Our Mission

Conduct research, convene community leaders and advocate for change to ensure that young children have access to high-quality early learning opportunities and healthy development.
The Problem

California is failing our children
If California were its own country and a member of the OECD, it would have the 5th largest economy in the world (just ahead of France) but the highest rate of child poverty in the world (34.2%) (just behind Romania)
Children in Poverty
Children who do not receive developmental health screenings
Paid Family Leave law
Low-income 3- and 4-Year olds who can’t access high-quality preschool
Early Childhood Cuts Since 2008

CA Leaders for Children / The Problem

- 2,000,000
- 75%
- Impractical and underutilized
- 170,000
- $1.3 billion
For 7 years, Governor Jerry Brown has not prioritized early childhood policies and investments.
“The new round of spending reductions could prove even tougher on the needy. At a time when jobs remain scarce, they would lose cash assistance and have to pay more for child care and health services.”

1/13/2011, CNN, California budget: Jerry Brown’s $12 billion in painful cuts
"California Gov. Jerry Brown's proposal to eliminate funding for transitional kindergarten has created a statewide storm of protest from superintendents, teachers, and preschool advocates, who are urging state lawmakers to reject the idea."

2/7/2012, Education Week, Threat to Transitional Kindergarten Roils Calif.

http://www.edweek.org/ew/articles/2012/02/08/20kindergarten.h31.html
“Social services such as child care have been stripped to the bone.”

1/19/2013, The Economist, Back to black
“Governor Brown has strong-armed California’s Democratic lawmakers to accept deep cuts to cherished programs such as child care.”

1/25/2014, The Economist, The recovery
"While Brown has restored some money for other programs, funding for child care and preschool programs remains almost one-third below the pre-recession level."

1/8/2015, Bloomberg, California’s Brown Urges Caution as Record Revenue Swells Budget
"The governor’s budget proposal makes no new funding commitments for pre-kindergarten students…“
But Brown actually has proposed **another budget cut of $227 million** for child care and preschool.

"Governor Brown’s budget adds money to university budgets, continues to support MediCal expansion and calls for new taxes for transportation and infrastructure improvements."

1/10/2017, SJ Mercury, Gov. Jerry Brown warns of uncertainty, unveils cautious state budget proposal
Ensure California’s next Governor is a champion for children and families by making early childhood a signature issue in the 2018 gubernatorial race.
CA Leaders for Children / Why Now?

- Opportunity to set the budget and policy agenda for the next 4-8 years
- The need is growing as more children are in poverty now than ever before
- Gubernatorial Primary is only 13 months away
- Uncertainty on the federal level
- The State Legislature supports early childhood policies and investments
- Voters support early childhood investments
1. Develop a **foundational document** that highlights California’s most compelling early childhood **needs**

2. Develop an **early childhood policy platform** that gubernatorial candidates can adopt as part of their campaign

3. Conduct statewide voter **polling** on the needs of children and policy platform

4. Place early childhood issue as a part of the governors race through **earned and social media, forums, and debates**

5. Develop **100-day / 180-day early childhood action plan** for the new governor to implement
CA Leaders for Children / Structure

Leadership and Coordination

Political Strategy

Children’s Research and Policy

PR, Branding and Messaging

CH1LDREN NOW

CENTER FOR EARLY LEARNING

CALIFORNIA STRATEGIES, LLC

FENTON
CA Leaders for Children / What’s Happening Now

- **Children Now**
  - Interviews with advocates
  - Needs document

- **Fenton**
  - Messaging
  - Digital media infrastructure including: logo, branding, website, and social media handles
  - Media coverage

- **California Strategies**
  - Power mapping
  - Polling
  - Direct communications with campaigns
CA Leaders for Children / What’s happening in the near future

- Polling

- August Public Launch
  - Website
  - Social and earned media
  - Local Toolkit
  - Release parts of polling results

- November Regional Forums
Time and Influence

- Grantee communications alignment
- Activating your networks to be involved
- Brokering relationships
- Continued Advisory Role

Financial Investments

- Publication development and dissemination
- Statewide polling and focus groups
- Media engagement
- Events and forums with gubernatorial candidates

Budget: $3,000,000 over 2 Years

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<th>Investors</th>
<th>Amount</th>
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<tr>
<td>Pritzker Family Foundation</td>
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<td>SVCF</td>
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<td>Investment Gap</td>
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CA Leaders for Children / Discussion Questions

- Are we missing any strategies or opportunities to engage the candidates?
- Which early childhood budget and policy priorities are most important to you?
- Where do you see your individual /organizational role in this effort?
- Which partners or grantees should we connect with?
- Are you interested in participating in a formal advisory role (quarterly briefing meetings)
For more information, please contact:

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