Funding The Next Generation started a journey over two years ago to capture the public's growing understanding of the needs of children and the success of California's local children's funds in San Francisco and Oakland.

We asked: Can local children's funds become a way to ensure sustainable funding for services to children, youth and families?

Can the creation of local children's funds become a statewide movement?

We invite you to a statewide conference to learn our findings and insights to date.

Where
Seven Hills Conference Center
San Francisco State University
(direcions and information on registration form)

When
Monday, May 9
Registration and breakfast – 8:00-9:00
Program – 9:00-3:30
Networking and consultation – 3:30-4:30

Featuring

Lt. Governor
Gavin Newsom
As Mayor of San Francisco, Gavin Newsom oversaw the nation's largest children's fund, understanding the benefits, challenges and opportunities of a local fund. He knows what a leader can do to realize the potential of local policy and funding for kids. As a visionary, he will share his insights about the needs of the state's children, and what can be done in all our communities, large and small, to see that these needs are met.

Celinda Lake
As one of the nation's leading political strategists and pollsters, Celinda Lake is in a unique position to share her insights about how to win public support for resources for children, youth and families. She is known for her cutting-edge research on social policies and has served as a tactician for candidates and issue campaigns at all levels of government. She will discuss the ways to frame children's issues within a political context, as well as the benefits of polling.

Funding the Next Generation is sponsored by
San Francisco State University, School of Health and Social Sciences.
“A BUDGET IS A MORAL DOCUMENT.”
– Martin Luther King, Jr.

Details

Registration
Online at:
https://nextgenerationconference.eventbrite.com
Cost – $50 per person to cover
cost of food and materials

More Information
Contact Margaret Brodkin
Founder/Director Funding the Next Generation
415-794-4963
margaret@fundingthennextgeneration.org

Who Should Attend?
• Child Advocates
• Elected Officials
• Policy Experts
• Civic Leaders
• Government Managers
• Organizers
• Children's Service Providers

Agenda

Panel of local elected officials and
organizers working to put children's funding
measures on the ballot in CA cities and
counties in 2016.
• What have been the biggest barriers – how were
they overcome – or not?
• What role can an “elected” champion play?
• What variables lead to success?

Mini-plenaries
• Mounting a children’s fund campaign – Hear
from campaign experts what it takes to pass a
funding measure in California.
• Polling – What have we learned from the 8 polls
conducted this past year in local CA cities and
counties about children’s funds?
• Drafting a measure – What are the complexities
and challenges of creating a winning measure?
• Messaging – How are we getting beyond the wall
of resistance to new and/or reallocated funding?
• Youth and parents – How can their powerful
voices change (the rules of the game)?
• Implications for state policy – What could
happen at the state level that would facilitate
local revenue measures for children?

Calls to action
• Start the drumbeat in more cities and counties
around the state.
• Rally around an amendment to the state
constitution for a 55% voter threshold for
revenue measures impacting the education and
health of children.