



Liftoff WNY Year in Review 2021



2021 was a great year for Liftoff. We fine-tuned our strategic advocacy agendas, launched our social media, focused on building the team to address growing communications and administrative needs, and established a new partnership with Help Me Grow WNY. To learn more, we invite you to read through the following Year in Review.

A Year of Aligned Action & Advocacy.



As an Aligned Action Network, Liftoff has strongly advocated for improvements to the early childhood developmental services systems (such as Preschool Special Education and Early Intervention) since 2019. Throughout 2021, Liftoff shared several opportunities to take action and advocate for budgetary and [legislative changes](#) at the state-level. At year end, we saw that collective work and advocacy come to fruition when Governor Hochul signed a package of legislation that included one of Liftoff's major priorities – increase funding for Early Intervention. This action by the Governor (and the Senate and Assembly in June) will reverse decades of disinvestment in key supports and services for infants and toddlers with special needs.

As a leadership member of the statewide 'Kids Can't Wait' campaign, Liftoff co-signed a statement regarding the 'Early Intervention Covered Lives and Preschool Special Education' legislation. As shared in the statement, we are eager to join with Governor Hochul and all leaders committed to equity in education to ensure these investments are sustainable and meet the needs of all New York's children.

[Read our Statement](#)

Building Awareness & Engagement

Liftoff was thrilled to welcome Amy Miranti to the team as our Communications and Administrative Associate in 2021. Amy is responsible for a combination of day-to-day operations, technology, and communication tasks for Liftoff. Throughout the year, Amy sharpened our communications plans and strategies and served as our administrative liaison to Liftoff's committees and community coalitions. Amy is a member of the WNY Digital Equity Coalition and regularly attends regional Information Hub meetings.

Liftoff launched our social media platforms on Twitter, Instagram, Facebook and LinkedIn this past year. During the first few months of launch, we curated content to share more about the work we do and created #TakeActionTuesday posts to build awareness of early childhood development and opportunities for advocacy. Be sure to follow us in the new year as we'll continue to share important advocacy information and Network news and events.



Help Me Grow WNY & Liftoff Partnership



CCNY, Inc. in partnership with Liftoff announced Help Me Grow WNY's new Strategic Framework and partnership in 2021. Moving forward, HMGWNY will focus on two areas in particular, data and policy. Building a complex data infrastructure to capture screenings and track outcomes will help service providers identify gaps and solve problems and offer a strong foundation for policy advocacy (led by Liftoff) leading to transformative legislative

change. Additionally, HMGWNY is poised to expand developmental promotion, early detection and screening, and linkages to services that support a child's healthy development. HMGWNY will partner with health care professionals, child care providers, schools, Head Start/Early Head Start, county governments, and community coalitions to create a stronger and more equitable system of support for young children and their families.

More on HMGWNY

Liftoff Learning Network

**Liftoff WNY Lunch and Learn**
Tuesday, May 25th, 12-1PM

In 2018, Governor Cuomo assembled a Task Force of experts to develop innovative solutions to improve access to quality, affordable child care in NY. This month the Task Force's recommendations were released: *Supporting Families, Employers & New York's Future Report: An Action Plan for a Strong and Equitable Child Care System*.

**Sheri L. Scavone**
Executive Director,
WNY Women's
Foundation

**Beth Starks**
Executive Director,
Chautauqua Lake
Child Care Center

**Larry Marx**
CEO, The Children's
Agenda

Please join Liftoff WNY for an hour of learning and conversation with Child Care Availability Task Force members. Our guest presenters will spotlight the recommendations to create a child care system that is more affordable, accessible, high-quality, and coordinated.

Our Mission:
Liftoff promotes and enhances high-quality early childhood development for all children by integrating practice, policy, research and resources.

Website: Liftoffwny.org Contact with any questions: Amy@liftoffwny.org

Liftoff's Lunch & Learn Series continued in 2021. Two of our most popular programs included:

The "American Rescue Plan Act: Policy Challenges and Opportunities for NY Children and Families" with Dede Hill, Policy Director for the Schuyler Center for Analysis and Advocacy. Dede shared a high-level overview of the child-focused federal relief package's impacts and investments for children and families; and

"NYS Action Plan for a Strong and Equitable Child Care System" 2021. In 2018, Governor Cuomo assembled a Task Force of experts to develop innovative solutions to improve access to quality, affordable child care in NY. Members of the Task Force spotlighted the recommendations to create a child care system that is more affordable, accessible, high-quality, and coordinated.

In January and April, Liftoff partnered with the New York Funders Alliance, the Greater Rochester Health Foundation, and Bolder Advocacy to provide advocacy trainings for our partners in philanthropy.

News & Events



{{Disclaimer}}

C/O NY Funders Alliance 431 E Fayette St. Syracuse, NY, 13202

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