

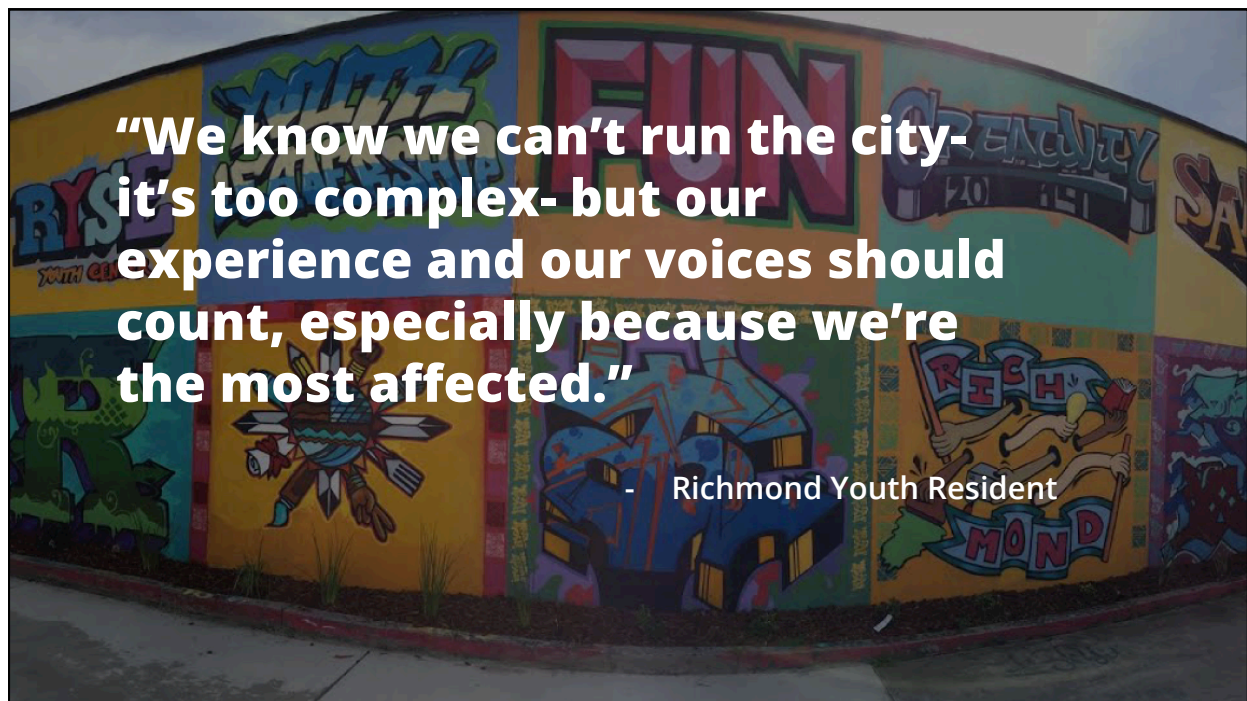


**Kids First  
Richmond**

# Leading with Our Values

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Funding the Next Generation | June 2018





## Process Matters

- Build a **shared vision** for the needs and priorities of children and youth in Richmond.
- Continue to **build productive collaborations** across community-based services, community institutions and public agencies.
- **Increase voter registration and turnout** for Richmond residents ages 18-30.
- **Inspire** and improve civic engagement skills of young people.
- Create more **responsiveness and accountability** of government to young people.
- **Engage new funders** and funding sources for children, youth and families in Richmond.
- Grounded in **racial justice and equity**.



## How we got here...

### 2008

Tony Thurmond, former city council member was charged with implementing a study session on the topic of a Fund or Department for Children, Youth and their Families. Youth Together, RYSE's founding agency, was the lead organization calling for this work.

### 2009

The RYSE Collaborative began exploring how to utilize Measure T for a DCYF in Richmond. Multiple stakeholders met with the Mayor to discuss the possibilities and interest. Mayor McLaughlin expressed a desire to follow up on the study session that never happened.

### 2011-12

RYSE set multiple meetings with Council Member Ritterman to talk about the Soda Tax being a potential revenue generator for a sustainable fund for children, youth and their families.

### 2008

Measure T, a business license tax measure passed, but was later voided and without a sustainable revenue possibility in the middle of a recession the City halted on moving forward.

### 2010

RYSE, in partnership with Healthy Richmond, convened a small working group to rethink the strategies around DCYF.

## How we got here...

### 2013

Shortly after the Soda Tax did not pass, RYSE was contacted by Margaret Brodtkin about our interest in pursuing a Fund for Children and Youth in the City of Richmond.

### Late 2015

Reconvened the Invest in Youth Coalition and and young people to develop ballot language and the campaign plan.

### Mid 2016

Signatures were submitted but we were late, and after a strong organizing effort to push city council to certify the signatures, the initiative was scheduled to be placed on the June 2018 ballot.

### Richmond Kids First



### 2014

Formed Invest in Youth Coalition - youth organizations, elected officials, funders, and the city's finance department. Many disappeared after the city impending financial crisis and the passing of Measure U.

### Early 2016

Launched Richmond Kids First Campaign for a 3% set-aside, with plans to get the initiative on the Nov. 2016 ballot by collecting signatures. Minimal support from elected officials, public push back from the mayor - the coalition was primarily youth-serving organizations.

### Late 2016

After the Election, we reconvened with our progressive partners (RPA and SEIU 1021)- hoping to restore, unite and move forward collectively for Richmond's children, youth.

## 3 Ballot Initiatives - 1 Campaign

### June 5th, 2018 Election:

- MEASURE E: Secure 3 percent of the City of Richmond's general budget for dedicated funding stream for children and youth services.
- MEASURE K: 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.



## 3 Ballot Initiatives - 1 Campaign

### November 6th, 2018 Election:



Place a one-cent per ounce tax on sugary beverages that lead to early childhood obesity, type II diabetes and many cardiac health issues.

- 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.
- Oakland, Berkeley and San Francisco have already passed this measure.

## We WON ... Round #1



Photo taken at 11:20pm on Election Night

★ E - CITY OF RICHMOND - MAJORITY (Vote For 1)		
Precincts Reporting: 100%	Percentage	Votes
Yes	75.83%	6,368
No	24.17%	2,030
		<b>8,398</b>

★ K - CITY OF RICHMOND - MAJORITY (Vote For 1)		
Precincts Reporting: 100%	Percentage	Votes
Yes	65.63%	5,338
No	34.37%	2,796
		<b>8,134</b>

## Best Practices & Lessons Learned

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



## Best Practices & Lessons Learned



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

## What's next?

### Richmond Fund for Children & Youth Implementation

#### Soda Tax Campaign?

- Finish Signature Gathering (2 more weeks!!)
- Expand the coalition
- Education Events
- Youth-driven Media
- Voter Registration & Voter Contact/GOTV
- Fundraising



## **For more information or to get involved**

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