

HOW CAN YOUR COMMUNITY GET **DEDICATED FUNDING FOR KIDS AND FAMILIES?**



A Summary

BY MARGARET BRODKIN, FOUNDER AND DIRECTOR



**FUNDING THE
NEXT GENERATION**

PRE-CAMPAIGN WORK

Planning, coalition building, leadership development, research and public education can be funded by foundations and tax-exempt donations.

Why is there never money to do the things
we know our community's kids and families need?
Stop the handwringing — It doesn't have to be this way

START SOMEPLACE SIMPLE – JUST DO IT!

No one will do it for you.

- Convene a meeting of your allies in children, youth and family services – and start learning about the possibilities and potential of a dedicated local funding stream.

ASSESS YOUR COMMUNITY'S POTENTIAL – BUILD ON IT!

- What is the status of planning for the service delivery system?
- Is there a cross-sector children's services network? What is its capacity?
- Is there a credible convening organization to launch the work?
- Where is the support for kids in the local political and civic culture?
- Is there any way to fund the initial staff work to get started?

CAVEATS:

- Getting a local dedicated funding stream is a marathon, not a sprint.
- The journey is not a linear process.
- **Passing a measure by the voters is essential to ensuring stability and sustainability. Year-by-year budget battles will not.**

CONVENE A CORE TEAM – TAKE MARGARET MEADE TO HEART

TIP: Your team will expand into a broad network over time, but initial progress happens with a dedicated core who are motivated, have skills and credibility, and most importantly, will do the work.

"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed it is the only thing that ever has..."

– Margaret Meade

REMEMBER
Staff support
for your team is
essential.

Structure and leadership of the team will evolve with needs and circumstances. Will your team initially be comprised of leaders both inside and outside government? Or an outside-government coalition or advocacy group? Or an elected official? All are possible.

BUILD AND MAKE YOUR CASE

Publish reports.
Speak throughout the community.
Media, Media, Media

Data on problems	Children's Budget	Identify gaps
Poverty	Analyze current spending on kids	Waiting lists
Health and mental health	Compare prevention vs. late intervention	Under-served populations
Education	Partner with fiscal staff in city/county	Quality improvements needed
Violence and safety		Neglected neighborhoods

IDEA
Advocate to your legislative body to pass a Children's Budget resolution

ESTABLISH YOUR PRIORITIES AND REVENUE STRATEGIES

CONSIDER: Greatest public support –
Greatest need and impact – Potential opposition

WANTED: Creative mix of political shrewdness, opportunity, data

ENGAGE THE COMMUNITY

meetings, surveys, presentations

- Parents and youth
- Civic and advocacy organizations
- Elected officials – local, state and federal representatives
- Children's service providers

MAKE KEY DECISIONS

- What do you want to fund?
- How much money is needed?
- City or county level?
- New funding stream or reallocation of existing dollars?
- How to place on ballot? Signatures or Legislative body?
- Which ballot?

POLLING CAN HELP

- Identifies public's priorities
- Helps overcome internal turf disputes about what to fund
- Builds political momentum (hint: kids poll really well)
- Costs - \$15,000 - \$35,000 – lots of variation

IDEA

Create a Children's Bill of Rights to rally community support and lay groundwork for a measure.

CRAFT A MEASURE NEGOTIATE HARD TO GET WHAT'S BEST FOR KIDS.

Decide:

FUNDING SOURCE

- Set-aside of existing revenue
- New tax – sales, property, parcel, soda, hotel, business, etc.
- New fee

FIND THE SWEET SPOT

Between need and political reality.

Example: Alliance with law enforcement on a violence prevention measure.

STRUCTURE OF FUND

- Governance and administration
- Accountability and evaluation
- Eligible services for funding
- **Methods to prevent supplantation**

TIP: Children's Fund – name the fund in your measure, using the word "children"

YOU FRAME THE ISSUE!

EXPAND THE BASE

Conduct a power analysis.

Organize, Organize, Organize – Numbers count!

Involve youth and parents. Recruit volunteers.

THE USUAL SUSPECTS

- Non-profit children's service providers
- Political champion
- Health and human service professionals
- Long-time donors and allies of children's services
- Advocates

CONVINCING MESSAGES

- **Problem** – Children in crisis
- **Solution** – Resources to support strong start
- **Action needed** – Place measure on ballot

HINTS:

- Emphasize shared values.
- Focus on collective, social responsibility.
- Emphasize benefits of prevention – economic and personal.
- Share program successes and individual transformation stories.

BEYOND THE USUAL SUSPECTS TO A BROAD COALITION

- Labor
- Faith Community
- Business leaders
- Neighborhood associations
- Civic organizations
- Senior citizen groups
- Civil rights and social justice groups
- Grassroots organizing groups
- Law enforcement

**STRONG
MESSENGERS**
teachers, nurses,
police, trusted leaders,
pediatricians,
parents, youth

ONCE MEASURE IS ON THE BALLOT, ALL WORK IS CONSIDERED POLITICAL AND LOBBYING

No foundation funding.
No non-profit tax exemptions.

THE CAMPAIGN IS UNDERWAY!

GET ON THE BALLOT

Signature drive or Vote by City or County legislative body

GETTING ON THE BALLOT: A HUGE MILESTONE

Celebrate

Major opportunity for visibility and community-building.

- Establish a bank account and FPPC Committee.
- Fundraise for a campaign.
- Garner political support and endorsements for the ballot measure.
- Poll to determine strategy and messages.
- Communicate with voters.
- Outreach, outreach, outreach.
- Get out the vote!

RESULT: A CHILDREN'S FUND

Finally - A focus on prevention.

New resources to support

- Preschool
- After-school
- Homeless services
- Tutoring
- Childcare
- Youth jobs
- And more...whatever your community prioritizes

IMPORTANT

**Develop a
campaign strategy.
Hire a campaign
consultant.**

A strengthened children's constituency

A political win that can leverage future wins

Better outcomes for children, youth and families

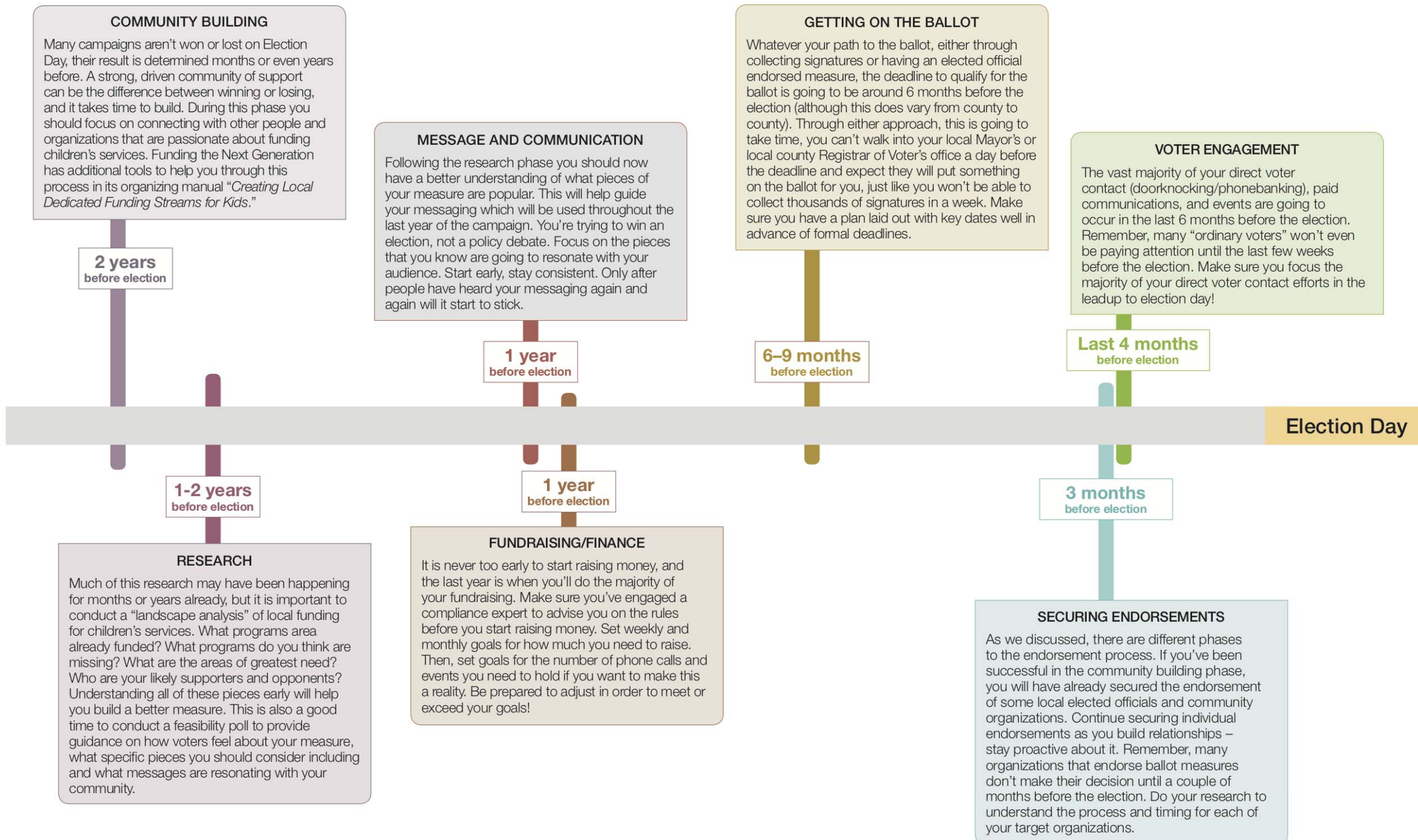
***"A budget is
a moral document."***

– Martin Luther King, Jr.



**FUNDING THE
NEXT GENERATION**

www.fundingthenextgeneration.org
margaret@fundingthenextgeneration.org
415-794-4963





CHILDREN AND YOUTH FUNDS IN CALIFORNIA: A SUMMARY

Community	Date	Type of Measure	Target Population	How Placed on Ballot	Outcome	Lessons Learned
San Francisco	11/91 11/2001 11/2014	Charter Amendment Set-aside of Property tax	Ages 0 – 18 Last reauthorization: 0 – 24 All services	Signatures Board of Supervisors Board of Supervisors	Won by 55% Won by 73% Won by 74%	Take the initiative. Circumvent City Hall w. strong grassroots campaign. Do lots of homework. Build momentum and credibility over time.
Oakland	11/1996 6/2009	Charter Amendment Set-aside of General Fund	Children and Youth All services	Signatures City Council	Won by 75% Won by 72%	Take the initiative. Circumvent City Hall w. strong grassroots campaign. Build momentum and credibility over time. Set-aside much more popular with public than with elected officials.
San Francisco	3/2004	Charter Amendment Set-aside of General Fund	Preschool Support services in schools	Board of Supervisors	Won by 71% Reauthorized by 74%	Electorate primed to support kids. Popular elected official as champion builds support.
Napa County	6/16	General Sales Tax	Ages 0 – 18 All services	Board of Supervisors	Lost w. 45%	Jail measure combined w. kids measure doesn't work. Non-profits held back. Focused outreach needed. Inadequate funding.

Sacramento	6/16	Special Marijuana tax (business tax)	Ages 0 – 24 All services	City Council	Lost w. 65.8%	Public confused about marijuana – premature issue. Strong support despite opposition from leading newspaper on basis of “ballot box budgeting.”
Marin County	11/16	Special Sales tax	Ages 0 – 18 All services	Board of Supervisors	Lost w. 63%	Taxpayer association has power. Needed more grassroots outreach. Came close as result of broad institutional support
Solano County	11/16	General sales tax and Advisory Measure	Ages 0 – 18 All services	Board of Supervisors	Tax lost w. 45% Advisory won by 59% Both measures won in Vallejo	Two measures are confusing. Electorate will vote for advisory measure, thinks that is sufficient – but not tax. Lacked adequate resources – came close given limited budget.
Richmond	6/18	Set-aside of General Fund, accompanying legislation requiring revenue	Ages 0 – 24 All services	Signatures Accompanying legislation put on by City Council	Won by 76% Won by 65%	Set-asides get political push-back but have strong public support. Lots of negotiations with community stakeholders necessary.
Alameda County	6/18	Special sales tax	Ages 0 – 5 childcare + some afterschool	Board of Supervisors	Lost by 65.3% (as of June 9 – not final)	Developed successful formula – model campaign: Lots of preparation. Community foundation funding. Strong policy leadership. Elected official as champion. Strong parent and union leadership.
San Francisco	6/18	Special gross receipts tax	Ages 0 – 5 Childcare	Signatures	Won by 50.3% (as of June 9 - results not final)	San Francisco is awesome. ☺ Children’s issues are institutionalized. Children and youth providers are a political force honed over time.

Produced in June, 2018, by Funding the Next Generation



Coming Together for Richmond Youth

Richmond's children, youth and young adults have long needed more life-changing services and opportunities. Now, local community based organizations, labor unions, and political leaders have come together and agreed to establish a Richmond Fund for Children and Youth in order to more effectively invest in our youth.

A diverse coalition including RYSE, SEIU Local 1021, APEN, ACCE and elected leaders including County Supervisor John Gioia and Richmond Vice-Mayor Melvin Willis have joined together to support two measures which will be on the June 2018 ballot:

- **Measure E:** The Richmond Kids First Initiative and
- **Measure K:** A charter amendment revising Richmond Kids First

The goal of Kids First is to ensure that Richmond's youth are physically, emotionally, mentally and socially healthy, educated, and live in stable, safe and supported families and communities.

The coalition is also collecting signatures for a sugar-sweetened beverage tax, which will raise additional revenue for the City to offset the costs of funding youth services under the Kids First Initiative. By adding just a penny per ounce tax on sugary sweetened drinks like soda and sugary energy drinks we can raise millions of dollars to fund tutoring and healthy programs for local youth.

What is the Richmond Kids First Initiative and the charter amendment revising Kids First?

The Kids First Initiative was drafted with input from local youth and youth-serving organizations and modeled after similar funds in San Francisco and Oakland. Youth and adult allies went door-to-door and collected about 14,000 signatures to put this measure on the ballot.

Kids First creates a dedicated funding source from the City's general fund to support expanded services for youth and establishes a City operated Department of Children and Youth.

The charter amendment revising Kids First would do three things:

- Removes the restriction on how much funding the City of Richmond can receive as well as the requirement that the City must partner with a non-profit
- **Adds a new requirement that the dedicated funding set aside only occurs after the passage of a general tax measure which increases revenues to the City**
- Delays the start date for the funding set aside until July 2021, or one fiscal year after the passage of a general tax measure, if no tax measure is passed by December 2020.

How much will be dedicated to youth services?

- From July 2018 through June 2020, up to \$950,000 would be spent to establish the new Department of Children and Youth, develop the community Strategic Investment Plan for youth, and create and support a community Oversight Board.
- Starting in July 2021, 1% of the City's unrestricted general purpose revenues

- Starting in July 2022, 2% of the City's unrestricted general purpose revenues
- Starting in July 2023, 3% of the City's unrestricted general purpose revenues
- **If a general tax measure increasing City revenues does not pass by December 2020, the set-aside will not start until the fiscal year after the passage of the tax measure**
- If the City's revenues decrease by over 10% from previous year, the set-aside decreases down to 1% of general purpose revenues on a sliding scale.

Who will administer the Children's Fund and decide how monies will be spent?

The Children's Fund will be administered by the new Department of Children and Youth in the City Manager's Office. The City Council will appoint a 15 member community Oversight Board that will develop written policies and monitor the Fund to ensure community accountability and transparency.

After the development of a community Strategic Investment Plan, the Oversight Board will make spending recommendations to the City Council consistent with the community's priorities. The City Council is responsible for final approval of the fund expenditures.

What types of activities and programs will be funded?

Monies will support services to children and youth up to 18 years old and their caregivers, and to disconnected transitional aged young adults through 24 years old. The measures lists several categories of programs to be funded: violence prevention and response; education and job training; parent/guardian support; media arts, culture and technology; youth and family leadership; organizing and civic engagement; health and well-being; outdoor education and recreation; environmental health and justice; and deportation support.

How will youth programs and services be funded?

After discussions with local residents and studying what nearby cities have done, the coalition is currently circulating petitions for a sugar-sweetened beverage distribution tax of one cent per ounce be placed on the November 2018 ballot. Albany, Berkeley, Oakland and San Francisco have recently passed a similar one-cent per ounce tax.

This tax is different from Richmond's previous 2012 soda tax measure which was a business license fee on retailers. Instead, the tax would be levied on the distributors of sugar-sweetened beverages.

The tax would **not** apply to baby formula, milk products (like chocolate milk), 100% natural fruit and vegetable juices (including aqua fresca), medical beverages, weight reduction beverages, and alcoholic beverages. The tax would also not apply to distribution of sugar-sweetened beverages to small retailers.

Campaign Committee: RYSE Center, SEIU Local 1021, Asian Pacific Environmental Network (APEN), Alliance of Californians for Community Empowerment (ACCE), County Supervisor John Gioia and Richmond Vice-Mayor Melvin Willis.

Endorsed by: Richmond Mayor Tom Butt, City Council Member Ada Recinos, City Council Member Jovanka Beckles, City Council Member Jael Myrick, City Council Member Ben Choi, City Council Member Eduardo Martinez, CA Senator Nancy Skinner, CA Assemblymember Tony Thurmond, Trustee Dr. Fatima Alleyne, Contra Costa County Board of Education, Area 1, United Teachers of Richmond, Richmond Progressive Alliance, Contra Costa Labor Council, Richmond Police Officers Association, The Latina Center, YES Nature to Neighborhoods, Pogo Park and the East Bay Center for the Performing Arts.

For more information: www.KidsFirstRichmond.com or KidsFirstRichmond@gmail.com

Alameda County Child Care and Early Education Initiative

Measure A (June 5, 2018 ballot)

After consideration of community feedback, the Alameda County Board of Supervisors voted unanimously (5-0) to put a one-half percent sales tax on the June 5, 2018 Alameda County ballot. Information on the initiative is detailed below.

Ballot Measure text: *To expand access to childcare and preschool for low- and middle-income families; help homeless and at-risk children, including help preventing child abuse and neglect; attract and retain quality childcare workers; and add spaces for childcare at locations throughout the county, shall the County of Alameda enact a 30-year 0.5% sales tax providing approximately 140 million dollars annually with citizens' oversight, public disclosure of spending, and mandatory annual audits?*



PROGRAM COMPONENT 1: NEW SCHOLARSHIPS

Establish the Alameda County Child Care and Early Learning Scholarship program that would add thousands of new high quality child care and early education scholarships for Alameda County families by:

- Providing child care and early education and additional supports for **homeless families and children**, and those who need it most.
- **Reducing child care and early education waiting lists throughout the County**, especially for infants and toddlers.
- Directing **additional resources** to address local needs based on qualified families.
- Re-establish a **centralized eligibility list** for more equitable access to new and existing scholarships.

PROGRAM COMPONENT 2: IMPROVE QUALITY AND INCREASE WAGES

The goals for this component of the program are to:

1. **Increase the quality** of child care and early education by expanding programs throughout the County that provide training and coaching for the early childhood workforce.
2. **Raise early educator pay** to at least \$15 per hour for participating providers throughout the County, and address other work supports.
3. Assist in attracting and retaining **quality child care and early education providers**.
4. Improve **mental health** and parent, **family, friend and neighbor** support services.
5. Expand and maintain **high quality early childhood environments and facilities**.

Alameda County Child Care and Early Education Initiative

Measure A (June 5, 2018 ballot)

WHO IS ELIGIBLE FOR SCHOLARSHIPS:

Low- and middle-income families with children birth to 12 years throughout the County who utilize:

- Child care centers and preschools
- Licensed family child care providers
- Family, friend and neighbor providers

Income Eligibility Cutoffs:

85% of California State Median Income

Families who earn less than the amounts below are eligible to apply for child care and early education scholarships through the initiative for the duration of the initial Plan.

Family of 1-2	Family of 3	Family of 4
\$58,728	\$63,240	\$71,064

GOVERNING BODY AND ORGANIZATIONAL STRUCTURE

The Board of Supervisors will designate:

1. Administering Entity
2. Citizen's Oversight Committee
3. Planning and Advisory Body

FIVE-YEAR PLANNING CYCLE

The Plan includes a **five year planning cycle** for the following components:

1. Community Needs Assessment
2. Services and Allocation Plan
3. Selection of Contractors



The Plan includes regular meetings to receive input on program development and implementation as well as **regular evaluations** of services and programs receiving grants or other funding allocations.

ASSESSING YOUR COMMUNITY’S READINESS FOR A FUNDING BALLOT MEASURE

Do you have.....?

Status of Planning for the Service System	
Comprehensive assessment of needs, expenditures, and gaps in services and funding.	
Community-wide goals and desired outcomes for children, youth and families.	
Agreement by core stakeholders about priorities for increased funding.	
Capacity of Network and Leadership	
Multi-racial, multi-sector network/coalition that works together across multiple areas of children and youth services, and has overcome turf issues.	
Convening entity (organization, network or coalition) with credibility and capacity to organize meetings in the early phase of work, and which can work with diverse sectors and partners.	
Network members or partners beyond service providers, such as a large membership organization or organizing group, parent groups, youth, faith, and/or labor.	
Youth and parent leaders and organizations which are activists, and can be partners in or initiators of the planning process.	
Willingness and independence to speak out forcefully about unmet needs and funding options.	
History of collaboration to increase local budgets for children and youth services.	
Members/participants who are politically engaged and have credibility with elected officials and community.	
Funders to support early work, e.g. staff support.	
Political and Civic Culture	
Civic culture that supports children, e.g. business, media, faith, and service organizations.	
Political leaders who have prioritized children and youth, and are current or potential allies.	
Successful ballot measures that have funded education or community services.	
Base of private funding and volunteers who support children’s services.	
History of success in “winning-over” opponents of public funding for community services.	
TENACITY, PASSION, HUMOR – Most important criteria for success	



FUNDING THE NEXT GENERATION

DECISIONS TO MAKE IN DEVELOPING A REVENUE MEASURE

Decision 1 - What do you want to fund?

Decision 2 - How much money do you need?

Decision 3 - What level of government do you want to target?

Decision 4 - New Resources vs. Reallocation of Resources/Set-aside

Reallocation of existing resources, also known as a “set-aside” or “carve-out,” can be established by election, which typically would require only a simple majority of votes, compared to dedication of a new revenue stream to children, youth and family services, which in most cases would require a 2/3 voter approval. The argument supporting reallocation is: children deserve a fair share of current resources. It is reinforced by positive economic projections. The disadvantage of this approach is that in many localities, existing needs are not currently being met, and so existing funds or anticipated revenue increases may be fully absorbed by the needs of existing programs or initiatives.

If new revenue:

Decision 5 - Type of New Resources

- Taxes – Most new revenue streams for operating programs and services (if they are not a set-aside) are created through a tax requiring voter approval. The following can be special or general taxes.
- Special taxes (Mello-Roos and Parcel) – always require 2/3 vote
- Assessments, charges, fees – Most new or increased fees must be voted on by the electorate; those that require only a governing body vote were recently limited by Proposition 26.
 - Nuisance abatement fees
 - Business license fees
 - Admissions fees

If tax:

Decision 6 – Type of Tax

- Add-on Sales – imposed on the retail price of a purchase/ total rate in a county cannot exceed 2%
- Marijuana tax
- Hotel (TOT – Transient Occupancy Tax) – no legal limit, highest in state is 14.5%
- Nuisance, abatement, mitigation – taxes for health, safety, public protection
- Utility – taxes on utilities, including gas, electric, telecommunications (can include cell phones or cable)
- Business license tax – based on gross receipts or # of employees – no legal limit
- Sugary Drink (Soda tax) is a type of business license tax and can only be levied at the city level or, if levied at the county level, for only the unincorporated areas.
- Parcel – a tax on each property parcel - per parcel, per room, or per square footage; but not based on the value of the parcel
- Other – e.g. Property transfer, Admissions
- Mello-Roos taxes – A special district is created and taxes on property in that district approved. There are some services that can be funded through this approach, such as cultural institutions and recreation services. This approach has not been used to fund children’s services, but it could be.

Decision 7 - General vs. Special Tax

A general tax requires a simple majority; a special tax targeted to a specific purpose (like children’s services) requires a 2/3 vote. A general tax goes into the general fund, can be used for general governmental purposes, and is not required to be used for a specific purpose. Some localities have with accompanied a general tax with a parallel measure advising elected officials on how general tax

revenue should be spent. Even with such advisory measures, however, the locality would not be obligated to use general tax proceeds for the preferred purpose.

Decision 8 - Tax Rate

There are legal limits to the taxing authority of counties and cities, and to some tax rates. For instance, the add-on sales tax rates have a ceiling. Otherwise rates must be proposed considering the balance between funding needs and projected voter willingness to approve.

For All Types of Funding

Decision 9 - Legislation vs. Ballot

If legislation:

There are ways to increase local public funds for children, youth and families without going to the ballot. The most common is getting new funding or funding set-asides incorporated into an annual city or county budget. Most often, it takes organized advocacy efforts to get new budget allocations or set-asides. Budget augmentations can result in the reallocation of existing funding or allocations or set-asides of new revenue; and opportunities are best in times when there is new revenue available. New funding opportunities can also result from the legislative body imposing special fees, fines, service charges, admissions, rents, etc. – but only as long as they are Prop 26 compliant. The disadvantage of using the legislative process to get new funding is that the new funds or set-asides can be reversed, and are less sustaining.

If ballot:

Decision 10 - Voter Initiative vs. Board of Supervisors/City Council

Measures can be placed on the ballot by elected officials, or by petition of the voters (i.e. a signature campaign). Localities should be consulted to confirm the applicable rules about petitions - number of signatures needed, petition format, number of days allowed to gather signatures, etc. The number of signatures required varies by jurisdiction but is generally a percentage (ranging from 5% to 25%) of voters registered or voting in the last election. A signature campaign can be done by volunteers or paid signature gatherers, or a combination. Generally, local initiative campaigns do far better than statewide initiatives. The majority of cities and counties in California saw use of the initiative process between 1990 and 2000, but for children's issues, it is under-utilized.

Decision 11 - Which election?

Much political analysis goes into deciding which election is best to place something on the ballot. Generally, the elections with the highest turnout provide better results for service-oriented issues. For certain initiatives, there is also the option of petitioning for a special election, although that requires far more petition signatures. These elections have lower turnouts, but can be an advantage when only sympathetic voters cast ballots. General taxes usually must be on the ballot at the same time as local governing body elections.

CONSIDER ALWAYS: Characteristics of a strong measure creating a dedicated public funding stream

- Provides sufficient resources to meet the goals of the measure
- Addresses a priority community need and resource gap
- Is predictable and sustainable
- Protects current levels of funding from cuts so new funds do not supplant existing funds
- Ensures accountability and evaluation
- Builds in transparency in decision-making regarding funding allocations
- Balances flexibility in use of funds with assurance that funds are targeted as intended
- Requires a strong community voice in implementation, including parents and youth
- Mandates a planning process that engages all stakeholders and develops a coherent approach to the expenditure of funds
- Ensures new funding is aligned with existing funding

A TOOL TO DEVELOP THE BASIC ELEMENTS OF YOUR MEASURE

RATIONALE FOR MEASURE

Most legislative measures include a set of “findings” or initial statements about the need and the history that led to the legislation.

TITLE OF ORDINANCE

If you name your ordinance, the name will likely be used in many places (media, your literature, election debates) when people refer to it. It should absolutely include the word “child,”

PURPOSE AND GOALS

This can be a compelling statement of general principles, as well as overall goals to improve the well-being of children. This can include a commitment to prevention, civic participation, best practices, the need for collaboration, accountability, etc.

FUND

- Name of fund to be established in addition to naming the ordinance, e.g. Solano Fund for Children and Youth. Giving the fund a name serves many purposes, including accounting purposes once the measure passes.
- Funding mechanism – e.g. type of tax, fee, carve-out
- Amount of funding
- Duration of fund – when it will sunset, or whether it will be permanent
- Assurance that unspent funds can be carried over from year to year

SERVICES ELIGIBLE FOR FUNDING

- List the specific services that can be funded, including very short definitions
- Ages of children and youth that can be served – include a definition of children’s services, e.g. “when services are specifically for children, as opposed to when children are served incidentally or part of a larger population that includes adults”
- Definitions of allowable services to parents and families – if you want to be able to provide parenting and family support services; avoid allowing funding for general adult services
- List of services that cannot be funded – e.g. law enforcement, mandated matching funds that would be spent regardless of new money, capital expenses, etc. – name expenses that could occur that are not consistent with goals of fund
- Agencies eligible to apply for funds – location, non-profits and public agencies, other specifications - some have tried a specific percent for non-profits, which can be controversial with city employee unions or public officials that want to protect city or county departments

PREVENT SUPPLANTING EXISTING FUNDING WITH NEW FUNDS

- Requirement that current levels of funding for children’s services be maintained. This can be labeled a “baseline budget” and can be calculated by a budget office or controller after the measure passes. Details of a method to implement this are in the San Francisco Children and Youth Fund legislation. www.fundingthenextgeneration.org/resources

- Strong statement about goal of funding new services, and not using funds to supplant local discretionary funding and existing services.

OVERSIGHT

- Body that will oversee fund – new or existing
- Power of body – continuum of advisory to decision-making
- Appointment power to oversight body – administrator, legislative body, other – or some combination
- Number of seats, terms, reimbursements, conflict-of-interest requirements
- Composition and background requirements for members – e.g. areas of expertise, consumers, youth parents, geographic diversity
- Functions and responsibilities
- Staffing
- Requirements about public meetings, communication and transparency

ADMINISTRATION

- Entity in government that will administer the Fund or be responsible for determining what entity will administer the Fund. Could have an intermediary organization (new or existing) that will be contracted by government to administer the Fund if your city or county officials and attorneys will allow
- One option: Creation of an “office for children and/or youth” as part of the funding measure, which then requires a section addressing the organizational structure, governance, cost, goals and staffing. Note: We recommend against this unless you think that this is a necessary part of the measure. The public generally does not like creating new arms of the bureaucracy, and a new department is something you can negotiate outside the electoral process with elected officials and administrators.
- Contracting process – funding cycle, selection process
- Requirements about data collection
- Cap on administrative costs – may or may not be included, some have put a cap of 10%
- Role of City Council or Board of Supervisors in final oversight and approval of funding

PLANNING AND ACCOUNTABILITY

- Requirement regarding evaluation of services funded and overall functioning and outcome of the funding process
- Strategy for determining what needs should be prioritized – e.g. required needs assessment, including communication to public, civic participation, review process, approval process
- Strategy for determining what specific services should be funded – e.g. mandating a services allocation plan, including definition of plan, review and approval process of plan.
- Strategy for ensuring public involvement in planning and oversight
- Policy regarding annual or bi-annual written public report on the Fund

DETAILS OF TAX OR OTHER FEE OR CARVE-OUT

- SEVERABILITY – if one section is invalid, does not invalidate whole measure



**FUNDING THE
NEXT GENERATION**

www.fundingthenextgeneration.org

© 2018 Margaret Brodtkin and Associates. All rights reserved.



THE RIGHT QUESTION

How the question on the ballot is phrased is vitally important.

Most voters will only read the question.

CAN YOU TELL THE DIFFERENCE?

GREAT

ALAMEDA COUNTY CHILDCARE AND EARLY EDUCATION MEASURE- To expand access to childcare and preschool for low- and middle-income families; help homeless and at-risk children, including help preventing child abuse and neglect; attract and retain quality childcare workers; and add spaces for childcare at locations throughout the county, shall the County of Alameda enact a 30-year ½% sales tax providing approximately 140 million dollars annually with citizens' oversight, public disclosure of spending, and mandatory annual audits?

65% VOTED YES

OK

CITY OF RICHMOND CHILDREN AND YOUTH FUND MEASURE - Shall the Charter of the City of Richmond be amended to provide that a portion of general fund money shall be set aside for funding youth programs and services?

76% VOTED YES

HORRIBLE

SAN FRANCISCO CHILDCARE MEASURE - Shall the City impose a new gross receipts tax of 1% on revenues a business receives from leasing warehouse space in San Francisco, and 3.5% on revenues a business receives from leasing some commercial spaces in San Francisco, to fund quality early care and education for young children and for other public purposes?

50% VOTED YES

PRETTY BAD CONTENT – GREAT STRUCTURE

CITY OF MERCED MARIJUANA TAX MEASURE - Generating approximately \$1,000,000 annually locally to fund Merced Police, Fire, Parks, Recreation services such as 911 emergency response; neighborhood-based policing; fire/gang prevention services; skilled police officers and firefighters; and safe, clean parks; shall the City of Merced adopt an ordinance authorizing an annual commercial cannabis business tax of up to: \$25 per square foot of cultivation space, or 10% of gross receipts until ended by voters, with independent citizens oversight?

78% VOTES YES

**Before the question is finalized for the ballot,
you have a chance to appeal the wording.**

USE IT.

Requirements for Common Local Government Funding Sources for Services for Children, Youth and Families

September 2013



Local Funding Sources	Legislative Body Approval	Voter Approval	Limits on Rate
City or County General Taxes These are revenues used for general governmental purposes. There is no obligation to use these revenues in a specific manner. Note that special districts cannot levy general taxes.	Two-thirds	Majority of voters voting on the measure ¹	See “Common Types of General or Special Taxes”
City or County Special Taxes These are revenues used for specific purposes, even if tax is placed in general fund. The revenues must be used for the voter-approved purpose and no other purpose.	Majority (unless for charter cities, the charter provides otherwise) Two-thirds for add-on sales taxes	Two-thirds of voters voting on the measure	See “Common Types of General or Special Taxes” or “Common Types of Special Taxes”
Common Types of General or Special Taxes	See above depending on whether the tax is a general or special tax	See above depending on whether the tax is a general or special tax	
- Utility User Tax			No limit
- Transient Occupancy Tax			No limit
- Add-On Sales Taxes			Combined 2% limit
- Business License Taxes (includes soda taxes and rental car taxes)			Must fairly reflect the proportion of the taxed activity actually conducted within the taxing jurisdiction
- Documentary Transfer Taxes			There are limits
- Admission Taxes			No limit
Common Types of Special Taxes²			
- Parcel Taxes	Majority	Two-thirds of voters voting on the measure	No limit
- Mello-Roos Taxes for Services	Majority	Two-thirds of landowners or registered voters, as applicable, voting on the measure	Rate and method must have a reasonable basis
- Public Library Special Taxes	Majority	Two-thirds of voters voting on the measure	Based on benefit to property or another reasonable basis

Local Funding Sources	Legislative Body Approval	Voter Approval	Limits on Rate
Non-Taxes³			
- Property assessments	Majority	Majority of affected property owners that submit ballots; votes weighted by assessment liability	Must conform to Article XIII D of the California Constitution
- Property related fees or charges (fees or charges for gas and electric service are not considered property related)	Majority	Two-thirds of voters voting on the measure or majority of affected property owners voting on the measure (fees or charges for sewer, water and refuse collection do not need voter approval but are subject to majority protest)	Must conform to Article XIII D of the California Constitution
- Fees or charges — all other	Majority	None	Must conform to Article XIII C of the California Constitution

Note: This chart should not be construed or relied on as legal advice. Instead, this information is intended to serve as an introduction to the general subject of local government funding options, from which better informed requests for advice, legal and financial, can be formulated.

For additional information, please contact:

Jenna Magan
vcmorgan@orrick.com
 (916) 329-7980

Don Field
dfield@orrick.com
 (949) 852-7727

Mayling Leong
mleong@orrick.com
 (916) 329-4930

Gerald Kim
gkim@orrick.com
 (213) 612-2354

Brandon Dias
bdias@orrick.com
 (916) 329-4904

¹ Elections for general taxes must be consolidated with a regularly scheduled general election for members of the city council or board of supervisors, except in cases of emergency declared by a unanimous vote of the city council or board of supervisors.

² These taxes may also be imposed by certain special districts. A special district may not impose general taxes.

³ Proposition 26, approved by California's voters in 2010, limited the definition of non-taxes to exclude some funding measures that local governments had previously considered to be fees or charges, which did not require voter approval.

JUVENILE JUSTICE SYSTEM REFORM – THE SAN FRANCISCO MODEL

From a probation-centric correctional system to a community-centric opportunity system

PROBATION EARLY 1980'S

Intake, Dispositional planning,
Supervision, Detention, Ranch,
Placement, Re-entry,
Court processing

90 % Youth Contacts

- 150 Youth in Juvenile Hall
- 110 Youth Commitments to California Youth Authority
- 80 youth in County Ranch
- 5814 Referred to Probation
- 900 Status Offenders



COMMUNITY

Ocassional
referrals to
limited
agencies

LEVERS OF CHANGE

- Independent advocacy voice
- Local children and youth fund
- County youth services department
- CBO and Public Defender partnership for detention alternatives

PROBATION

Court processing

COMMUNITY 2015

Intake, Dispositional planning,
Case management, Detention
alternatives, Mental health, Drop-in,
Family counseling, Re-entry, Wraparound

90 % Youth Contacts

- 30 Youth in Juvenile Hall
- 3 – 10 Annual Commitments to California Youth Authority
- 30 youth in county residential facility w. programs run by community agencies
- 752 Referred to Probation
- 4 Status Offenders



Center on Juvenile
and Criminal Justice



FUNDING THE
NEXT GENERATION





FUNDING THE NEXT GENERATION

Margaret Brodkin

Founder/Director

415-794-4963

margaret@margaretbrodkin.com

www.FundingTheNextGeneration.org



The mission of **FUNDING THE NEXT GENERATION** is to create sustainable local funding to protect the future of our communities by making children, youth and their families our highest and most enduring priority.



**PROGRAM FOR JUNE 25 CONFERENCE ON DEDICATED FUNDING MEASURES
FOR CHILDREN AND YOUTH SERVICES**

Check-in, light breakfast and networking – 8:30 – 9:30

Morning Plenary: 9:30 – 12:00 – Lessons from the North

Welcome – Albert Maldonado – 9:30

- Purpose of conference. Who's in the room?

How a Children's Fund can change lives and transform neighborhoods – Tracy Brown-Gallardo, community activist, San Francisco Mission District – 9:40

What we have learned about passing local funding measures – Margaret Brodtkin, Founder/Director Funding the Next Generation – 9:55

Status of funding measures on the 2018 ballot in California: Strong coalitions; Engaged communities; Powerful messages; Inspiring leaders – 10:10

- City of Richmond (budget set-aside for services for children and youth, ages 0 – 18, and disconnected youth up to age 24) – Jamileh Ebrahimi, RYSE; Jahiem "Geo" Jones, RYSE
- Alameda County (sales tax for early care and afterschool) – Angie Garling, Alameda County; Clarissa Doutherd, Parent Voices; Dion Aroner, SEIU
- San Joaquin County (marijuana tax for programs for children and youth, ages 0 - 18) – Christina Gilbert, San Joaquin Children's Alliance

Comments: Plans and lessons for your city or county – *Lian Cheun, Khmer Girls In Action; Josth Stenner, Faith in the Valley; Rafael Gonzalez, First 5 LA Network*

What does the future hold? Capturing our lessons: What research tells us – Dave Metz, FM3 Research – 11:15

Building on policy momentum: Using dedicated funding to change systems – From a probation-centric juvenile justice system to a community-centric opportunity system – 11:30

- Dan Macallair, ED, Center on Juvenile and Criminal Justice; Patti Lee, Managing Attorney, Juvenile Justice United of the Public Defender; Denise Coleman, Director, Huckleberry Juvenile Justice Programs

Comments: Plans and lessons for your city or county – *Tareq Haidari, Mid-City CAN; Carlos Perea, Orange County Resilience; Lou Calanche, Legacy LA; Mirla Urzua, Greater LA Summer Matters Network*

LUNCH – 12:00 – 12:45

Afternoon Sessions: 12:45 – 3:30 -- Getting it done throughout California

Session 1 – 12:45 – 1:45

- FOUNDATIONAL INFORMATION - Elections: Laying the groundwork and mounting a successful campaign for a children and youth measure – Nicole Derse, 50+1 Strategies; Dave Metz – [Redwood Room](#)
- Coalitions that can win elections: Cross-sector, Multi-racial, Multi-generational –Jamileh Ebrahimi, Christina Gilbert, Jaheim “Geo” Jones, Tracy Brown – [Joshua Tree](#)
- Putting the pieces together: Parent engagement, Elected champions, Labor partnerships, Community foundations, Sound policy – Angie Garling, Clarissa Doutherd, Dion Aroner - [Tahoe](#)
- Revenue options – Ed Harrington, Former Controller of SF and Board member of Government Finance Officers of the US and Canada; Jill Wynns, Former President CSBA, former SFUSD School Board member; Jim Keddy, Founder and Director of Youth-Forward – [Sierra](#)
- Juvenile justice reform: how an independent funding stream can build an alternative system and a range of youth development programs – Patti Lee, Denise Coleman, Dan Macallair – [Big Sur](#)

Session 2 – 2:00 – 3:00

- FOUNDATIONAL INFORMATION - Elections: Laying the groundwork and mounting a successful campaign for a children and youth measure – Nicole Derse, 50+1 Strategies; Dave Metz – [Redwood Room](#)
- Power of parents and youth in revenue measure campaigns– Clarissa Doutherd, Jamileh Ebrahimi, Jahiem “Geo” Jones, Tracy Brown - [Tahoe](#)
- Marijuana: California’s new money – Jim Keddy, Director, Youth-Forward; and Christina Gilbert, Director, San Joaquin Children’s Alliance – [Big Sur](#)
- Local budgets: Tools needed to become an effective budget warrior – Ed Harrington; Jill Wynns; Lou Calanche, Legacy LA/Invest in Youth Coalition – [Sierra](#)
- Drafting a measure – Margaret Brodtkin, Angie Garling – [Joshua Tree](#)

Onward - What’s next? – 3:15 – 3:30 – Margaret Brodtkin and Nicole Derse

- What did you learn?
- What will you do?
- What kind of support do you need?
- Completing the map

Post conference meetings – 3:45 – 4:45

- Early care measures – Facilitated by Kim Pattillo Brownson, Vice President of Policy and Strategy, LA First 5 – with Dion Aroner, Angie Garling, Clarissa Doutherd, Nicole Derse – [Redwood Room](#)
- Juvenile justice reform – Facilitated by Kim McGill, Organizer, Youth Justice Coalition – with Patti Lee, Denise Coleman, Dan Macallair – [Big Sur](#)
- Expanded learning and Summer Matters – Facilitated by MaryJo Ginty and Mirla Urzua, LA County Office of Education and Summer Matters Network, with Jill Wynns, Tracy Brown – [Tahoe](#)

Session 1 – 12:45 – 1:45

- **FOUNDATIONAL INFORMATION - Elections: Laying the groundwork and mounting the campaign** – Nicole Derse, 50+1 Strategies; Dave Metz
Nicole and Dave, two of the nation’s leading political strategists, will present the 101 of election campaigns for kids. We will cover early steps, nuts and bolts, and overall strategy – from forming a campaign committee, to targeting your social media and mail, to when and whether you need polling, to developing your themes and messages. We will discuss what we have learned from over a dozen California polls on funding for kids. We will talk about competing in the world of hardball politics where various “sacred cows” like law enforcement and roads are so often the things that get on the ballot. We’ll discuss when to use persuasion, and when and how to apply maximum pressure. Redwood Room
- **Coalitions that can win elections: Cross-sector, Multi-racial, Multi-generational** – Jamileh Ebrahimi, Christina Gilbert, Tracy Brown-Gallardo
It takes a village to win an election. Learn how others have balanced their priorities and political realities, “crossed the aisle,” reached out beyond the “usual suspects,” and maintained a coalition in the intensity of working on a measure. We will discuss how the coalition evolves, how to organize to build the coalition, how to motivate all players, and how to lead with the voices of those most impacted by the measure. Joshua Tree
- **Putting the pieces together: Parent engagement, Elected champions, Partnering with labor, Community foundations** – Angie Garling, Clarissa Doutherd, Dion Aroner
We will delve deeper into how a campaign for early childhood education put all the pieces together – from having 80 stakeholder meetings, to a drafting process that involved compromises with multiple points of view, to creating a powerful coalition. Learn about the role of the community foundation, how parents led the way, and how county and city needs were balanced. Tahoe
- **Revenue options: Where’s the money?** – Ed Harrington, former SF Controller and Board Member of Government Finance Officers of U.S. and Canada; Jill Wynns, Former President CSBA; Jim Keddy, founder and Director of Youth-Forward; Shari Davis, Co-Director, Public Policy Institute, Adjunct Professor Santa Monica College
One of the hardest decisions to make before placing a funding measure on the ballot is where is the money going to come from. Will it be a tax? A Set-aside? A partnership between your city and your schools? What are your options? We will discuss the pros and cons of all possibilities, as well as the legal constraints that come with those options. Sierra
- **Juvenile justice reform: how an independent funding stream can build an alternative system** – with Patti Lee, Denise Coleman, Dan Macallair
Over two decades, San Francisco moved from a law-enforcement centered juvenile justice system to a community centered system. The transformation involved leadership from an independent community advocacy organization, organizing campaigns, an active and aggressive Public Defender, and most importantly - the creation of community based alternatives, made possible by the San Francisco Children and Youth Fund. Come learn from our successes and our mistakes. Big Sur

Session 2 – 2:00 – 3:00

- **FOUNDATIONAL INFORMATION - Elections: Laying the groundwork and mounting the campaign** – Nicole Derse, 50+1 Strategies; Dave Metz
Nicole and Dave, two of the nation’s leading political strategists, will present the 101 of election campaigns for kids. We will cover early steps, nuts and bolts, and overall strategy – from forming a campaign committee, to targeting your social media and mail, to when and whether you need polling, to developing your themes and messages. We will discuss what we have learned from over a dozen California polls on funding for kids. We will talk about competing in the world of hardball politics where various “sacred cows” like law enforcement and roads are so often the things that get on the ballot. We’ll discuss when to use persuasion, and when and how to apply maximum pressure. Redwood Room
- **Power of Youth and Parents in Revenue Measure Campaigns**– Clarissa Doutherd, Jamileh Ebrahimi, Jahiem Geo Jones, Tracy Brown-Gallardo
Seasoned organizers will share their on-the-ground experience ensuring that parents and youth are front and center in campaigns to create funding for childcare and youth opportunity. They will discuss how they faced the challenges of asserting the role of parents and youth in a professional-driven effort; how they nurtured the parents and young people involved; and how the parents and youth became the core of the campaigns. Tahoe
- **Marijuana: Capturing California’s New Money to Promote Opportunity** – Jim Keddy, Director, Youth-Forward; and Christina Gilbert, Director, San Joaquin Children’s Alliance
Marijuana, our newest legal crop, is a potential source of tax revenue. It can also address some of the damage caused by the war on drugs. Learn about the latest efforts to capture that money to create positive opportunities for children, youth and families. And learn about the various strategies and messages that can balance public concerns about cannabis with the opportunity for good. If we don’t capture this opportunity, many cities and counties will just strengthen law enforcement and perpetuate harm. Big Sur
- **Local Budgets: Tools to become an effective budget warrior** – Ed Harrington, Jill Wynns, Lou Calanche, Legacy LA/Invest in Youth Coalition
It’s hard to fight for more money if you don’t understand what is currently being spent, and how decisions about money are made. We often know way too little about our budgets. Hear from one of the country’s experts in local budgets and observer of every type of budget advocacy imaginable; from a 24 year veteran of budgets as an elected official; and from a seasoned LA organizer. Learn how the LA Invest in Youth Coalition is working to activate Angelenos to advocate for investments in the city’s young people. Sierra
- **Drafting a Ballot Measure**– Margaret Brodtkin and Angie Garling
What are the basic elements of a ballot measure, and what have we learned about ensuring that a measure says what you want it to say. We will walk through the decisions you have to make before finalizing a measure, e.g. revenue source, oversight, administration, preventing supplantation, even the measure title. How can you frame a measure that appeals to the public, that complies with California’s complicated election and tax laws, and that is structured to have the maximum chance of winning? What are the tricks of getting around a 2/3 threshold for voter approval and other political barriers? Joshua Tree



THANK YOU TO ALL WHO MADE THIS CONFERENCE POSSIBLE.

**The California Endowment
Greater LA Summer Matters Network
First 5 LA
Liberty Hill Foundation
LA's Best Afterschool Enrichment
Center on Juvenile and Criminal Justice
And our wonderful presenters – listed below**

Who Are The Presenters?

Former Assemblywoman Dion Aroner is deeply rooted in California government. For over fifty years she has been involved in the development of public policy, but also in the delivery of services to vulnerable populations. She began her career as a social worker for Alameda County and developed her leadership skills at an early age by becoming the first woman president of the then Service Employees International Union Local 535, a statewide union of human services workers in both the public and private non-profit sectors. She then went on to work for Tom Bates for 25 years as his chief of staff, first at the Board of Supervisors, and then in the State Assembly. She was elected to the State Assembly and served from 1996 to 2002. For the past 16 years she has lobbied on behalf of clients whose interests are in the delivery of health and human services. dion@ajepartners.com

Margaret Brodtkin is the founder and leader of Funding the Next Generation. Brodtkin is a nationally recognized advocate for children, who has spearheaded innovations in a wide range of local public policies, including San Francisco's groundbreaking Children's Fund. After 12 years of social work experience, she became Executive Director of Coleman Advocates for Children and Youth, a position she held for 26 years. During that time her leadership led to over a billion new dollars added to the San Francisco budget for services to children, youth and families, and major local policy changes in child welfare, juvenile justice, youth development, after-school, and child care. In 2004, she was appointed Director of the Department of Children, Youth and Their Families, the agency which manages the Children's Fund. She developed new programs and policies to strengthen neighborhood institutions, expand after-school, serve transitional age youth, and create partnerships with over a dozen other city agencies. In 2009, she launched New Day for Learning, a collaboration between the city and the school district to promote community schools. In 2014, Brodtkin founded Funding the Next Generation, which she currently directs. margaret@fundingthenextgeneration.org

Tracy Brown-Gallardo is first and foremost a community activist who embodies the spirit of the Mission District in San Francisco - which is ground-zero for organizing. She fights every day to see that Mission youth get what they deserve. She began her career as the Director of Mission Girls, a community-based girls program which received national attention, mentoring Latina girls to be agents of change. She moved on to be Director of Youth Services for Mission Neighborhood Centers leading juvenile justice reform and youth development programming, and helping found the Juvenile Justice Providers Association. In 2005, she became the Community Convener for the Department of Children, Youth and their Families, bringing organizers together to address community issues. In 2011, she became a Community School Coordinator in one of the lowest performing middle schools in the state, which became a national model for school reform. During this time, she raised 4 successful children – starting as a teen mom. Gall6@aol.com

Lou Calanche is the Founder and Executive Director of Legacy LA. Lou has been a community activist since her teens. Her dream has been to return to her community of Ramona Gardens to develop programs to help youth reach their potential. One of Lou's main goals is to transform the Hazard Park Armory, 50,000 sq. ft. of what was once a military space, into a state-of-the-art facility offering community programs to help youth develop the skills necessary to reach their dreams. Lou believes that the work of Legacy LA will help to create a Ramona Gardens Community that is safe, and where youth grow up healthy – a community that has all the resources and opportunities needed to support youth. Her motto: "If you dream big, big things will happen." Lou is a leader of the Invest in Youth Coalition, which is urging city policymakers to create a Youth Development Department that focuses on equitable funding. The Coalition seeks to activate 100,000 Angelenos to advocate for the city's young people. loucalanche@gmail.com

Denise Coleman is Director of Huckleberry Youth Program's Juvenile Justice Programs. Ms. Coleman, born and raised in San Francisco, has led Huckleberry's Community Assessment & Resource Center since 1999. The center has become one of the foremost juvenile justice programs in California. CARC provides youth arrested for misdemeanor and less serious felonies, with a rehabilitative, supportive alternative to incarceration. Under Ms. Coleman's leadership, CARC has supported over 13,000 at-risk youth and is a national model of excellence for community-based juvenile justice diversion programs. Ms. Coleman has extensive experience working with diverse populations in both residential and community-based organizations. She has a Masters in Social Work from San Francisco State University and is an expert in the juvenile justice community. She is a founding member of the Juvenile Justice Providers Association of San Francisco, currently serves on the board of the Life Learning Academy Charter High School, and has served as a Youth Justice Project Associate for The Vera Institute of Justice in New York. She received the 2010 Local Hero of the Year award from KQED for outstanding work in the community at large. dcoleman@huckleberryyouth.org

Shari Davis is the Co-Director of the Public Policy Institute at Santa Monica College. As Chair of the Santa Monica-based Community for Excellent Public Schools, a non-profit grassroots political action committee, she has led campaigns for multiple ballot measures that now generate \$37 million each year for the Santa Monica-Malibu Unified School District. The strategies have included a parcel tax, a contractual agreement between the city and the school district which includes shared facilities, and two sales taxes. Shari has been an education activist in her school district for two decades and Chair of the Board of The Children's Partnership for four years. shari@smc.edu

Nicole Derse is a Founding Principal of 50+1 Strategies whose 18-year long career has been focused on helping candidates, communities and causes win on issues that matter. Nicole has served as a strategic advisor, campaign manager, organizing guru, creative thinker and motivator to more than 150 of the firm's clients including dozens of progressive candidates, advocates for children and youth, affordable housing, workers' rights, the arts, stem cell research and much more. Throughout her career, Nicole has brought effective and inspired community engagement to local, state and national campaigns. Prior to launching 50+1 Strategies, Nicole served as the Youth Empowerment Coordinator for the San Francisco Youth Commission, was one of the first staffers for Obama for America in 2007 and helped lead our country's health care fight as the National Training Director for Organizing for America and led trainings in 27 states and 4 countries. She is also a senior trainer on the Wellstone Action team. nicole@50p1.com

Clarissa Doutherd is the Executive Director of Parent Voices Oakland. She comes to the organization with over a decade of experience working for grassroots, non-profit organizations. Clarissa discovered her passion for child care advocacy when she lost a much needed child care subsidy for her then 3 year old son, Xavier. Clarissa has been a strong advocate for mothers like herself who were caught in the crosshairs of ineffective public policy. As a collaborative movement builder, Clarissa has led efforts to refocus the

County Early Childhood Committee of First 5 (which she co-chaired) to become a cross sector collaborative bringing together community based organizations, parents and service providers to advance systems change. She develops leadership pipelines for families to have increased influence in City and County policy-making. Clarissa developed a comprehensive leadership development program, which has trained over 300 parents since 2013. She currently sits on the steering committee for the Alameda County Early Care and Education Planning Council, the 18th Assembly District Education Advisory Committee, and was appointed by City Council to be the Sector 4 representative for the Child Care Development Block Grant for the City of Oakland. clarissa@pvoakland.org

Jamileh Ebrahimi was born and raised in Oakland, Calif., and majored in Middle Eastern Studies at UC Berkeley. She started organizing for change in Youth Together (YT) at the age of 13 as a mentee in the YT Summer Program. She continued working with YT throughout high school. Following high school graduation she became the Regional Organizer at YT where she worked for seven years organizing the regional and Ethnic Studies conferences, campaign planning and doing local, regional, statewide and national coalition work for educational justice. Following her employment at YT she joined RYSE as the Healthy Richmond Youth Team Organizer. She was a member of the BSU at Berkeley Community College, Organize Da B.A.Y., Schools Not Jails Coalition and the Just Act Core Group, where she had the opportunity to travel to Brazil for the World Social Forum. Jamileh has a deep commitment to education, organizing, organizational and community sustainability and movement building and through her 11+ years of community organizing she has discovered the importance of community empowerment, healthy living and justice. jamileh@rysecenter.org

Angie Garling is the Program Administrator for Alameda County's Early Care and Education Program. Housed at the General Services Agency, the Program oversees many initiatives, including the development of Measure A, the half-cent sales tax to fund child care and early education. Her office also worked with a local legislator to pass AB833, which allowed Alameda County to be the first to institute 24 month eligibility for state child care subsidies. She has over 20 years of experience advocating on behalf of quality child care and early learning experiences for all children and families. She has been recognized by both the US House of Representatives and the California State Legislature for her work in early childhood policymaking. Angie.garling@acgov.org

Christina Gilbert is the mover and shaker and first Director of the San Joaquin Children's Alliance, where she started in 2015. She has been instrumental in turning this fledgling organization into a true force to be reckoned with in San Joaquin County. To everyone's amazement, she led a successful campaign to convince the San Joaquin Board of Supervisors to place a marijuana tax on the ballot which would allocate 50% of its funding to children. She was born and raised in Stockton, California, and is raising her own four children there. Christina has been an advocate and community volunteer for the past 15 years. She served on the Board of Directors of the San Joaquin Child Abuse Prevention Council, and chaired its auxiliary for several years, co-chairing two prominent annual fundraisers. She is a passionate organizer and spokesperson for her community's children. christina@sjchildren.org

Ed Harrington was everyone's favorite public administrator when he was Controller of San Francisco and later as the General Manager of the Public Utilities Commission, until he retired in 2012. He was revered for his integrity, knowledge, accessibility and commitment to public service. As City Controller (1991 – 2008) he started the City Services Auditor function which provides audit, performance management and strategic planning services to City Departments. He oversaw the creation of San Francisco's Children's Baseline Budget, which involved many hours of negotiations with children's advocates and city department heads. He monitored the implementation of San Francisco's Children's Fund throughout his tenure as Controller. Harrington was on the Board of the Government Finance Officers Association of the United States and Canada from 1999 to 2006 and President of the organization in 2004. From 2008 to 2012, he served on the

Board of the Financial Accounting Foundation that oversees the work of the Financial and Governmental Accounting Standards Board for the United States. Harrington has been an officer in the Harvey Milk Lesbian and Gay Democratic Club in San Francisco and is currently on the Board of Directors of Greenpeace International. edhrr@cs.com

Jahiem “Geo” Jones is a young man who was born in Pawtucket, RI and grew up in numerous cities in the US, and now calls Richmond his home. Jahiem currently attends John F. Kennedy High School and is a freshman. Jahiem is a member at the RYSE Center in Richmond, CA where he serves two internships and demonstrates great leadership. Jahiem is most interested in youth advocacy/justice, writing poetry, helping his community, and revamping the education system. Jahiem's goals are to go to college, get a good paying job, and give back to the community of Richmond.

Jim Keddy assists social change organizations in growing their capacities in community organizing, advocacy, policy analysis and development, organizational growth and fundraising. With over 30 years of experience in social change and philanthropy, Jim seeks to place human development at the center of organizational action and advocacy strategy. He is grounded in a belief in human dignity and in a social analysis centered on equity. Over the years Jim has developed a youth organizing strategy for a major statewide charitable foundation, and created a network model of community organizing that enabled local organizations to act together in a powerful way on state and federal policy. His current efforts include: Developing an online training program in community organizing for a national organizing network; providing consulting support to a Latino high school organizing effort and a Solano County youth effort; and developing an advocacy effort on the marijuana industry grounded in racial and health equity. Jim serves as the executive director of Youth Forward, a child advocacy and youth organizing effort. jim@youth-forward.org

Patricia Lee’s tireless advocacy over the past 30 years has changed the lives of countless children and youth. When she was hired in 1981, San Francisco had one of the highest rates of sending youth to state lockups. San Francisco now has the lowest rate of any county in California. Lee’s pioneering strategies as Managing Attorney of the Public Defender’s Juvenile Unit, have included the use of social workers and educational attorneys. She is also a reformer shaping policy on a state and national level, serving as co-director of the Pacific Juvenile Defender Center and a founding member of the Center for Young Women’s Development. In one of her last actions as head of the US Department of Justice under President Obama, Attorney General Loretta Lynch honored Patti Lee with an appointment to the Department of Justice Office of Justice Programs (OJP) [Science Advisory Board](#) for a four-year term. Because of Patti, San Francisco is the only public defender office in the United States with a social worker/youth advocate dedicated solely to the unique needs of girls. The Public Defender’s Juvenile Unit is part of San Francisco’s award winning Juvenile Collaborative Reentry Team, which provides intense reentry planning and case management services. Patricia.lee@sfgov.org

Dan Macallair is the Executive Director and co-founder of the Center on Juvenile and Criminal Justice, one of the nation’s leading policy institutes on justice reform. Dan’s expertise is in the development and analysis of youth and adult correctional policy. He has implemented model community corrections programs and incarceration alternatives throughout the country and is an expert on criminal justice reform. Mr. Macallair serves on the faculty of the [Department of Criminal Justice Studies](#) at San Francisco State University as a Practitioner-in-Residence. He [teaches courses](#) on adult and juvenile corrections policy, and is an author of [numerous publications](#), including his book [After the Doors Were Locked: A History of Youth Corrections in California and the Origins of Twenty-First Century Reform](#). Mr. Macallair is also an invited speaker at conferences and seminars throughout the country. He serves as a consultant to foundations, professional associations, and policy commissions; and has won numerous awards, including a leadership award from the California Wellness Foundation. dmacallair@cjcj.org

Albert Maldonado has been a Senior Program Manager at The California Endowment for the last 8 years, first working in Fresno and now in Los Angeles. He has provided leadership at TCE on youth organizing and other youth policy and capacity-building issues. Prior to that he was Senior Director at the Youth Leadership Institute where his work included addressing youth power building, youth media, and youth action research. And between 2001 and 2008, he was the Director of La Manzana Community Resources in Watsonville, California, part of the Community Bridges family of programs. La Manzana's goal is to strengthen its diverse community through innovative human services. amaldonado@calendow.org

Dave Metz has become the leading pollster on children's issues in California and one of the leaders in the country. He has provided opinion research and strategic guidance to hundreds of non-profit organizations, government agencies, businesses and political campaigns in all 50 states since joining the firm of FM3 in 1998. Dave has worked extensively on exploring public attitudes toward early childhood services. His research helped pass state ballot measures establishing California's First Five program and Arizona's First Things First. In a challenging cycle for Democrats in 2016, Dave's research helped re-elect five Democratic members of Congress; guide successful ballot measures to legalize marijuana; and pass landmark soda tax measures. Dave has provided research to win some of the nation's most expensive and contentious ballot measure campaigns, including all the largest conservation finance measures in national history. Dave's other successful work on ballot measure campaigns has included tobacco prevention, clean energy, drug policy reform, early childhood education, stem cell research, transportation funding, and political reform. dave@fm3research.com

Jill Wynns was a school board member in the San Francisco Unified School District in San Francisco County for 24 years – the longest serving School Board member in the City. She has been a leader in the urban education community and an expert on California school finance, urban education reform issues and governance, charter schools, privatization of public schools, community schools, healthy school food programs, after-school, and labor-management collaboration. She was on the Board of the California School Boards Association for many years, and served as its President. She was one of the statewide leaders in passing Prop xxx, which brought new funding to public schools. She has served on the board of the Council of Urban Boards of Education (CUBE) of the National School Boards Association, and is a former President of the Association of California Urban School Districts. She was a working group member of the California Master Plan for Education, and served on the California Student Attendance Review Board and the California Title 1 Committee of Practitioners. She has been an active participant in the Council of the Great City Schools, as well as CUBE, lobbying regularly on federal education issues. jillwynns@gmail.com

Post-Conference Facilitators

Kim Patillo Bronson is Vice President for Policy and Strategy of First 5 LA, where she is responsible for strengthening First 5 LA's profile and influence on local and statewide early childhood education public policy, legislative and advocacy efforts. Patillo Brownson previously served as the Managing Director of Policy and Advocacy at the Advancement Project, a civil rights organization engaged in policy and systems change to foster upward mobility in communities most impacted by economic and racial injustice. In this capacity, she led the Advancement Project's policy and advocacy staff across Sacramento, Los Angeles and the Bay Area and provided strategic direction to their work on early education, school funding, and school facilities, public budgeting transparency, governmental relations, and state and local campaign advocacy. Prior to joining the Advancement Project, Kim was an education attorney at the American Civil Liberties Union of Southern California, where she focused on educational equity issues in California schools. kpatillo@first5la.org

Mary Jo Ginty is the Regional Lead for the System of Support for Expanded Learning Contacts in Los Angeles County. She oversees the Los Angeles County Office of Education (LACOE) Expanded Learning Technical Assistance Unit. This Unit provides technical assistance to the over 1600 school sites providing expanded learning programs funded through the After School Education and Safety Program (ASES) and/or 21st Century Community Learning Center grants. The team utilizes a variety of strategies, including coaching, consultation, and staff development to insure that students receive high quality services. Over 175,000 students participate in these programs which also provide over 10,000 employment opportunities in the county. Ms. Ginty's experience includes: Oversight of expanded learning programs at all 3 levels (elementary, middle and high), owner of a successful consulting firm, corporate executive; high school teacher, high school principal, college professor, lobbyist and community organizer. Mary Jo believes that expanded learning programs have the potential to assist youth in gaining the skill sets, tools, and knowledge necessary to make a successful life for themselves and their families. Ginty_maryjo@laoe.org

Kim McGill is an Organizer at the Youth Justice Coalition, which is a member-led organization working to build a youth, family, and formerly and currently incarcerated people's movement to challenge America's addiction to incarceration and race, gender and class discrimination in Los Angeles County's, California's, and the nation's juvenile and criminal justice system. The coalition uses direction action, organizing, advocacy, political education and activist arts to agitate, expose and pressure the people in charge to upset power and bring about change. They have worked on dozens of issues, including gang suppression policies, Ban the Box, voting rights education in juvenile halls and camps, police suppression, truancy sweeps, disproportionate minority confinement, and inhumane conditions in the Juvenile Hall and the juvenile module at the County Jail. They aim to transfer public resources from suppression toward community based, owned and operated alternatives to arrest, court, detention and incarceration. kim@youth4justice.org

Mirla Urzua has been the lead Consultant supporting the formation and implementation of the Greater Los Angeles Summer Matters Network (Network). The Network's goal is to increase the quality and quantity of expanded learning summer experiences for students across the Greater Los Angeles area. Over the past 18 months, the Network has accomplished bringing together on a monthly basis a community of summer learning practitioners and advocates for in-person and virtual meetings to achieve specific outcomes across six interest areas: Staff Development, Program Quality, Family Engagement, Early School Success, Sustainability & Funding and Advocacy. Mirla is a product of our public schools in Los Angeles. As a proud alumna of the LA's BEST Afterschool Enrichment Program, she is passionate about and personally understands the impact of working with others to provide all students with expanded learning opportunities. Mirla's professional experiences include: former elementary school teacher, leadership and managerial positions with Teach For America and Alliance College-Ready Public Schools. summermatters.la@gmail.com

CONFERENCE SPONSORS

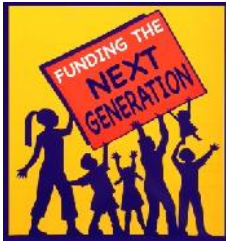
Funding the Next Generation

The California Endowment

First 5 LA

Greater LA Summer Matters Network

The Children's Partnership * Center on Juvenile and Criminal Justice * Youth-Forward * Children's Defense Fund, California * LA's Best * First 5 Assoc. of California * Partnership for Children and Youth



FUNDING THE NEXT GENERATION

The Nation's First Initiative to Promote Local Dedicated Funding
for Children, Youth & Families

What is Funding the Next Generation?

- This initiative provides support to cities and counties working to promote the well-being of children, youth and families through increased public resources for needed services.
- Project strategies include conferences and learning communities, as well as site-level technical assistance aimed at strengthening coalitions and community leadership. The initiative also develops tools for communities to utilize as they begin the process of developing a local funding stream, including an 80-page how-to manual and a 114-page campaign manual. In addition, the project gathers data on local activities and strategies in order to build and disseminate research findings and learnings from on-the-ground experiences.
- Funding the Next Generation was founded and is directed by Margaret Brodtkin, “mother” of San Francisco’s ground-breaking Children’s Fund, and a nationally-recognized advocate and policy leader with 40 years of experience. (See www.margaretbrodtkin.com for more information.)

What are local dedicated funding streams and what can they accomplish?

- Dedicated funding streams are public funds that must be spent on a specified purpose (services for children, youth and families), and are created through ballot measures or legislation that either mandates a “carve out” of dollars from existing budgets or enhances revenue specifically for children’s services (e.g. sales taxes, parcel taxes, soda taxes, marijuana taxes and fees).
- Dedicated revenue streams provide flexible, sustainable funding for high priority needs of children, youth and families – such as preschool and early care, after-school, health, family support, youth development, and career preparation. They allow communities to focus on prevention and fill gaps that are not covered by state and federal funds.
- Local dedicated funding streams create opportunities for innovation, leveraging resources, and improved coordination, accountability and planning by local governments.
- San Francisco’s Children’s Fund, the nation’s largest fund, was \$95 million in 2018-19, serves over half of the city’s children, and has transformed the service delivery system. The services funded improve school readiness, increase school attendance, increase community safety, reduce family violence, and promote civic engagement of young people and parents.
- A growing number of communities nationally are creating local dedicated funding streams for children, including 8 counties in Missouri which have special funds for children’s mental health; 8 counties in Florida which have independent Children’s Services Councils supported through local property taxes; Denver and San Antonio which have passed preschool measures through the ballot; and Oakland, Portland and most recently King County in Washington State which have also created special funding streams through the electoral process. The Brookings Institution has featured local children’s funds as an innovation of what they call “the new localism.”

Why do our country’s challenges and opportunities make now the right time?

- America’s children face a crisis – child poverty is increasing and the United States lags far behind its counterparts in the western industrialized world in the well-being of our children.



- The local level provides the brightest hope for new resources as federal and state options dwindle and the public is more supportive of expanding resources over which they have local control.
- There is increasing recognition of the importance of investing in children – from economists, demographers, experts in brain development, the military and many others.
- The public supports increased investments in children, as demonstrated by numerous polls that show that children are one of few issues that receive strong support across the political spectrum and have the potential to reduce polarization.

What is the process of creating a local fund to support children's services?

Funding the Next Generation was initiated in California and is based on experiences there, as well as observations and research throughout the country. The initiative has created a “roadmap” for developing local dedicated funds for services for children, youth and families. Recognizing that every city and county is different, and that there is no one-size-fits-all approach, key steps that are common to most communities are:

- **Building and Making the Case**
This includes assessing and documenting needs, identifying gaps in services, and developing a resource map of current investments in children. This work can be stimulated by local legislation and local budget advocacy, and done as a collaborative effort between government and community advocates and experts.
- **Establishing Priorities**
This can be a creative mix of data, opportunity and political assessments. Polling can help facilitate this process. A local children's Bill of Rights or Children's Agenda can lay the groundwork for determining what should be funded through a new funding stream.
- **Crafting a Measure**
This includes identifying the funding source – considering feasible options such as a carve-out, or new taxes or fees. It also includes developing a plan for the implementation of the fund, including governance and administration, methods to ensure accountability and evaluation, eligible services for funding, and methods to prevent supplantation of the fund
- **Expanding the Support**
This entails going beyond the “usual suspects” who support children's issues, to include labor, the faith community, business leaders, senior citizen groups, law enforcement and neighborhood associations. It also means developing a compelling public education campaign – with strong messengers such as pediatricians, teachers, law enforcement and parents.
- **Creating a Campaign**
Some communities place a children's fund on the ballot through petition of the voters. Others do it through a vote of the county or city legislative body. A political campaign for kids is very powerful. It engages people across the political spectrum and creates an ongoing constituency for your community's children.

Contact Funding the Next Generation for more information and technical assistance.



6/25/18 Funding the Next Generation--ATTENDEES

#	First Name	Last Name	Email Address	City	Agency (put none if relevant)
1	Tauheedah	Abdulkarim	tkarim6138@aol.com	Los Angeles	Head Start
2	Melisa	Acoba	melisa@maternalmentalhealthnow.org	Los Angeles	Maternal Mental Health NOW
3	Jane	Alvarado-Banister	jane.banister@phi.org	CLOVIS	California Project LEAN
4	Liliana	Alvarez	lilianah@cfc-ca.org	Santa Monica	Connections for Children
5	Mary	Alvarez-Gomez	malvarez@rccfc.org	Riverside	First 5 Riverside
6	Arlene	Andrews	aand320981@aol.com	Lynwood	Greater New Unity Baptist Church
7	Marisa	Arrona	marisa@safeandjust.org	Los Angeles	Californians for Safety and Justice
8	Rosie	Arroyo	rarroyo@calfund.org	Los Angeles	California Community Foundation
9	Lauren	Arzu	larzu@first5ventura.org	Ventura	First 5 Ventura County
10	Celia	Ayala	cayala@laup.net	Whittier	Child 360
11	Asadbaig	Baig	abaig@advanceproj.org	Los Angeles	Advancement Project
12	John	Bamberg	jbamberg@first5la.org	Los Angeles	First 5 LA
13	Peter	Barth	pbarth@first5la.org	Los Angeles	First 5 LA
14	Luis	Bautista	lbautista-morales@coalitionrcc.org	sun valley	Coalition Responsible Community Development
15	Melisa Anne	Bautista	melisa@californiansforjustice.org	Long Beach	Organizer
16	Lisa	Baxter	lisabaxter@la-allstars.org	Los Angeles	After-School All-Stars, Los Angeles
17	Laura	Beebe	laura.beebe@lacity.org	Los Angeles	LA's BEST
18	Nupur	Behera	nupur@kgalb.org	Long Beach	Khmer Girls in Action
19	Bruce	Boyden, <i>Commissioner</i>	bruceboyden@yahoo.com	Compton	State of California Assembly-District 64
20	Deanna	Bressler-Montgomery	manal@preventioninstitute.org	Los Angeles	LA County DPH SPA 6
21	LaVal	Brewer	laval.brewer@playworks.org	Carson	Playworks
22	Michele	Broadnax	michele@thelatrue.org	Rialto	The Los Angeles Truat for Children's Health
23	Donna	Brown	justiceforcliff@gmail.com	Los Angeles	None
24	Taylor	Buck	taylorb@aesimpact.org	Sacramento	Alliance for Education Solution
25	Nick	Buro	nick@rodriguezstrategies.com	Los Angeles	Rodriguez Strategies
26	Shenice	Burroughs	shenice.burroughs@probation.lacounty.gov	Los Angeles	LA County Probation
27	Nahtahna	Cabanes	nahtahna@laworks.com	Los Angeles	L.A. Works
28	Lou	Calanche	lou@legacyla.org	Los Angeles	Legacy LA Youth Development Corporation
29	Ana	Campos	anacampos@la-allstars.org	Los Angeles	After School All Stars, Los Angeles
30	Lateisha	Canier	lcanier@yahoo.com	Los Angeles	None
31	Cheyenne	Capelo	ccapelo@avph.org	Lancaster	AVPH
32	Omar	Cardenas	omar@kgalb.org	Long Beach	Khmer Girls In Action
33	Yecenia	Cardenas	ycardenas@maof.org	Commerce	MAOF
34	Kathi	Cervantez	kcervantez@proyectopastoral.org	Los Angeles	Proyecto Pastoral & Promesa Boyle Heights
35	Teresa	Chandler	teresa.chandler@longbeach.gov	Long Beach	City of Long Beach Dept. of Health and Human Services
36	Lian	Cheun	lian@kgalb.org	Long Beach	Khmer Girls in Action
37	Sandy	Chiang	schiang@calendow.org	Los Angeles	The California Endowment
38	Cathy	Chu	cchu@gsanetwork.org	Los Angeles	GSA Network
39	Sharyn	Church	schurch@childrennow.org	Los Angeles	Children Now
40	Pomona	City Leader	jsanchez@uncommongood.org	pomona	Pomona
41	Valerie	Coachman-Moore	coachmanmoore@gmail.com	Pasadena	Coachman Moore & Associates Inc.
42	Denise	Coleman	dcoleman@huckleberryyouth.org	Pinole	Huckleberry Youth Programs CARC
43	Gloria	Corral	corral.gloria@gmail.com	Chula Vista	First 5 San Diego
44	Carolyn	Crolette	ccrolette@earlyedgecalifornia.org	Los Angeles	Early Edge California
45	Haydee	Cuza	haydee@cayouthconn.org	Oakland	California Youth Connection
46	Cheri	Davis	cdavis@rccfc.org	Riverside	First 5 Riverside
47	Gloria	Davis	gloriadavi@aol.com	Los Angeles	Girls Club of Los Angeles
48	Lisa	Davis	lisa.davis@sdcoe.net	San Diego	SDOCE
49	Jenny	Delwood	jdelwood@libertyhill.org	Los Angeles	Liberty Hill Foundation
50	JunHee	Doh	jdoh@advanceproj.org	Los Angeles	Advancement Project California
51	Zenni	Duong	zenniduong@gmail.com	Monterey Park	None
52	Jamie	Ebiya	jebiya@memorialcare.org	Long Beach	MemorialCare Miller Children's & Women's Hospital-Welcome Baby
53	Health	Educator	lmartinez@ph.lacounty.gov	Los Angeles	L.A. County Department of Public Health
54	Sean	Elo	selo@midcitycan.org	San diego	Mid-City CAN
55	Marvin	Espinoza	mespinoza@thejeffreymfoundation.org	Los Angeles	The Jeffrey Foundation
56	Jeimee	Estrada	jestrada@innovateschools.org	San Jose	Innovate Public Schools
57	Humberto Manuel	Estratelan	estratelan@lachamber.com	Los Angeles	LA Chamber of Commerce
58	Donny	Faalliliu	donny@la-allstars.org	Los Angeles	After-School All-Stars, Los Angeles
59	Oswaldo	Farias	oswald@resilienceoc.org	Santa Ana	Resilience OC
60	Diann	Fauntleroy	dfauntleroy@drewcdc.org	Los Angeles	Drew Child Development Corporation

6/25/18 Funding the Next Generation--ATTENDEES

#	First Name	Last Name	Email Address	City	Agency (put none if relevant)
61	Mario	Fedelin	mario@bigcitizenhub.org	Los Angeles	Big Citizen Hub
62	Liza	Flowers	liza.flowers@sdcocoe.net	San Diego	San Diego County Office of Education
63	Gisele	Fong	gfong@calendow.org	Los Angeles	The California Endowment
64	Ashley	Forde	ashleyf@cfc-ca.org	Santa Monica	Connections for Children
65	Brooke	Frost	brookefrost@live.com	Fresno	Fresno Cradle to Career
66	Monica	Garcia	morenomm2@lasc.edu	Los Angeles	Los Angeles Southwest College/ Child Development Center
67	Shimica	Gaskins	cdfca@childrensdefense.org	Los Angeles	Children's Defense Fund-California
68	Sue	Gevedon	gevedon_sue@laoe.edu	Downey	LACOE
69	Shane	Goldsmith	sgoldsmith@libertyhill.org	Los Angeles	Liberty Hill Foundation
70	Susan	Gomez	sgomez.iecc@gmail.com	San Bernardino	Inland Empire Community Collaborative
71	Rafael	Gonzalez	rgonzalez@first5la.org	Los Angeles	First 5 LA
72	Victor	Gonzalez	vgonzalez@bhcccoachellavalley.org	Coachella	Building Healthy Communities
73	Hannah	Gravette	hgravette@innovateschools.org	San Diego	Innovate Public Schools
74	Yasmin	Grewal-Kok	yasmin100@gmail.com	Los Angeles	Early Edge California
75	Jessica	Guerra	jessica.guerra@ccla.net	Los Angeles	Child Care Alliance of Los Angeles
76	Jacky	Guerrero	jguerrero@advanceproj.org	Los Angeles	Advancement Project CA
77	Hannah	Guevara	shlee1024@gmail.com	Diamond Bar	
78	Eric	Gurna	eric.gurna@lacity.org	Los Angeles	LA's BEST After School Enrichment Program
79	Tareq	Haidari	thaidari@midcitycan.org	San Diego	Mid-City CAN
80	James	Halliday	james.w.halliday@gmail.com	San Diego	A Reason To Survive (ARTS)
81	Jennefer	Heng	jennefer@kgalb.org	Long Beach	Khmer Girls in Action
82	Tara	Henriquez	thenriquez@cityofpasadena.net	Pasadena	City of Pasadena
83	Randal	Henry	randalhenry@communityintelligence.org	Los Angeles	Community Intelligence LLC
84	Agustin	Herrera	aherrera@apalc.org	Los Angeles	Asian Americans Advancing Justice - L.A.
85	Anisha	Hingorani	ahingorani@advanceproj.org	Los Angeles	Advancement Project California
86	Amy	Horn	amy@kgalb.org	Long Beach	Khmer Girls in Action
87	Dora	Jacildo	dora@ccdlib.org	Long Beach	Comprehensive Child Development
88	Alex	Johnson	alexmartin.johnson@gmail.com	Los Angeles	Los Angeles County Board of Education
89	Adjoa	Jones	adjones@dhs.lacounty.gov	Los Angele	L.A. County Department of Health Services
90	Jackie	Kimbrough	jackie.kimbrough@yahoo.com	Los Angeles	The Children's Collective, Inc.
91	Kasey	Kokenda	kkokenda@sbcglobal.net	Beverly Hills	Harvard Graduate School of Education
92	Danielle	Lafayette	dlafayette@childrensdefense.org	Los Angeles	Children's Defense Fund
93	Adam	Lara	almonaci21@gmail.com	Los Angeles	Advancement Project
94	Wendy	Lazarus	wendylazarusca@gmail.com	Santa Monica	Kids Impact Initiative
95	Pomona Youth	Leader 2	evilla.gente@gmail.com	pomona	Gente Organizada
96	Pomona Youth	Leader 3	maribel.gente@gmail.com	pomona	Gente Organizada
97	Patricia	Leal	lealg_2012@live.com	Bakersfield	Leadership Counsel
98	Whitney	Leathers	wleathers@lbdn.org	Long Beach	Long Beach Day Nursery
99	Dr. Sandy	Lee	auntsandy657@yahoo.com	Los Angeles	Heavenly Vision Education Center / Creative Experience Ed. Ct.
100	Stacy	Lee	slee@childrennow.org	Los Angeles	Children Now
101	Xai	Lee	xai@ebayc.org	Oakland	EBAYC
102	Carrie	Lemmon	clemmon@lachamber.com	Los Angeles	Los Angeles Area Chamber of Commerce
103	Kandee	Lewis	kandeele@gmail.com	Gardena	The Positive Results Corporation
104	Glenda	Linares	glinares@proyectopastoral.org	los angeles	Promesa Boyle Heights
105	Diana	Liu	dliw@ph.lacounty.gov	Los Angeles	LAC DPH Maternal, Child and Adolescent Health Programs
106	Marie	Lloyd	lloyd@gonringspahn.com	Los Angeles	Gonring, Spahn & Associates
107	Patricia	Lozano	plozano@earlyedgecalifornia.org	sherman oaks	Early Edge California
108	Laura	Magallanes	lamagallanes@ph.lacounty.gov	Los Angeles	Los Angeles County Dept. of Public Health
109	Roland	Maier	rmaier@kccfc.org	Bakersfield	FIRST 5 KERN
110	Justin	Marks	jmarks@libertyhill.org	Los Angeles	
111	Alejandra	Marroquin	amarroquin@first5la.org	Los Angeles	
112	Keith	Mataya	keith.mataya@bbbsla.org	Los Angeles	Big Brothers Big Sisters of Greater Los Angeles
113	Jeanetta	McAlpin	eagleslanding@gmail.com	Signal Hill	OGRR
114	Klm	McGill	kim@youth4justice.org	Los Angeles	Youth Justice Coalition
115	Ofelia	Medina	omedina@first5la.org	Los Angeles	First 5 LA
116	David	Metz	dave@fm3research.com	Oakland	FM3 Research
117	Bonnie	Midura	margaret@fundingthenextgeneration.org	Los Angeles	The California Endowment
118	Julia	Morales	juliam@cfc-ca.org	Santa Monica	Connections For Children
119	Meghan	Moroney	mmoroney@councilforastrongamerica.org	Santa Monica	Council for a Strong America

6/25/18 Funding the Next Generation--ATTENDEES

#	First Name	Last Name	Email Address	City	Agency (put none if relevant)
120	Diamond	Moseley	dmosley@girlsincla.org	Los Angeles	GIRLS INC LA
121	James	Moses	jmoses@ccrcca.org	San Bernardino	Child Care Resource Center
122	Cedric	Nelms	cnelms@worldimpact.org	Los Angeles	World Impact, Inc.
123	Michelle	Newell	mnewell@bos.lacounty.gov	Los Angeles	Supervisor Ridley-Thomas, LA County Board of Supervisors
124	Jessica	Nguyen	jnguyen11@memorialcare.org	Long Beach	MemorialCare Miller Children's & Women's Hospital Long Beach
125	Maribel	Nunez	maribelnunez.cap@gmail.com	Riverside	California Partnership
126	Paradyse	Oakley	obeyparadyse1@gmail.com	Los Angeles	None
127	Michael	Olenick	molenick@ccrcca.org	Chatsworth	Child Care Resource Center, Inc.
128	Imelda	Padilla	ipadilla@ceo.lacounty.gov	Los Angeles	LA County Women & Girls Initiative
129	Ellen	Pais	epais@laep.org	Los Angeles	Los Angeles Education Partnership
130	Henry	Perez	henry@innercitystruggle.org	Los Angeles	InnerCity Struggle
131	Michelle	Perrenoud	perrenoud_michelle@laoe.edu	Cypress	LACOE
132	Deb	Pint	dpintage2010@gmail.com	Escondido	None
133	Petra	Puls	ppuls@first5ventura.org	Ventura	First 5 Ventura County
134	Maggie	Quan	maggie@kgalb.org	Los Angeles	Khmer Girls in Action
135	Karen	Quartz	quartz@ucla.edu	Los Angeles	UCLA
136	Amira	Resnick	amira.resnick@healthiergeneration.org	Los Angeles	
137	Kim	Richards	krichards@bgccarson.org	Carson	Boys & Girls Clubs of Carson
138	Ruby	Rivera	ruby@legacyla.org	Los Angeles	Legacy LA
139	Joyce	Robinson	jrobinson@liifund.org	Los Angeles	Low Income Investment Fund
140	Johnny	Rodriguez	johnny@kgalb.org	Long Beach	Khmer Girls in Action
141	Francisco	Romero	fromero@proyectopastoral.org	Los Angeles	Promesa Boyle Heights
142	Diana	Ross	dross@midcitycan.org	San Diego	Mid-City CAN
143	Dulce	Saavedra	dulce@resilienceoc.org	Santa Ana	Resilience OC
144	Kate	Sachnoff	advokateconsult@aol.com	long beach	
145	Jesus	Sanchez	jsanchez@genteorganizada.org	Pomona	Gente Organizada
146	Tim	Sandoval	tim_sandoval@ci.pomona.ca.us	Pomona	Pomona City Government
147	Araceli	Sandoval-Gonzalez	araceli@asgstrategyconsulting.com	Los Angeles	ASG Strategy Consulting
148	Eric	Sarabia	esarabia07@gmail.com	Pasadena	
149	Michele	Sartell	msartell@ceo.lacounty.gov	Los Angeles	Los Angeles County Office for the Advancement of Early Care and Education
150	Michel	Schneider	mschneider@savechildren.org	Sherman Oaks	Save the Children
151	Kathy	Schreiner	wlakathy@aol.com	Van Nuys	Best Start Panorama City & Neighbors
152	Avery	Seretan	aseretan@first5la.org	Los Angeles	First 5 LA
153	Brandi	Shock	bbrown@paralosninos.org	Los Angeles	Para Los Ninos
154	Alisha	Sim	alisha@kgalb.org	Long Beach	Khmer Girls in Action
155	Michelle	Siner	msiner@rccfc.org	Riverside	First 5 Riverside
156	Joe	Skala	jskala@seiu99.org	Los Angeles	SEIU Local 99
157	Josth	Stenner	josth@faithinthevalley.org	Bakersfield	Faith in the Valley
158	Joyce	Stone	sbccpc@sbceo.org	Santa Barbara	Santa Barbara County Education Office
159	Yvonne	Suarez	ysuarez@rccfc.org	Riverside	First 5 Riverside
160	Sheila	Sy	sheila@kgalb.org	Long Beach	Khmer Girls in Action
161	Emily	Tay	tay_emily@laoe.edu	Downey	Los Angeles County Office of Education
162	Kimberly	Thomas	kthomas@aapca3.org	San Diego	AAP-CA3
163	Sheila	Thomas	thomassheila8@aol.com	Inglewood	OneLA Holy Name of Jesus Catholic Church
164	Jill	Thompson	jthompson@publiccounsel.org	Los Angeles	Public Counsel
165	Kamelah	Thompson	envisionyouthservices@gmail.com	Norwalk	Envision Youth Services
166	Andrea	Tompkins	andrea3e@aol.com	Studio City	National Consultant
167	Melyora	Trujillo	melyora.trujillo@nursefamilypartnership.org	Los Angeles	Nurse-Family Partnership
168	Angela	Turner	aturner@publiccounsel.org	Los Angeles	Public Counsel
169	Alejandra	Valenzuela	alejandra.valenzuela@moste.org	Los Angeles	MOSTe
170	Lily	Valmidiano	lvalmidiano@aapca3.org	San Diego	American Academy of Pediatrics, CA Chapter 3
171	Emma	Watson	ewatson@advanceproj.org	Los Angeles	Advancement Project California
172	Elise	Weinberg	e.weinberg@kids-alliance.org	Los Angeles	Alliance for Children's Rights
173	Daniel	Wherley	dwherley@advanceproj.org	Los Angeles	Advancement Project California
174	Brenda	Williams	bmwilliams@firststeps-sp.com	Palos Verdes Estates	First Steps Strategic Planning
175	Joseph	Williams	jwilliams@youthactionproject.org	San Bernardino	Youth Action Project
176	Sterling	Williams	swilliams001@gmail.com	Los Angeles	LACOE
177	Dan	Wright	florence.low@stocktonca.gov	Stockton	City of Stockton
178	Joy	Yanga	joy@kgalb.org	Long Beach	Khmer Girls in Action

6/25/18 Funding the Next Generation--ATTENDEES

#	First Name	Last Name	Email Address	City	Agency (put none if relevant)
179	Cindy	Young	cyoung@lbschools.net	Lakewood	LBUSD CDC
180	Kristen	Zearbaugh	kzearbaugh@hooverintergenerationalchildcare.org	Los Angeles	Hoover Intergenerational Care

PLEASE, PLEASE – TAKE JUST 5 MINUTES

**HOW DID THIS CONFERENCE WORK FOR YOU?
HOW CAN WE HELP YOU AS YOU MOVE FORWARD?**

Name _____ Organization _____

E-mail _____

On a scale of 1 – 5 (low to high), how would you evaluate this conference? _____

Comments:

What were the most useful parts? Least useful?

What do you plan to do next with what you have learned?

How can Funding the Next Generation help you? We will contact you about providing this support.

- ___ Present information at an upcoming meeting of your group or coalition
- ___ Sponsor a meeting in your community on ballot measure for dedicated funding
- ___ Help you develop your work plan for a dedicated funding stream
- ___ Talk with one of your leaders on the phone to discuss next steps
- ___ Help analyze your local budget
- ___ Help assess the feasibility of a measure in your community
- ___ Send materials (will determine what is relevant)
- ___ Provide support in drafting a measure
- ___ Have a follow-up conference in Southern California. When? _____
- ___ Other _____