



# COLORADO CHILDREN'S • CAMPAIGN •

Every day. For every kid.

### Mission

We create opportunity for every child in Colorado by catalyzing innovative policy, research, and advocacy solutions.

The **Colorado Children's Campaign** relentlessly works to make Colorado the best place to be a kid and raise a kid. Using data and research, we identify what kids need most and advocate for policies that ensure a brighter, more equitable future for every child in Colorado.

### Vision

A Colorado where all children thrive

### Mission Strategies

#### Advance Policy Change

Champion child-centered advocacy and public policy change

#### Build Advocacy Ecosystem

Strengthen and expand the advocacy networks and allies

#### Promote Data-Informed Policy

Analyze and disseminate credible, high-quality data and research

#### Raise Public & Political Will

Cultivate authentic relationships and effective communications

### Guiding Values

**Kids First • Centering Equity • Intentionality • Collaboration**

### Long-Term Results

Colorado is removing barriers to opportunity for all children through policy change.

High-quality, reliable research and data are available and consistently used to drive policy decisions.

Public and political will to make positive, measurable progress for kids is cultivated and activated.

### Advocacy Focus

#### Early Childhood

All children have access to quality early childhood experiences and relationships that nurture their development and growth.

#### Economic Security

All families with children have the financial resources and housing to support their economic security.

#### Health

All children have access to comprehensive health coverage, services, and supports to promote well-being.

#### K-12 Education

All youth have resources and opportunities in their schools and communities to learn and succeed.