

Richmond Kids First Campaign Committee

Description



History & Summary:

The Richmond Kids First Initiative seeks to create a Richmond Fund for Children and Youth with a sustainable, long-term funding stream in order to create a youth-friendly city that prioritizes the holistic well-being and builds the resilience of children and youth through a trauma-informed, asset-focused, youth-centered continuum of resources and services that fill-in the gaps in services and are highly effective, well coordinated and accountable to youth, their loved ones and the communities of which they are a part.

Description of Campaign Committee

The Campaign Committee is comprised of Richmond residents who reflect Richmond and North Richmond's ethnic and geographic diversity, who are active in efforts to improve and build Richmond, and who have a strong network of relationships and a commitment to the goal of establishing a fund for children, youth and young adults in Richmond. The Campaign Committee will provide direction on messaging and outreach, conduct outreach on behalf of, promote and encourage signatures and voter-turn out, support campaign events, and fundraise on behalf of the campaign. The Campaign Committee will be coordinated and supported by Sara Kershner, the Richmond Kids First Campaign Coordinator and supported by the Invest in Youth Coalition – the steering committee for the campaign.

Commitment: March – November 2016

Responsibilities of Campaign Committee Members:

- Participate in Campaign Committee limited meetings as needed
- Participate in the launch campaign (March 19th)
- Participate in outreach and events
- Promote campaign in community and on social media
- Fundraise
- List your organization/group as an endorser and/or sponsor

The Campaign Committee will work closely with the following organizations and committees:

RYSE Center: Convener of the campaign and coordinator of all aspects of planning, executing, funding and staffing the campaign, the Coalition and the campaign committees.

Invest in Youth Coalition: The mandate of the Coalition is to transform Richmond into a children and youth-friendly city and to secure funds to support, coordinate and expand services and resources for children, youth and young adults in Richmond. Over 2016, the work of the Coalition will focus on the Richmond Kids First Initiative. *Member organizations include:* RYSE Center, Community Health for Asian Americans, The Ed Fund, East Bay Center for the Performing Arts, Healthy Richmond, Asian Pacific Environmental Network (APEN), Youth Enrichment Strategies, Education Matters, Mindful Life Project, Funding the Next Generation, Pogo Park, and Building Blocks for Kids.

Richmond Kids First Youth Committee: Comprised of 12 youth and young adults, ages 13-24, nominated and supported by members of the Invest in Youth Coalition (1-2 youth per a participating organization), the Youth Committee will provide input into all aspects of the ballot measure and initiative, participate in key decisions, outreach, promote and encourage signatures and voter-turn out, produce and participate in social media, support campaign events, create media and educate their peers and community on the campaign.

For more information, contact: info@richmondkidsfirst.org.