



CENTER
FOR THE FUTURE OF
ARIZONA



**Stronger
and Brighter
Campaign**

From the CEO

What do you want Arizona to be?

In ways that we could never have imagined, 2020 made us all stop and think about this important question.

It is a question the Center for the Future of Arizona (CFA) asks Arizonans every day. Inspired by their answers, our **STRONGER AND BRIGHTER**

Campaign will help bring about the Arizona we all want, one marked by prosperity, quality of life, and opportunity for all.

My colleagues and I at CFA are passionate about Arizona and our shared commitment to creating a stronger and brighter future for our state.

I am reaching out to you and other companies, businesses, nonprofits, social services groups, and

foundations who also believe in and love Arizona.

I invite you to partner with CFA in launching an exciting new initiative and in expanding our impact.

CFA will help lead the way to a stronger and brighter future for Arizona.

How? CFA's exciting new Gallup Arizona Project will help identify what matters most to Arizonans and focus on what unites us. CFA will use the results to raise awareness about our shared priorities, bring critical issues to public attention, and help mobilize communities around the issues they care most about. Campaign funds will also be used to further strengthen CFA's own work and impact in education, workforce development, and civic engagement.

Stronger and Brighter Campaign

**Our goal is to raise
\$5 million in private
philanthropy by 2023.**

These funds will be leveraged in a 3:1 ratio with dollars raised from other sources, providing CFA with \$20 million on the occasion of its 20th anniversary.

Most importantly: We have to start now.

Your partnership will help Arizona rise to meet the challenges

we face—and to take advantage of the opportunity we have to bring about real change.

An investment in CFA is an investment in a stronger and brighter future for our state.

I'm grateful for your interest in CFA's mission and for your commitment to Arizona. Together, let's launch Arizona's stronger and brighter future today.



A handwritten signature in blue ink, reading "Sybil Francis".

Sybil Francis, Ph.D.
President & CEO



What We Do

CFA is a nonprofit, nonpartisan “do tank” whose mission is to bring Arizonans together to create a **STRONGER AND BRIGHTER** future for our state.



We **listen to Arizonans** to learn what matters most to them;



We **share trusted information** about how Arizona is doing in those priority areas;



We **bring critical issues to public attention**; and



We work to **solve public problems** with communities and leaders

CFA in Action

Throughout CFA's 18-year history, we have tackled large and complex issues of critical importance to Arizona's future, especially in the areas of education, workforce development, and civic engagement. Here are just a few of the ways we have made a difference across the state:

- Created The Arizona We Want, a shared vision of success based on what matters most to Arizonans.
- Developed and used The Arizona We Want Progress Meters to advance data driven dialogue, decision making, and action.
- Drove innovation and improvement across the education system, training hundreds of school leaders and preparing thousands of students to be college and career ready.
- Developed and deployed new models of career advancement in partnership with educational institutions and employers.
- Fostered civic engagement in a nationally recognized program of "learning democracy by doing" in Arizona middle- and high schools.

WHAT THIS LOOKS LIKE BY THE NUMBERS

300,000+
students impacted

14,000+
teachers impacted

530+
education leaders trained

130+
communities engaged

60+
business & industry
partners engaged



The Arizona We Want

Bringing Arizonans together around our shared priorities.

Through our unique partnership with the Gallup organization and close listening to communities and leaders across the state, CFA created The Arizona We Want, a shared vision of success around what matters most to Arizonans that expresses their highest aspirations and hopes for the future.

What have we learned through listening to Arizonans?

Arizonans want a world-class education for all, to live in healthy and vibrant communities, and to have rewarding jobs that use all our talents and help our economy thrive. They are committed to stewardship of our state's natural beauty and resources for generations to come, and they believe in individual liberty and respect for all.

The Arizona We Want is based on the things that bring us together as Arizonans and on which we can all agree. CFA's goal is to ensure that the public values we share are realized for all Arizonans.

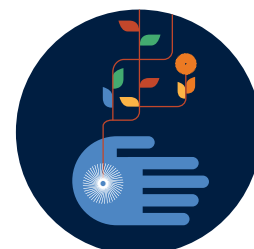
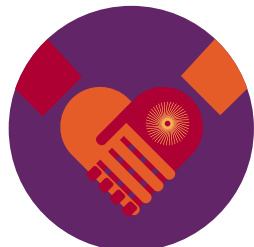
The Arizona Progress Meters

If we know what Arizonans want, how do we know if we are making progress?

CFA created the Arizona Progress Meters in response to this simple question. We know that what gets measured gets done, and the Arizona Progress Meters are designed to help measure and report on how Arizona is doing on the things that matter most to Arizonans.

With over 70 metrics and 140,000 data points, the Jobs, Education, Health and Well-being, Natural Resources, Infrastructure, Civic Health, and Young Talent Arizona Progress Meters help communities and leaders make decisions based on trusted data. Through CFA's Community Conversations, CFA has helped communities identify priorities and support data-driven dialogue and action.

Good, trusted data are critical to making informed decisions during challenging times. CFA continues to refresh the Arizona Progress Meter data as they become available.



Partners we have engaged in CFA's Community Conversations or who have utilized the Arizona Progress Meters include the following:

- Achieve60 Arizona
- Alliance for Arizona Non Profits
- Arizona Regional Economic Council
- Expect More Arizona
- Friends of the Verde River
- Northern Arizona Council of Governments
- Pima Association of Governments
- Vitalyst Health Foundation

The Gallup Arizona Project

These are unprecedented times, and the decisions we make today are critical to our state's future success. The voices of Arizonans are more important than ever in shaping those decisions and give our state the opportunity to emerge stronger and more unified.

The best way to understand how Arizonans view their community and our state—and what they want for the future—is to ask them. The Gallup Arizona Project will identify what matters most to Arizonans across a broad range of critical issues, raise awareness about our shared priorities, bring critical issues to public attention, and help mobilize communities and leaders to create change.

Central to the Gallup Arizona Project is the 2020 Gallup Arizona Survey. It builds and expands upon the original first-of-its-kind 2009 Gallup Survey sponsored by CFA, which became the foundation for The Arizona We Want.

With an expected 4,000 respondents, the 2020 Gallup Arizona Survey is one of the most comprehensive and representative surveys of its kind in the state. CFA will release the results at a major event in Spring 2021, marking the beginning of a significant communications campaign to share the results broadly and create the change Arizonans want to see.

As it unfolds, the Gallup Arizona Project—CFA's new initiative—will create a statewide action agenda to drive Arizona forward.



Arizona's Challenges Our Answers

CFA operates major initiatives to reimagine and build strong education, workforce development, and civic engagement systems for Arizona. These programs involve more than 320 partners at local, state and national levels, including nonprofit, K-12, higher education, community-based organizations, government, philanthropic, and business and industry partners.

JOBS AND THE ECONOMY

Even before the Covid-19 crisis, Arizona's average wages were 10% below the national average, and the unemployment rate was a full percentage point above the national average. Both of these issues are now more acute than ever.

- Through our **Arizona Pathways to Prosperity** initiative, CFA is creating seamless educational, training, and credentialing opportunities that help students gain entry in high-demand, high-growth industry sectors. In addition, **Retailworks AZ** is helping to grow Arizona's talent pool and promote economic security and upward mobility for frontline incumbent retail workers.



EDUCATION



According to the Annie E. Casey Foundation, Arizona ranks 46th in the nation in education, and only 78% of Arizona's high school students graduate on schedule in four years.

- CFA is committed to creating an excellent, equitable education system that meets the needs of every child and prepares them to be ready for college, career and civic life. One of our many programs, **Beat The Odds School Leadership Academy**, has trained more than 245 school leaders to lead change and improve student outcomes, with a concentration on those who serve low-income students.

CIVIC HEALTH



Voter participation and engagement is essential to a healthy representative democracy that is responsive and works for all of us. Yet Arizona's voter participation and civic engagement rates are below the national average, and an alarmingly high percentage of Arizonans don't believe their vote matters.

- CFA's robust and successful civic engagement programs include **Participatory Budgeting**, **Democraseed**, and the **Zimmerman Public Service Awards**. These programs help Arizonans develop the tools, pathways, and opportunities to contribute to their communities and civic life.

Join Us!

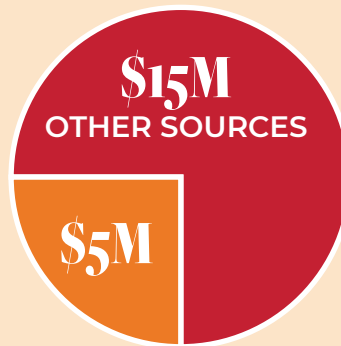
Arizona's **STRONGER AND BRIGHTER** future is within sight. With your partnership, the Center for the Future of Arizona is poised to have an enormous impact on the state we all love. Your investment will support the Arizona We All Want by supporting the Gallup Arizona Project, raising awareness and mobilizing Arizonans to action, bringing critical issues to public attention, and strengthening all of CFA's dynamic programs.

Every dollar we raise in private philanthropy over the next three years will be leveraged 3:1 against dollars from our core institutional partners.

**Please join us
in making
tomorrow's
Arizona**

**Stronger
and Brighter**

2020–2023
CAMPAIGN GOALS
\$20M TOTAL



**PRIVATE
PHILANTHROPY**

For more information about the Center for the Future of Arizona's **STRONGER AND BRIGHTER** Campaign, please contact Robert Raygoza, Director of Development, at (602) 496-2276 or robert.raygoza@arizonafuture.org.

Brief History of CFA

How can we make a difference to the state we love and call home? That is the question Dr. Lattie Coor and Dr. Sybil Francis asked themselves in 2002 when they created the Center for the Future of Arizona. Since then CFA has grown into a significant organization, bringing Arizonans together to create a stronger and brighter future for our state. Sybil helped build the organization from the start and was appointed President and CEO in 2018, bringing her significant and diverse leadership experience in both the public and private sectors to her role. She has accelerated the Center's commitment to creating a statewide agenda that reflects what matters most to Arizonans.

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