

A pair of hands is shown holding a small, dark green tree with soil. The hands are positioned at the base of the tree, supporting it. The background is a solid teal color. The text 'NCCP' is at the top, and 'A Case for Support' is in the middle. At the bottom, the full name of the organization is written.

NCCP

*A Case for Support*

National Center for Children in Poverty

*NCCP data [from the Louisiana Family Resource Simulator] will make a powerful difference in helping state leaders reduce the state's poverty challenges.*

— a former Louisiana State legislator, who said he had wanted for years to present this kind of data but did not have the tools or expertise to develop them

*I very much enjoyed and appreciated the Research Connections webinar. I have used the website to find articles/research/information, but never realized the extent of information and data available on the site, so it was very beneficial.*

— Shireen Riley, Regional Child Care Program Manager, Child Care Bureau, Office of Family Assistance Administration for Children and Families

*Thank you for all your hard work on Unclaimed Children Revisited and in the planning and execution of this year's Rosalynn Carter Symposium on Mental Health Policy. I hope that our discussion of the status of children's mental health care in the United States will galvanize efforts to improve federal, state, and local policies to affect a public health approach to children's mental health services.*

— Rosalynn Carter

## *A Case for Support*

Imagine an America where all families are economically secure, strong, and nurturing, and all children can thrive and grow into healthy adults. This vision drives the work of the National Center for Children in Poverty (NCCP) at Columbia University.

As the nation's leading public policy and research center on low-income families, NCCP has over 20 years of experience in transforming research into real progress by generating, integrating, and evaluating the timeliest and most significant research findings related to improving the lives of America's most vulnerable citizens.

Through publications, reports, and unique web-based tools, NCCP puts critical information in the hands of the policymakers, service providers, and funders who have the power to make a difference in the lives of children and their families. Staff members are all trailblazers in their fields and are recognized leaders in research, policy, and practice.

A financially separate entity, NCCP is housed at Columbia University's world-renowned Mailman School of Public Health, and benefits from the School's marvelous research resources as well as the Ivy League's tradition of groundbreaking academic, professional, and research achievement. In turn, NCCP fills a niche for the University unlike any other.



# Results-Driven Work

NCCP links high quality research with real-world results and facilitates smart policy reform by gathering, synthesizing, and evaluating key findings relating to child poverty and family economic security.

## NCCP Generates:

- ◆ **Research** that produces issue briefs, fact sheets, reports, and working papers on poverty in the United States, as well as in leading thought-shaping print and electronic publications. This research is relied upon and routinely accessed by thousands of policymakers, practitioners, and educators.
- ◆ **Effective Internet and Media Tools**, including the Family Resource Simulator, Basic Budget Calculator, 50-State Demographics Wizard, 50-State Policy Wizard, and Income Converter.
- ◆ **Early Childhood and Adolescence Profiles** for each of the 50 states. These profiles highlight policy choices that promote health, education, and strong families alongside other contextual data related to the well-being of children and adolescents.
- ◆ **Publications** in all areas of poverty, early care and learning, and health and mental health that influence states and communities all over the country.
- ◆ **Issue-focused Dialogues** on critical emerging topics such as maternal depression; effective early learning; tolerance and diversity; family, friend, and neighbor care; and the impact of trauma on low-income children.
- ◆ **Policy and Decision-making Advice** in critical settings that keeps NCCP “at the table” at the local, state, and national levels, including frequent testimony at Congressional hearings, briefings, and conversations.
- ◆ **Research Connections**, the leading resource on topics of early care and learning. Research Connections ([www.researchconnections.org](http://www.researchconnections.org)) is the most comprehensive existing web-based collection of scholarly research, policy briefs, government reports, and data and instruments related to early care and learning, and has greatly enhanced users’ access to full research texts.
- ◆ **Public Awareness** of the issues and impact of economic hardship on America’s families through local, regional, and national media in opinion leader and resource roles.
- ◆ **Strong and Productive Liaisons** with other anti-poverty and children’s organizations and state-level policymakers throughout the United States as well as through participation on advisory boards.





## *New Thinking, New Action*

While statistics reveal the disturbing extent – and disastrous effects – of financial hardship in America, knowledge of why better public policy matters, and how it can be created, has traditionally been very limited. Creating and sustaining effective policy is the best route to adopting or enhancing the services and supports needed for change.

Why? Because such policies support long-term, permanent solutions to current problems that will allow children and families to succeed.

NCCP uses a “big-picture” mission – focused on improving policy across all 50 states and at the federal level – with an emphasis on the tangible human impact of local programs and policies.

NCCP addresses children in the context of family and community; family in the context of challenges; and financial hardship as a major influencing factor in every aspect of families’ ability to thrive. Our researchers take an integrated approach to issues – namely:

- ◆ **economic security** including wages, workplace policies, and the benefits that help working parents pay for child care and healthcare;
- ◆ **child development** including child care, early learning, and school readiness; and
- ◆ **child and family health** and mental health.

## *A Unique Approach*

Because of the emphasis on an integrated approach that addresses the complexity of the issues and their areas of overlap, NCCP accelerates new thinking and new action on behalf of low-income children and families.

By calling attention to meaningful data, noteworthy trends, and promising practices, NCCP helps shape the development of pragmatic, effective policies and programs. Specifically, to ensure that:

- ◆ **governments and service providers** spend more wisely, maximizing the impact of limited funds;
- ◆ **researchers and policymakers** target important emerging issues that might otherwise be overlooked;
- ◆ **key players in child and family poverty** identify and replicate best practices and bring them to scale;
- ◆ **funders** make more informed and efficacious grants; and
- ◆ the **general public and the media** gain understanding of what it means to experience financial hardship in America, and how best to confront the challenge of child and family poverty.



## NCCP in Action

- ◆ NCCP testified before the **Connecticut State Legislature** prior to the state's passage of the nation's first child poverty reduction bill.
- ◆ **The National Association of State Mental Health Program Directors** used NCCP's findings to develop their strategic recommendations for children's mental health issues.
- ◆ **Vermont's Child Poverty Council** contracted with NCCP to analyze the state's support systems for low-wage workers and their families.
- ◆ NCCP advised **New York City's Mayoral Commission on Economic Opportunity** regarding the need for additional child care assistance. The city subsequently enacted a city-level child care tax credit – the first of its kind at the local level.
- ◆ **Georgia's Commissioner of Community Health**, armed with the NCCP state profile, encouraged the governor to target more resources for early childhood issues.
- ◆ NCCP's **New Hampshire** state profile was used during its Legislative Policy Day to help frame discussion about policy opportunities and barriers.
- ◆ Due to an NCCP study, mental health advocates and policy makers in **Minnesota** were inspired to make a case for increasing mental health capacity in the state's emergency rooms.
- ◆ The report resulting from NCCP's Maternal Depression Roundtable was circulated to key **U.S. House and Senate** committees at the request of the **American Psychological Association**.
- ◆ NCCP served as an expert source at congressional hearings and briefings including: the **House Ways and Means Committee** about the economic and societal costs of poverty; the **House's Summit on Children**; a **Ways and Means Subcommittee** hearing on measuring poverty; and the **American Psychological Association's** congressional briefing on children's mental health.
- ◆ NCCP's content has helped editorial writers and columnists at **The New York Times**, **The Boston Globe** and **USA Today** shape editorials and features on poverty, and NCCP's experts have appeared on **National Public Radio**, **CNN**, **ABC** and **CBS News** among many others.



# *Frequently Asked Questions*

## Making A Gift To NCCCP

*With so many worthwhile charities and causes vying for support, why should I choose NCCP?*

**As the child poverty rate continues to climb, NCCP's unique role has never mattered more.** No other group has our ability to identify the most relevant data, craft recommendations grounded in solid research, and communicate with the real decision-makers at all levels of government.

Gifts to NCCP maintain the scope and excellence of its extraordinary research tools and launch new endeavors to leverage its expertise. Your generosity can assist us in a variety of ways – from helping to fund the basic necessities of conducting ongoing, nationwide research, to underwriting full-scale projects to help combat poverty in America.

*What will my gift be used for?*

In addition to planned giving and major gift opportunities, NCCP has two major funds to which you may direct your gift: the **NCCP Annual Fund** and the **Jane Knitzer Directorship in Early Childhood Fund**.

The **NCCP Annual Fund** is a general donation fund designed to supplement grant funding by providing an additional stream of resources for everything from specific programs and initiatives, to emerging issues roundtable discussions, to the day-to-day functioning of NCCP that enable staff to do their jobs.

The **Jane Knitzer Directorship in Early Childhood Fund** was established in 2009 to honor the memory of NCCP director and early childhood leader Dr. Jane Knitzer, by ensuring that the Director of Early Childhood Programs is a permanent staff position at NCCP and providing a steady source of funding for use by new and existing early childhood programs and projects at NCCP.

*What can I give?*

NCCP accepts cash/cash equivalent gifts as well as gifts of appreciated stocks and bonds, closely held stocks, and depreciated stock.





### *Does NCCP allow planned giving?*

Yes. The following is a list of ways you may consider donating through a planned gift: Bequest; Charitable Gift Annuity; Charitable Lead Trust; Deferred Gift Annuity; FLIP Unitrust; Pooled Income Fund; Remainder Annuity Trust; Remainder Unitrust; and Retained Life Estate.

If you are interested in exploring the possibilities for planned giving at NCCP, please contact the NCCP Development Office by telephone at 646-284-9626 or by email at [development@nccp.org](mailto:development@nccp.org).

### *Will my gift to NCCP be tax-deductible?*

Yes. A cash gift entitles you to the most generous federal income tax charitable deduction. If appreciated securities are donated, you avoid paying tax on the capital gain.

### *Will a matching program honor my gift to NCCP?*

Many companies will make matching gifts to NCCP when their employees make donations. Please contact your company's human resource department for details.

### *Can I make a gift of securities?*

Yes. If you are considering a donation of \$1,000 or more, there are many tax advantages to giving securities.

Always discuss donations with your tax consultant to maximize your benefits. These gifts involve special handling, however, and you are urged to contact the NCCP Development Office by telephone at 646-284-9626 or by email at [development@nccp.org](mailto:development@nccp.org) prior to making your decision.

### *Can I make a gift commitment/pledge and pay it off over time?*

Yes. Please contact the NCCP Development Office by telephone at 646-284-9626 or by email at [development@nccp.org](mailto:development@nccp.org) about this option.

### *Can I make a gift in memory or honor of someone?*

Yes. Simply indicate the name of the person(s) being honored on the reply gift form.

## *You Can Be An Agent of Change*

Preventing and reducing childhood poverty is not only doing what is right and just – it is also one of the smartest investments a society can make.

Your gift to NCCP will support ongoing research and new reports, outreach to key policymakers, members of state and federal government, work to make poverty-related research widely available to both field leaders and the general public, and the core research expertise and support staff needed to get the job done.

We invite you to join us as we invest in the future of America.

### *Contact*

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*As one who was involved in many of the efforts being discussed [at NCCP's School Readiness roundtable], it was gratifying to see them start to bear fruit. The field has moved a great deal in the past few years, yet still some of the same vexing questions persist. I have heard, and completely agree, only very positive reactions to the meeting everything from the quality of the working papers and presentations, to the sense of energy and urgency.*

— a former National Institute of Child Health and Human Development professional

*Thank you for all this meaningful research and for providing us with easy-to-use tools!*

— Donald Chamberlain,  
Research, Evaluation & Policy Strategist,  
Building Changes

*I want to thank NCCP for making the Basic Needs Budget Calculator and family resource calculator available online. They are very useful tools for showing students the difficulties faced by low income households in the U.S. I have used them as the basis for an assignment in my Sociology class on social problems.*

— Deborah Sullivan,  
Associate Professor of Sociology,  
SSFD, Arizona State University

*I'm a long time admirer of NCCP. It's one of a handful of organizations that really prefers to help families increase their income and rescue their children from poverty, rather than to "help the poor" on the condition that they stay poor.*

— NCCP Supporter

*We were putting the finishing touches on a policy project concerning excessive absenteeism, and the NCCP [brief on chronic absenteeism] was enormously helpful... ..our statement was sent to every school superintendent in Westchester and Putnam counties. Thank you for being such fine champions for our most at-risk children!*

— Karen Blumenthal, Policy Advocate, Student Advocacy

