



FUNDING THE NEXT GENERATION

SAVE THE DATE

FUNDING THE NEXT GENERATION'S 2ND STATEWIDE CONFERENCE

MAY 9, 8:30 am - 3:30 pm

Seven Hills Conference Center, SF State University

THE PROMISE OF LOCAL DEDICATED FUNDS FOR CALIFORNIA'S CHILDREN

Progress, Potential, Politics and Policy

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featuring:



Lt. Governor, Gavin Newsom - The nation's leading executive who has administered a Children's Fund.

Celinda Lake - Prominent national pollster and political strategist

Local elected officials and

organizers working to put children's funding measures on the ballot in CA

cities and counties

Workshops on mounting a children's fund campaign, polling, drafting a measure, and messaging

Registration details will be forthcoming.

Mark calendars now.

CITIES THROUGHOUT THE COUNTRY CONVENE TO LEARN ABOUT DEDICATED FUNDING FOR KIDS

The excitement and energy was high on December 4 as 16 cities and counties



Renowned pollster, Celinda Lake, spoke Dec. 4 at DC conference on children's funds.

POLLING RESULTS AND INSIGHTS PRESENTED BY LAKE:

* Family First, strong families and strong communities are all top messaging frames for 2016.

* Having moral responsibility to your children and future generations is the strongest call to action.

* Demographic changes, particularly the rise of



Brodkin speaks to 16 city teams in D.C.

convened in Washington, DC. for a one-day symposium sponsored by Funding the Next Generation and the Forum for Youth Investment. **By the end of the meeting, 8 places pledged to work toward passing a measure in the next two years!** Attendees learned about children's funds in

San Francisco, Florida and Missouri. They were all given copies of the first-ever manual on creating a children's fund - by Margaret Brodkin and hot off the press.

Teams included elected officials, public and non-profit agency directors, foundations and policy experts. Cities represented: *Denver, *Washington, DC, *New Orleans, *Baltimore, *Detroit, *Grand Rapids, *Greensboro, *Hudson (NY), *Philadelphia, *Austin, *Dallas, *Alexandria, *Madison, *Milwaukee; and counties from Maryland, Missouri, and Pennsylvania. It was a diverse and amazing mix of folks - serious about a local children's fund.

Other sponsors and supporters were the National AfterSchool Association, Aspen Institute, Collaborative Communications, National Association for the Education of Young Children and the Wallace Foundation. Plans are underway for creating an institute to carry on the work.

unmarried women, promotes a family agenda.

* Politics is becoming increasingly local.

* You can raise revenue for children and youth much more easily than for other social sectors.

* When asked where they wanted their tax money to be spent, a majority of Americans (51%) name education as a priority, followed by health care and national defense.

* Majorities of voters say they are willing to pay more personally in taxes for education.

* An agenda of boosting working families is strongly supported, especially regarding racial discrimination, children and poverty.

**YOLO COUNTY
SUPERINTENDENT OF
SCHOOLS BEGINS
CRUSADE for
PRESCHOOL EXPANSION**



Maxine Quintara, from the Office of Children's Affairs in Denver enthusiastically tells the group about the plans her team has just developed. Elizabeth Gains from the Forum for Youth Investment lends encouragement.

SAN JOAQUIN BOARD OF SUPERVISORS CALLS FOR A CHILDREN'S BILL OF RIGHTS



Stockton City Council Member, Michael Tubbs, and Kay Ruhstaller, ED of Family Resource and Referral Center of San Joaquin, celebrate success after Board hearing.

On December 15, the San Joaquin Board of Supervisors heard testimony from some of the community's leading citizens decrying the status of the county's children, youth and families. Highlights of the data presented:

- *25% of children in San Joaquin County live in poverty, and only 45% of families are considered "self sufficient."

- * San Joaquin County has the highest youth homicide rate in the state.

- * Homeless children have increased by 19% over the past five years - enough children to fill 130 classrooms.

Testifying in favor of a Children's Bill of Rights:

- * Tori Salazar, DA of San Joaquin County

- * Ronald Addington, CEO, Business Council

- * James Mousalimas, County Superintendent of Schools.



Superintendent
Jesse Ortiz

Jesse Ortiz, Superintendent of the Yolo County Office of Education, is going full steam ahead to promote preschool, saying 41% of the children in Yolo never attend preschool..

Thanks to Ortiz's advocacy, members of the Board of Supervisors are considering a ballot measure that would underwrite the funding for Ortiz's dream - full day, full year programs for children ages 3 and 4. On October 29, Ortiz sponsored a community conference, which ended with a full-throated commitment of support from business and community leaders.

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

* Christina Gilbert, Coordinator, San Joaquin Children's Alliance
Supervisor Kathy Miller, who has been on the ground floor of the **San Joaquin Children's Alliance** formed over a year ago to make children a public policy and funding priority, spoke passionately in support of a Bill of Rights for Children.

Nicole Derse Joins Funding the Next Generation Consultant Team



Nicole is an ideal person to provide training and support to the learning network of city and county advocates working to put children and youth fund measures on the ballot. One of her early "gigs" in the Bay Area was staffing the SF Youth Commission, where her commitment to youth empowerment helped create a forceful voice for young people.

She went on to work for Obama for America and became the statewide field director for her home state Wisconsin. She then became National Director of Training and Organizational Development for Organizing for America, doing training in 27 states and 4 countries.

In 2012, she returned to the Bay Area and started her own political consulting firm, which has successfully run dozens of campaigns. Her major interest is in community empowerment.

ADVICE FROM NICOLE FOR CHILDREN'S FUND MEASURES

Know Your Electorate

- Research who your voters are, what they care about and what messages most resonate with them
- Polling is worth the investment
- Analyze prior election results to see how voters respond to related issues (school bonds, family services, etc.)

Pressure and Persuade

- You likely have the voters on your side. Negotiate on the ballot measure details from a position of strength.
- Use a variety of tactics (from petitions to public testimony to earned media events) to demonstrate your wide community support and pressure electeds to come on board.

- 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

Legal Support

- Orrick Public Finance Group
- Sutton Law Firm
- Brooke Abola

Public Finance Consultant

Ed Harrington

Funders

- The California Endowment
- San Francisco Foundation
- S.H. Cowell Foundation

[Download our guide on creating a local children's fund](#)

- Never forget your central message: Our children and youth deserve better.

Empower Your Supporters

- Create meaningful roles for community supporters to show leadership (i.e. presenting at endorsement meetings, speaking at press conferences, etc.)
- Invite your supporters to reach out to their network (through house parties, etc.) and educate them about the ballot measure
- Involve youth in every aspect of your campaign- their voice and their energy inspires us all!



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:

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Founder and Director

Funding the Next Generation

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www.fundingthenextgeneration.org



Check out the nation's first guide on creating local dedicated funding streams for kids - produced by Funding the Next Generation. It covers everything from how to draft a measure, to legal options for revenue sources, to making the case and developing a constituency.

[Click here for an electronic copy.](#) Hard copies are \$10 + postage. Write margaret@fundingthenextgeneration.org to order.

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