

*Children's Funding Institute 2023*

# Campaign Success Stories

October 4, 9:00 AM – 10:00 AM



- Slides will be available at [childrensfundingproject.org/cfi2023](https://childrensfundingproject.org/cfi2023)
- For this session, please use the hashtag **#ChildrensFundingInstitute** when posting about it on social media.

# About Us

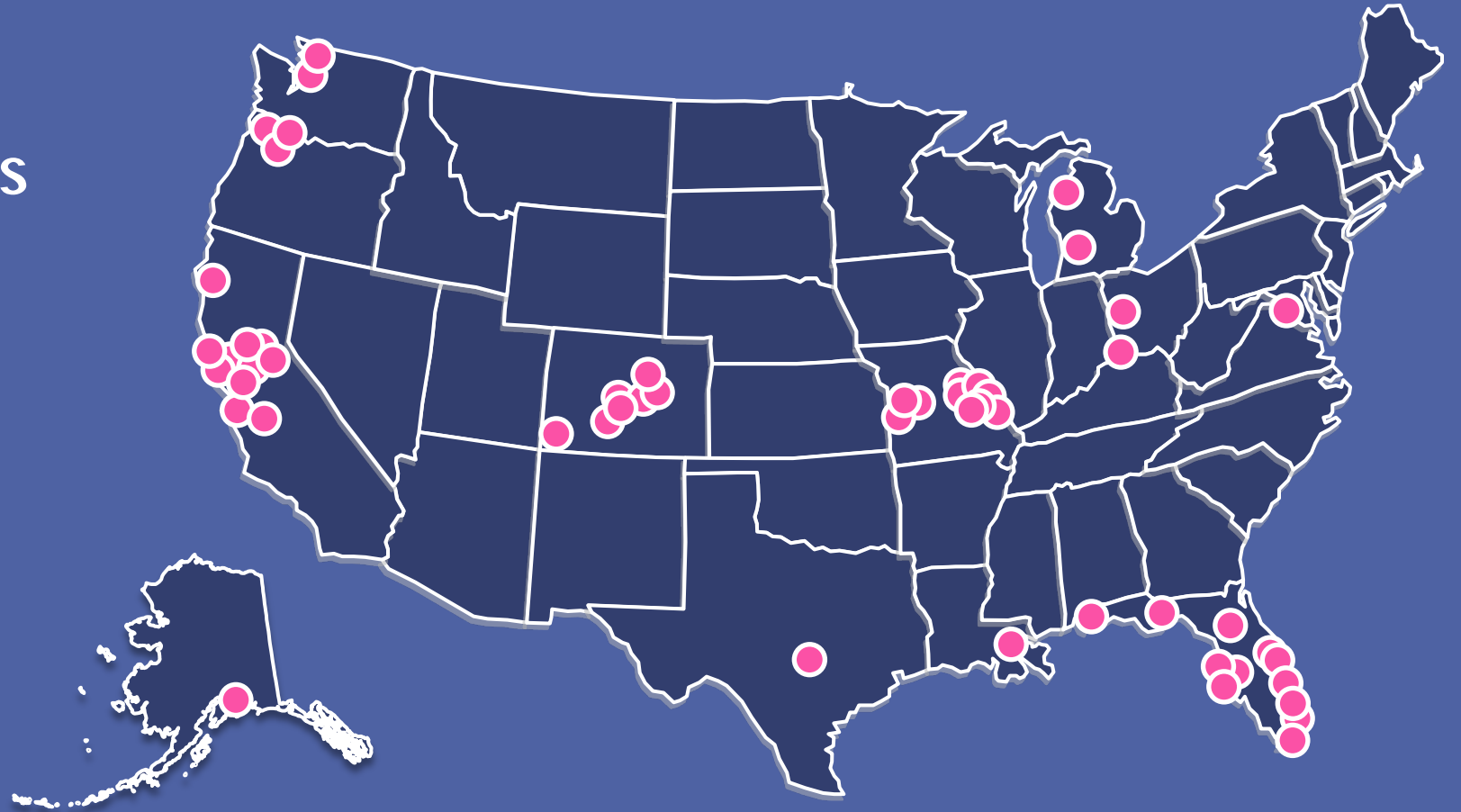
Children’s Funding Project is a nonprofit social impact organization that helps communities and states expand equitable opportunities for children and youth through strategic public financing. Through our hands-on technical assistance and collection of resources, we help advocates, policymakers, public agencies, and funders identify and align existing funding, generate new revenue, and implement strategies to administer funds in ways that maximize their impact.

[childrensfundingproject.org](https://childrensfundingproject.org)



## What is a Voter-Approved Children's Fund?

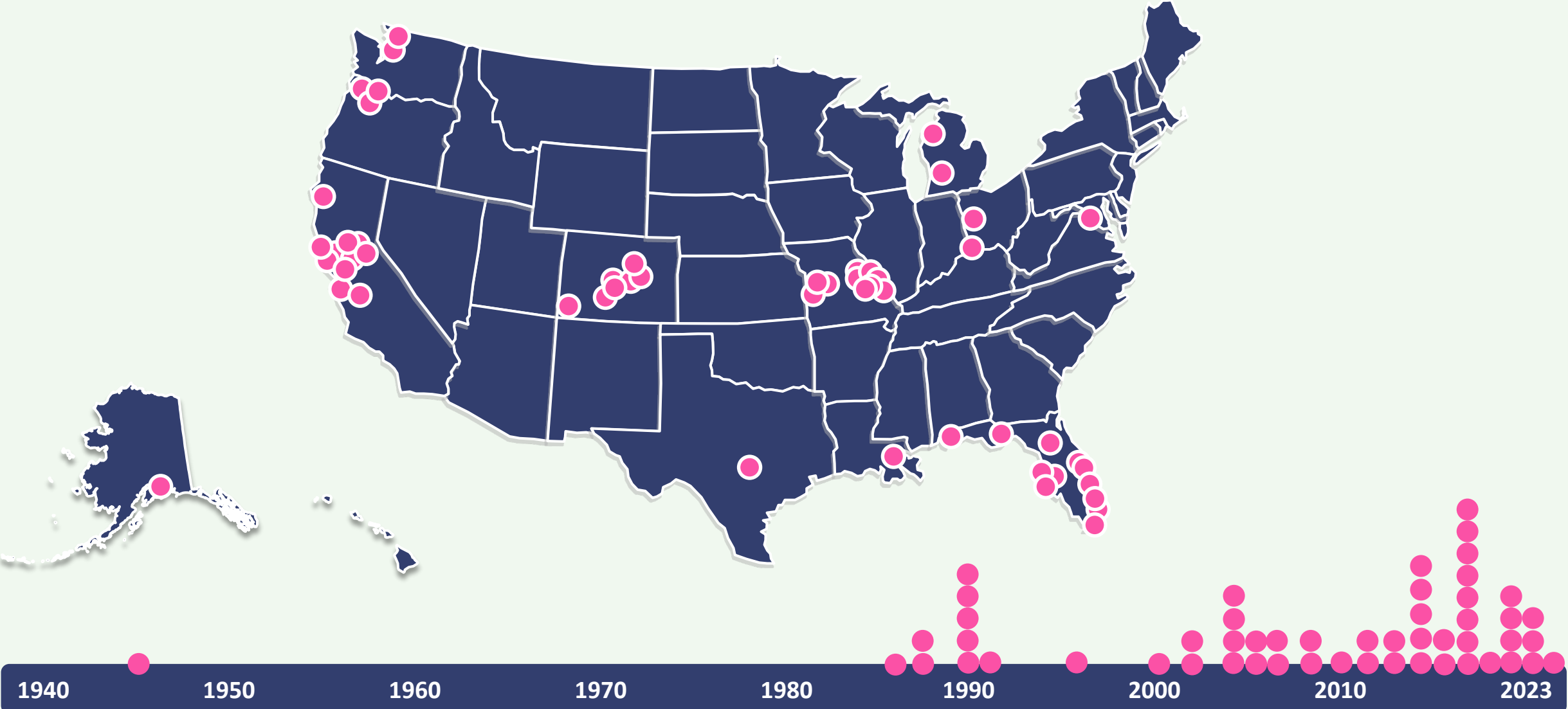
A portion of a specific source of city, county, or school district tax revenue that is levied and dedicated for a purpose related to children and youth (outside of k-12 education or child welfare).



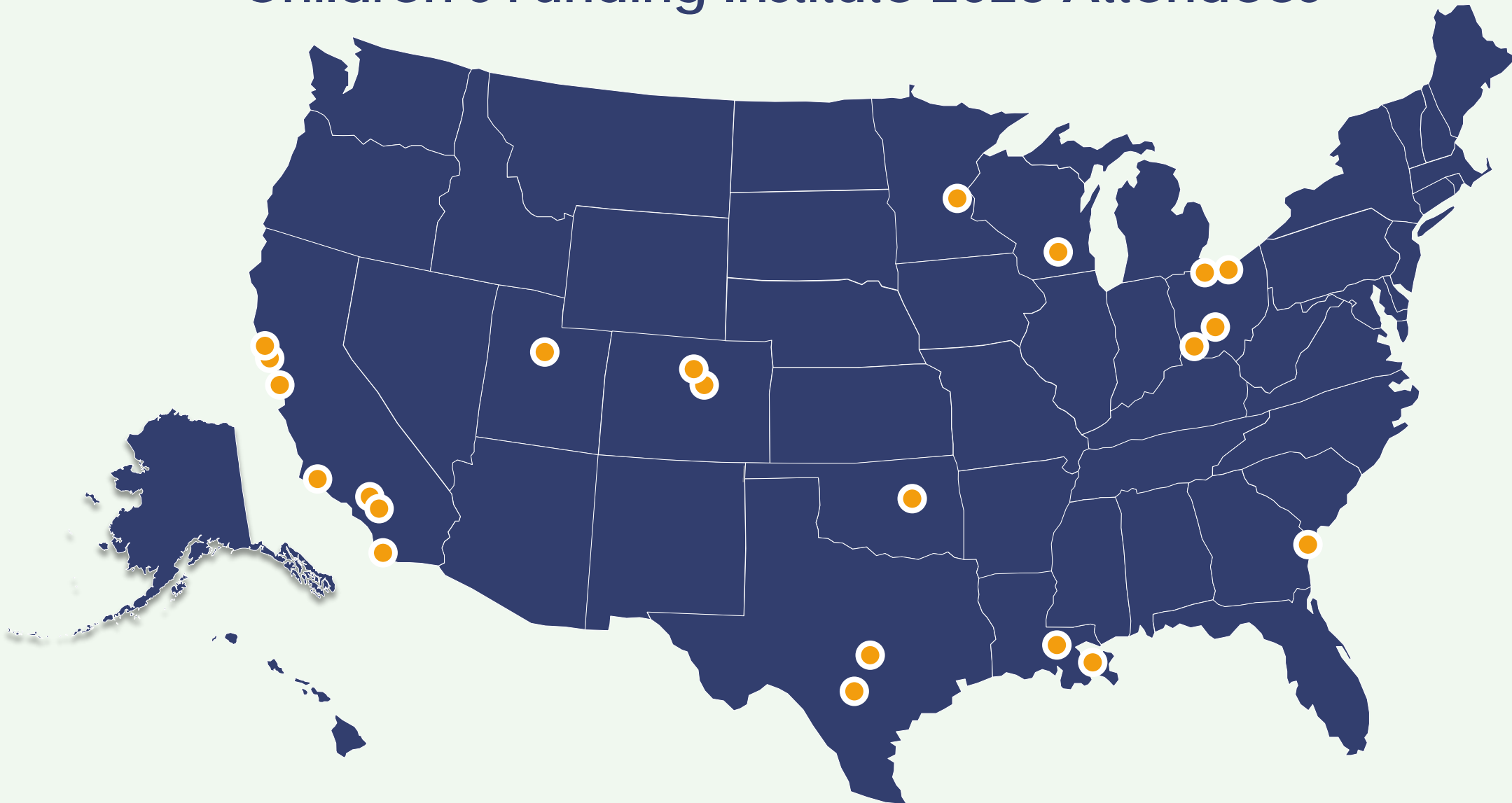
# What Is a *Voter-Approved Children's Fund*?



# Timeline of the Voter-Approved Children's Fund Movement



# Children's Funding Institute 2023 Attendees



# Recent Wins from past Children's Funding Institute Attendees!

1

Sacramento  
Children's Fund  
**Sacramento, CA**

Annual Revenue:  
\$10 million

Funding source:  
Budget set-aside  
(related to cannabis  
revenue)

Purpose: Positive  
youth dev. and  
youth violence  
prevention

2

Whatcom  
Healthy  
Children's Fund

**Whatcom  
County,  
Washington**

Annual Revenue:  
\$10 million

Funding source:  
Property tax

Purpose: Early  
learning & child  
care and supporting  
vulnerable children

3

Early Childhood  
Education Millage  
**New Orleans, LA**

Annual Revenue:  
\$21.3 million

Funding source:  
Property tax

Purpose: Early care  
& education,  
focused on birth-3  
y/o

4

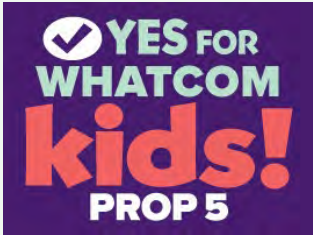
Charter  
Amendment  
Dedicating  
Marijuana Tax for  
Child Care and  
Early Education

**Anchorage, AK**

Annual Revenue:  
\$5.5 million

Funding source:  
Budget set-aside  
(related to cannabis  
revenue)

Purpose: Child care  
& early education



# Winning Cannabis Revenue for Kids & Community Reinvestment: The Sacramento Story







# History Leading up to Measure L, 2022

Measure Y, 2016

CITY OF SACRAMENTO  
MEASURE Y

**Y** "To create a funding source dedicated to children and youth services, including homeless and foster youth, shall a 5% business operations tax on gross receipts of marijuana cultivation and manufacturing businesses be imposed, generating revenues potentially in the millions of dollars annually, to be used for children and youth services in the City of Sacramento?"

IMPARTIAL ANALYSIS OF MEASURE Y

Measure G, 2020

A blue campaign poster for Measure G. It features the text 'YES on G' in large white letters, with 'Good for kids, Good for Sacramento!' written below in a white banner. At the bottom, there are silhouettes of children playing.

Measure L, 2022

A campaign logo for Measure L. It features a yellow background with a blue banner that says 'Yes on' in white. Below the banner are silhouettes of a family (two adults and two children). To the right is a large pink letter 'L' with the text 'Sac Kids First' in pink.

# Measure Y, 2016

- In 2015, some City Councilmembers were thinking about raising taxes to support children and youth.
- Summer 2015, EBAYC convened high school youth to ensure that youth voices and opinions are taken into account on any tax measure for youth services.
  - Met with adult community leaders
  - Visited the San Francisco Department of Children, Youth, & Families (DCYF), Oakland Fund for Children & Youth (OFCY), RYSE Youth Center in Richmond



- Learned how these cities established their public-funded Children's Funds
- Youth developed their own youth community needs assessment survey and got over 1,500 youth to respond to their survey questions.

# Measure G, 2020



- In 2017, EBAYC put out a call-to-action to community organizations to launch the Sacramento Kids First Coalition, better known as Sac Kids First.
- Sac Kids First met regularly and developed its own ballot measure that would set-aside 2.5% of all annual City general fund revenue into a dedicated Children's Fund.
- Sac Kids First eventually qualified its ballot measure, known as Measure G, for the March 2020 election, after collecting nearly 50,000 signatures.

# Measure G, 2020



Despite our grassroots efforts, we lost Measure G with 45% of voters in support and 55% against.

But we demonstrated real power and influence.

Measure G and Sac Kids First compelled the Mayor and other City Councilmembers to work with us to organize one more ballot measure.


# Sacramento Children's Fund Campaign

2022, Measure L

In 2020 after Measure G lost, we didn't quit!

- Leading up to the Measure L campaign we met regularly with the Mayor + ally City Councilmembers
  - in between 2020-2022, 2 new councilmembers were elected that were supportive of us!
- We held district level meetings with Councilmembers and children/youth advocates who lived in their districts
- SKF Youth Action Committee held townhalls and meetings with the Mayor and Councilmembers
- Over 6 years, we built a stronger more diverse coalition with new supporters





# Overview of Cannabis Revenue in City of Sacramento

Important questions to consider during initial research:

- How much does the City collect in cannabis tax?
- What is the cannabis tax spent on?

In 2022 prior to our measure passing, the cannabis business operating tax (BOT) that the city of Sacramento collected went into the city's general fund.

In 2022 the City of Sacramento brought in approximately \$23million from cannabis BOT.



## Key Players in our Campaign

### Executive team

Consultant, Elected Officials, lead organizations from the coalition

- Lew Edwards had a successful track record working on measures related to cannabis revenues
- Mayor Darrel Steinberg, Councilmembers Mai Vang, and Jay Schenirer
- EBAYC, HIP, Youth Forward, SKF partners

### Key endorsers & neutral political players

- Fire Union (endorsed and donated)
- Central Labor Council (endorsed)
- Police Union (neutral)

### Pre-placement budget needs

- Consultants - find an expert to support with the development of the Poll & Draft ballot language
- Polling - testing your messaging and ballot language to see if you have a viable campaign
- Legal assistance/attorney - this entire process costs \$\$\$

# Ensuring Placement of a Viable Measure





**Proposed Simple Majority Requirement  
Measure Language Tested  
(Reviewed by City Attorney)**

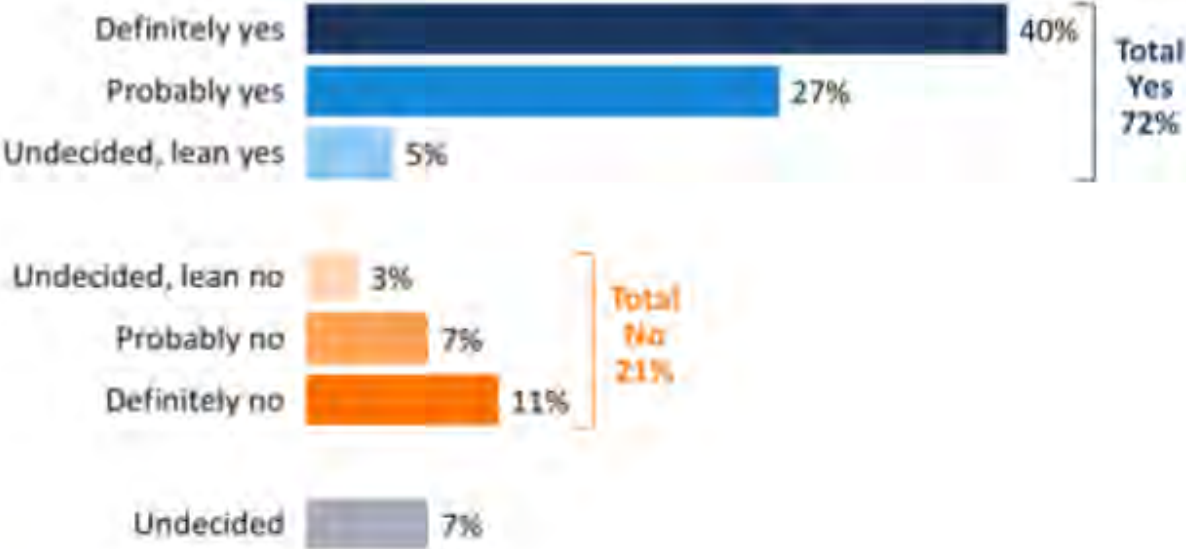
We were careful to secure City Attorney approval on the BQ to be tested, PRIOR to fielding the survey

**Sacramento Children's/Youth Health and Safety Measure.**

Shall the City of Sacramento allocate a portion of the general fund equivalent to 40% of its total cannabis business operations tax revenue to a Children's Fund for positive youth development and youth violence prevention programs such as services for homeless youth/foster children, mental health counseling, substance abuse treatment, early prevention and intervention, and afterschool activities?

There was a strong reaction to the conceptual ballot question

## Nearly three quarters backed the proposed set-aside.



We were careful to brand the measure to the top scoring priorities & messages.

## Messages in Favor of the Measure

*(Ranked in by % "Very Convincing" Reason to Vote "Yes")*

52%

**(HOMELESS)** Sacramento has hundreds of homeless families with children living in cars or on the streets, and young adults including foster youth on the streets. No child should grow up this way. This measure will fund services to help these children and families and will help prevent young people from becoming chronically homeless.

47%

**(BRAIN DEVELOPMENT)** Research shows that 90% of a child's brain development occurs before age five. These critical years lay the foundation for the rest of a child's life. By expanding access to early childhood education, we can help ensure that every child in our community gets off to a strong start.

45%

**(ALL YOUTH)** Children make up 40% of Sacramento's population, yet children's services make up only 1% of the City's budget. We need this measure to keep our kids safe and healthy now and for future generations.

42%

**(KEEP KIDS OFF STREETS)** Research shows that before- and after-school programs reduce crime and truancy by offering constructive alternatives to gangs, drugs, and violence. This measure will keep kids off the streets and out of trouble by providing them with a safe and supervised place to be when school is out of session.

**FM3**

RESEARCH

Q11. Here are a series of statements from people who support the measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes on the measure. Split Sample

20

T H E  
**LEW**  
EDWARDS  
GROUP



# Empowerment

- Showcase Youth
- Work the base
- Empower through positivity





- Coalition Canvassing of the BASE
- Paid Phoning/Texting of harder voter demographics
- We focused on likely, not new voters



# Samples of Direct Mail: Showcasing Joy & Coalition

1787 Tribute Road, Suite K  
Sacramento, CA 95815-4404



Presort  
Standard  
U.S. Postage  
**PAID**  
AdMail

## Remember: Vote YES on L to Help Our Kids



Thao Tu, 16 years old is one of thousands of Sacramento kids who'll benefit from YES on L.

### Sacramento Bee

**Sacramento Bee Editorial Board endorses YES on L**  
October 07, 2022 (excerpted)

....Under Measure L, the city would amend its charter to establish a "children's fund" to support youth development and violence prevention programs. The services would benefit homeless and foster youths, fund after-school programs and provide career pathways.....An investment in young people is one worth making. Measure L provides an opportunity to expand and bolster youth services that will directly benefit Sacramento's children for generations.

**Local Firefighters & Children's Advocates Say: YES on L!**  
[www.YesonSacKids.com](http://www.YesonSacKids.com)

T H E  
**LEW**  
EDWARDS  
GROUP

# All Direct Mail was sent to a targeted likely subset



Sacramento has countless homeless children and teenagers living in cars or on the streets. NO child should have to grow up this way.

**YES on L** keeps children and youth healthy and safe by preventing chronic homelessness.

Join us in uplifting these amazing kids who simply want a future where they can thrive.

**Vote YES on L!**

Monica Ruelas  
Mares,  
Sac Kids First  
Coalition



Sacramento's Kids are counting on you—vote **YES on L** today. With your help, together they rise. And together, they'll thrive.



DeMarkus is a former foster youth now doing youth advocacy work.



Education provides a successful future.



Sarah and Sofia experienced housing insecurity.



After-school classes help youth thrive.



Lauren experienced homelessness.



Moncerat experienced housing insecurity.

## Help Foster & Homeless Kids Without Raising Taxes

# We all agree! YES on L Helps Sacramento Kids



OFFICIALLY ENDORSED BY:

SACRAMENTO BEE



SACRAMENTO COUNTY YOUNG DEMOCRATS



[www.YesonSacKids.com](http://www.YesonSacKids.com)

Paid for by Yes on Measure L Sac Kids 2022 Vang Ballot Measure Committee. FPPC ID# 1450785

Showcasing the Coalition isolated opponents.

Paid Social Media also featured ads specifically lifting and elevating the voices of youth.







# Campaign Funding

\$279,120.18 total expenditures for Measure L, 2022.

- Grassroots fundraising is always welcome AND there also need to be high level donors
- High level donors needed to be encouraged via \*highly likely winning campaign, \*morals

## Organizations/Unions

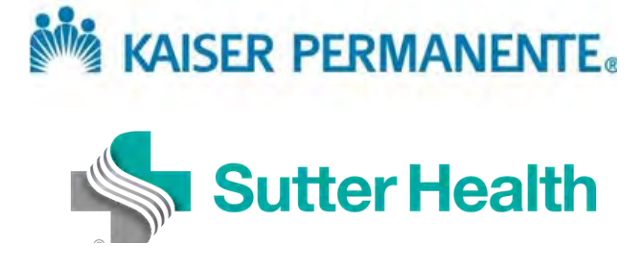


Plumbers & Pipefitters Local 447

## Philanthropy



## Health Industry



# Contact Information

Monica R. Mares (she/they)

Sac Kids First Coordinator & Community Organizer with Youth Forward

[monica@youth-forward.org](mailto:monica@youth-forward.org)

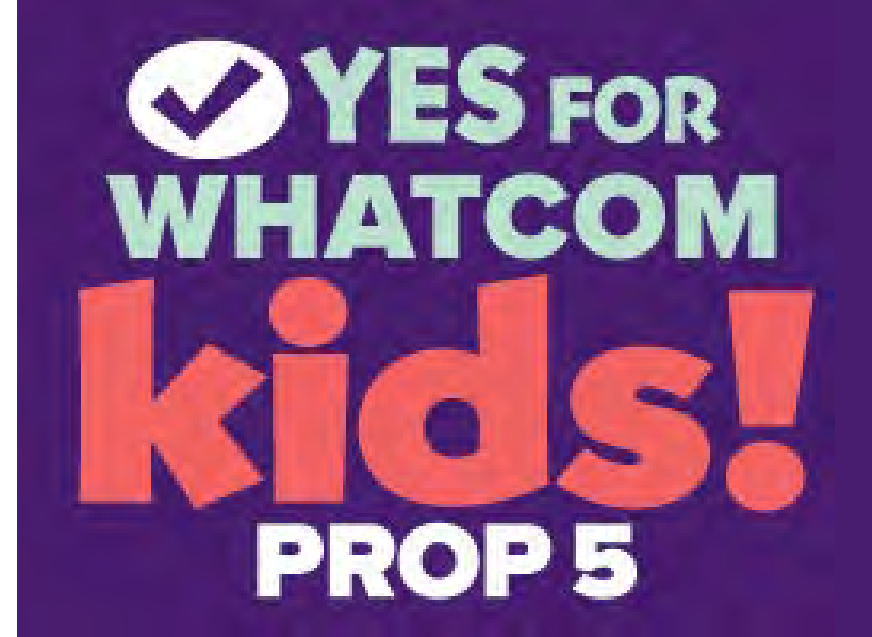
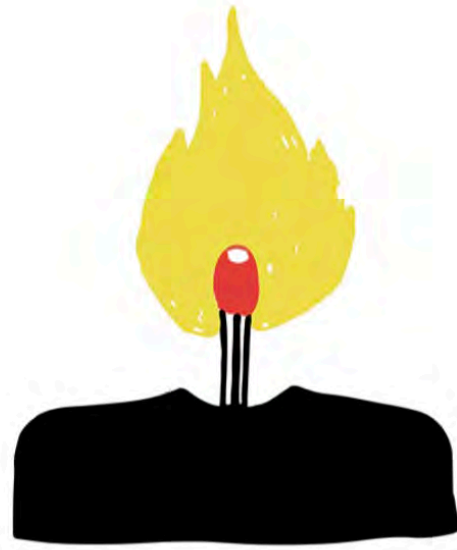
Jim Keddy (he/him)

Executive Director, Youth Forward

[jim@youth-forward.org](mailto:jim@youth-forward.org)

[www.sackidsfirst.org](http://www.sackidsfirst.org)





# Yes! for Whatcom Kids

A Tale in 3 Acts: Creating the Healthy Children's Fund by 20 votes!

# Yes for Whatcom Kids!

Whatcom County, Washington

## Ballot Title

Prop 5

## Projected Annual revenue

\$10 million

## Type of revenue

Property tax

## Levy amount

\$0.19 per \$1,000 of assessed property value

## What it will fund

Early Childhood

## CFA Campaign Contribution

\$50,000

## Goals of the Prop 5 Millage are to

**Expand high quality, affordable child care** by lowering costs for high quality early learning and care programs and increasing the wages of child care workers to improve provider quality and staff recruitment and retention

**Protect vulnerable children at risk of poverty and experiencing homelessness** through early intervention, homelessness prevention, behavioral and mental health services and housing supports with a focus of supporting pregnant and new parents.

## How Will the Campaign Will be Won

- **Get out the Vote program** that includes volunteers knocking on thousands of doors and making calls and texting potential voters, yard signs, direct mail program, digital and radio advertisements
- **Earned Media strategy**, which will focus on press releases and letters-to-the editor aimed at all of the local publications
- **Participate in moderated public forums and debates**, which will allow you to share your messaging and counter any opposition arguments

# Yes for Whatcom Kids!

Whatcom County, Washington

## Demographics of Whatcom County

230,000 residents in Whatcom  
92,000 of those live in Bellingham

## Main Industry

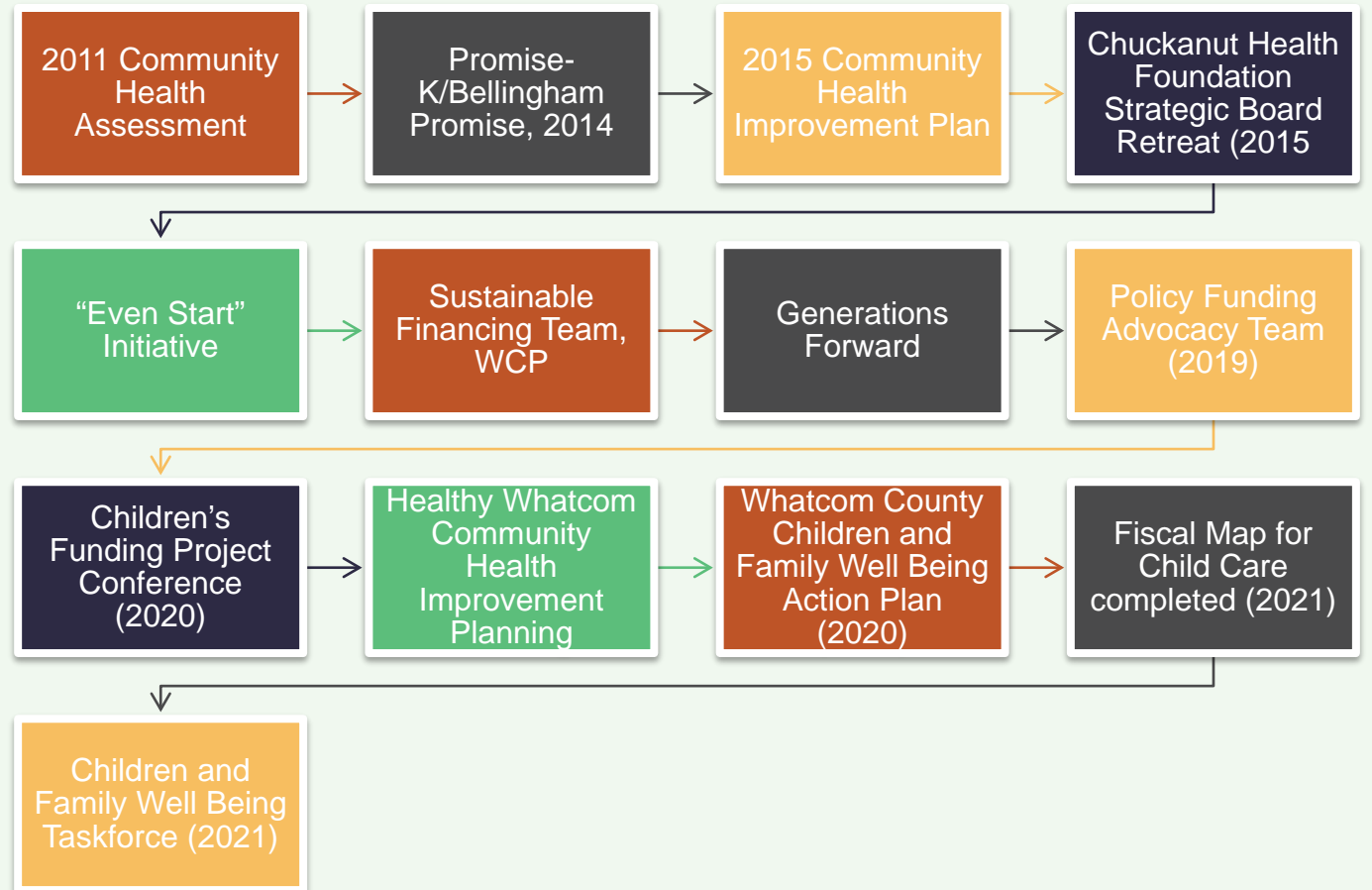
Oil refineries  
Farming and agriculture  
Marine industry  
Western Washington University

## Political leanings

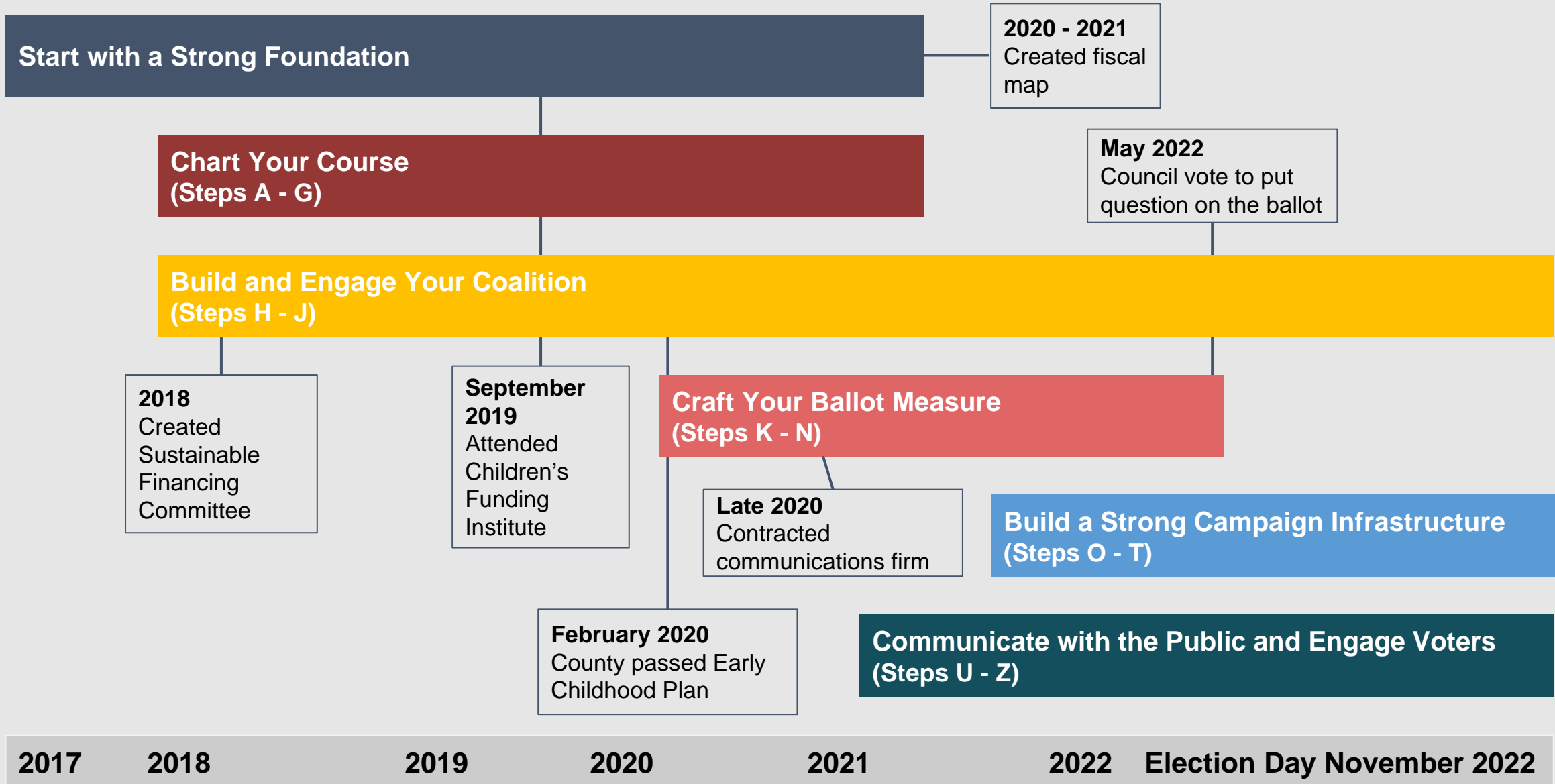
Purple (red county with blue city of Bellingham)

## Interesting Facts

Voting is primarily done through mail and ballots can be “cured” until certification  
With 108,560 votes cast, Prop 5 passed by 20 votes 21 days after election day



# Whatcom- Timeline to Election Day



# Act I: Citizens with Care Bear Superpowers

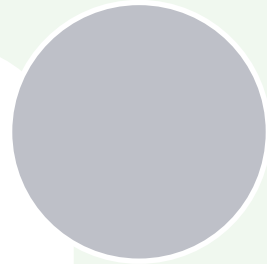
*If not  
you,  
then  
who?*



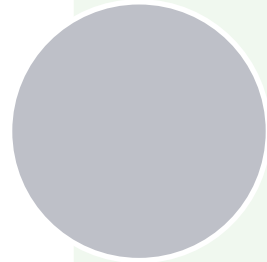
# Act II: Know when to light the way and when to burn it down



Grant me the wisdom  
to know when to light the way forward  
or to burn the whole thing down.  
May my Light be a gift to others either way



Found a pathway to the ballot through a councilmatic decision to propose a property tax




Balance the need for it to be effective and to get passed

*There will never be a better time than now!*





# The Canon of Ordinance Drafting



**Key elements of a successful children's funding measure**

- ▶ Title of ordinance
- ▶ Rationale for Measure
- ▶ Purpose and goals
- ▶ Services eligible for funding
- ▶ Excluded services
- ▶ Oversight body
- ▶ Administering entity
- ▶ Spending plan & accountability
- ▶ Source, amount, duration
- ▶ Preventing supplantation

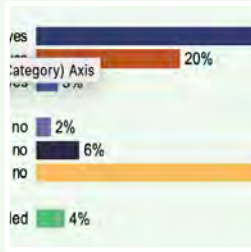
Divide and conquer by element

Built in what services were needed AND built in the system reforms needed to make it successful

Solicit and integrate as much feedback as possible

	Goal	How do we measure impact?	Examples of Specific Investments
<p>Early Learning &amp; Care (55-68%)</p> <p>Annual funding: \$4.5 – \$5.5 million</p>	Stabilize workforce	<p>How many child care workers do we keep?</p> <p>How many more jobs are created?</p> <p>Retention rates</p> <p>Recruitment rates</p> <p>Attrition rates</p>	Classroom supports, centralized admin services, mental health supports for kids and workforce, retention pilots driven by unique needs across county and provider types, professional development, guaranteed job placement, continuing ed
	Increase capacity to meet needs	<p>How many slots were preserved?</p> <p>How many slots were created?</p> <p>How many parents are participating in the workforce?</p> <p>Are child care options growing in county?</p> <p>Length of waitlists</p>	Subsidized lending. Start-up grants, facility renovations and expansions, financial planning/business-modeling support, establishment of an emergency / non-scheduled child care drop in center.
	Increase affordability	<p>How many more families are accessing child care?</p> <p>What percent of the family budget are they paying?</p> <p># of expanded families receiving subsidies</p>	Expect this to be a highly leveraged goal – leadership and coordination will support state and federal policies to increase income level for subsidies. Increased supply overall will support increased affordability.
	Increase quality	K-readiness increases	Curriculum development, family engagement programming, increased professional development, creating more inclusive environments for children with special needs
<p>Targeted support for at-risk and vulnerable children (20-35%)</p> <p>Annual funding: \$1.6 - \$2.8 million</p>	Increase housing stability	<p>Decreased number of children and families on waitlist for housing</p> <p>Decreased # of children counted on Point in Time count</p>	Targeted family diversions, short-term flexible financial assistance to avert crises, trauma-centered interim housing
	Increase access to early parenting supports, increased mental and behavioral health services	<p>Increase in providers and services</p> <p>Decreased time on waitlists</p> <p>Increased prenatal and perinatal supports</p> <p>Perinatal Mood Disorders / complications decrease</p> <p>Child maltreatment decreases</p>	Increased peer supports for parents, caregivers, and expecting mothers. Retention, recruitment, and development of mental health counselors and specialized supports for children and families in trauma. Access to mental health services integrated into early learning and care.
<p>Fund Administration (6%) – Annually: \$492,000 – pays for contract management, coordination, data analyst, child care specialists</p> <p>Evaluation (3%) – Bi-annually: \$246,000 – pays for qualified external evaluator to measure output, outcomes, and impact of investments (is the needle actually moving?)</p>			

# Act III: The Practice of finding Common Ground



## Use the polling data

- Brain Development
- Need for workforce
- Child Care can't be fixed by market forces
- Accountability can be a model for local government



## Use trusted messengers

- Find out what is important to individuals
- Book Clubs
- Service Orgs
- Community forums
- Endorsements beget endorsements
- Earned media & letters to the editors
- TV/Radio



## Get out the vote!

- Poll set a target win number
- Knocked on doors
- Aligned with candidates and Whatcom Dems
- Phone Bank
- Young people!

*"Comfort for conservatives"*

# Healthy Children's Fund: Expected Timeline\*



# Yes for Whatcom Kids!

Whatcom County, Washington

## Contact Information

**Heather Flaherty**

Chuckanut Health Foundation

Heather@ChuckanutHealthFoundation.org

**Meredith Hayes**

Whatcom Child Care Coalition

MeredithMHayes@gmail.com



# YES FOR NOLA KIDS

A Transformative Impact for New Orleans



# Yes for NOLA Kids!

New Orleans, LA



## Annual revenue

\$21 million

## Year established

2022

## Type of revenue

Property tax

## Levy amount

\$5 per \$1,000 of assessed property value

## What it funds

Early childhood development and education

## Administrating infrastructure

City Seats

## What will this cost you?




The median home price in New Orleans is about **\$200,000**. For a home value of \$200,000 with a homestead exemption, the cost is about **\$5 per month**.

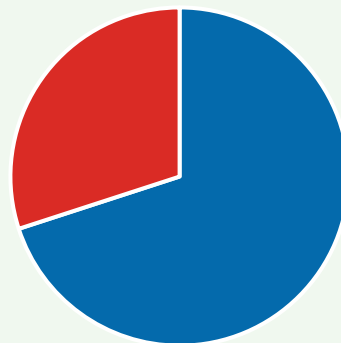
That's equivalent to a cup of coffee at \*Starbucks.



\*Starbucks is not associated with this campaign in any way.

## OVER \$20 MILLION ANNUALLY WILL:

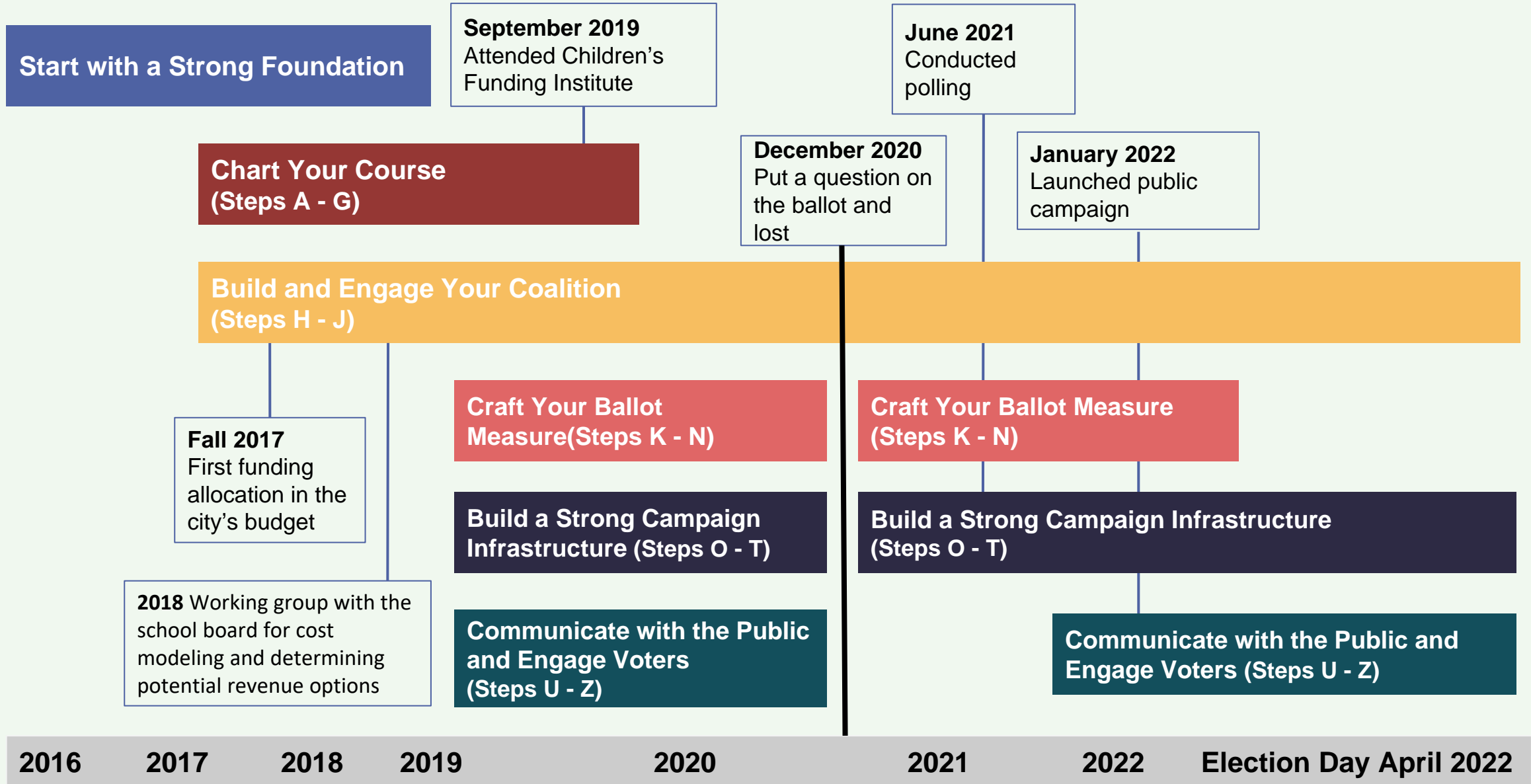
-  **INCREASE** AFFORDABLE QUALITY EARLY CHILDHOOD EDUCATION SEATS
-  **FUND** LOW TEACHER-CHILD RATIOS THAT IMPROVE OUTCOMES
-  **FUND** TEACHER TRAINING TO BUILD A PIPELINE OF QUALIFIED EARLY EDUCATION WORKERS



**70%** of funding will go to providing 1,000 additional City Seats ECE slots for infants and toddlers ages 6 weeks to 3 years.

**30%** of funding will go to wraparound supports including center expansion and startup grants, family coordination, and professional development.

# New Orleans – Timeline to Election Day





# An Opportunity To Transform Our City

Only 1/3rd of New Orleans third graders are reading on grade-level. Why? Only 30% of New Orleans kids enter kindergarten on track, ready to learn. - LA Dept of Edu

25.4% of New Orleans residents live in poverty. 40% of our children under 6 live in poverty.

Early childhood education is the single most expensive budget item for a family with children in a city where so many live in poverty. – Michael Williamson, CEO, United Way of Southeast Louisiana

Pandemic impact: Our kids are behind...younger kids are further behind than older ones; poor kids are further behind than their wealthier classmates. - WSJ



# A business argument – today's workforce



For parents with children age 4 and under, childcare issues resulted in **more than 16% quitting their jobs**, nearly **14% turning down a promotion**, and **18% going from full time to part time**.

Of those parents surveyed, almost **50% have missed work regularly due to childcare issues over the last 90 days**.

**71% of young children in New Orleans have all available parents in the workforce**, making reliable childcare critical to our economy. *(Source: U.S. Census American Community Survey 2015-2019.)*

The bottom line: Childcare issues **cost Louisiana employers \$762 million per year** due to absences and turnover. The total impact on the Louisiana economy is a **loss of more than \$1.3 billion**.



# Impact on Taxpayers



# Partners



United Way of Southeast Louisiana



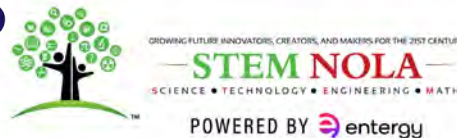
LOUISIANA



POWER COALITION For Equity & Justice



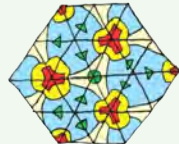
New Orleans JCC



The Jewish Community Relations Council of the Jewish Federation OF GREATER NEW ORLEANS



EARLY PARTNERS Building the foundation for a more equitable future



LINK STAR STRYJEWSKI FOUNDATION



National Council of Jewish Women Greater New Orleans



# FOR PROVIDERS BY PROVIDERS



## ADVOCACY TIMELINE

- 2012** Louisiana passed Act 3
- 2015** Provider joins Agenda for Children Board as a Member
- 2015** Provider joins Agenda for Children Steering Committee
- 2016** First provider joins Grade Level Reading Steering Committee
- 2018** Provider joins the Orleans Parish School Board Workgroup to find permanent funding sources for ECE
- 2019** New Orleans received \$750,000 to fund City Seats. Only 50 children were served.
- 2020** City Seats funding increased to \$1.5 Million. For Providers By Providers was established. 4PXP began supporting providers using group text threads with only 9 providers and grew into Let's Talk Advocacy Calls. We made our first attempt at getting millage passed to permanently fund ECE.
- 2021** City Seats funding increased to \$3 Million
- 2022** Another provider joins Agenda for Children Steering Committee. We helped to push true cost of care recommendations to NOEN which resulted in CCAP expansions and rate increases, engaged over 200 early learning providers in policy efforts toward the ECE Millage win to increase available City Seats for providers and improve family access to quality childcare, and supported the approval of ECE teacher occupations now recognized as in-demand occupations.

## MILLAGE DATA

- January 2022** Volunteers dedicated over 100 hours to the Getting Registered to Vote Drive
- February 2022** Volunteers dedicated over 400 hours to the Advocacy Phone Bank
- April 2022** Volunteers dedicated over 800 hours to the Voting Phone Bank
- April 2022** Volunteers dedicated over 300 hours to the Early Voting Meal Drive



Our Team



**Kristi Givens**  
4PXP Co-Founder  
Kids of Excellence,  
Owner



**Rochelle Wilco**  
4PXP Co-Founder  
Wilcox's Academy Early  
Learning Center, Owner

# The Challenge

- Conservative/Libertarian State
- Limited Revenue Options
- Anti-Tax
- Heated Election
- All or Nothing Attitude

# THE SOLUTION

## BALLOT INITIATIVE

Dedicate 100% of the local marijuana tax revenue to create an annual and sustainable fund to support child care & early education.



# RESULT



## Proposition 14: Marijuana Retail Tax Amendment

*SHALL THE MUNICIPAL CHARTER BE AMENDED REGARDING DEDICATING MARIJUANA RETAIL TAX PROCEEDS TO CHILD CARE AND EARLY EDUCATION?*

Yes	35,224	56%
No	27,785	44%



# How?

- Local election easier and less expensive
- Diverse Coalition
- **Conservative Consultant - Messaging**



TREVOR STORRS

[tstorrs@alaskachildrenstrus](mailto:tstorrs@alaskachildrenstrus)

[t.org](http://t.org)

(907) 248-73070

CARE for KIDS

# Questions?

**CHILDREN'**   
FUNDING PROJECT

