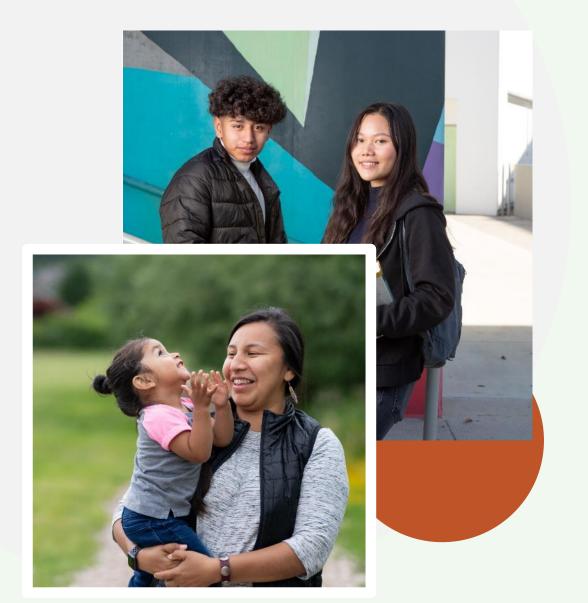
Children's Funding Project

"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



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





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

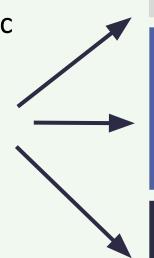
A robust network of lived experience policy leaders with strategic public finance planning expertise



What Is "Strategic Public Finance Planning?"

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

It identifies



Current Investment

How much money are we currently investing in our strategic priorities for children and youth?

Fiscal mapping

Cost to Implement

What will it cost to fund new or underfunded priorities? What will it cost to scale currently funded priorities?

Cost estimation and modeling

New Funding Sources

What revenue streams can we use to pay for identified costs?

Sourcing Additional Funding





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?

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
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Fiscal Mapping Timeline

Lessons 1-6

Overview of fiscal mapping, prioritizing equity, defining your goal, scope and parameters

Lesson 7

Requesting information from and interviewing budget holders

Lesson 8

Cleaning and validating data, managing outliers, and uniformly coding data

Lesson 9

Analyzing and visualizing fiscal mapping data and building an interactive fiscal mapping tool in Power BI

Lessons 10-12

How and when to update your fiscal map and building relationships for sustainability



2 months

Collecting Data

4 months

Cleaning and Coding Data

1 month

Building Your Fiscal Mapping Tool

2 months

Maintaining and Sustaining Closeout

3 months





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.

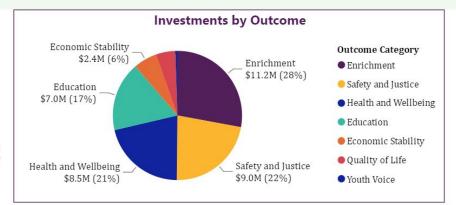
Through a data-driven process, the Mayor's Office of Youth and Families, in partnership with the Children's Funding Project, worked with City agencies and departments to obtain fiscal data related to youth and children services. Fiscal data was categorized into outcome categories, levels of intervention,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

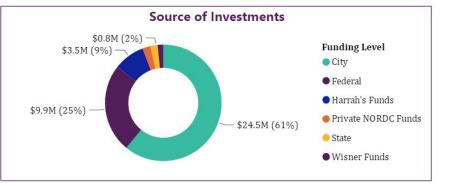
The data in this map includes general fund expenditures, state and federal grants, and some miscellaneous sources of funding. It is important to note that this fiscal map does not include school funding, which is administered by New Orleans Public Schools, a public entity independent from the New Orleans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

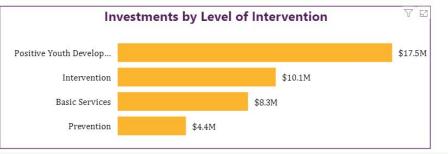
Funding Stream Name	Original Granting Agency	FY20 Appropriation Amount	Program Description
Children and Youth Planning Board	Office of Youth and Families	\$100,000	THE CHILDREN AND YOUTH PLANNING PLAN FOR SERVICES AND PROGRAMS FO COLLABORATIVE EFFORTS AMONG LOC BEHAVIORAL, EDUCATIONAL, SAFETY, A COMMUNITIES, 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 SOL
Total		\$40,250,226	
<			`











Link <u>here.</u> 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

Lessons 1-6

Overview of cost modeling, prioritizing equity, finalizing goals, and determining parameters

Lesson 7

Understanding the data collection process, designing and reviewing your survey, and handling missing data

Lesson 8

Creating your data workbook, raw data cleaning, and aggregating data for summary statistics

Lesson 9

Formatting your cost model, building your Excel formulas, analyzing your cost model data, and creating a memo

Lesson 10

How and when to update your cost model, building relationships for sustainability, and reflection



1 month

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Identifying and Collecting Data

3 months

Cleaning and Aggregating Your Data

1 month

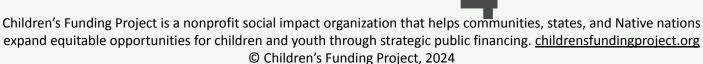
Building Your Cost Model and Analysis Memo

1 month

Maintaining and Sustaining Closeout

1 month





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?

Federal grants

State budget allocations

City or county budget allocations

Dedicated public funding stream

Community
Benefits
Agreements

Tax credits (individual or business)

National foundations

Local foundations

Local United Way

Pay for Success

Medicaid reimbursements

Community
Reinvestment
Act agreements

Corporate giving

Individual donors

Fee-based services

Profits from publicly held assets

In-kind facilities usage

Fee-based services

READ: Innovative Financing to Expand Services So Children Can Thrive



Sourcing Additional Funding Timeline

Lessons 1-2

Overview of sourcing additional funding and initial assessment

Lessons 3-4

Researching and gathering foundational information about local funding options

Lesson 5

Power mapping. Identifying critical partners and key community members needed to pursue funding options

Lesson 6

Feasibility assessment. Determining likelihood of implementation and success of funding options

Lesson 7

Plan development and implementation. Designing and implementing a strategy for funding options

Sourcing Additional **Funding Kick-Off**

1 month

Research

2 months

Power mapping

2 weeks

Feasibility Assessment

2-3 months

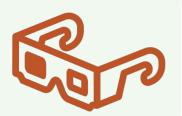
Plan Development and **Implementation**

TBD



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

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*

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 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

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

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



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

Administrating infrastructureFirst Steps Kent

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

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 – November 2020

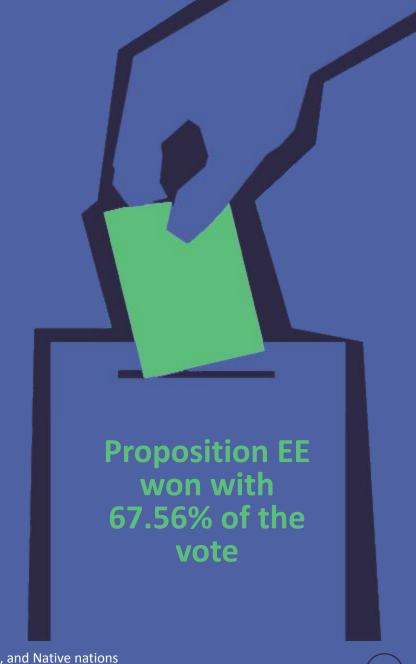
PROPOSITION EE: An incremental tax increase on cigarettes and tobacco products, and a new tax on liquid nicotine (vaping).

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.





Children's Funding Coordinator Syllabus Overview

Pre-hire:

Onboarding:

Strategic
Public
Finance
Planning Skills
Coaching

Ongoing professional development:

- Equitable hiring training*
- Pre-coaching skills assessment
- Skill building trainings: Microsoft Excel, PowerBI,
 Writing for Public Policy
- Fiscal Mapping
- Cost Modeling
- Revenue and Funding Options Research
- Community Capacity Building
- Project management certification
- Data analytics certification
- Effective communication: Writing, Design & Presentation
- Storytelling and influencing
- Public speaking

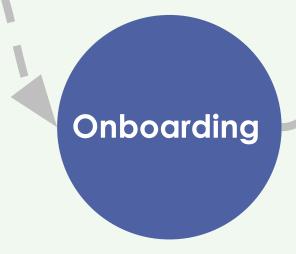
*For hiring partner organization

Journey of a Children's Funding Coordinator: Our Role

Hiring

Assessing readiness; Providing training on hiring practices; Supporting interview process

Assessing skill building needs;
Providing professional development on skills needed for role





Provide training in strategic public financing methodologies;
Supporting development of work products and memos;
Provide ongoing coaching, support and professional development opportunities

Support development and execution of community capacity building plan

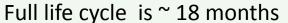
Community Capacity Building

3 months

1 month

11 months

3 months





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

Hiring

Lead community outreach about children's funding coordinator role; Lead interview process; Make hire

Support
children's
funding
coordinator in
building
relationships
essential to the
role





Provide guidance on goals and timelines;
Support children's funding coordinator with partner outreach related to strategic public financing work products

Support children's funding coordinator in identifying community partners to train;
Support delivery of training

Community
Capacity
Building

3 months 1 month 11 months In perpetuity



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

Skill building, Shadowing, Building relationships





Learning strategic public financing methodologies and how to create work products;
Leading development of work products;
Participate in ongoing professional development offerings

Using and updating strategic public financing work products;
Developing and executing a community capacity building plan; Serving as local child and youth funding expert (ex: leader of children's cabinet, primary implementer of a voter approved children's fund, etc.)



1 month 11 months In perpetuity



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

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