

FEBRUARY 2021



## 2021 LAUNCHES WITH INSPIRATION AND ENERGY

On January 22, Funding the Next Generation launched the next phase of our work with an exciting webinar – looking toward the elections of 2022 and 2024. Our first task: Review what happened in 2020. Next: Learn from our experts and organizers. See below for summary and insights. [Link to webinar video.](#)

### From the desk of Nicole: LESSONS AND FUTURE PATHS



Our political guru, Nicole Derse, Co-founder and Principal of 50+1 Strategies, summarized the lessons of the 2020 elections and “to do’s” for 2021.

#### Lessons:

1. Engagement and power-building over the long-term is what makes this work possible.
2. Train young people – they need the opportunity to shape their future.
3. The work of movement-building takes time. Don’t think of the electoral process outside your larger goals.
4. Prioritize building relationships. Be involved across the community, not just in the child and youth world.
5. Find ways to identify and neutralize (or get support of) opponents. This takes resources and time.
6. Getting a 2/3 vote is tough. Use the opportunity of recent court decisions which allow revenue measures placed on the ballot by signatures to require only a majority vote.
7. Find partners in the electoral arena. And, when necessary, find a way to compromise and collaborate with other causes.
8. Success is possible!!!!

#### What to do in 2021 to prepare for a 2022 election:

1. Draw public attention to the unmet needs.
2. Build your list – can reach thousands of people at a low cost, e.g. Facebook ads.
3. Pay attention to what is happening politically and in the electoral arena in your city and/or county.
4. Approach funders now to support your work and a potential campaign.
5. Use the Funding the Next Generation network. Connecting to each other and experts in this work can be immensely valuable.

## HARD-EARNED WISDOM OF CAMPAIGN LEADERS



**Christina Gilbert, Director of San Joaquin Alliance for Children**

**Measure X – Dedicated cannabis tax for children and youth services – San Joaquin County. Measure lost with 65% vote.**

“Perspective is important. It’s a long road. We came up short in two elections, but can’t think of it as a loss. Rather, we think ‘what’s next?’ It’s worth the fight.”  
What was hardest? “Fundraising, getting a 2/3 vote, having the resources for micro-messaging to address different views on cannabis, which is a tricky issue.”



**Clarissa Douthard, Director of Parent Voices Oakland**

**Measure C – Dedicated sales tax for childcare and pediatric hospital – Alameda County. Measure won w. 64% vote after court case on voter initiatives.**

“A win is important. But most important is putting parents, community leaders and providers in positions of leadership, and putting community at the center of the work. It is not about one campaign, but building a better society brick by brick.”



**Angie Dillon-Shore, First 5 Executive Director – Sonoma County**

**Measure O – Dedicated sales tax for mental health and services for homeless – Sonoma County. Measure won w. 68% vote.**

“We backed off our measure and jumped on a county-led measure. We used our polling data and credibility with the business community to ensure money for kids was part of the county measure. Stay at the table where ballot issues are discussed - it’s an ongoing process where you can seize opportunities.”



**Lian Cheun, Executive Director, Khmer Girls in Action**

**Measure US – General tax on oil for youth services and other city priorities – Long Beach. Measure won w. 57% vote.**

“Young people’s voices were super important. We are building a base across communities of color. The campaign created a sense of belonging and purpose for youth – especially during COVID. They wanted to come after-school to call voters. We are not stopping here. We are working to strengthen and deepen a multi-racial democracy.”



**Julio Marcial, Vice President of Strategic Partnerships, Liberty Hill Foundation**

**Measure J – 10% budget set-aside for community investment – Los Angeles County. Measure won w. 57% vote.**

“This could happen because we had an infrastructure to change the paradigm for investing in young people and divesting in law enforcement - built over 10 years of organizing and political work. The George Floyd murder then accelerated the change we needed.”



**Monica Ruelas Mares, Community Organizer, Youth Forward**

**Measure G – 2.5% budget set-aside for youth fund – City of Sacramento. Measure did not pass - 45% vote.**

“We are building an inter-generational coalition. We are now meeting with our major opponents: the Mayor, the Firefighters Union and businesses to get them on our side for our third ballot measure.”



**Jesus Sanchez, Founder and Director of Gente Organizada**

**Budget advocacy for CDBG and developers fee for youth programs and youth artists – City of Pomona. Successful in getting \$2M.**

“This is about values. We are challenging values in the budget. The process is what is important. This is about sharing power with young people and instilling

hope. We’ve been working since 2016 – it’s years of work and sacrifice - still getting ready for a ballot measure. Embrace the process – that’s where the magic happens.”



**Courtney Baltiyskyy, ECE Advocacy Coalition Coordinator, YMCA San Diego**

**Budget advocacy for COVID dollars for childcare vouchers and provider grants – City and County of San Diego. Got \$35M allocated.**

“It’s about data and relationships. We are making sure our new partners are more than Zoom squares as we build a

wider base. Unions have been particularly helpful. We are working to build a city infrastructure (a new department of Child and Youth Success) to be ready for our ballot measure when it happens.”

**THE LANDSCAPE FOR YOUTH INVESTMENTS IN CALIFORNIA.**

November 2020 elections

Emerging messaging

[Link to powerpoint by Dave Metz, President FM3, from Jan. 22 Funding the Next Generation webinar.](#)



**ARE YOU CONSIDERING A REVENUE MEASURE FOR CHILDREN OR YOUTH FOR 2022 OR 2024?**

We are forming a small cohort of leaders who are aiming to place a revenue measure on the ballot for kids in either of the next two elections. The group will meet virtually on a quarterly basis to share strategies and insights, and receive targeted training and coaching as needed. The group will also have the

opportunity to be referred to a C-4 funder for support for their campaigns. Contact Margaret Brodtkin if you are interested. [margaret@fundingthenextgeneration.org](mailto:margaret@fundingthenextgeneration.org)

**EXCITING NEWS**

Funding the Next Generation has now officially merged with Children's Funding Project. We are delighted to coordinate our work and build a stronger movement to fund opportunities for children and youth, in California and nationally.



As always, please feel free to contact me with any questions, ideas or requests for support - no matter how big or small. With a team of some of the best experts in the country, we provide free technical assistance on everything related to local revenue measures for kids and budget advocacy with your city or county.

Here's to a more just year ahead.  
Margaret Brodtkin, Founder Director, Funding the Next Generation  
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[Check out our website full of information.](#)

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