



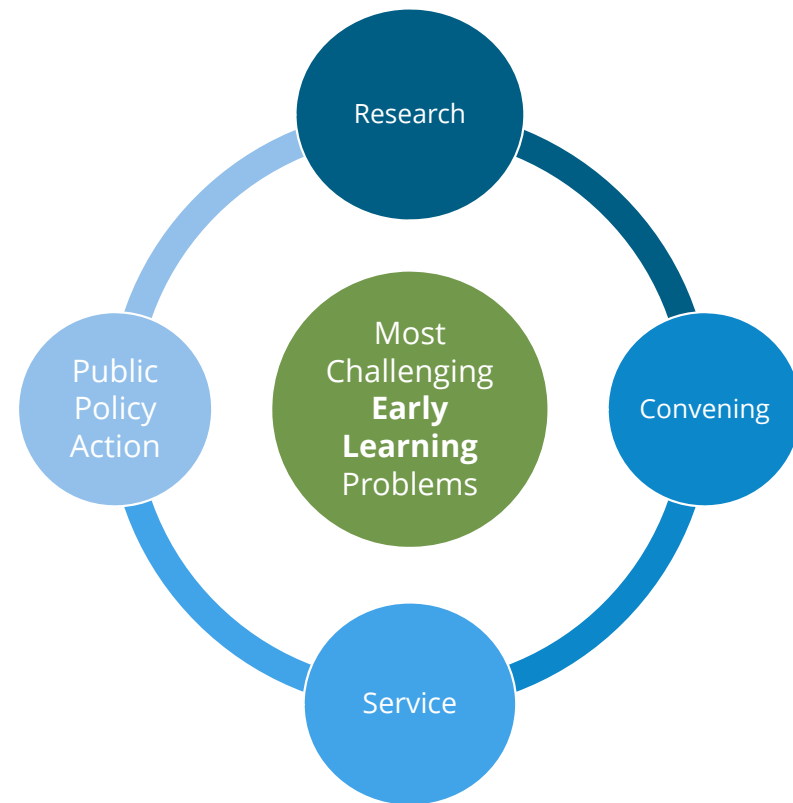
California Leaders for Children
Early Childhood Funders Meeting
May 23, 2017



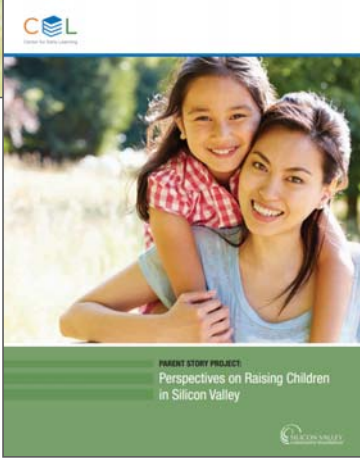
SVCF Center for Early Learning

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**.



SVCF Center for Early Learning



The Problem

California is failing our children

CA Leaders for Children / **The Problem**



- 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)

CA Leaders for Children / **The Problem**

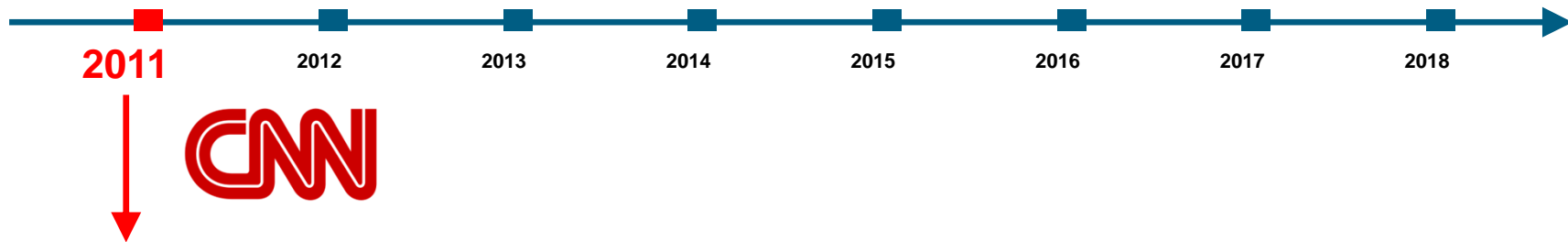
- Children in Poverty **2,000,000**
- Children who do not receive developmental health screenings **75%**
- Paid Family Leave law **Impractical and underutilized**
- Low-income 3- and 4- Year olds who can't access high-quality preschool **170,000**
- Early Childhood Cuts Since 2008 **\$1.3 billion**

CA Leaders for Children / **The Problem**

- For 7 years, Governor Jerry Brown has not prioritized early childhood policies and investments



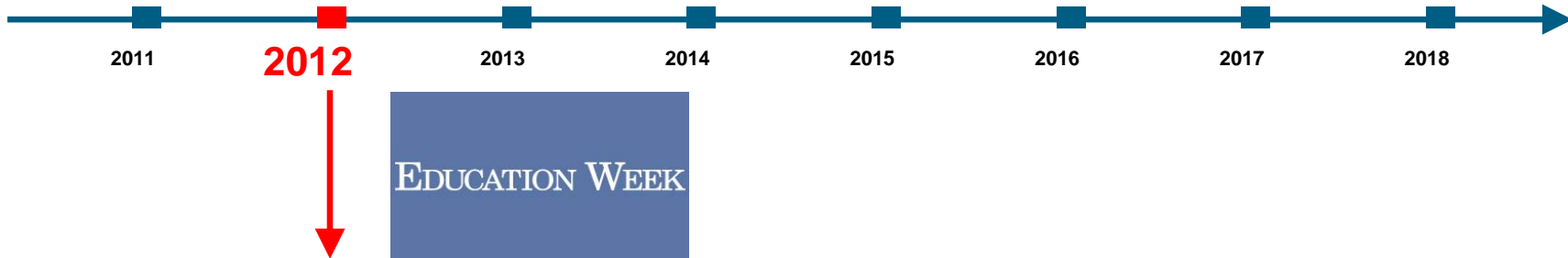
CA Leaders for Children / The Problem



“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*
http://money.cnn.com/2011/01/10/news/economy/california_budget_Jerry_brown/

CA Leaders for Children / **The Problem**



“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>

CA Leaders for Children / The Problem

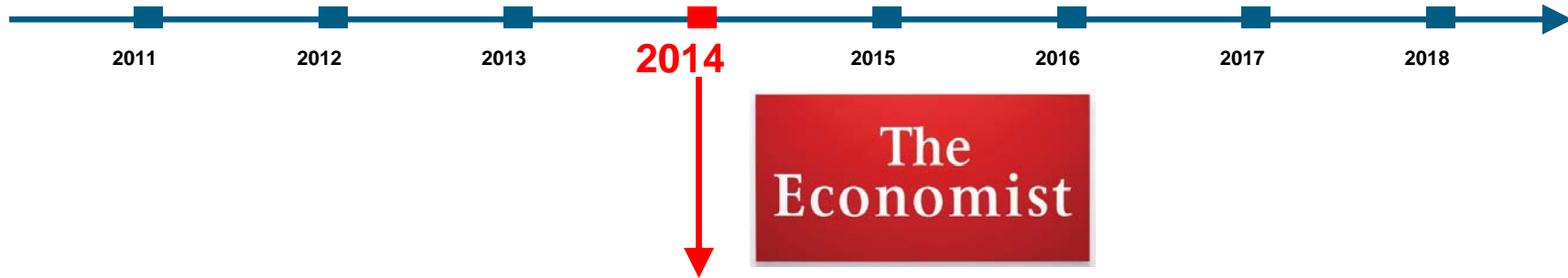


“Social services such as child care have been stripped to the bone.”

1/19/2013, The Economist, *Back to black*

<http://www.economist.com/news/united-states/21569723-laughing-stock-america-gets-serious-about-its-budget-back-black>

CA Leaders for Children / The Problem

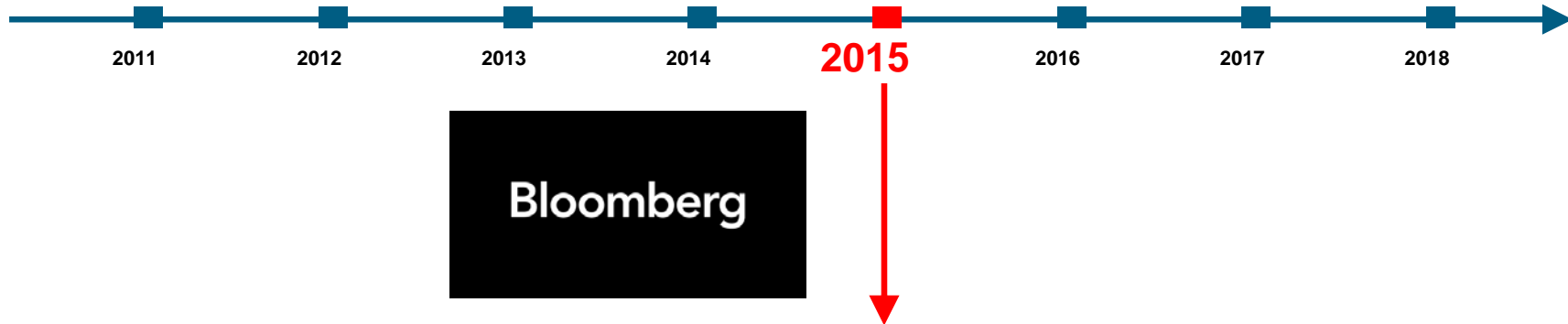


“Governor Brown has strong-armed California’s Democratic lawmakers to accept deep cuts to cherished programs such as child care.”

1/25/2014, The Economist, *The recovery*

<http://www.economist.com/news/leaders/21595005-california-has-won-breathing-space-under-jerry-brown-now-he-should-tackle-taxes-debt-and-red>

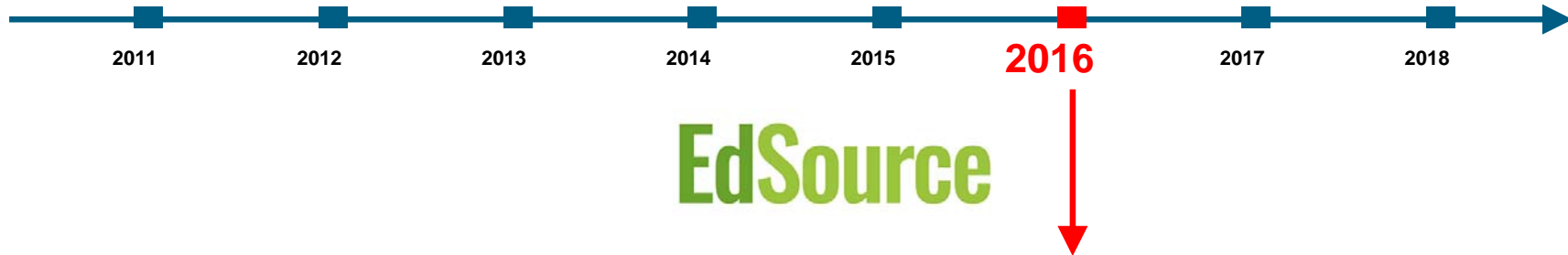
CA Leaders for Children / The Problem



"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*
<https://www.bloomberg.com/news/articles/2015-01-09/california-s-brown-urges-caution-as-record-revenue-swells-budget>

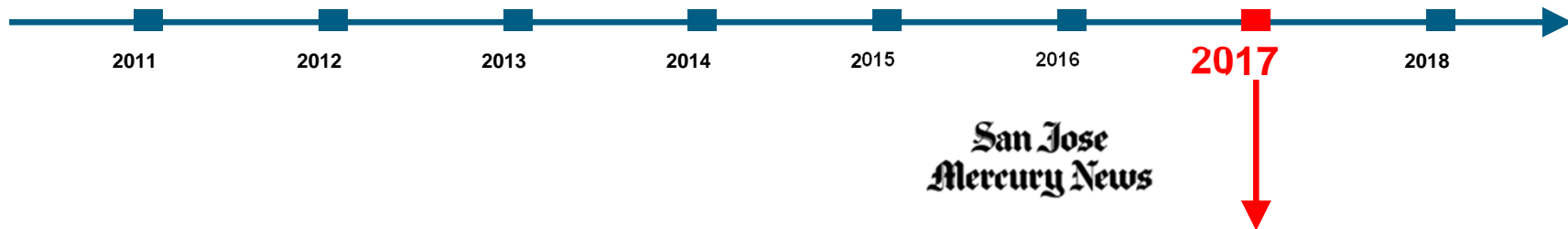
CA Leaders for Children / The Problem



"The governor's budget proposal makes no new funding commitments for pre-kindergarten students..."

1/7/2016, EdSource, *Governor offers a new approach – but no new funding – for early childhood education*
<https://edsource.org/2016/governor-offers-a-new-approach-but-no-new-funding-for-early-childhood-education/93034>

CA Leaders for Children / The Problem



“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*
<http://www.mercurynews.com/2017/01/10/gov-jerry-brown-to-unveil-state-budget-proposal-tuesday/>

- But Brown actually has proposed **another budget cut of \$227 million** for child care and preschool

California Leaders for Children

A forward-looking strategy



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 every 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

CA Leaders for Children / **Strategies**

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



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**

CA Leaders for Children / How to participate

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

Investors	Amount
Pritzker Family Foundation	\$1,500,000
SVCF	\$500,000
Investment Gap	(\$1,000,000)

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:



AVO MAKDESSIAN
Vice President and Director
Center for Early Learning
amakdessian@siliconvalleycf.org
@avomakdessian
650.450.5544



PETE WELDY
External Relations Officer
Center for Early Learning
pweldy@siliconvalleycf.org
@pete_weldy
650.450.5427