

# Voices for Utah Children



## We Start With One Basic Question ...

### Is it good for kids?

That's the fundamental question that drives us every day.



At **Voices for Utah Children**, we work to improve the lives of kids and their families. Why? Because children, who are some of the most vulnerable people in our state, simply can't speak up for themselves.

So we do it for them.

## We are their voice.

As a statewide, nonpartisan multi-issue child advocacy organization, **Voices for Utah Children** is making a difference in our kids' lives by:



### 1 Raising awareness.

Through research, media campaigns and advocacy work, we continue to communicate the most vital needs of Utah's children;

### 2 Influencing policy.

By having a voice in decisions made by legislators and other policymakers, we help ensure that the best interests of children are always our state's number one priority;

### 3 Uniting our community.

By bringing the power of a community together --legislators, business executives, private funders, government agency representatives, nonprofit directors, and ordinary citizens--we can help identify and resolve the tough problems facing our kids and youth.

## A Basic Question that Leads to So Much Good.



### Is it good for kids?

When we ask that question of legislators, policymakers and other decision makers, good things happen. It's our job to ensure that the needs of children are raised in every policy debate.

And we're successful, in part, because we focus on a few key issues. This allows us to bring attention to these important topics, build coalitions and bring our strength as an organization to the forefront of the issue at hand.

At **Voices for Utah Children**, we will always believe that every child deserves the opportunity to reach his/her full potential. And to achieve this vision, we focus on five key areas that benefit the healthy development of all children. We believe:

**1 HEALTH:** all children deserve to receive affordable, comprehensive and high-quality health care;

**2 SCHOOL READINESS:** all children and their parents deserve to receive the services and support they need to enable them to start school prepared for success;

**3 SAFETY:** all children deserve to be safe in their homes and communities from all forms of abuse, neglect, exploitation and violence.

**4 ECONOMIC STABILITY:** all children deserve to live in families that can provide for their needs and make investments in their future.

**5 DIVERSITY:** all children deserve to achieve their full potential in a society that closes opportunity gaps and recognizes and values diversity.



By coming together in a unified force and asking the question, "Is it good for kids?," **Voices For Utah Children** is educating and influencing legislators and other opinion leaders in our community to address the critical needs of Utah's children.

Simply said, we are amplifying the voices of children who are least able to speak for themselves. And we're getting results.



## Why We Do What We Do



Today, more Utah children have access to health care, quality childcare and income security than in any other time in our state's history. These big wins for kids and families happened because of changes in government policy.

**But these types of wins don't just happen by accident.**

They happen because of advocacy—when skilled professionals backed by thoughtful funders show policymakers that government can and should act to keep kids safe and help them grow.





We can spend a generation helping kids one child at a time. Or, by putting government on the side of Utah's kids, we can get there in just a few years. When we come together to face the biggest issues for kids and families, we can create more and longer-lasting change.

Of course, there is a time and a place for lobbying. But advocacy is more than lobbying. It's also the things we do every day to put kids' issues on the radar screens of men and women who make policy decisions.

That's why advocacy matters. And that's why we will continue to ask the all-important question,

**"Is it good for kids?"**





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Speaking out on behalf of Utah's children