

FUNDING THE NEXT GENERATION

NEWSLETTER

Second National "Bootcamp" on local funding measures for Kids: A SMASHING SUCCESS



CHILDREN'S FUNDING PROJECT

Bootcamp Co-sponsor and National Partner of Funding the Next Generation

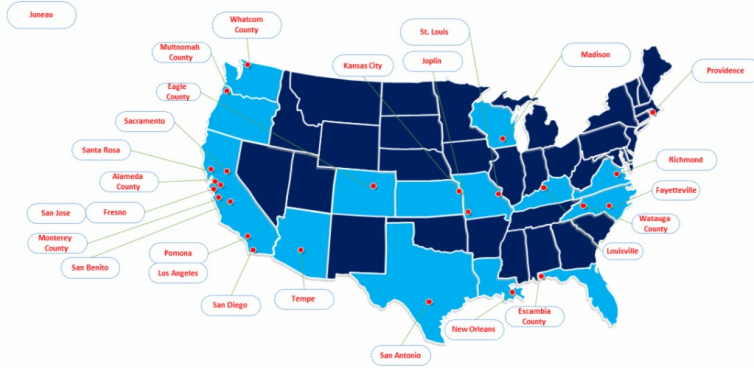
Elizabeth Gaines, the Founder and Director of the Children's Funding Project, is pictured above opening the second National Institute (we called it a Boot Camp) on local funding measures for children and youth. The Children's Funding Project has become a lifeline and chronicler of the movement to pass local ballot measures for kids. "I met Elizabeth 5 years ago and realized we shared a vision and adamant belief – **where communities put their money reflects who they are**. After years of work on policy and planning and coordination of services, Elizabeth decided to put her emphasis on **how to get the money**. Among other things, her organization acts as a clearinghouse and connector for local efforts throughout the country, documenting best practices, and providing technical assistance. We will never be able to thank the **Children's Funding Project** enough. They carried the ball on our National Institute – managing the very complicated and endlessly detailed logistics. Imagine connecting 25 faculty with 110 participants from 27 cities and counties." -- *Margaret Brodtkin, Funding the Next Generation*

Learn more:

[Children's Funding Project](#)

[Children's Funding Institute \(Bootcamp\) materials](#) - filled with worksheets, examples from other communities, instructive power points

WHO WAS REPRESENTED AT THE NATIONAL BOOT CAMP?



"In each corner of the country, advocates are leading efforts to increase critical funding for children and youth. The Institute gave all of us more information, tools and a much larger network to be successful everywhere."

Nicole Derse, Founder and Principal of 50+1 Strategies and consultant to Funding the Next Generation.

Teams from 27 places throughout the country came together in Denver in early September for a two-day boot camp on creating local funding ballot measures. Representation included 10 teams from California, and 17 teams from cities as varied as New Orleans, Juneau (Alaska); Kansas City, San Antonio and Tempe, Arizona. Teams included grassroots activists, service providers, elected officials, policy experts, and civic leaders. California teams also included parents and youth and were from: San Diego, Pomona, Fresno, San Jose, Sacramento, and the counties of Alameda, San Benito, Monterey, Los Angeles, and Sonoma.



Todd Patterson (Principal of Public Progress, a political consulting firm), is pictured above leading a roundtable discussion in Denver. He is not just a seasoned political consultant who specializes in passing measures in red and purple states, but he has led successful campaigns in SEVEN (yes, SEVEN) counties in Missouri for children's funds focusing on mental health. One of his secrets – winning evangelical votes among Republican women.



At the "bootcamp" the always-popular **Dave Metz** (above), public opinion researcher from FM3, presented recent polls, held round table discussions and gave workshops on when to conduct a poll and how to make it work for you.

Interesting facts from his presentation to the full group on his recent polling results:

1. Equity and "return on investment" are powerful messages.
2. Homeless and mental health are emerging as top priorities of the public for helping kids.
3. Only 17% of the public thinks government can be trusted all or most of the time - compared with 77% in 1968. This makes our work tough, but is where local measures have an advantage over state and federal tax measures.

Advice from Todd:

- Don't delay. The November 2020 election will be the best in a generation. The stock market will surely misbehave, and taxes will likely go up after 2022.
- Don't fear other ballot initiatives that may accompany yours on the ballot.
- Don't depend solely on grass-tops support. You need to build a diverse, broad based community of support.
- Don't be afraid to compromise. Don't let perfection get in the way of progress. It's important to get your fund established.
- Don't take no for an answer! Remember that you represent a hot political commodity. Elected officials will need you more than you need them.

BOOTCAMP FACULTY: NATIONAL LEADERS



25 faculty participated in the Institute - making presentations, coaching, and conducting round table discussions. Half were from California, including those pictured above - **Jamileh Ebrahimi** from RYSE in Richmond coaching on everything from youth engagement to a values-oriented campaign; **Mary Ignatius** who heads California Parent Voices and spoke to the importance of parents in a campaign; **Angie Garling** now with Low Income Investment Fund sharing lessons from Alameda; and **Mark Friedman**, Board President of the East Bay Community Foundation, the Institute's expert on foundation fundraising and the role of community foundations in funding campaigns.

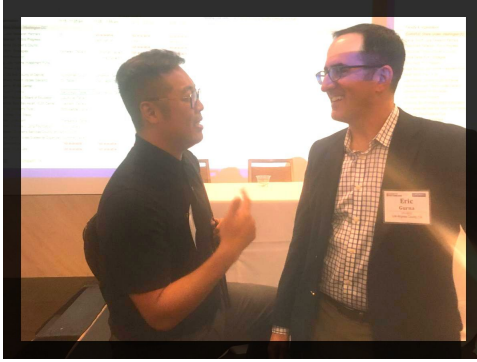
Khanh Russo,
Director of
Strategic
Partnerships for
San Jose, and
Eric Gurna,



CHILDREN'S FUNDING CHAMPION: THE INAUGURAL AWARD

Margaret Brodkin,
Founder of Funding
the Next Generation,
Mother of the SF
Children and Youth Fund
and much more,
received the first-ever
Children's Funding
Champion award. The
award will be named
after Margaret and given
annually by the
Children's Funding
Project to the person or
group making an
outstanding contribution
to the emerging
movement to create new
funding streams for kids.
Margaret cried upon
receiving the award.
Everyone celebrated
with cake.





CEO of LA's BEST, discuss revenue options.

PANEL ON POSSIBLE REVENUE STREAMS WAS A

HIGHLIGHT

Harriet Ditcher, a veteran of many high level appointments and administrative positions in local and state government, facilitated a panel at the Boot Camp on revenue options – covering local examples of sales, property, marijuana, business, and parcel taxes as well as general fund set-asides. Harriet presented questions that must be answered before deciding on a revenue strategy - developed by a national working group she is convening on revenue for children's services. These included:

1. Does the locality have the authority to levy the tax? Is state-enabling legislation required for the locality to have authority
2. Can funding be dedicated to the special purpose you desire, i.e. children and youth?
3. Is the tax politically feasible? Timely?
4. Does the tax have communication power related to children and youth?
5. Who pays for the tax? Who benefits?
6. Can the levy be established by voter approval?
7. Is there a rate cap for the levy? If the levy already exists, how close is the rate to the cap?
8. Can the tax be targeted to make it progressive, or at least less regressive
9. How does the tax fit into your overall plan for fully funding the services which are the target of the tax?

LESSONS FROM WINNING CAMPAIGNS



Annemarie Valdez of Kent County, Michigan, described a winning property tax for kids in 2018 in a county with both politically conservative billionaires and a city (Grand Rapids) with a child

Above: **Albert Maldonado** from *The California Endowment* and **Francine Rodd** from *First 5 Monterey* discuss next steps for Monterey County. TCE supported attendance by California delegations, including 3 representatives from Monterey County.

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; East Bay Asian Youth Center.

FOR MORE INFORMATION:

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Founder/Director Funding the Next Generation
www.fundingthenextgeneration.org 415-794-4963

E-mail to arrange a speaking engagement or a

poverty rate of 33%.

One of the best parts of the convening in Denver was the opportunity to hear from a wide variety of folks who had mounted campaigns for funding measures. A common theme was: Take the time to build the foundation – it doesn't happen overnight. But once you decide to do a campaign, don't waste time – move quickly.

Four very different campaigns were presented::

- **Martin County, Florida** – Emphasize the message: “Let's take care of the problem in our own backyard.”
- **Kent County, Michigan** – Spend the time to get influential business leaders on your side.
- **Richmond and SF, CA** – Make sure parent and youth voices are dominant in all aspects of the campaign. Be ready for swift pivots. Collecting signatures build power. Raise \$\$.
- **Denver, Colorado** --- Keys to success: business community support; solid campaign funding (angel funder); service provider engagement; and a strong field effort

Thank you to the **Heising Simons-Foundation** for its extraordinary support for the National Institute. Program Officer, September Jarrett, "We should call it a boot camp - that's what it really is."

Thank you to the dedicated staff of the Children's Funding Project: Olivia Allen, Shane Linden, Raegan Williams, and Kylie Wheeler.

"Seeing so many of our dedicated communities excited and working hard in Denver made it clear that this is just what we needed, a national network where we can learn from the work being done around the country. It was inspiring to all of us."

Jill Wynns, former President, California School Boards Association and Boot Camp faculty member who has participated in Funding the Next Generation since its inception.

consultation about the potential of your city or county to create dedicated funding for children, youth and their families -- or just to share your thoughts and opinions.

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WHAT'S NEXT?

Already there is a call for a California follow-up meeting, as well as an annual or bi-annual national meeting. The purpose: Learn from each other; share strategies; and develop a statewide agenda.

NEW SERVICES OFFERED BY FUNDING THE NEXT GENERATION:

- Creating digital ads
- Consultation on laws related to non-profits and ballot campaigns.