

# Children's Funding Project

*"What gets budgeted, gets done"*





## About Us

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.

We collaborate with local leaders and advocates to help them understand the multiple sources of funding for children and youth, identify sustainable ways to fund their goals for kids, and develop customized financing solutions tailored to their needs. Our library of resources, custom tools, one-on-one coaching, and training events help advocates, policymakers, and Native leaders develop the skills they need and build collective momentum toward an equitable future for all children.

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



# Our Coaching Team



**Sarah Eicher**  
Cost Modeling Coach



**Kenny Francis**  
Director  
Coaching and Capacity  
Building



**Danyelle Norment**  
Fiscal Mapping Coach



**Kylie Wheeler**  
Manager  
Products and Capacity  
Building

# What Is a Children's Funding Coordinator?



A person whose job it is to wake up every morning thinking about how to increase funding, resources, and access for children in their community through **strategic public finance planning.**

## Key Responsibilities

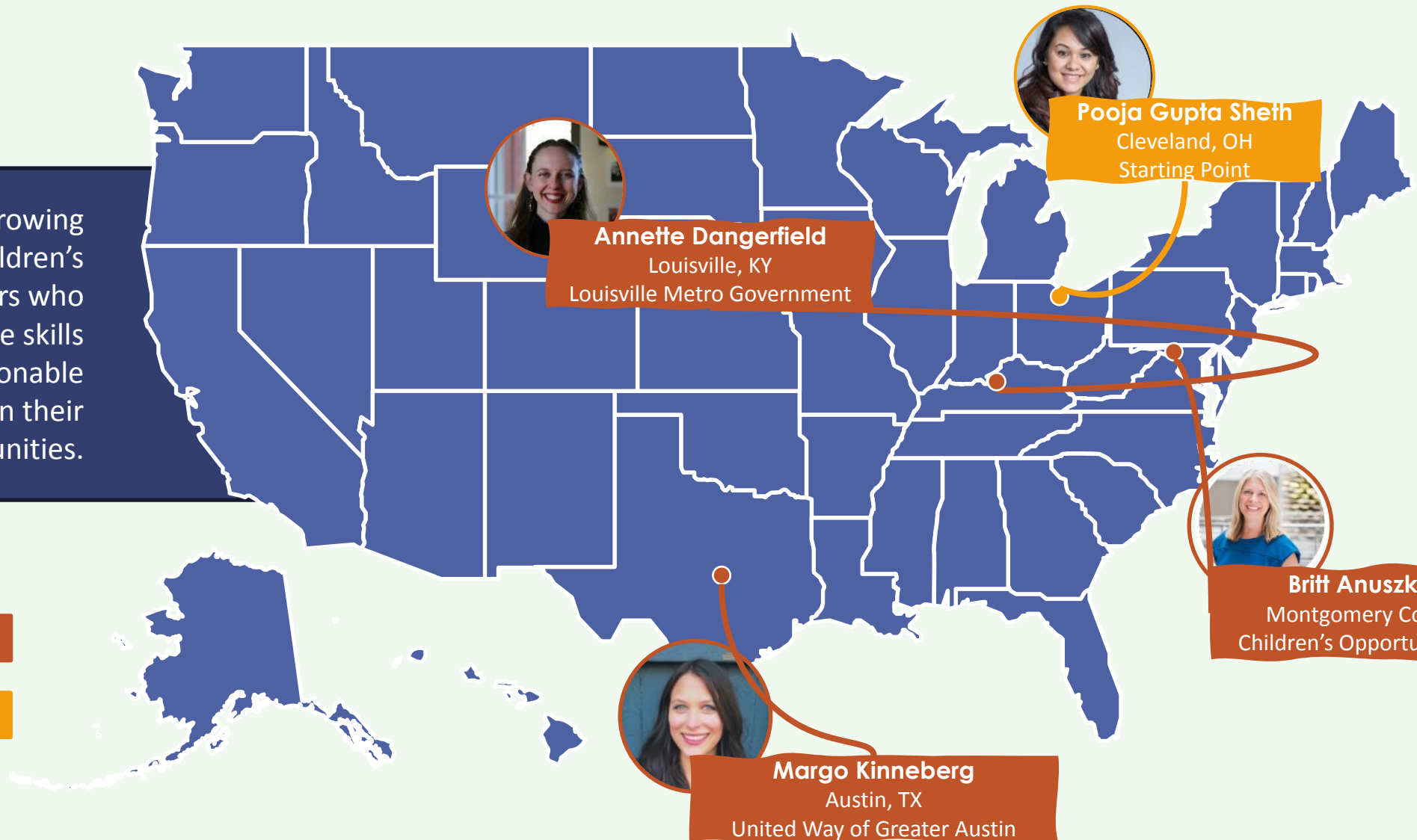
- Become an expert on Children's Funding Project's field-tested methodologies for strategic public finance planning
- Facilitate collaboration between community partners and local budget holders
- Deliver localized fiscal mapping, cost modeling, and sourcing additional funding analyses
- Train others in the community to expand capacity and grow local strategic public financing expertise

We have a growing network of children's funding coordinators who are building the skills needed to fund actionable solutions for kids in their communities.

### Current Funding Focus

Early Childhood

Out-of-School Time



# WE WANT TO WORK WITH...

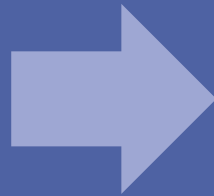
# BY PROVIDING...

# TO BUILD...

People with lived experience with children's issues who have an interest in policy, system building, and advocacy

and

Hiring partners and funders committed to empowering lived experience leaders

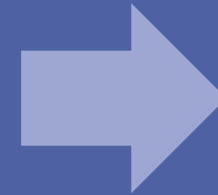


1. Hiring support that includes equitable hiring training

2. Skill-building around project management, writing for public policy, data analysis, and visualization

3. Coaching and training resources for all elements of strategic public finance planning

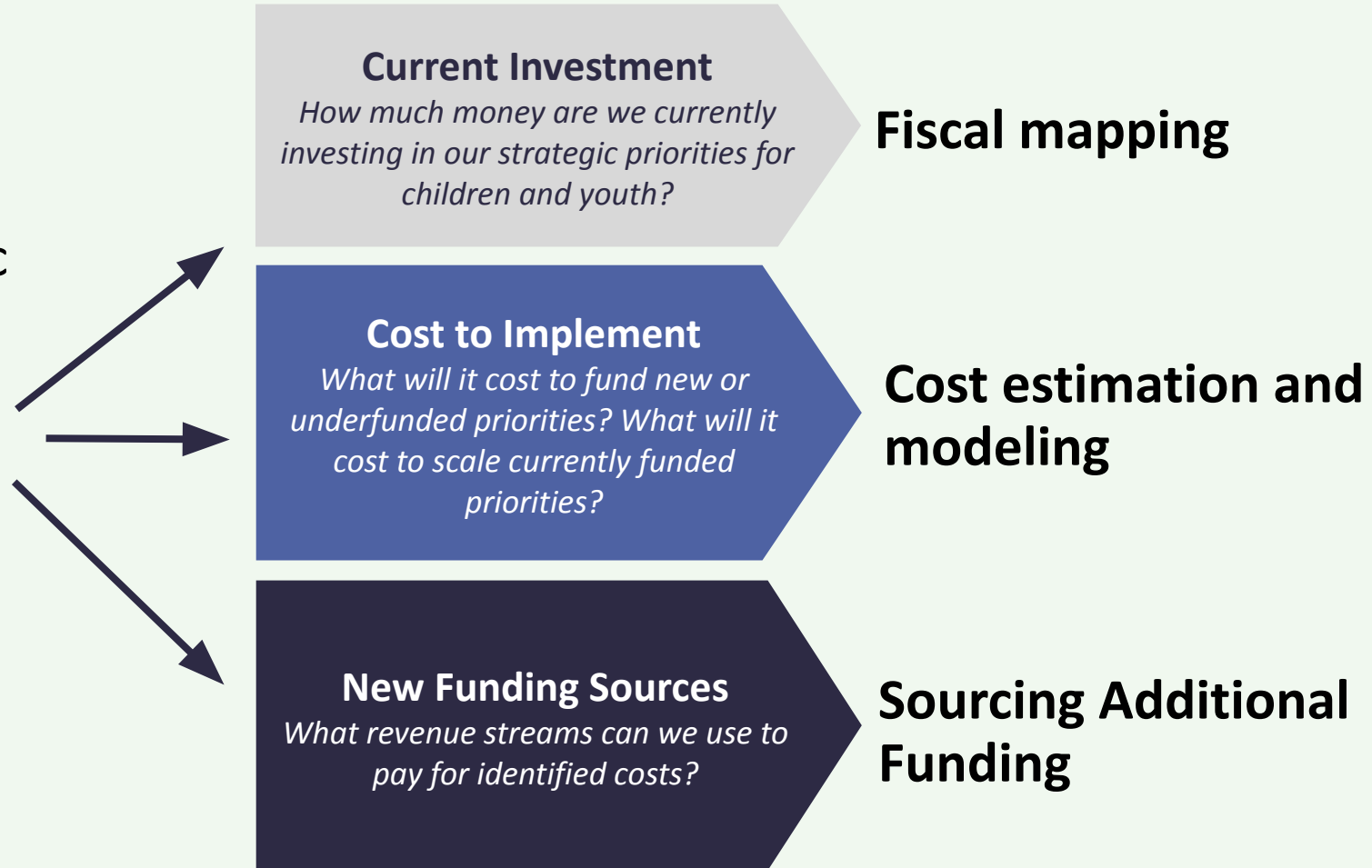
4. Support for ongoing capacity building and planning



A robust network of lived experience policy leaders with strategic public finance planning expertise

# What Is “Strategic Public Finance Planning?”

A strategic public financing plan picks up where strategic plans often leave off.  
It identifies





# What Is a “Fiscal Map?”

- An analysis of the funding streams that finance child and youth services
- Can include public (federal, state, local) and private (philanthropy) dollars
- A fiscal map answers the question **WHO** invests **HOW MUCH** and in **WHAT?**

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# Fiscal Mapping Timeline



# New Orleans Data Book and Fiscal Map

## New Orleans Inventory of Public Investments in Children & Youth - 2020

Total Investments in Children and Youth Ages 0-24

\$40M

This fiscal map is a comprehensive analysis of public investments in youth and children in New Orleans. This resource will assist city leaders to identify and align spending with priorities. In addition, non-profits, residents, and community groups are encouraged to use the resource to better understand the City's public investments in youth and children.

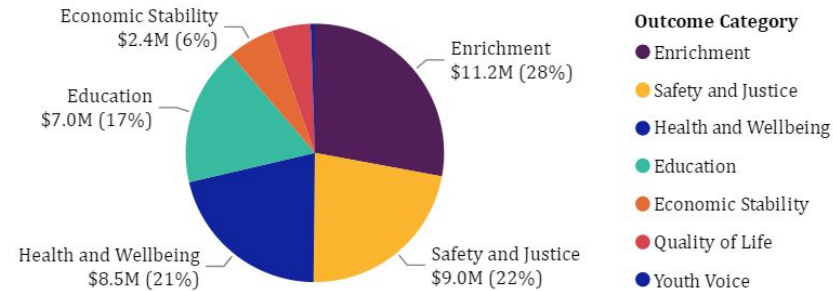
Through a data-driven process, the Mayor's Office of Youth and Families, in partnership with the Children's Funding Project, worked with City agencies and departments to obtain fiscal data related to youth and children services. Fiscal data was categorized into outcome categories, levels of intervention, and eligible services to provide a more detailed analysis.

The data in this map includes general fund expenditures, state and federal grants, and some miscellaneous sources of funding. It is important to note that this fiscal map does not include school funding, which is administered by New Orleans Public Schools, a public entity independent from the New Orleans City Government.

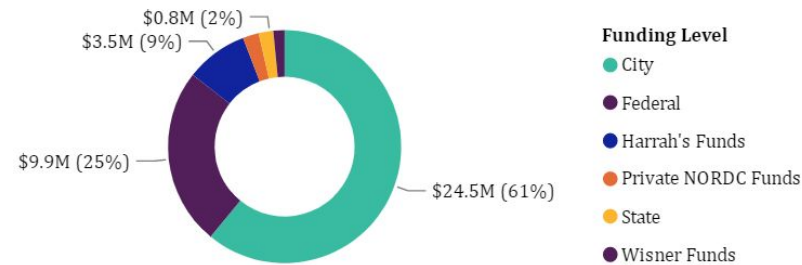
Funding Stream Name	Original Granting Agency	FY20 Appropriation Amount	Program Description
Children and Youth Planning Board	Office of Youth and Families	\$100,000	THE CHILDREN AND YOUTH PLANNING PLAN FOR SERVICES AND PROGRAMS FOR COLLABORATIVE EFFORTS AMONG LOCAL BEHAVIORAL, EDUCATIONAL, SAFETY, AND COMMUNITIES, AND FOR ASSISTING IN
Community Development Block Grant - NORDC Summer Camp	Housing and Urban Development	\$1,021,397	SUMMER CAMP
Edward Byrne Justice Assistance Grant Program - Louisiana Center for Children's	Mayor's Office of Criminal Justice	\$57,200	THE JAG PROGRAM IS THE LEADING SOURCE
<b>Total</b>		<b>\$40,250,226</b>	



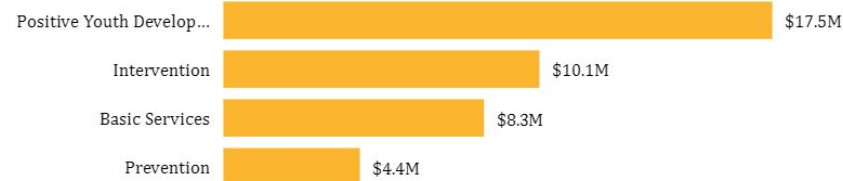
### Investments by Outcome



### Source of Investments



### Investments by Level of Intervention



Link [here](#). Click on "What are we spending?"

# What Is a Cost Model?

A cost model is an approach to measuring the *true cost* of implementing and maintaining a service or program.

1

## Aims to Understand

- Costs of providing a service or program (per child, per classroom, or total)
- How changes in quality variables impact overall costs
- How geography or program size impacts overall costs

2

## Useful for

- Determining true cost of care against market cost
- Setting appropriate rates
- Improving staff wages and benefits
- Making a case for more funding

3

## Structural Cost Drivers

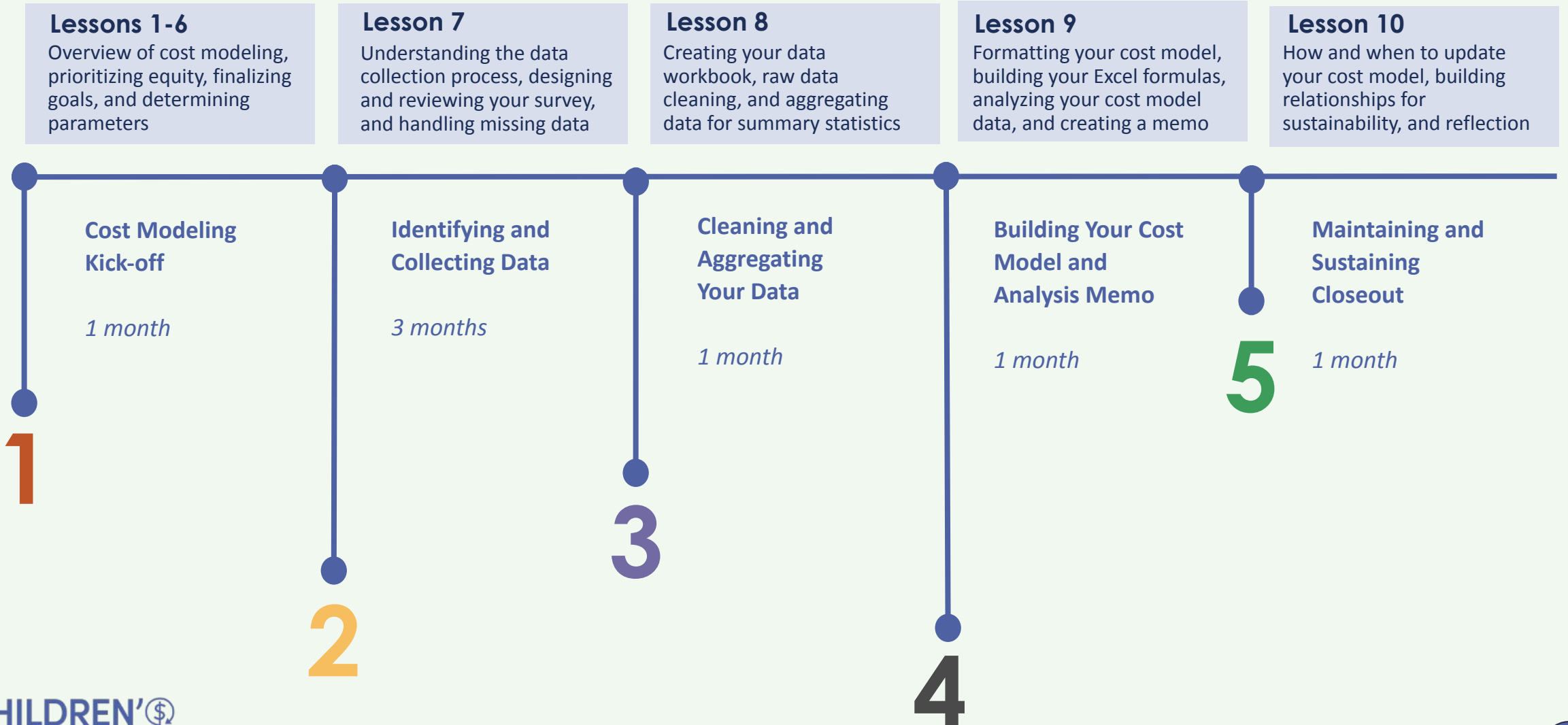
- Programmatic requirements an/or licensing standards
- Ratios/group size or caseload
- Geography
- Minimum wage requirements

4

## Operational Cost Drivers

- Wages and benefits
- Rent/utilities
- Food, supplies, transportation, and other nonpersonnel costs
- Professional development
- Quality add-on components

# Cost Modeling Timeline



# Tangible Benefits of Cost Modeling

Cost models are used to achieve a variety of goals, by allowing people to understand the impact of different program options and policy choices, backed by real data.

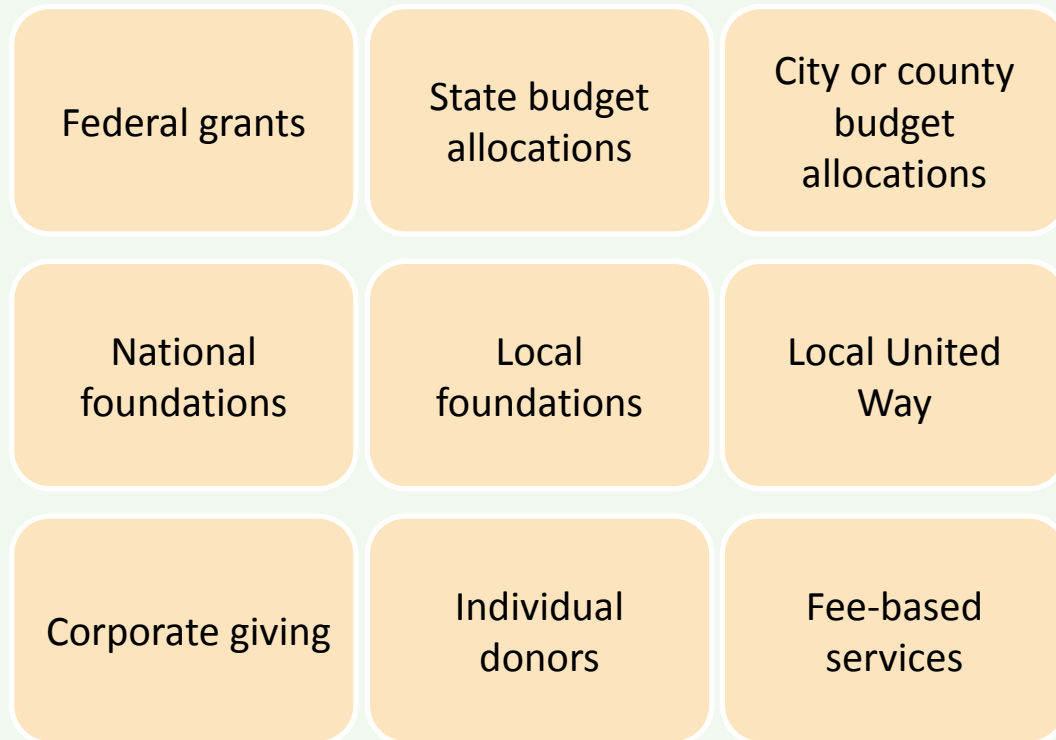
Some of the most common reasons people invest in cost models

- To help state and local leaders compare actual cost of administering a program with the market cost
- To cost out a grant, contract, program, service or initiative
- To set a daily rate for subsidy programs
- To cost out the impact of a policy change
- To cost out a desired system and/or fiscal planning
- To advocate for increased investment in programs and services for children and families

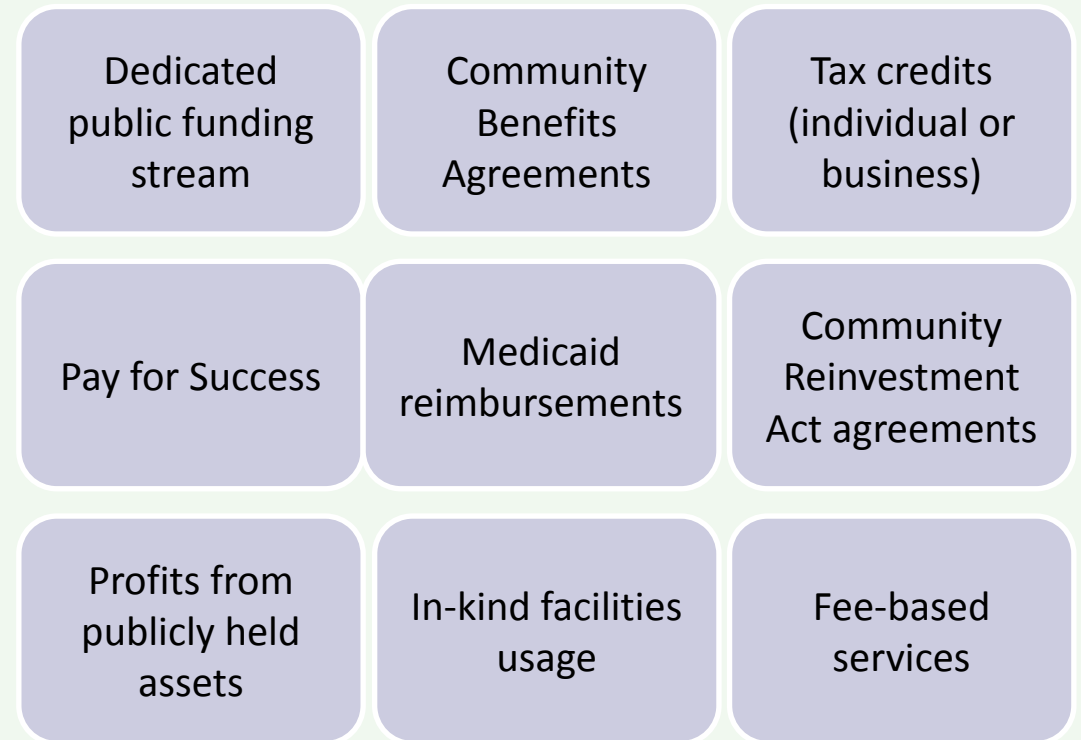
# Revenue and Funding Options Research

Filling the gaps in funding for children and youth will require thinking beyond your current sources of funding.

## What are your typical sources of funding?



## What other sources of funding should you consider?



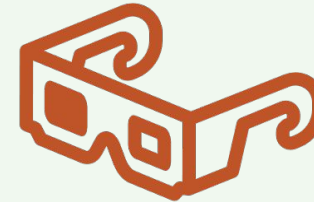
[READ: Innovative Financing to Expand Services So Children Can Thrive](#)

# Sourcing Additional Funding Timeline



# Revenue and Funding Options Research

In this phase of the process, children's funding coordinators learn how to



Navigate the results of revenue and funding options research

Ask the right questions of the right people, including subject-matter experts and community partners, to determine the most promising new funding options



Communicate the results of funding options research to different audiences in the community with the goal of achieving consensus on funding options to pursue



# A-to-Z Checklist for a Successful Effort

## Start with a Strong Foundation

- ✓ Experience collaborating for kids
- ✓ Community-wide goals for kids
- ✓ Defined funding needs
- ✓ A motivated coalition
- ✓ A convening entity

## Chart Your Course

- A. Create a steering committee
- B. Determine the fund's purpose and intended impact
- C. Study models of success
- D. Research potential public funding mechanisms
- E. Identify viable pathways to the ballot
- F. Conduct polling to inform decision-making
- G. Select an election date and create a timeline

## Build and Engage Your Coalition

- H. Conduct outreach and build your lists
- I. Create opportunities for multiple types of engagement and make the ask
- J. Transition your coalition into campaign roles

## Craft Your Ordinance and Question

- K. Plan your fund's infrastructure for administration and oversight
- L. Craft a draft
- M. Get coalition feedback
- N. Engage a lawyer and negotiate with elected officials and public offices
- O. Submit for ballot placement
- \*transition to campaign mode\*

## Build a Strong Campaign Infrastructure

- P. Recruit a campaign committee
- Q. Create a campaign budget
- R. Select a treasurer and open a bank account
- S. Legally establish the campaign
- T. Hire a campaign manager and develop a campaign plan
- U. Focus on fundraising

## Communicate with the Public and Engage Voters

- V. Use polling and a communications firm to develop your communications plan
- W. Train your coalition on message discipline
- X. Set a date to launch your campaign
- Y. Mobilize volunteers
- Z. Engage voters and GOTV!

# First Steps Kent Millage

Kent County, Michigan



The ongoing goals of the Ready by Five Early Childhood Millage are to

## Annual revenue

\$5.7 million

## Year established

2018

## Type of revenue

Property tax

## Levy amount

\$0.25 per \$1,000 of assessed property value

## What it funds

Early childhood

## Administering infrastructure

First Steps Kent

### Increase early learning opportunities and child health

by increasing access to quality programming for expecting mothers and children ages 0-5 in Kent County

### Increase cross-sector collaboration

between providers to ensure families are being connected with needed services in the form of a warm handoff through referrals and data sharing

### Reduce outcome disparities

across specific target populations by ensuring culturally relevant and inclusive services and supporting programs that serve traditionally underserved community members

## HOW?

By investing in programs that contribute to four indicators of kindergarten success:

1. Parents will have increased access to resources and information
2. Mother's health and wellbeing
3. Children are developmentally on track
4. Children are healthy

Community-based organizations apply for funding to provide services such as home visiting, play and learn groups, developmental screening, and navigation support to help families access the help they need and want.



**COLORADO CHILDREN'S CAMPAIGN**  
*Every Chance for Every Child*

# Colorado Children's Campaign – November 2020

**PROPOSITION EE:** An incremental tax increase on cigarettes and tobacco products, and a new tax on liquid nicotine (vaping).

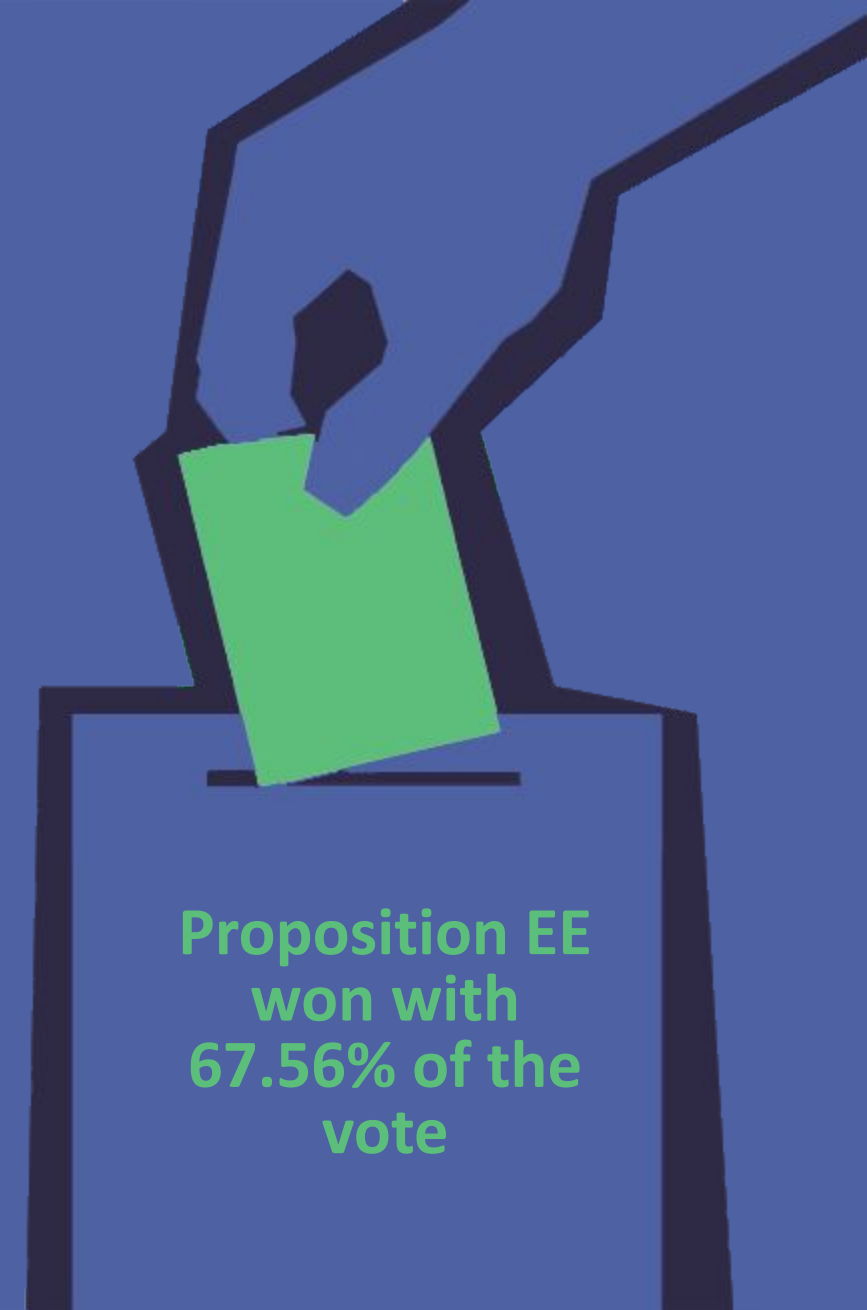
Revenue:

\$176M in total revenue 2020-21, increasing to \$275M in 2027-28

Revenue will initially go to k-12 public schools, affordable housing, and tobacco education, prevention, and cessation, but starting in 2024 will be used to fund pre-k - \$168M in first year, growing to \$242M when fully implemented

Key messages:

- 1. Save lives by reducing tobacco and vape** use through higher product prices and funding tobacco prevention and cessation programs.
- 2. Shield K-12 schools from deep budget cuts** caused by COVID and provide **universal, free preschool in fall of 2023.**



**Proposition EE  
won with  
67.56% of the  
vote**

# Children's Funding Coordinator Syllabus Overview

## Pre-hire:

- Equitable hiring training\*

## Onboarding:

- Pre-coaching skills assessment
- Skill building trainings: Microsoft Excel, PowerBI, Writing for Public Policy

## Strategic Public Finance Planning Skills Coaching

- Fiscal Mapping
- Cost Modeling
- Revenue and Funding Options Research
- Community Capacity Building

## Ongoing professional development:

- Project management certification
- Data analytics certification
- Effective communication: Writing, Design & Presentation
- Storytelling and influencing
- Public speaking

*\*For hiring partner organization*

# Journey of a Children's Funding Coordinator: Our Role

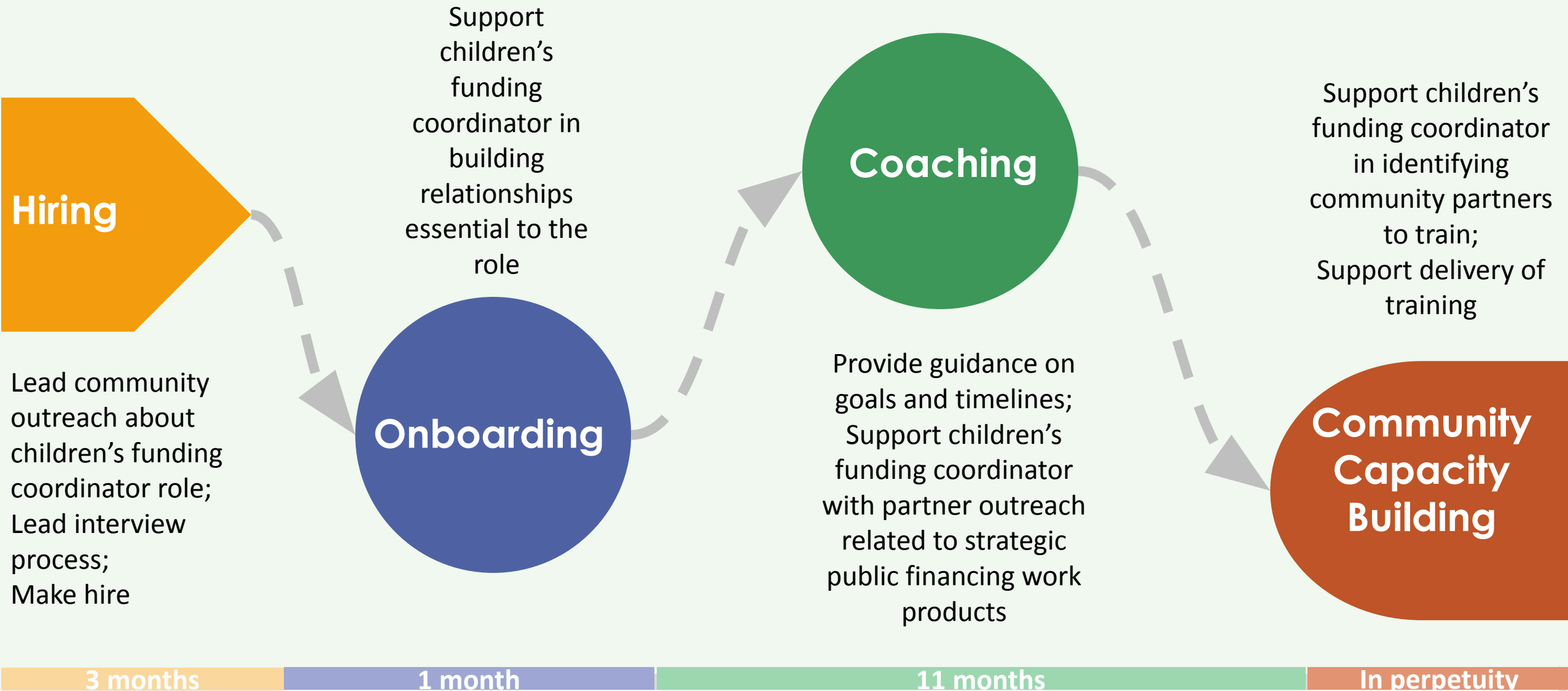


Full life cycle is ~ 18 months

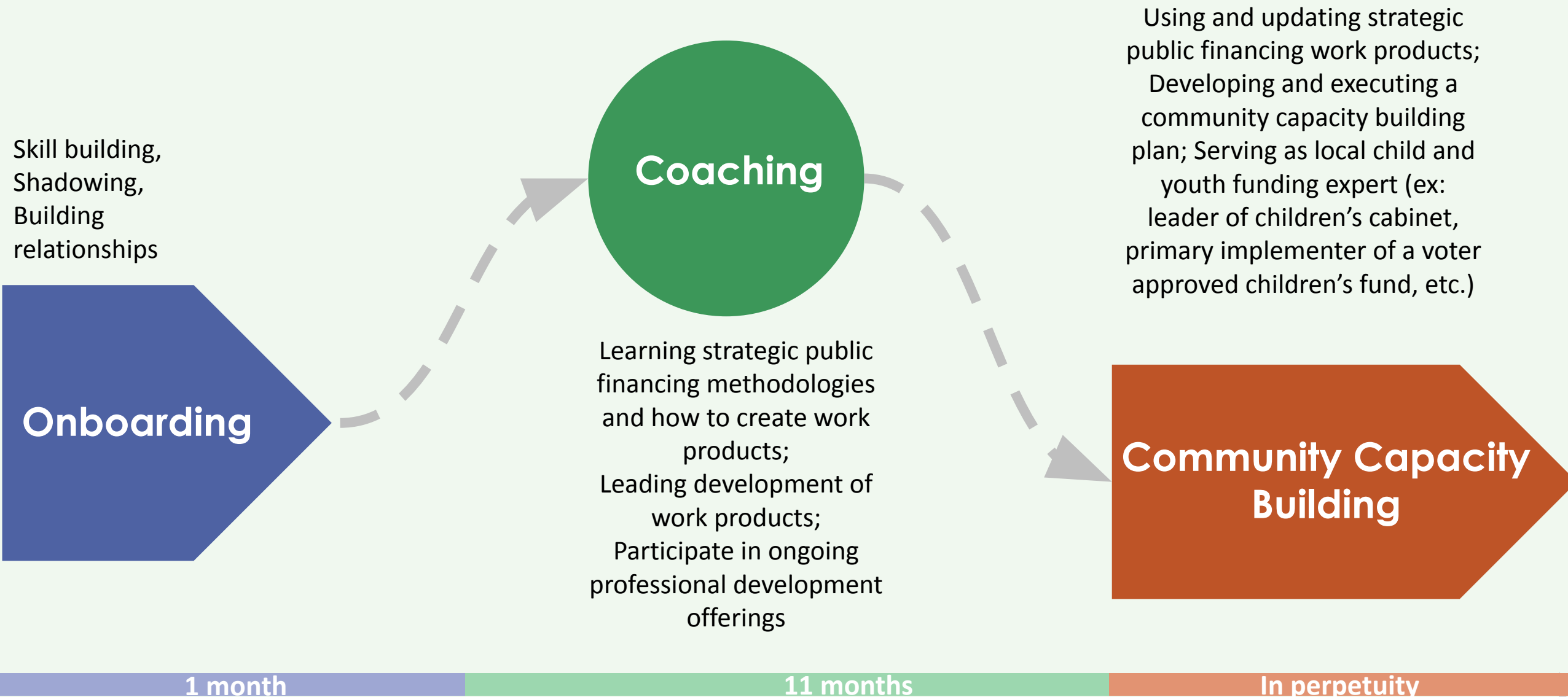
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# Journey of a Children's Funding Coordinator: Hiring Org Role



# Journey of a Children's Funding Coordinator: Coordinator's Role



# Thanks!

If you are interested in establishing a children's funding coordinator position in your community, fill out [this application](#).



Questions? Contact

[kenny@childrensfundingproject.org](mailto:kenny@childrensfundingproject.org)

**CHILDREN'**   
FUNDING PROJECT

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