

FUNDING THE NEXT GENERATION

NEWSLETTER

ACTIVISM IN THE AGE OF CORONAVIRUS

Note to Colleagues:

As you read this, you are either hunkered in your home or on the front lines of taking care of the rest of us – whether it is running an emergency childcare or homeless center, seeing patients, or staffing a grocery store. Thank you. I hope we can use this time to think about the future of our movement to protect and nurture the next generation with the services and resources they deserve. We will learn what these times reveal about how we care for each other, especially our most vulnerable? We all hope we will overcome this current crisis with an even greater appreciation of the importance of our work together, and a commitment to use what we are learning to benefit those we are working with and working for. By making the most of this moment, we will find new ways to put our goals into action for the long haul. Let's pray that our country recovers with a more profound understanding of why government is so essential and why it needs to work for everyone. We must make it so.

Our next newsletter: How our network is addressing the coronavirus. What are we learning? What new ways to collaborate are we finding? What are the implications for our ongoing movement?

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MARCH ELECTION THREE LOCAL MEASURES ON BALLOT FOR KIDS' FUNDING

WHAT WERE THE RESULTS?
WHAT DID WE LEARN?

Parent Voices, pictured here, led the campaign in Alameda County.



MIXED RESULTS IN CALIFORNIA LOCAL ELECTION POINT TO NEED FOR NEW STRATEGIES

Alameda County's MEASURE C was a half cent sales tax, on the ballot for the second time to fund early care. In order to create a fail-safe strategy, they put the

measure on by petition of the voters, so that (assuming a positive California Supreme Court decision on what is known as the Upland case), they would only need a majority to pass. Good for them! As it turned out, **they received 64% of the vote** and because of the signature drive, the measure was certified by the county as having passed.



Parent Voices played a major role in coordinating the campaign outreach - resulting in votes going up significantly in some parts of the county where support had previously been lower. And importantly, **Oakland Children's Hospital** joined the effort as a potential recipient of funding, as well as funder of a major part of the **\$1.9 M campaign**. However, some campaign supporters were disappointed they did not achieve the 2/3 voter threshold, and the County is not collecting the money until the Upland court case is settled in a way that would allow voter initiated measures to only need a majority vote – which could be a few years. There are currently 5 lawsuits in the state over this issue.



City of Sacramento had a 2.5% budget set-aside of the city's General Fund for a children and youth fund on the ballot. SackKids First, a grassroots coalition of community groups and youth, collected signatures and led the campaign with great enthusiasm and youth participation. It was a comprehensive campaign, with signs, social media, press, several mailings, and canvassing.

However, **Sacramento Mayor Darrell Steinberg** vigorously opposed the measure, citing limitations on his flexibility and the city's fiscal pressures. He promised “a better way” with his own measure planned for the ballot in November, which not-surprisingly so far means less money and less focus on vulnerable children and youth. The city firefighters spent thousands on mailings opposing the measure. In the end the measure received 45% of the vote (it needed a majority). At a campaign de-briefing after the election, one young man commenting on the energy and momentum they had created, “I know it’s not technically true, but it feels like we won. We’re in a stronger position than before and this is just the beginning.”



Pictured here: Young people canvassing to collect signatures to put measure on the ballot.

In the end, the measure reflected what **Jim Keddy**, a leader in the campaign called "A Tale of Two Cities" - with support and opposition

starkly divided by race and income.

Emeryville's "cops and kids" measure -The tiny town of Emeryville

(population 10,000) had a special sales tax on the ballot to fund public safety and the city's child development center. It passed by 75% and will raise \$2 million. Could this be a direction for the future? Could small communities quietly pass a similar measure? Is there a way to partner with public safety?

SOME THOUGHTS: As we think about the election, it becomes clearer than ever that getting money for something new is always a struggle; that a 2/3 vote is becoming harder and harder; that the resolution of the Upland decision is more important than ever; that compromising our fiscal goals may be more necessary than we thought; that new partners (including some strange bedfellows) may be needed; and that we must find the right balance of grassroots and grass-tops support. More to come as we continue to assess the meaning of the results and search for more creative revenue options, particularly ones that will be more progressive. [Ed Source's story on campaigns](#) and [story on final results](#).

WAS THERE A CALIFORNIA TAX REVOLUTION?

The editorial page of the [SF Chronicle suggested](#) that we might be at the beginning of the second iteration of the tax revolution in California. The majority of taxes and school bonds on the ballot around the state lost, and this was when we anticipated the most progressive EVER in the March election. What does it mean?

Polling results presented to the Feb. 26 meeting by **Dave Metz, President of FM3**, suggested the public would continue to support taxes for kids, but less visible in the polling was concern about cost of living, which seemed to override other concerns in the most recent election. Says Metz, "Latent concerns about cost of living have not had an impact on tax measures in the past two decades, but we may have finally reached a point where they do."

[See power point presented by Dave Metz of FM3 at our statewide conference](#)

Some paths to the ballot may be narrowing, but we are convinced that others will be opening up. **This is a marathon and we will do the work it will take.**

**PLANNING THE
NEXT CHAPTER**
SIXTY **FUNDING THE NEXT
GENERATION** LEADERS MET
FEB. 26 IN SACRAMENTO.

**THE MOVEMENT
CONTINUES STRONGER.**



Pictured here: David Kakashiba and Jay Franco presenting on the SacKids campaign. [PP](#)

WHAT WE LEARNED TOGETHER ON FEB. 26

"It was an awesome and inspiring group of folks dedicated to passing local measures to help our kids," said **Michelle Burton**, pictured here leading a session at the Feb. 26 Sacramento statewide



meeting.. Michelle is the Director of the **Social Change Institute** of the LA-based Community Health Councils and one of the instigators of the meeting. She staffs the LA organizing effort called **New Fund for Children and Youth**

All present felt that hearing from others around the state struggling with the same issues was the highlight:

AMENDING A CITY CHARTER IN POMONA – The meeting opened with a bang – [a video of Pomona young people](#) organizing for resources for youth. Their campaign (see poster below) is for an amendment to the Pomona City Charter to require a Youth Fund. Presenters were Jesus Sanchez (featured below) and Alejandro Guerrero-Vargas from Gente Organizada. Margaret Brodtkin presented Jesus with a campaign button (one of the few still in existence) from the first Children's Fund campaign in California in 1991, as a way of passing the torch.

CITY AND COUNTY WORKING TOGETHER IN SANTA CRUZ – David Brody, First 5 ED, and Martine Watkins, Santa Cruz City Council Member, presented. The City Council increased the Marijuana tax with designated portion for young children ([see policy](#)), and shared funding with the County for the pilot program (Thrive by Three) started by First 5. First 5 then expanded the revenue with a child care developer fee and an early care career pathway done in collaboration with the Workforce Development Board.

THREE STRANDS OF WORK ON REVENUE IN FRESNO – Elliot Balch, Fresno Community Foundation; Linda Gleason, Cradle to Career; Johnsen Del Rosario, YLI Youth Media, represented three separate efforts to consider ballot measures in Fresno: for parks, youth, and children's services. They recognized the need to plan collaboratively to figure out how to sequence various measures and decide what is a county and what is a city strategy. The community foundation stepped up to the plate to provide leadership in bringing everyone together.

San Diego, San Joaquin County, and Sonoma County are all planning for the future. Reflecting the views of all, said **San Joaquin County Board of Supervisors member and candidate for the State Assembly, Kathy Miller**, *"We didn't win the first time (with the cannabis tax going to kids), but we learned a lot and we're not giving up."* **Said Angie Dillon-Shore, ED First 5 Sonoma**, **"Given all the disasters we have dealt with, we're taking the long view and building political capital."**

Participants, eager to share and learn, included local and state CBO leaders and organizers, elected officials, foundation program staff, policy wonks, and public agency directors – with an equal mix of initiatives that were multi-generational, youth-oriented and those focused on early care.



A VOTE FOR YOUTH IS A VOTE FOR OUR FUTURE!



POMONA CHARTER REVIEW COMMISSION: PROPOSAL FOR YOUTH FUND

On Thursday, February 27th, 2020 youth organizers from the Pomona Students Union (PSU) proposed an amendment to the Pomona Charter to provide increased and dedicated funding for children, youth, and young adult services. To support, this initiative, please reach out to the commission and express your support!

Contact Info: charterreviewcommission@ci.pomona.ca.us

What could a Youth Fund do for Pomona?



VIOLENCE PREVENTION

Creation Pomona's first youth diversion program; address domestic and relationship violence; instill restorative and transformative justice practices in the city



EDUCATION AND JOB TRAINING

Promote academic success and college/career readiness; develop life skills and gain work experience; job training and placement



HEALTH AND WELLBEING

Make physical, mental, emotional, behavioral, and social health services more accessible; reduce stigma around mental health; promote healthy lifestyle



ENVIRONMENTAL JUSTICE

Address issues of pollution and toxins in communities; creation of community gardens; increase access to healthy food, outdoors, and recreational spaces



FAMILY SUPPORT

Foster positive youth-adult relationship; amplify the voices of families in decision making processes; provide support for immigrant families



MEDIA, ARTS, AND CULTURE

Create spaces/ events for artistic and cultural expression and education; develop youth civic engagement and leadership

THE POMONA STUDENTS UNION (PSU) IS A YOUTH LED SOCIAL ACTION GROUP OF THE POMONA BASED NON PROFIT, GENTE ORGANIZADA
WWW.GENTEORGANIZADA.ORG

Voted Best Idea of the Day

Promote child and youth development as **public safety issues**. This is happening in Sacramento where a resolution being considered by the City Council states: *The City of Sacramento henceforth defines the delivery of "public safety" services to include police, fire and emergency operations as well as youth-focused*



prevention activities which proactively result in a state of well-being where young people are at a lower risk of both causing and experiencing injury, death, psychological harm, maldevelopment, or deprivation due to crime, violence, community trauma, natural or man-made disasters or other harmful incidents. It goes on to mandate a Youth Plan, as well as policies to guide the Plan..

Claudia Jasin from Sacramento City Council Member Jay Schenirer's office charts best ideas of the day.

Check out the winner:

[For copy of Sacramento City Council resolution declaring youth development a public safety issue.](#)



STRATEGIES FOR LOCAL REVENUE EXPANSION LET'S BROADEN OUR THINKING

Conference attendees (like those pictured above) came up with a long list of possible ways to get revenue measures passed. They included:

Be at every tax table –By becoming part of all the tax discussions in your city or county among both advocates and city officials, you will often be able to veer the planning toward caring for children and youth. It might mean getting a slice of the pie, stating children are a priority in ballot language, or getting children's advocates on funding allocation and oversight committees. Being in the room and in the public discussions about revenue from Schools and Communities First (a statewide constitutional amendment to amend parts of Prop 13) is an example. [See what your county will claim](#) if the measure passes.

New Partners and Allies – We need to be more creative and flexible about the types of measures (legislative and ballot) we develop. This can mean new kinds of partnerships – measures in collaboration with homeless advocates, or environmental advocates, or libraries, or violence prevention. Emeryville’s measure combining kids and cops is a good example. The Sonoma idea of a single-use plastics tax and the San Jose idea of an early care/library initiative are others. Cultivating new partnerships with labor and pediatric hospitals was highlighted in next steps for Funding the Next Generation.

Start with your local budget– Getting more money for kids can start with becoming great advocates in city and county local budget processes. Visibility during the budget process not only can result in funding, but gives you influence and credibility. Folks from **Contra Costa County** described their **Budget Justice Coalition**, a cross-sector group that develops a collective agenda for funding at the county level. Representatives from children’s service organizations play a lead role. Their greatest success to date has been increasing funding for community-based organizations providing mental health care by maximizing federal, state, realignment and MHSA funding. [See their report on how it can be done.](#)

Go where the votes are - Consider, as **Solano County** folks are, doing a measure at the city level, rather than the county level, if the city is more progressive than the County. "Start there and make the rest of the cities jealous so they will follow," said Kim Thomas who led the first Solano County children's fund measure which failed to pass in the county but won in Vallejo.

BASIC THEME - This is a long game. Be in it for the duration. It will pay off in many ways, including unexpected ways.

NEW LEADERS EMERGING



Jameelah Haniff runs her own family child care home called Watch Me Grow, which has a 5 star rating and was voted #1 Best of Family Child Care in 2019 in Solano County. She hopes to organize a funding measure for Vallejo. At the Feb. 26 convening, she laid out the rationale for going from county to city:

- Vallejo kids need these funds even more than the rest of the county
- Vallejo voters have already demonstrated their support for a Fund in the 2016 election.
- Vallejo is more multi-ethnic, progressive, and has strong culture of grassroots citizen activism.
- The money for a campaign in Vallejo will be less than resources needed for a county-wide campaign.

Jay Franco - is an organizer with Youth-Forward and was central to the Sacramento campaign. He led and was inspired by the vigorous youth engagement of the

campaign, “Seeing a coalition built from the ground up that is both inclusive to youth & formerly incarcerated folks has been an inspiring moment for Sacramento. The experiences & knowledge gained on this campaign have become invaluable for years to come.” Jay Franco is a performing artist and poet who lives by the quote, “when you’re not on stage, you’re in the community.” He hopes to inspire the next generation of leaders to lobby for progressive policy.



Jesus Sanchez founded and is Executive Director of Gente Organizada, a community-led social action non-profit organization based in Pomona, whose mission is to bring together generations to access, build, and wield their collective power to achieve educational, economic, and social justice in our communities. Gente is fighting to have the Pomona charter amended to create a Youth Fund. He calls the campaign Funding the Next Generation Pomona. The group recently completed a detailed analysis of Pomona's school and city finances, to shed light on the inequities faced by Pomona's disadvantaged youth and inspire community members to act.

CONSTITUTIONAL AMENDMENT



Assemblywoman Buffy Wicks (pictured here) announced to our statewide network that she intended to introduce a Constitutional Amendment that would allow School Boards (including County School Boards) to place general revenue measures on the ballot – that would only need a majority vote. Our panel ALL spoke to the benefits of this strategy, not just for schools, but for all children’s services: **Ted Lempert, Children Now; Garth Lewis, Superintendent Yolo County; Deanna Niebuhr, The Opportunity Institute.** Wicks, a passionate children’s and education advocate, will work with her allies in the Legislature, as well as other potential allies of the legislation, such as **SEIU and CTA**, to identify the right election to target moving beyond

November 2020 so as not to compete with Schools and Communities First, which will be on the ballot this November

The idea got an enthusiastic response from early care advocates who look forward to collaborating with County Offices of Education on measures and from community school advocates, who see the need for schools and services integrated at school sites. **Jill Wynns, longtime SF School Board member and Funding the Next Generation consultant**, stressed the policy and political benefits of children's services and education advocates working together. The network gathered on Feb. 26 prioritized work on the Constitutional

Amendment as one important strategy for building a statewide approach to local dedicated funding. [Summary of measure written by Rick Simpson, veteran California education policy adviser to governors and the state legislature.](#)

JOIN OUR SOCIAL MEDIA CAMPAIGN

We are mounting a statewide social media campaign in the Fall. If you want to join, we will send a social media message to folks in your city or county. They will be able to click on and sign up to be part of your network. This will be a great way to connect with interested people in your community and build an all-important mailing list. Please e-mail Margaret Brodtkin at the e-mail below if you want to be part of this new great idea for our movement. Let us know if you would like the poster below to put in your office and start the drumbeat for the campaign. [Campaign link.](#)

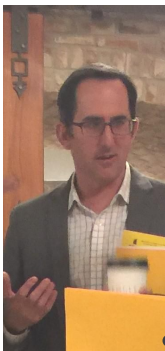


Our children are California's future.
Invest in their dreams.

Join a statewide movement to ensure **every community** has
dedicated resources to care for its children and youth.

NextGenerationFunding.org

 FUNDING THE
NEXT GENERATION



WHITHER OUR MOVEMENT?

Eric Gurna (pictured here), President and CEO of LA's Best, has made a plea to the Funding the Next Generation network to "act more like a movement" and has challenged everyone to figure out what that could mean. Some ideas generated on Feb. 26:

- Build key alliances at the statewide level - i.e. labor, pediatric hospitals, associations like Child Abuse Prevention Councils, Boys and Men of Color, Californians for Safety and Justice, and Council for a Strong America (Fight Crime, Invest in Kids).
- Better integrate the strands of work on youth and early care issues - the

social justice advocates and the children's services advocates. We need everyone to build winning coalitions.

- Leverage and align our talents, skills, and connections through the statewide organizations we represent - like Parent Voices, youth media like Youth Leadership Institute, and statewide campaigns such as those run by First 5 California.
- Develop more materials, such as a library of stories, templates of resolutions and measures, and various rationales for increased funding that can be used by everyone (such as Fresno example below).
- Cultivate potential funders for campaigns. More news coming on this as Heising-Simons steps up to the plate.
- Mount collective campaigns, such as the social media campaign described above.

SHARED by CRADLE TO CAREER: A COMPREHENSIVE APPROACH TO SERVING CHILDREN AND YOUTH



NEW SERVICES OFFERED BY FUNDING THE NEXT GENERATION:

- * Power point presentations on your city or county budget. Our budget consultant, Ed Harrington, can help identify (among many other things) which of your taxes are lower than other communities.
- * Creating digital ads
- * Consultation on laws related to non-profits and ballot campaigns.
- + All our usual resources, learning communities, and technical assistance on strategy, polling, politics.

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; Easty Bay Asian Youth Center; 50+1 Strategies; FM3 Research; Parent Voices; 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; The Opportunity Institute.

FOR MORE INFORMATION:

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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.

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