



# FUNDING THE NEXT GENERATION

NEWSLETTER

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## SACRAMENTO CHILDREN'S FUND ON THE BALLOT!!!!!!!



**SAC KIDS PREPARING TO DELIVER PETITIONS**  
A Major Victory for Grassroots Organizing

SacKidsFirst submitted 38,000 signatures on April 18 to the City Clerk to place a measure on the ballot requiring the city of Sacramento to put 2.5% of its unrestricted funds into children and youth services. This is how both the San Francisco and Oakland children's funds were created. In Sacramento, this will initially be about \$12 Million a year. A coalition of over 22 youth organizations is supporting the measure. The East Bay Asian Youth Center and Youth Forward led the charge!

[Check out their website](#)

### ALAMEDA COUNTY MOVING AHEAD - A SECOND TRY!

After the excruciatingly close call in June 2018 of the sales tax measure for preschool and childcare, the core group that sponsored the measure vowed to go back to the ballot. Discussions are already underway involving Parent Voices, SEIU, childcare providers, the local community foundation, local government officials and First 5, plus exploratory conversations with a newcomer to the mix, Oakland Children's Hospital. That's one powerful coalition. The group is considering a signature drive, which could open more options about voter threshold needed to pass. It all bodes well

## OPEN LETTER TO GOVERNOR NEWSOM

**WE LOVE YOU, GOVERNOR NEWSOM!** Your investments in children in your very first budget are historic. During your campaign, you recognized that it would take a combination of state and local resources to achieve your ambitious goals for California's kids. You supported expanding local taxing authority in order to increase resources and local decision-making. We have developed the perfect constitutional amendment proposal to do just that. The amendment would allow local school boards to place general revenue measures on local ballots that would promote the education, health and well-being of children - thus empowering local communities to prioritize their children. The local measures would only require a majority vote, thus ending the 2/3 voter threshold that has prevented the passage of children's measures throughout the state that the majority of voters actually want. We urge you to consider this constitutional amendment as part of a necessary package of reforms to fully meet the needs of the children of California.

*Margaret Brodtkin, Funding the Next Generation*

## IS LA COUNTY READY FOR A CHILDREN AND YOUTH FUND?

LA County has 1/4 of the state's kids, as well as some of the most effective and creative programs and kick-ass organizers in the country. In fact, youth advocates just succeeded in getting the Board of Supervisors to add close to \$30 Million to community-based youth services from state funds normally spent primarily on Probation and law enforcement. BUT, LA County does not have a dedicated children and youth fund. A newly emerging group is taking up the challenge. A Steering committee of a dozen organizations has been meeting to plan initial steps, and on May 21, they are calling together a larger meeting to start the effort. The group is determined that when the Olympics come to LA in 2028, LA will be a model for the state for children and youth funding.

**IF YOU ARE INTERESTED IN WORKING ON AN LA CHILDREN AND YOUTH FUNDING MEASURE, COME MAY 21, 1 - 4PM AT 3731 STOCKER, MEETING ROOM 201. [RSVP HERE:](#)**

for a 2020 election, when everyone anticipates that the electorate will be more progressive.

**LESSON: Both measures represent a second attempt, an important lesson for our fledgling movement: Don't Give Up.**



**Lian Cheun, ED Khmer Girls in Action**

**GETTING READY IN LONG BEACH**

Lian Cheun, the Executive Director of Khmer Girls in Action, has proven to be a savvy, persistent and deeply committed advocate for a children and youth fund in Long Beach. She has mounted a several year campaign that has included a survey of 750 Long Beach residents, a budget analysis which determined that only 5% of the city budget went to youth programs, a public education campaign about lack of investment in youth, and success in getting a small amount of seed money placed in an official city youth fund. Throughout, it has been young people whose leadership has advanced the cause - and despite disappointments and frustrations with the politics, they did not give up. So now, having gained credibility, momentum and political attention, city officials are coming to her, rather than vice-versa, to identify a feasible permanent and substantial funding stream. This dramatic shift in the city's approach is due, in her opinion, to her coalition drafting its own measure and preparing to place it on the ballot through signatures. After that, the tide turned. Lian anticipates having a measure on the ballot in 2020, probably with the support of city officials!



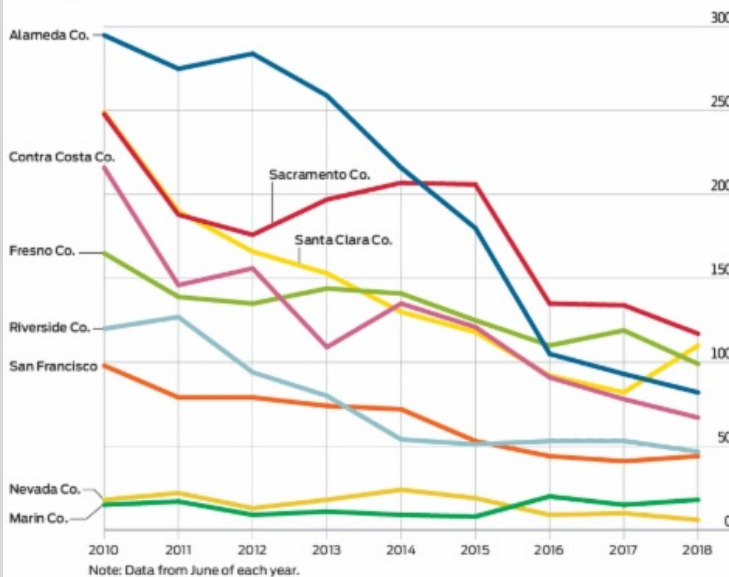
**INVEST IN YOUTH RALLY IN LONG BEACH**

**LEARNING COMMUNITIES CREATE MOMENTUM**

**- GET READY FOR MOST IMPORTANT ELECTION**

**JUVENILE JUSTICE REINVESTMENT NOW IS THE TIME!**

**Average daily population of juvenile halls and camps**



The SF Chronicle is on a tear about the ridiculous costs of incarcerating youth in California's local juvenile halls. YIKES - it seems that 39 out of 43 Juvenile Halls in California are less than half full, and some are nearly vacant. The costs of juvenile detention are soaring. In Santa Clara County the annual cost of incarcerating one youth is \$514,000. Think of this as an opportunity to re-prioritize public spending from incarceration to child and youth development - and using the ballot to make it happen. For advice, contact Margaret Brodtkin at [margaret@fundingthenextgeneration.org](mailto:margaret@fundingthenextgeneration.org). [You can access the SF Chronicle two articles \(Part 1 and Part 2\) HERE.](#)

**The chaos continues: Thanks to the California Supreme Court**

The California Supreme Court's ambiguity about whether a citizen petition for a revenue measure requires a majority or 2/3 vote has certainly caused chaos. No place is this more true than in Oakland. In November 2018, 62% of the electorate voted for a parcel tax to fund childcare and Oakland Promise. At first this seemed like a loss since the City Attorney had written on the ballot that the measure needed a 2/3 vote. BUT since the measure had been placed on the ballot by signatures, the Oakland City Council decided that it could actually validate the result as a win based on various legal interpretations of the California Supreme Court "Upland opinion." However there were objections to the decision and a lawsuit ensued, until finally on April 16, the City Council reversed itself and decided not to collect the tax money after all. Instead the Council is

undecided about how to proceed: Wait to see how the



## GET READY FOR MOST IMPORTANT ELECTION OF OUR LIFETIME!

On April 25 and 29, Funding the Next Generation sponsored learning sessions in LA and in Oakland - for folks in the state contemplating ballot measures for 2020. Nine communities were represented at the meetings, including San Diego, Santa Ana, Alameda County, and San Jose. Nicole Derse of 50+1 Strategies and our wonderful political analyst and trainer shared her insights about 2020. In her opinion, both the primary and general elections will be like no other in our history - with a younger, more diverse and more progressive electorate combined with record-high turnout. She advises us all to get in on the opportunity if you possibly can. [Click here for power point from session.](#)



**Nicole Derse, 50+1 Strategies, trains advocates on political campaigns**

### UPCOMING MEETINGS:

Northern California Learning Community - July 24, 11:00 - 2:00 - East Bay location to be determined  
Southern California Learning Community - July 29, 10:30 - 2:00 - California Community Foundation

For more information or to RSVP to Learning Community sessions above, contact:

**Margaret Brodtkin**

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415-794-4963

E-mail to arrange a speaking engagement or a consultation about the potential of your city or county to create dedicated funding for children, youth and their families -- or just to share your thoughts and opinions.  
[margaret@fundingthenextgeneration.org](mailto:margaret@fundingthenextgeneration.org)

**MAY, 2019**

undecided about how to proceed. Want to see how the court case on the matter pans out, or, as some suggested, just start again. **The good news** is that the City Council has not given up on figuring out a way to get more money for children's services.

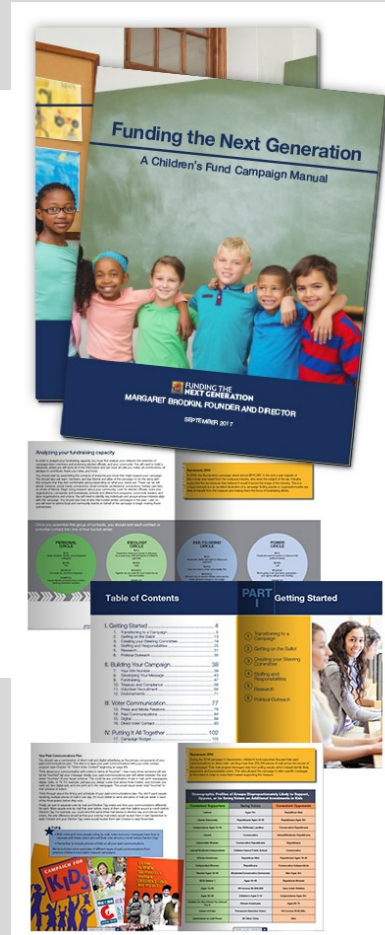
## DOWNLOAD OR ORDER FIRST BOOK EVER ON RUNNING A CHILDREN'S FUND CAMPAIGN

### Topics Include:

- Creating your Steering Committee
- Deciding which election
- How to select a campaign consultant
- Staffing and Responsibilities
- Polling
- Fundraising
- Treasury and Compliance
- Endorsements
- Press and Media Relations
- Digital Voter Contact
- Mailing and media
- Campaign timelines

### DOWNLOAD HERE

For hard copy, \$25.  
email: [Margaret.Brodtkin](mailto:Margaret.Brodtkin)



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

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