

Early Childhood Funders

Local Children's Funding Initiatives



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Funding the Next Generation

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Why We Focus on the Money

- How we spend our money reflects our values – a budget is a moral document.
- Children and youth are in crisis.
- Achieving good outcomes for children, youth and families costs money.
- Funding inequity is a major social justice issue.

“What gets funded, gets done.”





What is a public, local dedicated children's funding stream?

- **Public** – allocated by government – “where the money is,” brings transparency, accountability
- **Local** – allocated at the county or city level – meets specific needs of community, empowers community (ongoing), strengthens accountability and engagement, building blocks of broader movement, untapped potential
- **Dedicated** – can only be spent on services to children, youth and/or families – Children come last when part of larger pot
- **Funding stream** – passed by the electorate and structured into the budget, as opposed to year-to-year budgets



“Bye-bye bake sales”

BENEFITS OF LOCAL DEDICATED FUNDING FOR CHILDREN AND YOUTH

LOCAL FUNDING IS FLEXIBLE.

“MAGIC MONEY”

- Fills gaps in services and for populations not addressed by other funding streams.
- Focuses on prevention.
- Promotes innovation, coordination and systems reform.
- Facilitates local accountability, leadership and local infrastructure.
- Generates public support – people see outcomes.
- Leverages state, federal, private dollars.
- Leads to more local funding.

RESULTS HAVE BEEN TRANSFORMATIVE





CALIFORNIA'S LOCAL FUNDING MOVEMENT



THE SAN FRANCISCO CHILDREN'S FUND

Going to the ballot - 1991

68,000 signatures = Power

- 5 Years laying the groundwork – Children's agenda, Children's budget, organizing. Frustration with lack of progress.
- Passed in 1991. Reauthorized 2000, 2014
- Replicated by Oakland in 1996
- Followed by two additional funds – for early care
- Cumulative allocation = over \$250M
- Built 2 departments – Dept. Children, Youth and their Families, Dept. Early Childhood

LESSONS:

- Elections are powerful – the magic of local campaigns
- Take the initiative – frame the issue
- Political hardball is essential
- Propose a solution
- **One success leads to others**





Voter-Approved Children's Funds in California

1991 and 1996

San Francisco pioneered Children's Fund; Oakland followed

2016

Funding campaigns began in Napa, Marin, Sacramento and Solano. Humboldt successfully prioritized children for marijuana funding.

2018 – 2022

Seven new dedicated funds passed. Five communities put children's services into larger measures.

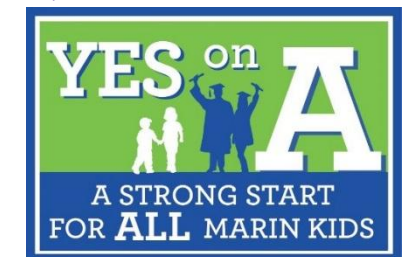
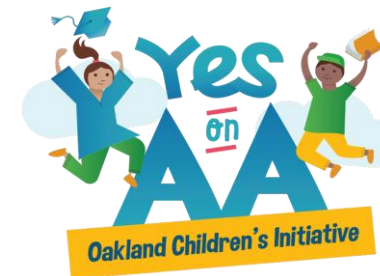
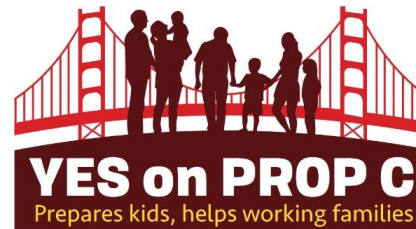
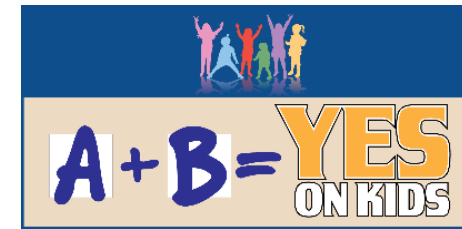


DEDICATED FUNDS FOR CHILDREN AND YOUTH

- San Francisco (3 funds)
- Oakland (2 funds)
- Richmond
- Santa Cruz
- Capitola
- Alameda
- Sacramento

ELECTIONS 2016, 2018, 2020, 2022 – 20 measures

- ▶ NAPA – 45%
- ▶ MARIN – 63%
- ▶ SOLANO – 59%/ 45%
- ▶ SACRAMENTO - 66, 45, 62%,
- ▶ RICHMOND – 76%, 65%, 63%
- ▶ ALAMEDA – 66%, 64%
- ▶ SAN FRANCISCO – 51%
- ▶ OAKLAND – 62%
- ▶ SAN JOAQUIN – 63%, 65%
- ▶ CAPITOLA – 75%
- ▶ SANTA CRUZ -83%
- ▶ MONTEREY – 41%
- ▶ SOUTH SAN FRANCISCO 47%





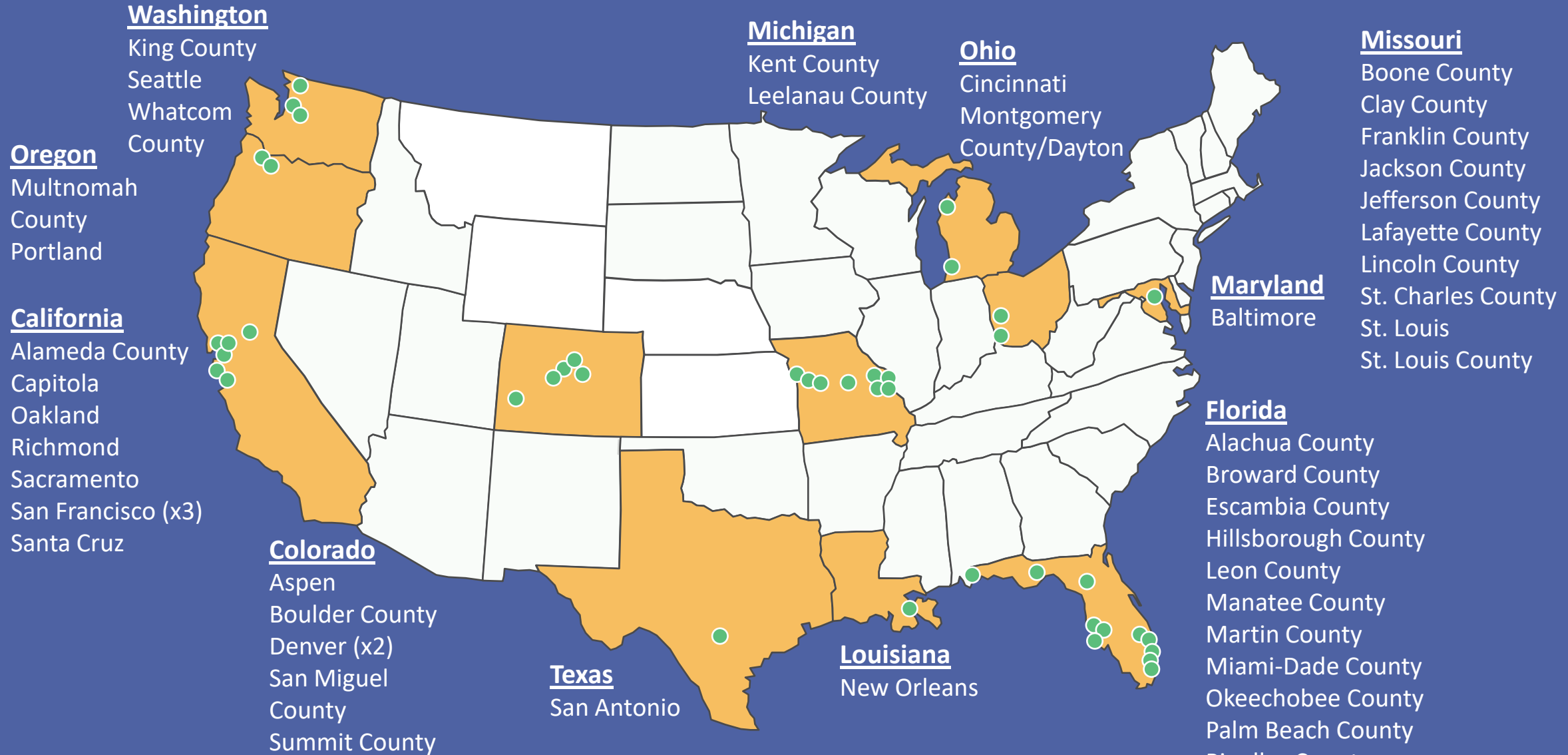
WHAT IS FUNDED IN CA. EARLY CARE MEASURES

PROMOTING EQUITY – SERVING VULNERABLE POPULATIONS

- Increased childcare –scholarships, vouchers grants to centers, etc.
- Wages and benefits for preschool and childcare workforce – raises in SF \$8K - \$30K
- Preschool
- Recreation for young children
- Facilities and supplies
- Support services – mental health, developmental screenings, basic needs, parent support
- Parent support and basic needs
- Quality enhancement, support for workers, training
- Administration and evaluation



Voter-Approved Children's Funds 2023





WHAT HAVE WE
LEARNED?



3 WAYS TO GET LOCAL PUBLIC DOLLARS

Each strategy has built-in resistance.

1. Reallocate existing dollars
2. Allocate new dollars
3. Generate new dollars

Three arenas

Budget process

Legislative policies

Ballot





ELECTIONS ARE POWERFUL OPPORTUNITIES

- Institutionalize funding – ensures sustainability
- Provide platform for making the case, building a constituency, building a movement
- Lay groundwork for continued funding
- Opportunity to reform the local budget process - increases transparency and input
- Can be used to “soften the ground” for children’s fund measure.



**CHOOSE
CHILDREN
2018**

REVENUE OPTIONS: TAXES AND SET-ASIDES

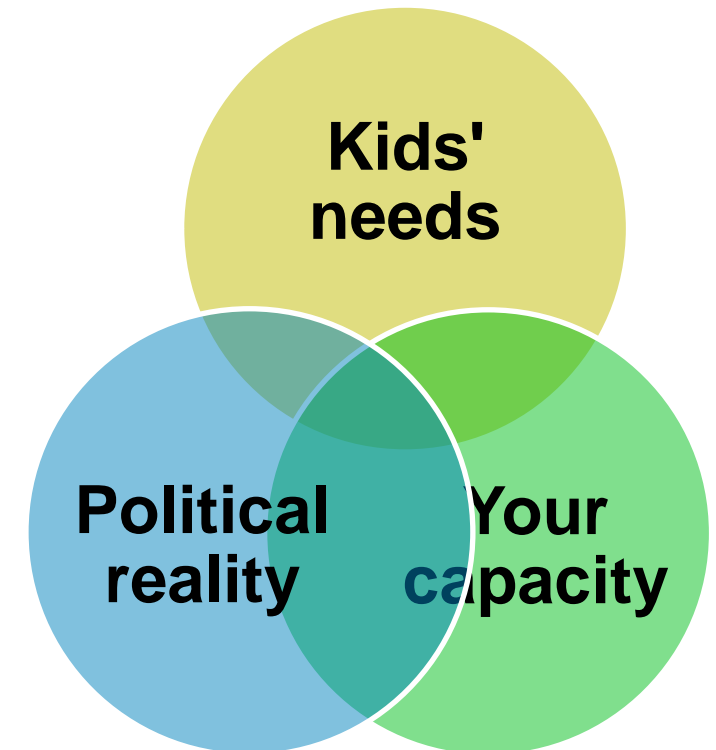
TAXES

Type	Activity Taxed	Limits
Local Sales Taxes	Sale of tangible personal property.	Combined 2% limit for all sales taxes within a county, unless statutory exception.
Parcel Taxes	Property's characteristic such as the square footage, the number of units, or any other metric other than property value.	Special tax limits apply. No rate limits.
Business License Taxes	Any type of lawful business.	If configured as a gross receipts tax, the tax must fairly reflect the proportion of the taxed activity within the jurisdiction.
Cannabis Taxes	Lawful businesses that sell non-medical cannabis.	No rate limit.
Utility User Taxes	Utilities, such as electricity, gas, water, and telephone services.	No rate limit.
Transient Occupancy Taxes	Staying 30 days or fewer in hotels, motels, or other lodging facilities.	No rate limit.
Documentary Transfer Taxes	Transfer of title to property.	Local governments have already met statutory maximum.
Real Estate Transfer Taxes	Transfer of real estate ownership.	Limited to charter cities.
Admission Taxes	Entrance costs fees to access sporting events, theaters, parking lots, etc.	No rate limit.

SET-ASIDES

Dedicated portion of existing revenue to children and youth.

- Can be done in charter cities and counties.
- No limit on amount – only what is politically feasible.
- Generally, require voter initiative



WHAT NEEDS TO BE IN PLACE?

- ▶ **Convening organization**
- ▶ **Dedicated staff support**
- ▶ **Diverse network/coalition**
- ▶ **CBOs/Allies prepared for political engagement**
- ▶ **Authentic voices and engagement – i.e., parents**
- ▶ **Baseline information on community needs**
- ▶ **Moderate agreement about priorities**
- ▶ **Passion and willingness to take risks**
- ▶ **Time and motivation to organize the base**
- ▶ **Political champion (if possible)**
- ▶ **Resources to lay groundwork, potential resources for an electoral campaign**





Passing a Local Children's Fund Roadmap

**MULTI- YEAR, MULTI-FACETED ENDEAVOR
BUT WITH LONGERM RESULTS**

1. Making the case
2. Crafting the proposal
3. Building the base
4. Mounting the campaign





ASSESSING FEASIBILITY – ART NOT SCIENCE

WHAT TO ASSESS

- Revenue options
- Legal constraints
- History of ballot revenue measures
- Political leaders
- Opinions of major influencers – civic groups, labor, grassroots, business, groups representing segments of population
- Public opinion

CONSIDER:

- Potential partners and coalition members
- Opposition – potential for neutralizing
- Demographic changes that can help your cause
- Barriers to overcome
- Greatest assets





ORGANIZING IS KEY - NUMBERS COUNT





PERSUASION AND PRESSURE

Soft traditional tactics – reports, meetings, letters, testimony, op-eds, site visits, calls, town halls

POLITICAL HARDBALL – demonstrations, sit-ins, petitions, public challenges and direct criticism, guerilla theatre, press events, withdrawing political support, circumventing the traditional process





ELEMENTS OF A REVENUE MEASURE

- Rationale for measure - findings
- Title of ordinance – GIVE IT A NAME
- Purpose and goals – e.g., prevention
- Fund – amount, revenue source, name
- Services eligible for funding – ages, types, not eligible
- Prevent supplantation – baseline budget
- Oversight – power, appointment
- Administration – department, contracting, costs
- Planning and accountability – public process, evaluation, transparency

RATIONALE FOR MEASURE

What are you committing to? (*ex. racial equity, prevention, civic participation, best practices, the need for collaboration, leveraging resources, maximizing partnerships, accountability, affordability*)

What specific populations will this measure target? (*ex. children in poverty, children in all neighborhoods, homeless children, youth impacted by systems*)

What models of care will be prioritized? (*ex. high quality early care and education, workforce development, evidence-based services, etc.*)

What outcomes are anticipated? (*ex. all children ready for kindergarten, all youth have opportunities for positive development, all providers make a living wage*)

What goals will this measure help the community meet? (*Ex. the health, safety, and school success for individual children; gather data on welfare of children;)*

WHAT HAVE CAMPAIGNS TAUGHT US?

- ▶ Elections are unique organizing and communication opportunities to create sustainable local funding.
- ▶ The early care community has huge potential power. But must develop new skills and role in civic life.
- ▶ Staff support is essential.
- ▶ It takes a village – collective action. Must build partnerships and coalitions with others. Organize!
- ▶ Success requires persuasion and hardball politics.
- ▶ Parents have influential powerful voices. Children are irresistible.
- ▶ Advocates can take the initiative. Must be willing to take risks.
- ▶ Drama helps make the case. Media amplifies the case.
- ▶ Proposing solutions is compelling.
- ▶ IT ALL COST MONEY. Foundations and C4 funders can make THE difference – Thank you Heising Simons and East Bay Comm. Fnd.

Local organizing is exhilarating and empowering.





ALAMEDA COUNTY'S WINNING FORMULA

PARTNERSHIPS

FIRST CAMPAIGN

- Public policy expertise
- Parent Voices
- Strong “provider” involvement
- Labor - SEIU
- Community foundation
- Political champion

SECOND CAMPAIGN

Added:

- Signature drive – potential for majority voter threshold
- Coalition with Children’s hospital
- Expanded grassroots leadership



**CARE
FOR OUR
KIDS**

Join pediatric health care experts, nurses, kindergarten and preschool teachers, childcare providers, parents, and community leaders across the county in voting YES on Measure C!



Not yet ready for a single dedicated measure?

CONTINUE TO BUILD THE MOVEMENT. YOU CAN START WITH LOCAL BUDGET BATTLES

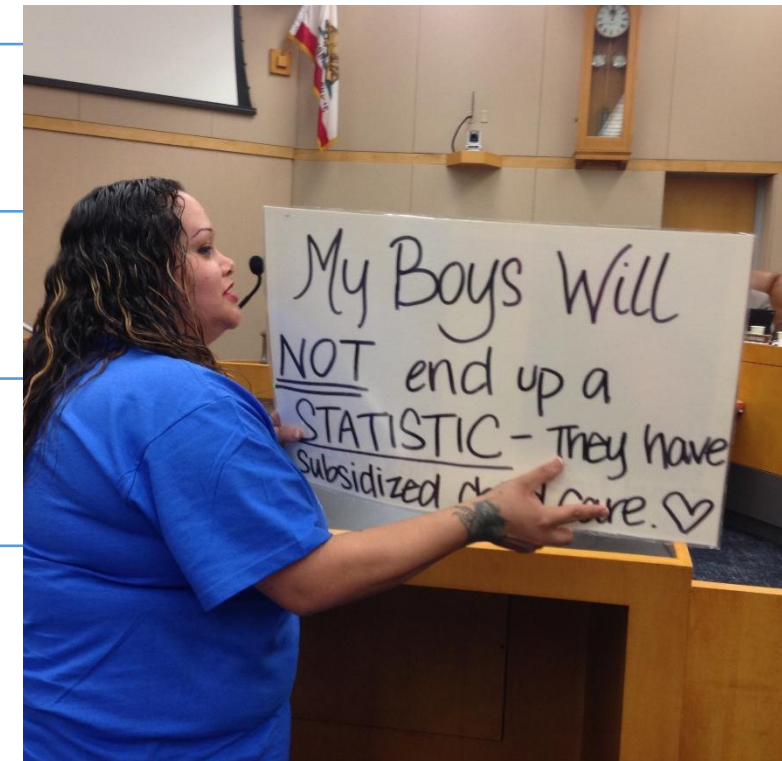
Keep eyes open for emerging local measures. Get a seat at the table when new money could become available.

Form alliances with related advocacy groups (e.g., housing), and organizations with money for campaigns (unions, hospitals)

Start ballot experience with low hanging fruit – small changes in city code (e.g., San Diego building childcare centers in parks)

Consider creating civic infrastructure first – departments, offices, cabinets, councils.

Keep vision of full funding alive. Don't let anyone think that the problem is solved – until it is.





WHAT'S NEXT?



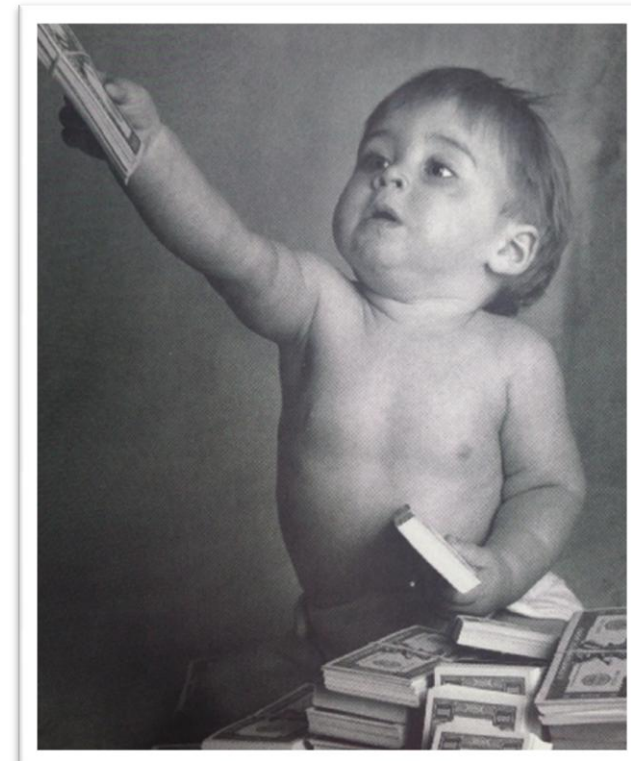
CURRENT CHALLENGES

EXTERNAL

- Political climate – anti-tax sentiment – pending constitutional amendment
- Legal constraints - taxes and ballot measures
- Competing priorities – roads, law enforcement – Kids can't lobby.
- Power of the status quo and budget “sacred cows”
- Pioneering effort

INTERNAL

- **Resources, Resources** – timely, targeted, sufficient
- Capacity of field – lack of time, skills, leadership, assertiveness, confidence
- ECE field in vacuum – lacks diverse partnerships
- Not focused on generating resources
- Missed opportunities to build political capital





OPPORTUNITIES ARE GREAT

BUILDING ON A STRONG FOUNDATION

- Continued high level of interest throughout the state – 21 places aspiring to do 2024 campaigns, including Sonoma and Marin. Other possibilities – Santa Clara, San Mateo, Vallejo.
- Strong knowledge base and network of experts – infrastructure to support emerging efforts
- Changes in law allowing measures to pass by majority vote
- Growing awareness of importance and critical role of early care





An Emerging Movement

FNG PLANNING PROCESS – EXPLORING POSSIBILITIES

- Statewide poll(s) to identify priorities, geographic differences, messengers and messaging, viability of revenue sources.
- Partnership with UCLA Chicano Studies and Research Center – interviews and focus groups with stakeholders.
- Analysis of legal options related to revenue and ballot strategies.
- Assessment of level of interest of local elected officials and policy-makers.
- Statewide conference(s) to gather input and share strategies for moving forward
- Development of plan for organizational infrastructure. Partnership with Children’s Funding Project.

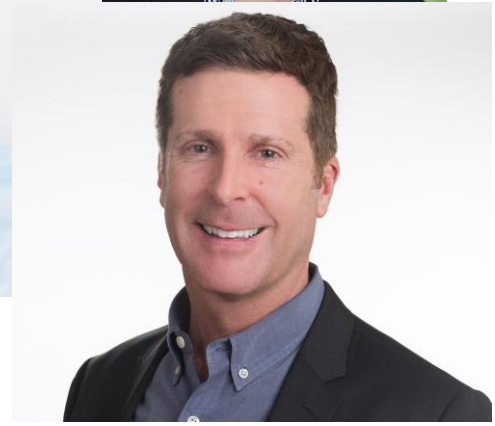
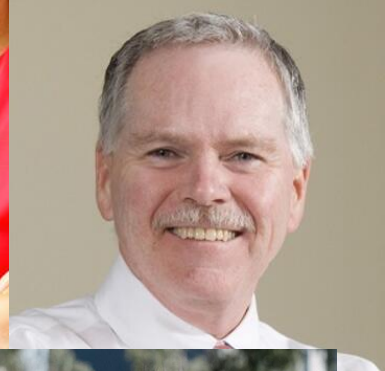




TRAINING, COACHING, CONSULTATION BY FNG

Learning community, Presentations to individual communities,
Consultation with campaign leaders, National conference

- Assessing political feasibility
- Revenue options
- Legal issues
- Prioritizing needs
- Assessing your local budget
- Drafting a measure
- Timelines
- Political strategy
- Campaign budgets
- Coalition partners
- Fundraising
- Communication strategies, including digital
- Messaging
- Polling



Role of Funders in Supporting Local Initiatives

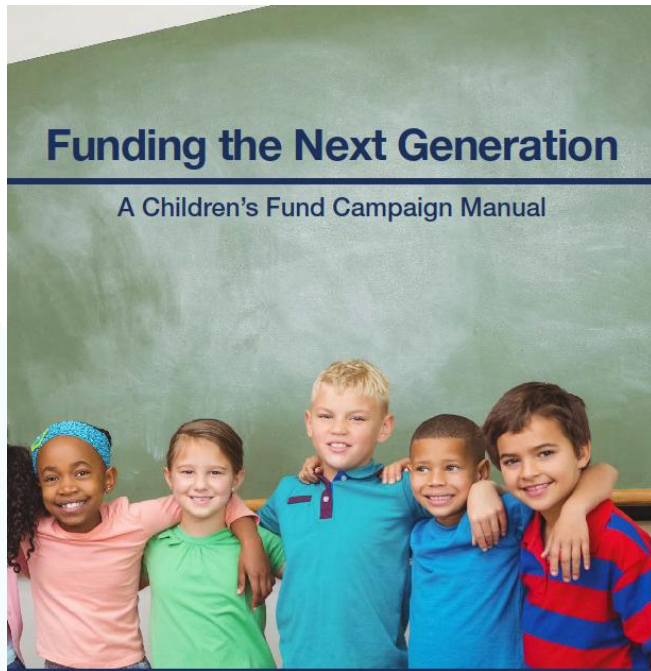
Recognize the potential, timeline and need to take risks.

- ▶ **Fund pre-campaign work – laying the groundwork**
 - ▶ **Educating the public**
 - ▶ **Promoting partnerships and coalitions**
 - ▶ **Building leadership capacity**
 - ▶ **Polling**
 - ▶ **Research on revenue and budgets**
 - ▶ **Advocacy for funding**
- ▶ **Directly fund campaigns – Community foundation role in supporting foundation funding, start a C-4 – two Bay Area models**
- ▶ **Support the infrastructure of the movement – e.g., next phase of Funding the Next Generation**



FUNDING THE NEXT GENERATION

Building a movement for local funding for kids



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- ▶ **Building a diverse network to collectively advance expertise in local public funding strategies for children, youth and families.**
- ▶ **Providing technical assistance to California coalitions working on local funding streams for children and youth. Support includes speaking, convening, facilitating, trouble-shooting, coaching, and more.**
- ▶ **Convening learning communities and conferences to bring diverse stakeholders together to learn and share best practices.**
- ▶ **Creating tools and resources to build a new field of practice.**