



NC Child

The Voice for North Carolina's Children

2021 IMPACT REPORT



EXTENDING HEALTH COVERAGE FOR NEW MOMS

"It is huge for our family that the medical costs were covered. If not for Medicaid, we would be bankrupt. We probably would not have a roof over our heads right now."

– Christina, a new parent in Buncombe County, NC

In 2021, our state legislature extended Medicaid to 12 months post-partum, in large part because of parents and caregivers like Christina, who advocated alongside NC Child and our partners. Medicaid covers more than half of all births in North Carolina, providing essential health care to families and new babies. Losing health insurance coverage is incredibly common before, during, or after birth – disrupting care for one out of three pregnancies.

Extending postpartum Medicaid will reduce maternal deaths, infant mortality, and promote healthy development among approximately 24,000 babies born each year. And it most greatly benefits Black infants, who are more than twice as likely to die before their first birthdays as infants in white families.

CHILD POVERTY IS A PROBLEM WE CAN SOLVE

New data from NC Child's County Data Cards shows that pandemic-era policies buffered children against some of the worst impacts of poverty. Our data show that we do not have to accept child poverty as a given. We have the tools to fight poverty, and they work.

Key policies including the expanded Child Tax Credit, increased food assistance benefits, uninterrupted health insurance coverage, and increased rental assistance helped protect families from the harshest impacts of the pandemic.

As North Carolina families struggle with increasing grocery and gas prices, most of the programs that helped low-income families keep their homes and keep food on the table during the pandemic are expiring. Meanwhile, 43% of children in the state live in poor or low-income homes.

NC Child's research and analysis equips advocates across the state to understand the landscape in their counties and to educate their decisionmakers about real policy solutions to families' most pressing challenges.





EMPOWERING ADVOCATES TO BE A VOICE FOR KIDS

Last year, advocates in Guilford County successfully secured \$1 million dollars to hire school nurses locally – after bringing together more than 50 local organizations and individuals asking County Commissioners to support children’s mental and physical wellbeing as they returned to in-person learning.

The Guilford Child Advocacy Network Hub is one of four groups of local leaders across North Carolina who join NC Child in pushing for policies that benefit children and families in their communities and in our state.



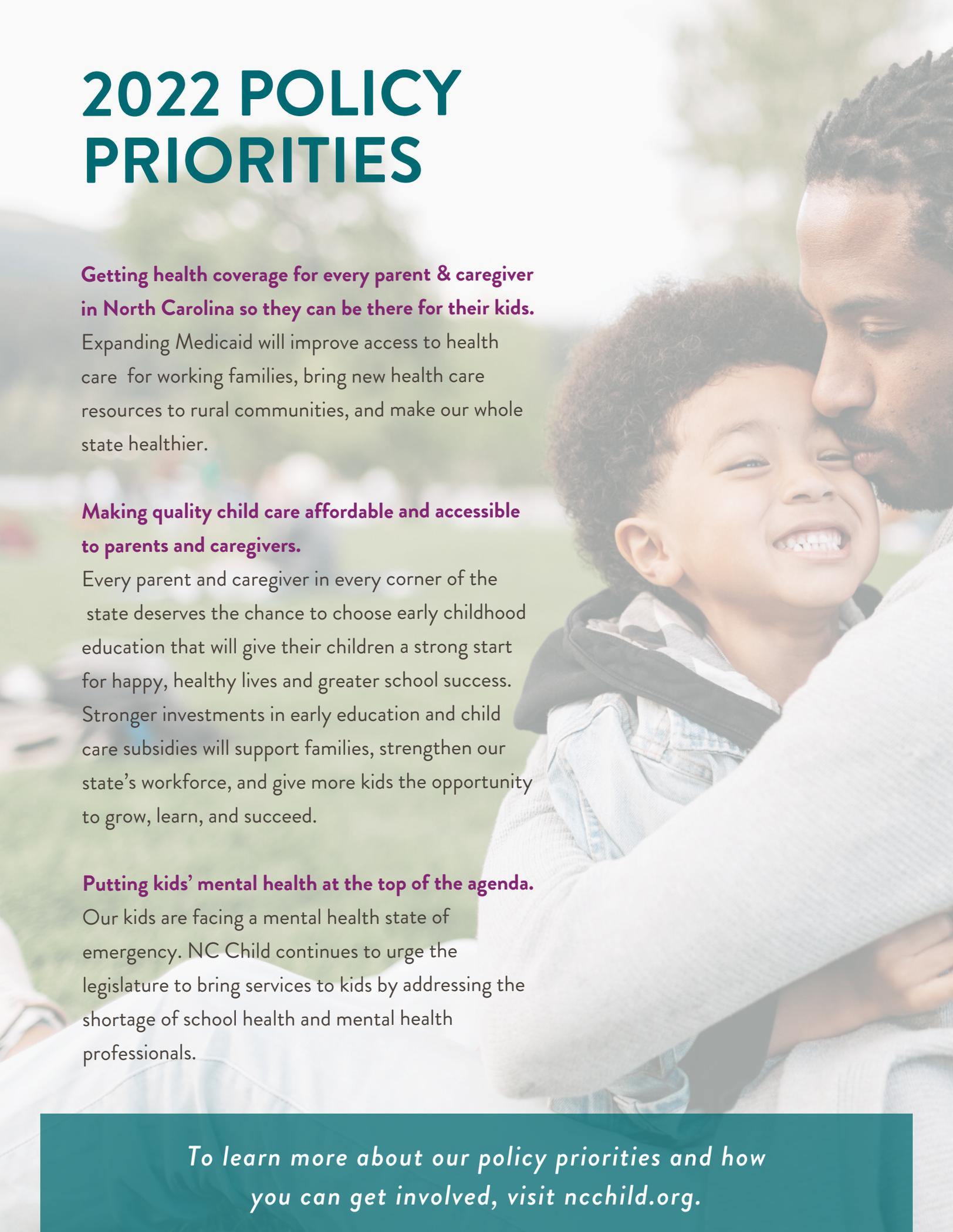
REDUCING LEAD HAZARDS IN CHILDREN'S DRINKING WATER

Lead poisoning in children is preventable. NC Child works with partners to advance policy solutions with a shared goal of ending lead poisoning. In 2021, our advocacy helped change the lead standard for drinking water in North Carolina's Childhood Lead Poisoning Statute.

This change will protect more than 30,000 young children from lead hazards, particularly in child care settings. Drinking water can be a significant source of lead, especially for formula-fed infants.

This victory for kids builds on 2019's public health rule amendment that required all licensed child care centers to test for lead every three years and take action when they find elevated lead levels.

2022 POLICY PRIORITIES



Getting health coverage for every parent & caregiver in North Carolina so they can be there for their kids.

Expanding Medicaid will improve access to health care for working families, bring new health care resources to rural communities, and make our whole state healthier.

Making quality child care affordable and accessible to parents and caregivers.

Every parent and caregiver in every corner of the state deserves the chance to choose early childhood education that will give their children a strong start for happy, healthy lives and greater school success. Stronger investments in early education and child care subsidies will support families, strengthen our state's workforce, and give more kids the opportunity to grow, learn, and succeed.

Putting kids' mental health at the top of the agenda.

Our kids are facing a mental health state of emergency. NC Child continues to urge the legislature to bring services to kids by addressing the shortage of school health and mental health professionals.

To learn more about our policy priorities and how you can get involved, visit ncchild.org.

2021 FINANCIAL REPORT

2021 REVENUE: \$2,302,973

2021 EXPENSES: \$2,045,103

Earned Income = \$108,164

5%

PPP Loan Forgiveness = \$150,000

7%

Individual + Corporate Giving = \$175,432

8%

Grants = \$1,869,377

81%

17%

Admin and Fundraising = \$349,453

83%

Programs = \$1,695,650

Revenue includes grant funds that carry over to the 2022 fiscal year

CORPORATE AND FOUNDATION PARTNERS

ACLU of NC • Advocates for Medically Fragile Kids NC • Alliance for Early Success • Annie E. Casey Foundation • Baptist Children's Homes of NC • Benchmarks • Blue Cross and Blue Shield of North Carolina • Blue Cross and Blue Shield of North Carolina Foundation • Boys and Girls Homes of NC • CareQuest Institute for Oral Health • Children's Home Society • Children's Hope Alliance • ChildTrust Foundation • Coastal Horizons • Community Catalyst • Crossnore School and Children's Home • David and Lucille Packard Foundation • The Duke Endowment • Foster Village Charlotte • Georgetown University • Healthy Blue • Hopewell Fund • John Rex Endowment • Kate B. Reynolds Charitable Trust • Lillian's List Foundation • National Association of Social Workers North Carolina Chapter • National Low Income Housing Coalition • NC Community Foundation • NC Early Childhood Foundation • NC Early Education Coalition • NC Infant Mental Health Association • NC Justice Center • NC Pediatric Society • Nectar Strategies • Partnership for America's Children • Perkinson Law Firm • Prevent Child Abuse NC • Schell Bray • WAGES • WellCare of NC • Winer Family Foundation • WordCrumbs • Z. Smith Reynolds Foundation

We are grateful for individuals like you who give us the steady support we need to speak up for kids and families in North Carolina. Thank you!

To find out how you can contribute to NC Child's impact, visit www.ncchild.org.



NC Child works to advance public policies that give every child in North Carolina a fair shot in life, whatever their race, ethnicity, or zip code.