



2018 Impact Report

ABOUT GROUNDWORK OHIO

Groundwork Ohio is a committed, nonpartisan public-policy research and advocacy organization formed in 2004 that believes quality early learning and development is the most transformative strategy to improve school outcomes, increase the life-long success of Ohio's children, and lay a strong foundation for economic prosperity in Ohio.

GroundworkOhio.org

 
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2018 Impact Report

Dear Friends,

As the year comes to a close, we at Groundwork have finally paused to catch our collective breath and look back at the significant progress we've made. Over the course of the year, we have expanded our capacity to better inform policy makers, stakeholders, and the general public about sound policy to serve Ohio's youngest children. We started 2018 with two employees and we are entering 2019 with four—all laser focused on building Ohio's quality early learning system. In addition, we have strengthened our relationships with key decision makers in the legislature and administration, developed new relationships with incoming policy makers, and solidified ourselves as the trusted "go-to" statewide expert resource for early childhood education with a diverse array of stakeholders.

At the same time, Groundwork embarked on two bold projects in 2018: the ***Ohio Early Childhood Race and Rural Equity*** Project and the ***Vote for Ohio Kids*** Campaign. Through these strategic initiatives, we have brought

a strong voice to ALL Ohio children and elevated the urgent need to invest in proven, high-quality early interventions. Simply put, our work this year has created the opportunity for real progress for Ohio's youngest learners in the coming months and years.

But we couldn't have done this without you. We are overwhelmed with gratitude for the many passionate child advocates, early education stakeholders, and generous funders that have made this work possible. As you review the many successes included in this ***2018 Impact Report***, we hope you see your own handprints in the progress we've made for Ohio kids. Although there is still much work to be done, we are energized by your commitment and look forward to continuing this important work with you in 2019.

Thank you for the trust you place in us to lead the fight for Ohio's youngest and most vulnerable learners. With your continued enthusiastic support, we can make a real difference in our great state.



Warm personal regards,

Shannon Jones

Executive Director, Groundwork Ohio



Groundwork entered 2018 with renewed energy and passion to advance quality early learning and development as the most transformative strategy to improve school outcomes, increase the life-long success of Ohio's children, and lay a strong foundation for economic prosperity in our state. Our work educating the Ohio General Assembly and key members of the Administration contributed to improving the social-emotional development of at-risk kids through the SAFE Act, the continued ability to evaluate the effectiveness of our early learning programs by preserving the

Kindergarten Readiness Assessment, and fixing the 38-county rate injustice, impacting 40,000 children, in order to increase quality for some of our poorest kids.

By implementing a strategic communications plan, Groundwork expanded its network of early childhood voices from across the state exponentially, offering more opportunities for stakeholders to engage in community events, on social media, and through targeted calls to action. More mobilization and outreach efforts are planned for 2019 to make an even greater impact.

SOUND POLICY TO SERVE KIDS

In 2018, Groundwork continued our engagement with legislators, members of the Administration, Department heads, and gubernatorial candidates to ensure that our state secures real investments and creates sound policies to benefit Ohio kids by creating and sharing educational resources, providing written and oral testimony, and building consensus among key stakeholders across the state.

Groundwork worked closely with other early childhood stakeholders to:

Support the Passage of the **SAFE Act**

which minimizes suspensions and expulsions of children in pre-K to third grade—and provides resources to teachers so they can best support early social-emotional development.

Preserve the **KINDERGARTEN READINESS ASSESSMENT (KRA)**

a necessary measure to determine the effectiveness of our preschool and publicly-funded child care systems—a key indicator to predict the lifelong success of Ohio kids.

Help Fix the Long-Time Rate **REIMBURSEMENT INJUSTICE**

affecting child care providers in 38 Ohio counties—which was preventing child care programs from having the resources to make up needed ground for achieving quality ratings.

Engage with BOTH **GUBERNATORIAL CANDIDATES**

to ensure that Ohio kids would be a top priority for Ohio's next governor—no matter who was elected.



COMMUNICATIONS

Over the course of the year, Groundwork has implemented a strategic communications plan that has expanded our reach and elevated our message across the state.

In 2018, Groundwork:

Created & Shared
21
NEW RESOURCES

 Achieved a
42% RISE
in Social Followers 

 **DOUBLED**
our Social Media
Impressions 

SENT 70 EMAIL RESOURCES

Including:

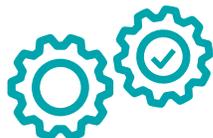
*Newsletters, ECE Updates, Media Toolkits,
Calls to Action & Breaking News*

GAVE MORE THAN 40
Presentations & Educational Briefings
*for Business Leaders, Early Education Providers
& Policy Makers*

ORGANIZATIONAL DEVELOPMENT

Over the past twelve months, Groundwork Ohio has grown and flourished in our staff capacity, funding relationships, and stakeholder engagement.

Since the beginning of 2018, we have:



DOUBLED
Staff Capacity

ENGAGED WITH
300+

Ohio Business Leaders
at our Local
Early Education Briefings



DOUBLED
Committed Funder
Relationships

CONDUCTED A COMPREHENSIVE

Organizational Governance Assessment

*and thoughtful strategic planning to position
Groundwork Ohio for long-term success.*

Race & Rural Equity



Groundwork embarked on the Ohio Early Childhood Race and Rural Equity project to bring greater understanding among policymakers and stakeholders of how race and geography matter to the policies, institutions, and systems that shape the future for children and families in Ohio. Achieving equity for Ohio kids requires all of us to begin to take

responsibility for the things we can change by challenging our assumptions, investigating the evidence and recognizing what we don't yet know. After many months of data collection and analysis, Groundwork published the Ohio Early Childhood Race and Rural Equity Report in July 2018 to serve as a starting point for conversations about race and rural equity throughout the state. In 2019 we will share this report in communities throughout Ohio and engage in deeper conversations about race and rural equity with key constituencies.

THE REPORT



Groundwork Ohio released the Ohio Early Childhood Race and Rural Equity Report in July 2018 with strong bipartisan support to serve as a starting point for deeper conversations about equity in Ohio.

The Ohio Early Childhood Race & Rural Equity Report:

EXPLORED
26
METRICS
with data from
5
STATE AGENCIES

REVIEWED
DISAGGREGATED
DATA
by race and ethnicity,
geographic location,
family income level,
and age

WAS
DISTRIBUTED
to more than
1,000
STAKEHOLDERS

Race & Rural Equity



COMMUNICATIONS



The report was released with the participation of legislative leadership from both parties and both chambers of the Ohio General Assembly: Speaker Ryan Smith (R-Bidwell), House Minority Leader Fred Strahorn (D-Dayton), Senate President Larry Obhof (R-Medina), and Senate Minority Leader Kenny Yuko (D-Richmond Heights)—pictured with Groundwork Executive Director, Shannon Jones and Policy Director and Legal Counsel, Lynanne Gutierrez.

10 different articles and editorials were published across the state:



The report was also featured on the Ohio Statehouse News Bureau's *State of Ohio* with Karen Kasler.

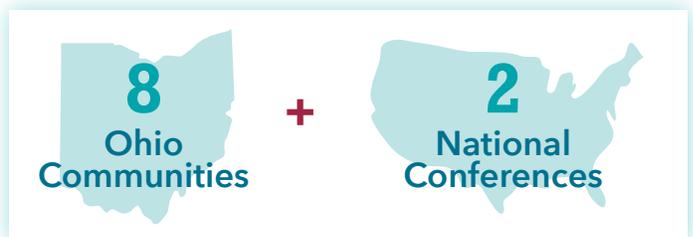


Three videos animating brain science, the value of quality early childhood education, and the importance of viewing early learning through an equity lens were produced.

Authored & placed a Guest Column in Newspaper located in state's capitol:



The report's findings were presented 23 times in:



NEXT STEPS

In 2019, Groundwork will partner with local stakeholders in Cleveland, Akron, Columbus, Dayton, Cincinnati, and select communities in the Appalachian region to share data from the report, collect stories from families, caregivers, and community leaders, and facilitate community conversations on barriers and best practices to create equitable outcomes for all kids in Ohio. The learnings from these events and additional data gleaned in 2019 will be shared in a follow-up report.

Nonpartisan Gubernatorial Candidate Engagement



VOTE 
for **OHIO KIDS**



Groundwork and the Ohio Children's Hospital Association partnered in early 2018 to initiate a strategic campaign—Vote for Ohio Kids—to ensure that Ohio's next governor

makes children a priority. By establishing a well-supported, nonpartisan issue agenda, creating

an engaging and informative communications plan, and building a large and politically powerful coalition through sound education strategies, Vote for Ohio Kids made early childhood health and education a key topic of discussion during the general election. At the September "Leadership Forum," both candidates participated and shared their plans for investing in young children to an enthusiastic crowd of nearly 700 business, early education, healthcare, and child advocacy leaders from across the state. We look forward working with Governor-elect Mike DeWine and Lt. Governor-elect Jon Husted in the coming years to ensure their campaign pledges become real investments and sound policy for Ohio kids.

THE CAMPAIGN

Founding Partners:



42 Funders/Sponsors

90 Coalition Members

PRESS COVERAGE

Engaging the press was a crucial part of the campaign's success. Groundwork spread the word about the candidates' focus on our youngest learners through local and national news outlets.

15 articles about the campaign & over 50 articles about candidates' early childhood focus:



Nonpartisan Gubernatorial Candidate Engagement



STRATEGIC COMMUNICATIONS

The Vote for Ohio Kids campaign aimed to clearly communicate the issues that Ohio kids face, outline expectations for our next governor, and amplify our early childhood education agenda.

The Groundwork team worked to:

**CREATE 4
FACT SHEETS**
on Early Education
*with clear asks for
Ohio's governor*

 **POST OVER
350 TIMES** 
on Social Media
*about children's issues,
candidate coverage, and
other relevant topics*

**MAKE MORE
THAN 250k
IMPRESSIONS**
throughout our website,
Twitter & Facebook

THE LEADERSHIP FORUM

The Vote for Ohio Kids Leadership Forum brought together nearly 700 business, healthcare, early education, and child advocacy leaders from across the state to elevate the importance of kids' issues. Attendees enjoyed a morning plenary session on the business case for investing in early childhood by Maxine Clark, Founder and Former Chief Executive of Bear of Build-A-Bear Workshop, Inc., and an afternoon plenary on child health hosted by clinical experts from Ohio's children's hospitals. Over lunch, both candidates joined us to share their plans for investing in Ohio kids.



OHIO'S NEXT GOVERNOR

Groundwork Ohio worked closely with Governor-elect Mike DeWine to ensure he understood the early childhood landscape and made strong commitments to investing in the early learning and development of Ohio kids. Among other plans, he has committed to:

- Increase investments in Publicly-Funded Child Care (PFCC) by \$150 million over the first biennial budget. He plans to expand PFCC eligibility to 150% FPL and make strategic investments to help reach Ohio's goal of all PFCC providers entering the quality rating system by 2020—and reaching "high-quality" by 2025.
- Triple the number served by evidence-based home visiting.
- Continue to grow Ohio's public preschool program.
- Create a cabinet-level Director of Children's Initiatives to coordinate children's programs across Ohio agencies so they work better for the people they serve.



Our Supporters



THANK YOU FOR SUPPORTING
OUR WORK IN 2018!

2018 FUNDERS

The Bruening Foundation

The Cleveland Foundation

GAR Foundation

The George Gund Foundation

Mt. Sinai Health Care Foundation

Ohio Children's Hospital Association

PNC Foundation

Pritzker Children's Initiative

Sisters of Charity of Canton

United Way of Central Ohio

United Way of Greater Cincinnati

W.K. Kellogg Foundation

...And a special thank you to all those who sponsored the Vote for Ohio Kids campaign



CONNECT WITH US!



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Groundwork Ohio is a fiscally-sponsored project of Community Initiatives