Oklahoma Institute for Child Advocacy

Annual Report

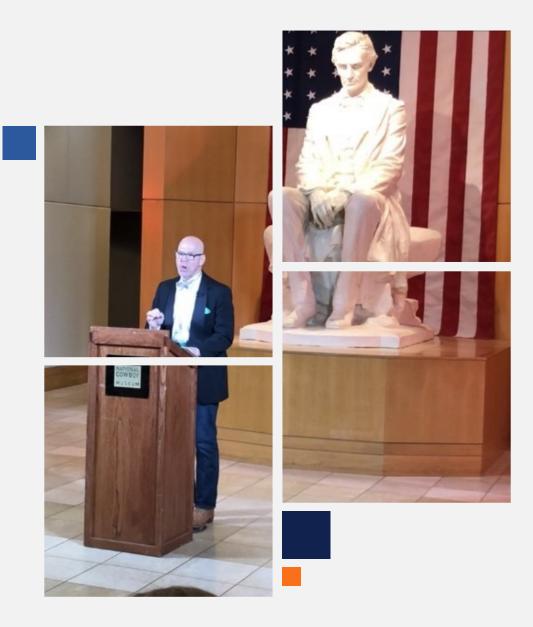
January 31, 2022

Board of Directors Retreat

The Beginning

The year began with news of a special honor for OICA's work during the first virtual Heroes Ball in 2020. OICA won the national award for Best Virtual Presentation of the Year, as designated by the Ragan public relations group.





A New Training for Advocates



OICA's Inaugural Legislative Learning Lab

- Still unable to meet in person due to the COVID-19 pandemic, OICA developed a new way to train advocates despite the pandemic's challenges.
- Thus, was born the Legislative Learning Lab, a fourday virtual event that gave child advocates from across the state "The Training Lawmakers Wish They Had."
- Hearing from subject-matter experts, advocacy professionals, and State Capitol veterans, virtual attendees received a thorough course on how to inform and influence legislative and executive officials on important children's issues.



OICA is Grateful to the Sponsors of the Inaugural Legislative Learning Lab



The MASK Coalition and efforts to protect children from COVID-19



MASKS ARE SAVING KIDS

Earned and Paid Media Help Inform Oklahomans of the Importance of Masks.

- Realizing the importance of protecting Oklahoma's children, OICA spearheaded the creation of a new group, the MASK (Masks Are Saving Kids) Coalition.
- Using both earned media (press releases, interviews, and features) along with paid media (print and broadcast advertisements), the coalition kept the importance of masks top-of-mind for residents, overcoming inaction on proposed mask policies and helping to keep kids safe.
- The paid media was highlighted by a commercial that ran during the 2020 Super Bowl, traditionally the event with the highest television viewership annually.

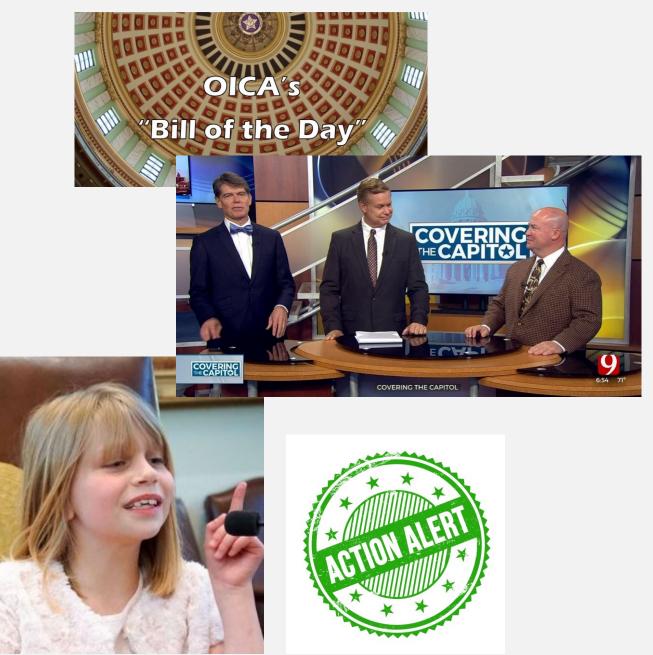


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Legislative Advocacy and Reporting Put Children Top-of-Mind for Oklahoma Lawmakers.

- Legislative advocacy is the heart of OICA's existence. Our leading charge is to create a legal and regulatory environment that gives the state's children the best chance to thrive.
- As state lawmakers began work, OICA released its 2021 legislative priorities. Working with lawmakers of both parties, worked to ensure passage of positive legislation and against legislation harmful to the state's children.
- OICA began its "Bill of the Day" program on social media, highlighting legislation that would impact Oklahoma's children. The "Bill of the Day," along with action alerts based on the legislative agenda, the program kept advocates informed of legislative activities.





OICA's Legislative Scorecard Provides Oklahomans with Important Data on Their Officials.

The scorecard is a comprehensive look at the 2021 session of the Oklahoma Legislature, and a nonpartisan evaluation of lawmakers' votes on specific bills relating to the health, safety, and well-being of Oklahoma's children.

Lawmakers were scored based on whether their votes agreed with the position of OICA on a variety of measures with an impact on the quality of life for Oklahoma's children.

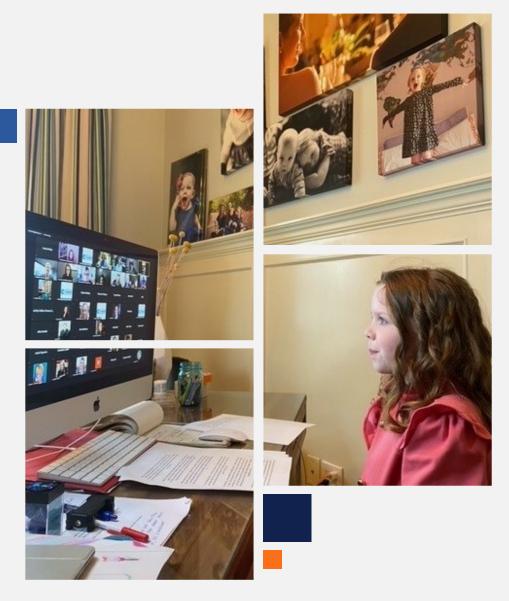
Scores are available online, so Oklahomans have quick and easy access to unbiased information on how their representatives and senators voted on issues important to the state's youngest residents.

Fighting for Healthier Kids

OICA Child Advocacy Luncheon

A Pro Football Hall of Famer, Oklahoma's lieutenant governor, Kid Governor, and an OU professor joined the Oklahoma Institute for Child Advocacy (OICA) to discuss ways to improve the health of young Oklahomans and reduce childhood obesity.

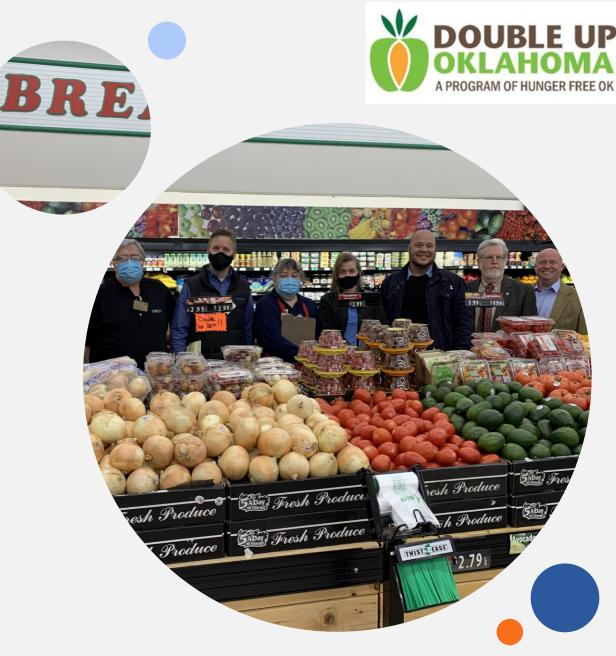




OICA Joins LOCAL Coalition

Double Up Oklahoma (DUO), a nutrition incentive program operated by Hunger Free Oklahoma. The Lift Oklahoma Communities, Agriculture, and Lifestyles (LOCAL) Coalition is seeking ways to expand the DUO program across the state through a stronger public/private partnership.





OICA Boosts Awareness of Child Tax Credit

- The enhanced Child Tax Credit included in the American Rescue Act provided direct payments to families in the form of a prepaid tax credit.
- Families got \$250 to \$300 per child from July to December 2021.
- OICA worked to make sure families were aware of the credit and advocated its continuation.



OKLAHOMA INSTITUTE FOR CHILD ADVOCACY

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Heroes Ball Held in OKC, Tulsa, and Virtually

For the first time, OICA's Annual Heroes Ball was held in person in both Oklahoma City at the Skirvin Hilton and in Tulsa at the Greenwood Cultural Center, along with being webcast to virtual participants concerned about the pandemic.

The event strengthened OICA's presence in Tulsa and generated more than \$100,000 in revenue for organization operations.





Special Thanks to Board of Directors Members Who Secured Sponsorships, Ticket Sales, and Made Auction Purchases



2021 Fall Forum Virtually on (Jct. 20, 21, 22, & 25, 2021

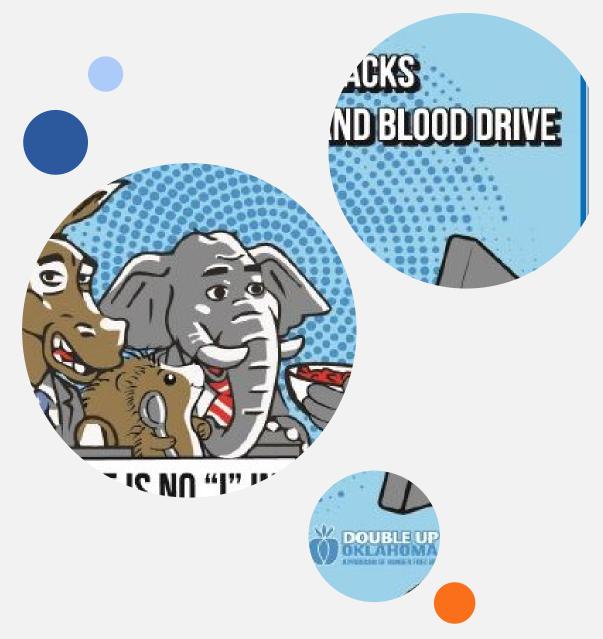
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Fall Forum Held Virtually – Chili Was Real

- The 2021 Fall Forum again was held virtually. Nevertheless, a strong panel guided advocates through various issues.
- The foundation for the 2022 OICA Children's Legislative Agenda was put in place.
- The annual Political Hacks Child Cookoff was held, with chili-lovers able to drive by and pick up their samples.
- OICA partnered with the Oklahoma Blood Institute to host a blood drive during the event.



OICA is Grateful to its Sponsors Who Made Fall Forum Possible.



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Conclusion

Thanks to our Board of Directors and generous donors and benefactors, OICA is the premier child advocacy organization in the State of Oklahoma.

The staff will continue to work diligently to put into action the direction of our Board of Directors, always keeping in mind those for whom we work so hard: Oklahoma's children.

