launched the *Our Heroes* campaign to celebrate 10 outstanding educators in communities across the state.

They are:

- Kylee Castle, Bookcliff Middle School, Grand Junction
- Malcinia Conley, Montbello High School, Denver -- nominated five times!
- Heidi Elliott, Centennial Elementary, Evans
- Kaycee Gerhart, Contemporary Learning Academy, Denver
- Kaylynn Johnson, Colorado Calvert Academy State Charter School, Fort Collins
- Tabitha Jones, Johnson Elementary, Denver
- Alexandria Ralat, Molholm Elementary, Lakewood
- Allison Rhode, West Denver Prep – Lake Campus, Denver
- Amber Tank, Sanborn Elementary, Longmont
- Peggy Wilber, Colorado Springs Early College, Colorado Springs

Special thanks to the Daniels Fund for their support for this campaign.

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ILLINOIS

Working together we...

made tremendous headway in a very short amount of time. In August 2010, Illinois became Stand's newest state affiliate and, working closely with Advance Illinois and other partners, set to work to achieve transformational changes to help students and support effective teachers.

Our achievements include:

- Launching Stand's Illinois PAC; interviewed 35 state legislative candidates, endorsed and invested in nine candidates, of whom five were elected;
- Co-created the Performance Counts proposal with Advance Illinois. Performance Counts rewards strong teacher performance by tying teacher tenure and layoff decisions to performance (based on multiple measures, not just standardized test scores), streamlines and improves the process for dismissing ineffective teachers with tenure, and improves the teacher contract negotiation process to put student well-being at the center of negotiations and, specifically, enable Chicago Public Schools to substantially lengthen their unconscionably short school day and year;
- Achieved strong bi-partisan legislative support for Performance Counts, setting the stage for productive negotiations with a range of stakeholders.

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“ I think Stand is important to Illinois because it gives a powerful voice to the most important but weakest group within the education system, the students. We can no longer let the interests of politics, unions, school boards, and municipalities blindly control the future of our education system. These children need their performance to count. Through advancements in data and classroom technology there are no more excuses for letting this old system survive. I support Stand because they understand this and they understand common sense reforms, and they won't take any more excuses.”

Chris Leggee, Chicago, Illinois

Welcome Illinois, Stand's newest affiliate.

Our Illinois affiliate opened its doors in August 2010 and hit the ground running by enlisting and engaging tens of thousands of parents and teachers statewide and hiring six full-time staff.



Stand staff and volunteers attend first legislative hearing of Performance Counts.

MASSACHUSETTS

“Stand for Children has given new meaning to partnership by bringing voice to the parents of two underperforming schools in Worcester. Parent interest has been ignited, their voices have been heard, and their ideas have been successfully integrated into the comprehensive turnaround plan for the school. Stand for Children has exceeded every expectation and earned the gratitude of Worcester Public Schools and the parents of our community.”

Dr. Melinda J. Boone, Superintendent of Schools, Worcester, Massachusetts



Families help kick-off our Woodland team in Worcester.

Working together we...

overcame economic challenges to focus on closing the achievement gap and ensuring all students have access to a high-quality education, helped pass landmark legislation and worked to maintain current school funding levels.

Our achievements include:

- Using grassroots action to pass *An Act Relative to the Achievement Gap*, landmark legislation that doubles access to high-performing charter schools in the state's lowest-performing districts;
- Tirelessly advocating at the state and local levels to maintain current funding while pushing for long-term revenue and cost-saving measures, including defeating Question #3, a damaging anti-education initiative.

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We helped secure \$250 million in Race to the Top funding for our state.

Thanks to a tremendous amount of hard work, our state succeeded in receiving \$250 million in federal funding to expand effective support for teachers and principals through improving educator evaluation and retention policies, providing timely data needed to drive instructional decisions, and using innovative approaches to turn around low-performing schools.

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OREGON

Working together we...

supported a bipartisan slate of true education champions, played a pivotal role in several swing races, and sharpened the focus of Oregonians on policies and reforms that are good for kids.

Our achievements include:

- Reaching out to 25,000 voters, ensuring the re-election of nine education champions to the state legislature;
- Raising the profile of the need for a robust Rainy Day Fund by staging blue umbrella rallies in communities across the state. Stand members kept the pressure on even when it was politically unpopular;
- Oregon is the only Stand state affiliate to have run and elected its own leaders to public office. Stand leaders from four communities began terms on their local school boards in 2010.

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“I would not have won my seat without Stand volunteers’ support – your feet on the ground made the difference.”

State Representative Val Hoyle

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North Clackamas – Dena Hellums
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Canby – Jennifer Gingerich
Reynolds – Joe Gall
Oregon City – Julie O’Dwyer
Medford – Katie Tso
Lane County – Eileen Nittler



Stand members gathered, hundreds strong, on beaches, in parks, and on bridges in support of a rainy day fund.

Changing the conversation around education reform

Before this year, few leaders in Oregon were talking about how to improve schools in a systematic way, despite years of declining outcomes. Stand changed that by engaging parents, teachers, community members, and lawmakers in a frank discussion about what it’s going to take to make our education system the best that it can be, laying the foundation for transformational changes in the years ahead.

- We partnered with the Oregon Business Association, the Chalkboard Project, and superintendents across the state to develop a shared vision for improving Oregon public schools;
- We provided education, training, and coaching to thousands of parents, empowering them to become outspoken advocates for students in their local communities;
- We promoted adoption of the national Common Core education standards;
- Stand staff and volunteers were featured prominently in the media, challenging the status quo and speaking up for Oregon’s students.

TENNESSEE

Working together we...

helped pass key legislation, which enabled Tennessee to win Race to the Top and receive \$502 million in federal funding. Stand also helped restore funding for Tennessee's smallest and most fragile citizens, ensured Nashville's school budget passed without sacrificing educational programming, and welcomed a growing membership in Nashville and Memphis.

Our achievements include:

- Passing the First to the Top legislation, which was crucial for the state to receive Race to the Top funding. Governor Phil Bredesen publicly acknowledged Stand's role in the process;
- Using grassroots advocacy to save vital programs including Infant Mortality Reduction, the Women's Health Initiative, and the Centers of Excellence (COE) for children in state custody;
- Successfully advocating for passage of Nashville's \$622 million budget without sacrificing educational programming;
- Growing the Memphis chapter to 26 teams one year after launching their chapter, and tripling the size of the Nashville chapter;
- Electing two school board education champions in Nashville.

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Former Governor Phil Bredesen thanks Stand for Children for playing a pivotal role in the passage of the First to the Top Act.



Stand created an innovative approach to community awareness and helped Tennessee's youngest citizens.

A statewide Stand effort helped secure \$80 million in public funding for pre-K classrooms, serving 18,000 four-year-olds across the state. In Memphis, Stand formed Education Study Circles and Nashville organized a summer Education Book Club and Study Group to explore educational issues and stimulate broad community dialogue about topics, including the issues around effective teaching and education reform.

“Stand for Children is a critical partner for education reform in Tennessee. Their advocacy efforts played a crucial role in helping our state adopt the innovative education reform policies we needed to win the Race to the Top competition.”

Former Governor Phil Bredesen

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WASHINGTON

Working together we...

continued where we left off in 2009 by advocating for an historic new teachers' contract in Seattle, built a stronger base of education champions in the state legislature, and advocated for state measures that focus on teacher effectiveness.

Our achievements include:

- Electing seven education champions to the legislature by contacting more than 25,000 voters;
- Supporting an historic new teachers' contract that will result in better outcomes for students by:
 - Using measures of student growth to trigger more effective and informative evaluations for teachers;
 - Providing career ladder options for highly-effective teachers so they can pass their knowledge and expertise to their colleagues;
 - Creating incentives for highly-effective teachers to work in low-performing schools;
 - Ending forced teacher placement in low-performing schools.

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Team Coordinator Trevor Kagochi moderates a public forum on "Success for All Students."



Tools of the trade make all the difference in Washington.

By giving our leaders the tools and training necessary to successfully advocate for improved student outcomes in low-performing schools, our state leaders were able to push forward our policy platform which included:

- Significantly improved teacher and principal evaluations to include more instruction-focused evaluation criteria, a four-tiered rating system and the option to use student academic growth;
- Instituted a three-year probationary period;
- Granted state intervention into low-performing schools;
- An increase in alternative routes to teacher certification.

“Stand for Children helped to amplify the voices of parents and teachers and community members all across the state to advocate for positive change for our students. Together we were able to promote and enact landmark education legislation to redefine Basic Education in Washington and put the focus back on helping our students succeed.”

State Senator Rodney Tom

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BETTER 
 SCHOOLS
A = 
BETTER WORLD



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Stand for Children Leadership Center

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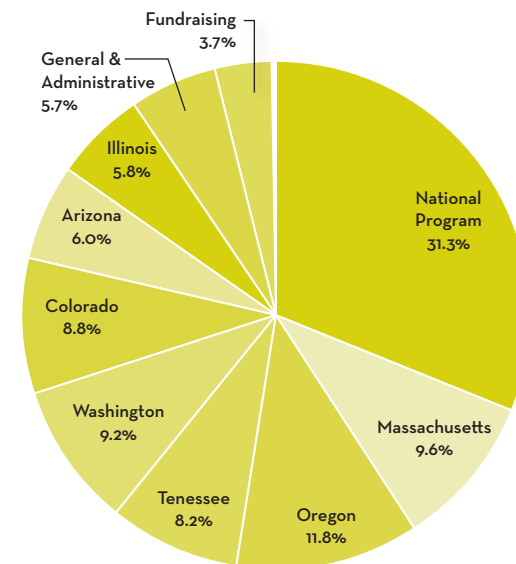


Stand for Children Leadership Center Finances

Stand for Children Leadership Center is a 501(c)(3) public charity providing leadership development and training to everyday citizens so they can use the power of grassroots action to help all children get the excellent public education and support they need to thrive.

We are pleased to report that in 2010 we raised \$3,507,000 from individuals, businesses, and organizations. Thanks to the continuing generosity of foundations, Stand for Children Leadership Center received \$7,316,000 in grant funds during 2010, and total revenue amounted to \$11,075,400.

The chart below shows how our 2010 expenses totaling \$9,194,000 were spent:



Stand for Children Leadership Center Expenses

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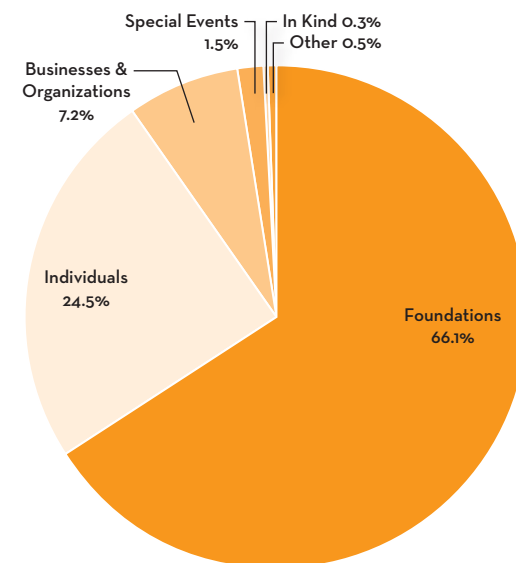
Ellen Macke
Non-profit Consultant

Reuben Munger
Bright Automotive

ASSETS	2010	2009
Cash and cash equivalents	\$3,632,295	\$1,252,138
Unconditional promises to give	755,865	804,196
Other receivables	13,098	-
Prepaid expenses and deposits	150,492	122,879
Furniture and equipment	402,996	189,653
Due from Stand for Children, Inc.	-	19,017
TOTAL ASSETS	\$4,954,746	\$2,387,883

LIABILITIES AND NET ASSETS	2010	2009
Accounts payable and accrued expenses	\$258,029	\$117,199
Accrued payroll liabilities	115,794	67,302
Held in agency for Stand for Children, Inc.	250,000	-
Due to Stand for Children, Inc.	246,484	-
Total liabilities	870,307	184,501

NET ASSETS	2010	2009
Unrestricted		
Available for current operations	925,364	1,138,707
Investment in fixed assets	402,996	189,653
	1,328,360	1,328,360
Temporarily restricted:		
Other temporarily restricted	2,136,191	466,513
Growth capital campaign	619,888	408,509
Total temporarily restricted	2,756,079	875,022
Total net assets	4,084,439	2,203,382
TOTAL LIABILITIES AND NET ASSETS	\$4,954,746	\$2,387,883



Stand for Children Leadership Center Revenue



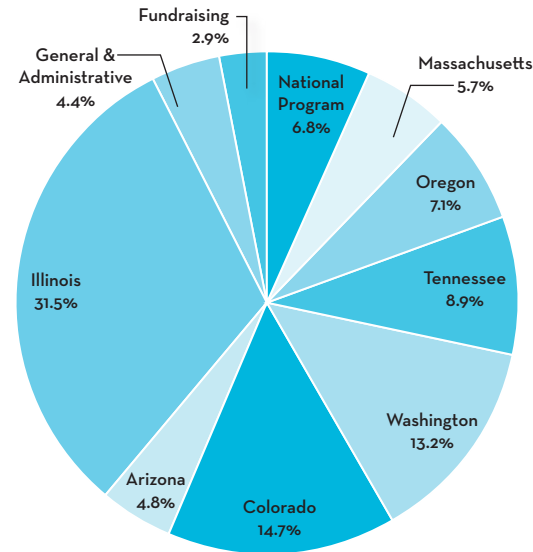
Stand for Children Leadership Center maintains a four-star rating (the highest ranking available) for sound fiscal management from Charity Navigator, the nation's premier independent evaluator of charitable organizations.

Stand for Children Finances

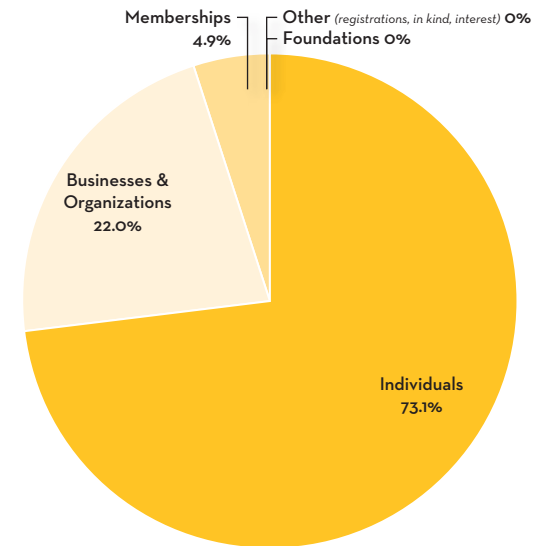
Stand for Children is a 501(c)(4) membership organization that uses the power of grassroots action to help all children get the excellent public education and support they need to thrive.

Because donations to Stand for Children are not tax deductible, it is more challenging to support this organization. Nevertheless, in 2010, we met and exceeded our expenses by raising a record \$5,917,000 in total revenue, a 540% increase from the prior year! Membership revenue comprised \$289,000 of total Stand for Children revenue during 2010.

The chart below shows how our 2010 expenses totaling \$2,774,000 were spent:



Stand for Children Expenses



Stand for Children Revenue

ASSETS	2010	2009
Cash and cash equivalents:		
General operating	\$487,659	\$408,015
PAC accounts	2,642,288	-
Due from Stand for Children Leadership Center:		
Under operating agreements	246,554	-
Restricted for PACs	250,000	-
Unconditional promises to give	10,585	7,143
Prepaid expenses and deposits	19,277	12,370
Furniture and equipment, net	6,000	-
TOTAL ASSETS	\$3,662,363	\$427,528
LIABILITIES AND NET ASSETS		
Accounts payable and accrued expenses	\$124,939	\$13,287
Federal taxes payable	-	462
Due to Stand for Children Leadership Center	-	19,017
Total liabilities	124,939	32,766
NET ASSETS:		
Unrestricted	395,136	394,762
Temporarily Restricted:		
PACs	2,892,288	-
Other	250,000	-
	3,142,288	-
Total net assets	3,537,424	394,762
TOTAL LIABILITIES AND NET ASSETS	\$3,662,363	\$427,528



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