



New Fund for Children & Youth

What is the New Fund for Children and Youth?

The New Fund for Children and Youth strives 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 those in Marin, Solano, Napa, Sacramento, Richmond, San Francisco and Alameda have engineered systems-changing ballot measures towards the end of youth development. While processes towards securing resources has varied; Oakland, San Francisco and Richmond have all won long-sought victories, leveraging opportunities along the way. Their successes are the playbook for New Fund for Children and Youth's vision for the coalition while we build momentum to place a measure on the 2022 ballot to secure a dedicated fund for youth.

What is Funding the Next Generation?

The mission of Funding the Next Generation is to increase public funding that provides opportunities for all our children and youth. With the belief that action starts at the local level, we help create city and county measures that will fund and sustain services such as childcare, preschool, after school and youth development programs, career preparation and summer jobs, health care, recreation, parent support and community schools.

Who Founded the New Fund?

The New Fund for Children and Youth is comprised of over (number) individuals that represent 79 organizations throughout Los Angeles Co. The New Fund intentionally engages community members and organizations that are socially representative of the entire county in order to maintain a truly equitable praxis.

Why Is the New Fund Needed?

We know that rhetoric and policies on paper are meaningless unless resources follow. Sadly, getting enough resources for children and youth is often a battle. Funding the Next Generation helps win those battles – in city and county budgets, and at the ballot box.

Who are Children and Youth?

The New Fund serves community members aged 0-24; the coalitions primary focus is to provide support from womb to workforce.

Why Join?

By joining the membership of this coalition, your participation will be instrumental in helping us to achieve our goals; mobilize 100 coalition members, with the supporting infrastructure that represents the interests of children/youth from womb to workforce and provide compelling data to evidence the support of a 2022 ballot measure for a dedicated youth fund in Los Angeles County.

