2021 IMPACT REPORT

To improve Florida’s K-12 education by uniting and empowering teachers, students, and parents.

Founders: Rev. Rick Stevens, Keith Flaugh
Executive Director: Dr. Evelyn Rossetti-Ryan
Dear Supporter,

Despite many challenges, especially with the pandemic, Florida Citizens’ Alliance experienced amazing growth by every measure in 2021. You made this possible. Thank you!

Florida Citizen’s Alliance is seizing the day to improve our K-12 education system by uniting and empowering teachers, students, and parents.

This is no time to stand still. The future of our children depends on our actions today. Your support is enabling us to become Florida's premier organization for helping parents find educational solutions for their children.

Parents across Florida loudly express their displeasure with the status quo and actively search for better education opportunities for their children. The Florida Legislature and Governor DeSantis continue to promote outstanding policy initiatives. The Florida Department of Education regularly unfolds a vision of educational excellence.

All of this has brought us to this strategic moment in Florida education reform. Recognizing the needs around us and the opportunity before us, we invite you to join us because . . .

Florida kids deserve better!

Keith Flaugh  
Co-Founder

Rev. Rick Stevens  
Co-Founder
HIGHLIGHTS 2021

- Completed a comprehensive 7-month project to update our Objectionable Materials Report of 58 books and novels used throughout almost all of Florida’s 67 counties.

- Convinced Governor DeSantis to veto SB 148 Education Civics Literacy: an Action Civics/CRT bill.

- Strengthened our over 100 strategic partnerships: adding The America Project, Defend Florida, Moms for America, Moms for Liberty, and County Citizens Defending Freedom.

- Amazing 33% year-over-year growth in donations including a successful February 2021 Gala Event and exceeded our 2021 Liberty Challenge by 78%.

- Assisted hundreds of families qualify for the Hope Scholarship

- Awarded $4,000 in scholarships

- Amplified your voice in the Florida legislature

- Hired an Executive Director; Dr. Evelyn Rossetti-Ryan

- Hired a Marketing Director; Moïse Staël Dantes

$4,000 SCHOLARSHIP DOLLARS AWARDED

33% YEAR-OVER-YEAR GROWTH IN DONATIONS
GOALS 2022

Your support led us to this significant time in Florida education reform. When we consider your encouragement, the policy initiatives of the Florida Legislature and Governor DeSantis, the vision of the Department of Education, and the desire of parents for improvements we affirmed in resolve to achieve the following goals in 2022:

- Grow our database to 300,000 with an emphasis on engaging parents and grandparents
- Increase the number of KIDS FIRST Community Teams by 100%
- Provide stakeholders with weekly, effective action alerts with insightful legislative analysis and action steps
- Strengthen fundraising through strategic planned giving, grants donor initiatives, and hiring a dedicated Development Manager
- Strengthen FLCA’s legislative presence by investing in a Legislative Policy Manager
- Increase the Board of Directors to 5 Board Members

OUR THREE PILLARS

- LEGISLATIVE ACTION
- COMMUNITY INVOLVEMENT
- EDUCATION SOLUTIONS
YOUR INVESTMENT IN ACTION

Outreach & Engagement 67.2%

- Internships 16.4%
- Partnerships 8.6%
- Scholarships 3.5%
- Kids First Teams 4.3%

2021 SOCIAL MEDIA GROWTH

- **AUDIENCE GROWTH** +1,541%
  +1403 New Followers

- **REACH** +14,713%
  308,120 People Reached

- **IMPRESSIONS** +11,072%
  423,751 Impressions

- **ENGAGEMENTS** +529%
  22,740 Engagements

*Numbers from Instagram, Facebook, Twitter*
KIDS FIRST TEAM MEMBERS

KIDS FIRST team members are local FLCA representatives who communicate, organize, and advocate our mission of student choice and liberty.

We have KIDS FIRST teams in 4 counties:
- Broward County
- Collier County
- Lee County
- St Lucie County

Visit our website for more information on joining/starting a KIDS FIRST team in your area. www.goflca.org/kids-first-program/

INTERN TESTIMONIAL

"Since I joined the FLCA team as an intern, I've had the opportunity to work alongside and learn from many brilliant, conscientious, and genuinely virtuous leaders. In doing so, I've gained much valuable experience on how one can successfully contribute to the growth and development of an organization like ours and positively impact education."

Meghan Koepke
4th Year Intern