

Children's Funding Project's Ballot Measure Cohort

January 2025 | Children and Youth



What Is the Ballot Measure Cohort?

Children's Funding Project's ballot measure cohort is a partnership between [Children's Funding Project](#) and [Children's Funding Accelerator](#) (our advocacy partner). The cohort is designed to build capacity for and remove financial barriers from communities seeking to establish dedicated public funding streams for children's services via a local ballot measure. Children's Funding Project offers the cohort, and all associated resources and support, to local advocates pursuing a ballot measure to support children and youth at no cost. The cohort provides the following support:

1. Readiness assessment and evaluation tool (application)
2. Coaching from Children's Funding Project staff members
3. Tools from Children's Funding Project and our partners
4. Peer learning opportunities
5. Invite-only conversations with experts, often in partnership with [Funding the Next Generation](#)
6. Consideration for campaign contributions from Children's Funding Accelerator

Who Should Apply?

You're ready to apply for the cohort if you meet the following requirements:

1. Three individuals (representing different organizations or groups in your community) sign on to your community's application and commit to regular participation in cohort activities.
2. You are pursuing a ballot measure that will dedicate public funding to children and youth services.
3. Your effort is targeting an election date in 2025, 2026, or 2027 for ballot placement.

How Do I Apply?

1. **Create a team!** While this team will grow over time, you will initially need to identify three people in your community who are willing to sign on to your application and consistently attend cohort group trainings (every other month) and individual coaching sessions (monthly). These three individuals should represent different involved or impacted groups and organizations within your community, such as providers, government departments or agencies, local philanthropy, the offices of elected officials, parents, advocacy or community organizing groups, and child-focused coalitions or collective impact backbone organizations.
2. **Request an application!** Please email daniel@childrensfundingproject to request an application and copy your team members on the message.
3. **Complete your application!** Note that this application is meant to be a readiness tool that helps you identify next steps, so we expect that your team will not be able to answer all the questions yet.

\$368.6 million

Annual revenue generated by voter-approved children's funds established by cohort alumni

CHILDREN'S 
FUNDING PROJECT



4. **Submit your application!** Return your completed application to daniel@childrensfundingproject.org, with all team members copied on your message. Then we will set up a time to review your application with you by phone.

Talk to Me About the Money!

We know that one of the most intimidating parts of pursuing a ballot measure campaign is political fundraising. That's why we created the Children's Funding Accelerator, a fund to support campaigns for dedicated early childhood funding. Up front, we want to be clear about eligibility for this funding:

1. Contributions from Children's Funding Accelerator will act as supplemental dollars to campaigns. They must represent the minority of a campaign budget; more than 50% of campaign contributions must come from local (in-state) donors.
2. Contributions from Children's Funding Accelerator can only be made to a 501(c)4 organization, PAC, or campaign/ballot measure committee supporting a ballot measure that dedicates public revenue to child and youth services. These dollars can not be used to support activities of a 501(c)3 organization or candidates for public office.

Cohort Alumni Achievements

Since 2020, nine ballot measure cohort teams have established voter-approved children's funds via ballot measure, generating over **\$368.6 million annually** for children and youth. Children's Funding Accelerator has contributed to 16 successful campaigns that generate over \$1 billion for kids.

Read more about some of our cohort success stories below.

[Whatcom County, WA Case Study](#)
Cohort 2 Member (2022)

[New Orleans, LA Case Study](#)
Cohort 1 and 2 Member (2022)

[Multnomah County, OR Case Study](#)
Cohort 1 Member (2020)

[Leon County, FL Case Study](#)
Cohort 1 Member (2020)

[Escambia County, FL Case Study](#)
Cohort 1 Member (2020)

Travis County, TX, Cohort 3 Member (2024)
Case study coming soon

What Alumni Say About the Ballot Measure Cohort

"From the beginning, Children's Funding Project was by far the most instrumental support in helping Whatcom County move from theoretical discussions and dreams to taking action and making a campaign for children possible in our community. Without [Children's Funding Project] and the ways they showed us how to turn ideas into communitywide commitments, we would not be able to make the impacts we are poised to make for children and families and the future vibrancy of our county."

—**Heather Flaherty, Executive Director of Chuckanut Health Foundation, Whatcom County, WA**

"It was invaluable to have access to campaigns and approaches by other cities to shape our initiative without having to compile all the resources [ourselves]. Being part of a larger effort was useful in messaging the vast amount of work we did to mount our campaign."

—**Councilmember Alison Alter, Austin, TX (Travis County)**

Children's Funding Accelerator is a 501(c)4 pooled fund that supports ballot measures to fund early childhood development. childrensfundingaccelerator.org



Children's Funding Project is a nonprofit social impact organization that helps communities, states, and Native nations expand equitable opportunities for children and youth through strategic public financing. childrensfundingproject.org

