



FUNDING THE NEXT GENERATION

NEWSLETTER

July, 2018

VICTORIES FOR KIDS IN JUNE 2018 ELECTION



Richmond's Overwhelming Victory - The Richmond Kids First initiative passed by a whopping 76.6%. We believe that it is the highest percent of any first-time-out children and youth funding

initiative passed in the country. The measure called for a 3% set-aside of general fund dollars, to be phased in over several years. The city will now create a new department of children and youth. The original sponsor of the measure was a community-based youth center, RYSE, whose campaign was driven by youth and grounded in racial justice and equity. The group will now work with its large coalition to pass a new funding stream, which will put \$4 Million a year into a youth fund.



Alameda's Gutsy Determination - The partnerships created to support the Alameda County sales tax for child care paid off - by getting

66.2% of the vote, just shy of the 2/3 needed. It was painfully close, but the highly motivated coalition of labor, elected officials, policy advocates, parents and a community foundation, is not crying over spilled milk. They are analyzing

CHILDREN AND YOUTH FUNDING MOVEMENT SPREADS THROUGHOUT CALIFORNIA



Dr. Bob Ross, CEO of The California Endowment (TCE), opened the Funding the Next Generation LA conference calling all attendees "warriors for children."

Every seat was full as we opened our first event in Southern California, a launch conference in Los Angeles at TCE's conference center on June 25. It was attended by a diverse and savvy group of

the results, and as of this writing the Alameda County Board of Supervisors is poised to put it on the ballot again this November! If it passes, it will mean \$145 million for early care.



San Francisco Sets Precedent (again) - Rushing to take advantage of a recent California Supreme Court opinion, San Francisco passed a gross receipts tax for businesses making over a

million dollars to fund early care. It was placed on the ballot through signatures of the voters. It was a daring move - and San Francisco was the only place in the state where advocates tried this strategy to avoid the need for a 2/3 vote for a special tax.. The SF City Attorney/County Counsel had interpreted the Court's opinion to mean only a majority was needed to pass a revenue measure by voter initiative - and fortunately SF's early care measure just made it with 50.3% supporting it. This will mean \$125 million for childcare, wages and other services for children ages 0 - 5!



Yolo's Marijuana Tax Targets Support for Kids - Yolo voters enacted a general gross receipts tax on cultivation and businesses in unincorporated areas of the county. Only 4 items were explicitly listed in the measure to receive funding - two were "early childhood

intervention and prevention" and "youth development." The measure passed by 79% demonstrating that marijuana taxes have great potential for dedicated funding streams. The amount of money for Yolo kids is as yet undetermined, and will depend, in part, on the effectiveness of the advocacy for kids as the Board of Supervisors determines how the revenue will actually be spent..

WHAT DID WE LEARN?

3 strategies that worked:

Demanding a piece of the pie - Voters seemed to respond to the argument that children and youth deserve their fair share of existing resources. This is the premise behind the idea of a "set-aside" used by Richmond, and the idea of children and youth getting a portion of marijuana tax funds used by Yolo County.

service providers, youth, grassroots leaders, and elected officials. The conference was a 101 on all aspects of developing a local dedicated fund for services and opportunities for children and youth. **Fourteen people from Northern California came down to present and share what they have learned.**

The meeting ended with a consensus that **Southern California needs a Learning Community** among folks aspiring to create local measures - just like the Learning Community Northern California has had for the past several years.

During the conference, we identified over a dozen places in Southern California and the Valley where interest in a local Children and Youth Fund is already bubbling up.



Nicole Derse, 50+1 Strategies; Kim Patillo-Bronson, First 5 LA; Angie Garling, Alameda County; Dion Aroner, SEIU consultant, Discuss potential measure in LA.

We are building momentum. Dr. Ross showed great understanding of the work when he committed to sticking with it for 10 years. His remarks were interesting in that he shared a personal conclusion he has come to, a conclusion that has also been the basis

Building a wider base - Bringing in grassroots partners, labor, local foundations, and business was part of the campaigns in Richmond, Alameda and Yolo. Parents and youth played particularly prominent roles in San Francisco, Alameda and Richmond.

Gathering signatures - Ballot measures created by voter initiative may be an option with growing potential - not only because it is a great organizing strategy, and because it allows advocates to write their own measure, but because it may be the way to get revenue approved democratically - rather than by a super-majority of 2/3.

Best Practices & Lessons

- Meaningfully engage youth from the very beginning.
- Hire a dedicated staff person to manage the campaign.
- Signatures are key ... and it is hard work (start early and submit on-time)
- Double check (well maybe triple check) deadlines, # of registered voters and %'s needed
- Be ready to pivot - your plan is a guide, not the law

From Richmond's Power Point on their campaign

Challenges Remain - but all contain cause for optimism:

Money - A reality of life is that doing the groundwork and mounting a campaign costs serious money. It is tough to find the money in children's services. Even school bonds have the moneyed interest of construction to support campaigns. Yet, the Alameda campaign had two major supporters that showed up with cash - SEIU (interested in promoting benefits for low wage workers) and the East Bay Community Foundation, which established a pooled fund that allowed other foundations to support the campaign - since community foundations can legally give directly to electoral campaigns.

of Funding the Next Generation. **Ross had expected persuasion, research, and morality would win the day when he started his TCE journey. He now knows it won't - hence the need, he says, to build power and become warriors.**

REVENUE OPTIONS CHANGING.

One door closes. Another door opens.

BIG SODA HOLDS CALIFORNIA HOSTAGE

In a move that can only be described as shameful blackmail, the soda industry first funded a signature drive for the most awful tax measure EVER for the November, 2018, ballot (never again allowing ANY local tax to pass with less than a 2/3 vote); and then told the California state legislature that it would remove the measure from the ballot if local soda taxes were declared illegal in the state of California until 2030. The Legislature bought the deal. This is yet one more example of the influence of corporate money destroying democracy.

SO NOW, NO MORE LOCAL SODA TAXES ARE POSSIBLE.

Opposition - Advocates for kids are often surprised by opposition. But opposition rarely comes in the form of opposing kids. In San Francisco and Alameda opponents criticized so-called "flaws" in the legislative language. There will always be opposition but we can at least avoid flawed language such as loopholes and omissions. Opposition in Richmond initially came from elected officials and labor, with concerns about a set-aside which would compete for public dollars with other needs. Ultimately a compromise was reached - that will require a collective effort to pass a new funding source.

2/3 continues to be the greatest challenge. 3 of the 7 measures for kids that have been on the ballot in the past two years (Sacramento, Marin and Alameda) have received 65, 63 and 66% respectively. The anguish of that cannot be over-estimated. BUT, there is good news in these numbers. If you can come within an inch, and you do only a few things better you can win - a little more money, a little more canvassing, picking the right election or adding a few more groups to the supporting coalition.

Best Practices & Lessons Learned



- Your coalition/campaign committee will mope, and that is ok
- Don't underestimate the resources it will take to win ... \$\$\$
- Polling is costly, but it ignites the base
- Learn from the experts and consult with professionals but trust your local knowledge
- Take time to develop and train youth-serving organizations

From Richmond's Power Point on their campaign.

For more information, contact:

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E-mail to arrange a training, speaking engagement or a consultation about the potential of your city or county to create dedicated funding for children, youth and their families -- or just to share your thoughts and opinions.

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"The soda industry has gone completely rogue," Scott Weiner, State Senator from San Francisco

A POTENTIAL GAME CHANGER: TESTING THE VOTER THRESHOLD - CAN WE WIN MONEY FOR KIDS WITH 50%+1 VOTES?

San Francisco had two measures put on the ballot by signatures of the voters, that relied on the opinion of the California Supreme Court that measures initiated by voters are different from measures initiated by elected officials, with local officials concluding that only a 50+1 voter threshold was needed. This issue has yet to be settled conclusively in court - and San Francisco may get sued - but so far the SF Department of Elections has certified the wins, and the City Attorney/County Counsel will vigorously defend that position.

DOWNLOAD OR ORDER THE SECOND EDITION OF OUR NOW

Funding the Next Generation is a project of SF State University, School of Public Affairs and Civic Engagement

Partner organizations include Children Now; California Childcare Resource and Referral Network; Center for Juvenile and Criminal Justice; 50+1 Strategies; FM3 Research; Partnership for Children and Youth; Partners in Prevention; Prevent Child Abuse California; Social Change Partners; The Children's Funding Project/Forum for Youth Investment; First 5 Association of California; Youth Forward; Youth Leadership Institute; The Children's Partnership.

"CLASSIC" GUIDE TO CREATING A CHILDREN'S FUND

Our one-of-a-kind manual is chocked full of information on how to build a base, make the case and draft a



local fund for children and youth. This second edition adds important new information: a section on lessons-learned from the 7 California campaigns of 2016 and 2018, information on lobbying, updates on legal revenue options, actual language from measures, updated planning and assessment tools, and added insights about messaging.

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