

Winning Funding for Kids at the Ballot



Five Years of Impact at Children's Funding Project and Children's Funding Accelerator

We Are Part of a Dynamic Partnership Working on Behalf of Children Nationwide

Ballot measures that dedicate public funding to children and youth allow states and communities to turn voter support into sustained investments in kids. However, getting on and winning at the ballot is uncharted territory for many partners in the child and youth field, and is often prohibitively expensive. That's where Children's Funding Project and Children's Funding Accelerator come in.

Together, these sister 501(c)(3) and 501(c)(4) organizations provide the hands-on guidance and resources needed to run effective campaigns to secure new and reauthorize existing voter-approved children's funds.

Our success is reshaping the national landscape. There are more than two million children and youth in the communities where we've won campaigns and, since 2020, our efforts have helped create and reauthorize 22 state and local funds.

Dedicated Children's Funds Create New Opportunities

Local Success Story: New Orleans

New Orleans is using a \$21 million fund from a 2022 ballot measure we supported to expand access to early care and education. After three years, the state's early literacy assessment shows more kindergarteners are meeting literacy benchmarks.

[Read the story here.](#)

We Help Communities and States Win for Children

Between 2020 and 2025, we:

FUNDED

22 Winning Campaigns

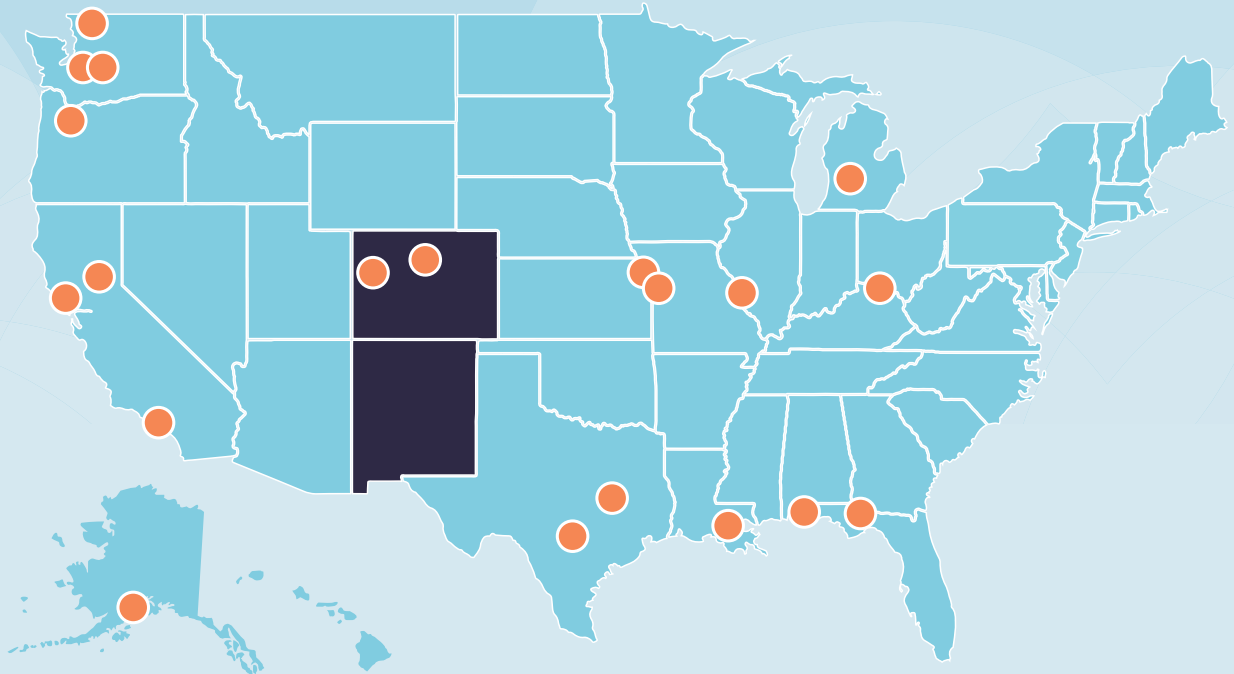
IN 12 STATES



SECURED NEARLY

\$1.3 Billion

IN RECURRING PUBLIC FUNDING



Our Approach

Together, Children's Funding Project and Children's Funding Accelerator serve as non-partisan partners to communities pursuing voter-approved children's funds, providing resources in the form of strategic coaching, access to a network of campaign experts, and campaign funding.

COACH: Our team provides campaigns with strategic and operational guidance, resource referrals, troubleshooting, and coaching through our Ballot Measure Cohort. This support covers a range from messaging, coalition building, and policy design, to logistical considerations like vendor management.

CONVENE: Every two years, we convene the Children's Funding Institute, which brings community teams together with experts from across the country for two days of training and planning.

FUND: Through Children's Funding Accelerator, we target funding to help campaigns get off the ground, elicit local matching dollars, meet unexpected challenges, and get across the finish line.

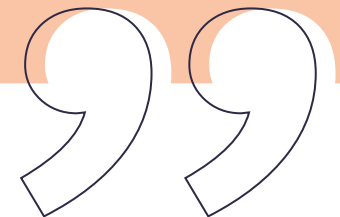


"From the beginning, Children's Funding Project was by far the most instrumental support in helping Whatcom County move from theoretical discussions and dreams to taking action and making a campaign for children possible in our community."

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

"We would not be here without Children's Funding Project and their generous support. A small group of us went to San Antonio to the [Children's Funding Institute]...we came back mobilized and galvanized to come back to Austin and make this change."

—David Smith, CEO United Way of Greater Austin (following election win)



Our Exceptional ROI

Between Children's Funding Accelerator and Children's Funding Project, we've invested \$5.7 million to build capacity in communities and support ballot measure campaigns. Over the next five years, communities we've supported with technical assistance and campaign funding will collectively generate \$1.3 billion annually.



This amounts to a return on investment of \$1,140 for every dollar we've invested in direct funding for campaigns and technical assistance.

TO LEARN MORE, VISIT OUR FOLLOWING WEBSITES:
CHILDRENSFUNDINGACCELERATOR.ORG / CHILDRENSFUNDINGPROJECT.ORG

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