



FUNDING THE NEXT GENERATION

NATIONAL INSTITUTE FOR CITIES AND COUNTIES

Is your community ready for a children's fund?

DECEMBER 4, WASHINGTON, DC

We are proud to announce the first-ever national institute on how to create local dedicated revenue streams for kids - *sponsored by Funding the Next Generation, Forum for Youth Investment, National AfterSchool Alliance and NAEYC (National Association for the Education of Young Children).*

We are inviting teams (2 or more people) from cities or counties throughout the country to a hands-on, how-to convening which will cover topics ranging from:

- What is a local dedicated public funding stream for children's services? Why is using the electoral process important?
- Examples of local funding streams from around the country
- Steps, strategies and timelines
- How to get started - team time for planning
- Revenue options at the local level
- How to build momentum and community buy-in.

Featuring:

Margaret Brodtkin, Founder of Funding the Next Generation, "Mother of the SF Children's Fund," the country's largest dedicated fund.



Elizabeth Gaines, Senior Fellow, Forum for Youth Investment, and expert in policy coordination and budget analysis.



[SUBMIT A TEAM INTEREST FORM](#)

AT: <https://www.surveymonkey.com/r/dedicatedfunding>

The meeting will be held from 8am to 4pm, tentatively at 1313 L. St, the offices of NAEYC. Questions: Margaret@fundingthenextgeneration.org or Elizabeth@forumfyi.org



Funding the Next Generation

The nation's first initiative to help communities develop local public funding streams for children, youth and families.

Project Sponsor

San Francisco State University
School of Health and Social Sciences

Collaborating Partners

- Berkeley Media Studies Group
- California Child Care Resource and Referral Network
- California Network of Family Strengthening Networks
 - Children Now
 - 50 + 1 Strategies
 - First 5 Association of California
 - FM3 Research
 - Kidango
- Partnership for Children and Youth
 - Prevent Child Abuse California
- Public Administration Program S.F. State University
- Social Change Partners LLC
 - Tramutola Advisors
- The Children's Partnership
- Youth Leadership Institute

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CITING SF AS MODEL, BALTIMORE ANNOUNCES PLAN FOR CHILDREN'S FUND

On September 21, the President of the Baltimore City Council announced the Children and Youth Investment Act of 2015. It is a charter amendment modeled after San Francisco, Oakland and Miami that would earmark 3% of the city budget to address the needs of Baltimore's youth population. If approved by the Council, the measure would be on the ballot in November, 2016. It is very exciting to see the idea of carving out a portion of a city budget for children begin to catch on. Council President Young's press release said: "In 1991 San Francisco became a national model by creating a dedicated Children's Fund and making San Francisco the first city in the country to guarantee funding for children each year in the city budget, while preventing any cuts in previously funded services." Amazing - 24 years later!

CALIFORNIA COUNTY COALITIONS HARD AT WORK

Ten networks in California counties and cities are in the throes of determining whether they can place a funding measure for children's services on the November 2016 ballot. They are: Yolo, Napa, Solano, San Joaquin, Sacramento, Marin, Richmond, Sonoma, Richmond, and Santa Clara.

GREAT INTEREST IN CHILDREN'S FUNDS FROM COMMUNITY SCHOOL ADVOCATES

Representatives from several dozen communities around the country attended the session on local dedicated funding streams presented by Margaret Brodtkin at the October conference of the National Center for Community Schools. City and County funding measures have great potential for funding community schools - and the audience got that point!

In fact, in San Francisco the Children's Fund supports a host of school-based and school-connected services, included Wellness Centers, Beacon Centers, and afterschool programs.

If you are interested in learning more about Funding the Next Generation and helping your city or county explore the potential of a dedicated public funding stream for children, youth and families, please contact:

Margaret Brodtkin

Founder and Director

Funding the Next Generation

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www.fundingthenextgeneration.org

**NUGGETS FROM MEDIA TRAINING**

Last month the Berkeley Media Studies Group(BMSG) trained Funding the Next Generation network members on framing our issues. The training was filled with lots of advice. Some tips for effective messages included:

- * Focus on community and societal responsibility - not individual responsibility
- * Present concrete solutions
- * Stay on message
- * Keep it positive - give hope
- * No jargon
- * Cite specific examples
- * Use "social math"
- * Emphasize shared values
- * Don't raise opposing arguments

[If you want to know alot more about messaging, go to the BMSG wonderful workbook!](#)

COMING NEXT MONTH

THE FIRST TOOLKIT AND GUIDE TO CREATING A DEDICATED FUNDING STREAM, written and produced by Funding the Next Generation.

Chapters include:

- Basics of taxing law
- Tips for drafting a measure
- The power of polling
- Building power and momentum
- Creating a Children's Budget
- Communicating the message
- Getting on the ballot
- Preparing for a campaign

QUOTE OF THE MONTH

"A budget is a moral document."

Martin Luther King, Jr.