

**WOMB TO WORKFORCE – FUNDING THE NEXT GENERATION
COALITION TO CREATE A DEDICATED FUND FOR YOUTH IN LOS ANGELES COUNTY**

This coalition has been formed to advance the best practices of successfully executed campaigns across California, where dedicated youth funding has been secured. Under the stewardship of Margaret Brodtkin, Founder of *Funding the Next Generation*, coalitions, like the ones in Marin, Solano, Napa, Sacramento, Richmond, San Francisco and Alameda have engineered systems-changing ballot measures. The process towards securing the dedicated resources has varied and to date, Oakland, San Francisco and Richmond have all won long-sought victories, leveraging opportunities along the way. Their successes are the playbook for the Los Angeles Coalition. Los Angeles County is building momentum to place a measure on the 2022 ballot to secure a dedicated fund for youth.

Community Health Councils will serve as backbone to support and staff the convening of the Los Angeles County Children and Youth Fund Coalition inclusive of the 70 Coalition Members representing more than 40 organizations that bridges “womb to workforce” strategies to support children, youth and families from a broad spectrum of child and youth development services and demographics from various geographic areas throughout LA County. Coalition activities will include:

- Establish a Children and Youth Development Fund Steering Committee including grassroots leaders and practitioners, youth, parents, faith leaders;
- Develop a funder engagement strategy to support collaborative efforts;
- Develop timelines, benchmarks, data needs and action planning to support LA County related efforts.
- Map countywide efforts that provide key leveraging opportunities to rally support for public infrastructure investments in children and youth development opportunities.

Three years is not a lot of time, and in order to maximize resources, leverage the 2020 elections and build a formidable grass-roots effort, two goals must be achieved in the next year:

Goal 1 - Mobilize steering committee and coalition members, with the supporting infrastructure that represents the interests of children/youth from womb to workforce.

- Convene and mobilize 100+ coalition members representative of a womb to workforce demographic.
- Activate coalition to mobilize residents, other organizations, and the community at large to scale development of a dedicated youth fund movement.
- Create a highly visible, active and engaged coalition via social media, community based events, and strategic partnerships.
- Become the most relevant youth coalition in Los Angeles County through a collective voice driving a unified goal of creating a dedicated youth fund.

Goal 2 – Provide compelling data to evidence the support of a 2022 ballot measure for a dedicated youth fund in Los Angeles County.

- Creation of a dashboard regularly trending all activities related to youth funding landscapes, youth-focused initiatives and youth policy.
- Discussion with key stakeholders about needs and strategies completed –include families, community leaders, agency leaders, service providers, government leaders, elected officials, philanthropists, youth, labor, civic organization, social justice organizations, business leaders, faith leaders, grassroots organizing.
- An in-depth analysis and review of all primary and secondary data collected to date via youth and community engagement and dashboard trending.
- Meta-analyses of existing polls and studies related to like issues and measures.
- Creation and deployment of new polls to capture likely voter attitudes around the creation of a dedicated youth fund ballot measure in Los Angeles County.

By the end of year-one, the feasibility of a successful 2022 ballot measure will be assessed and year-two will advance further strategies towards the North Star goal of a dedicated fund for youth.