



# CHILDREN'S BUDGET 2012

Bruce Lesley

President

JUNE 27, 2012



FIRST FOCUS

MAKING CHILDREN & FAMILIES THE PRIORITY



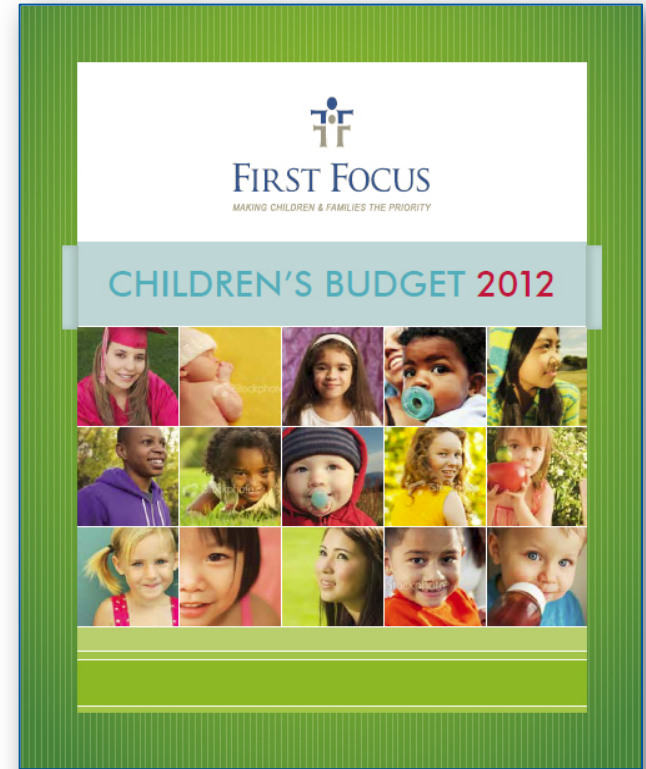
# CHILDREN FACE REAL CHALLENGES



- **1 in 5 in poverty**
- **1 in 5 live with hunger**
- **6.5 million live with an unemployed parent**
- **8 million affected by foreclosures**

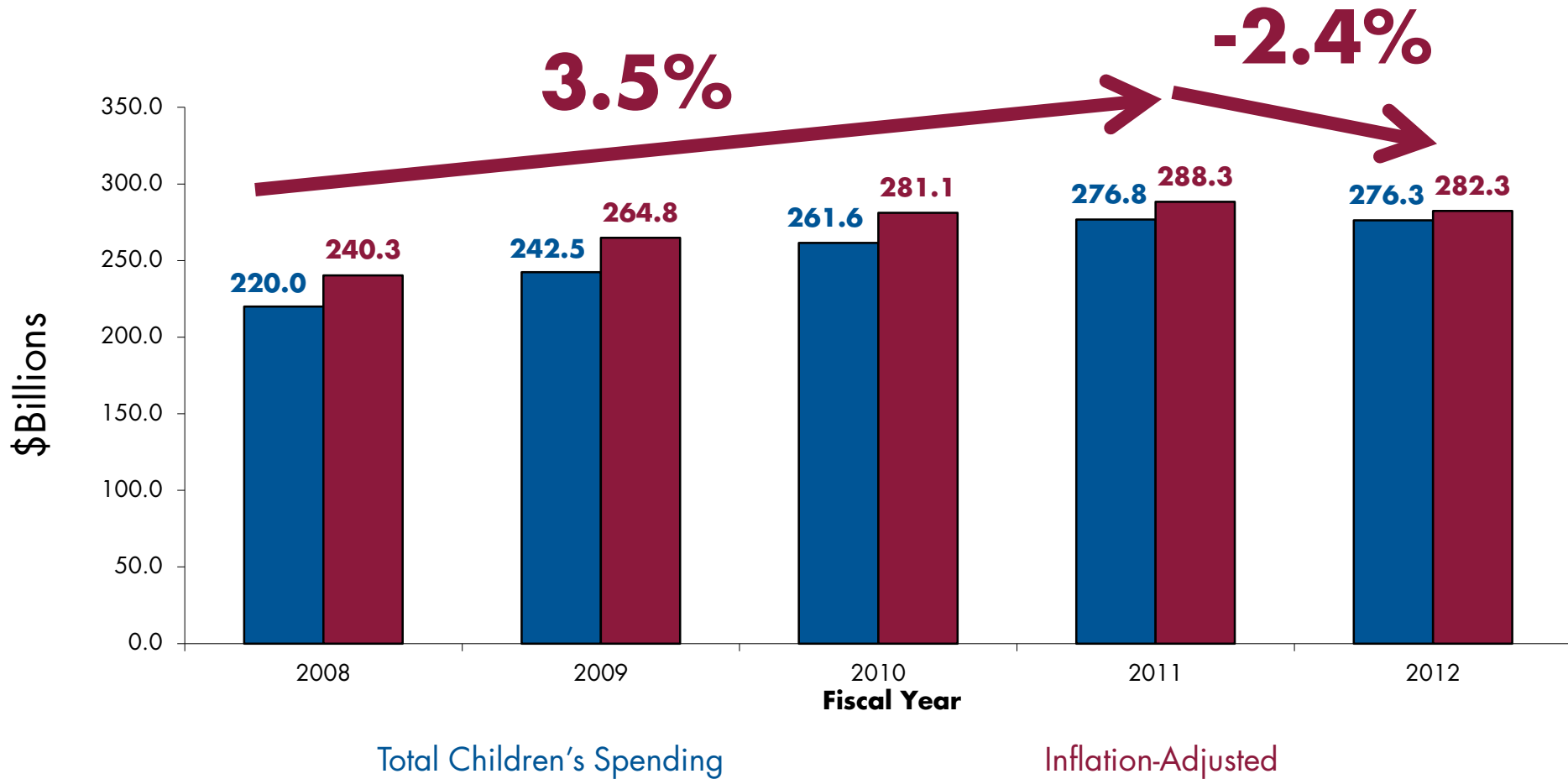
# A UNIQUE RESOURCE

- ✓ **180+ investments in kids**
- ✓ **Traditional & nontraditional**
- ✓ **5-year lookback**



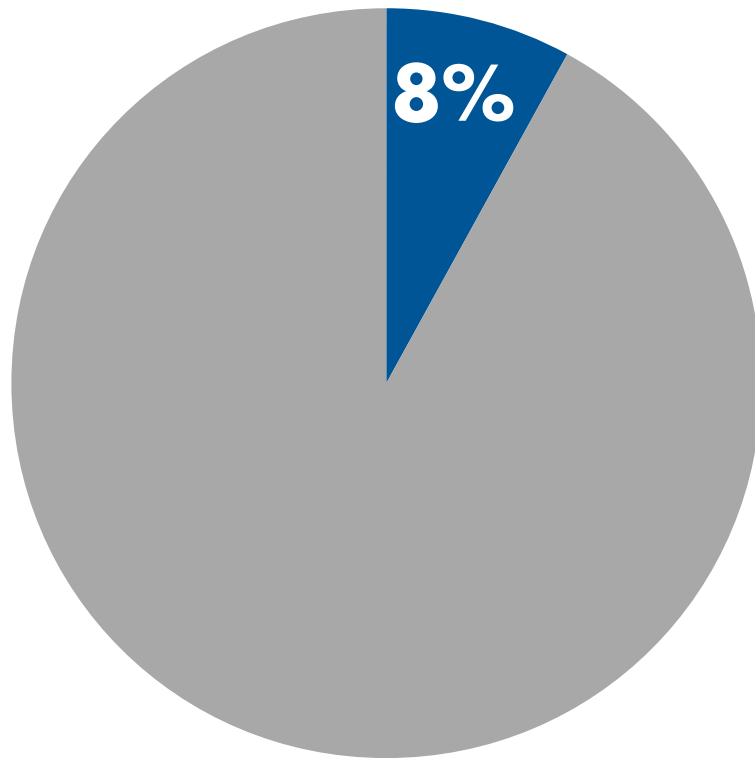


# CHILDREN'S SPENDING



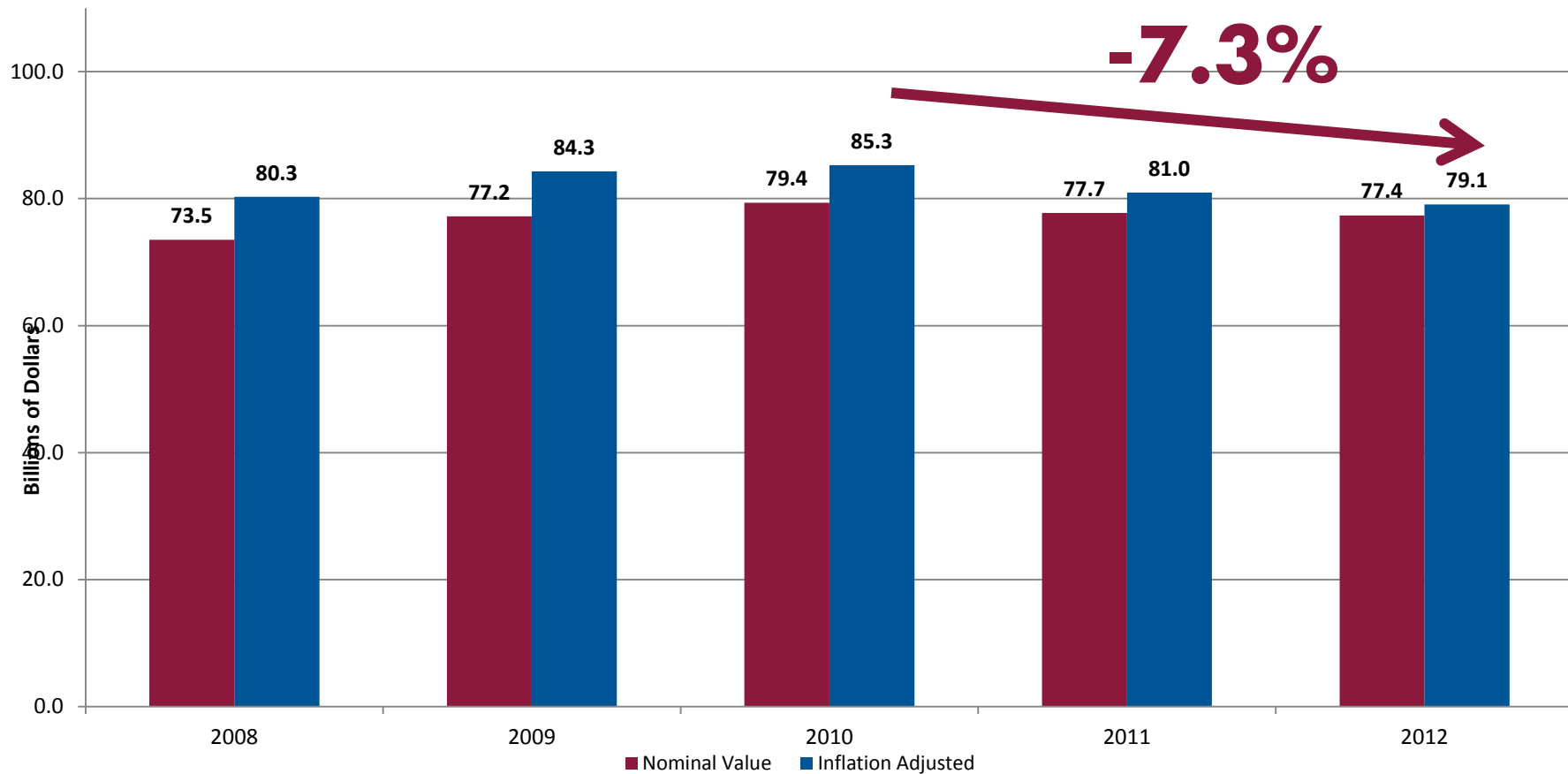


# SHARE OF TOTAL FEDERAL SPENDING



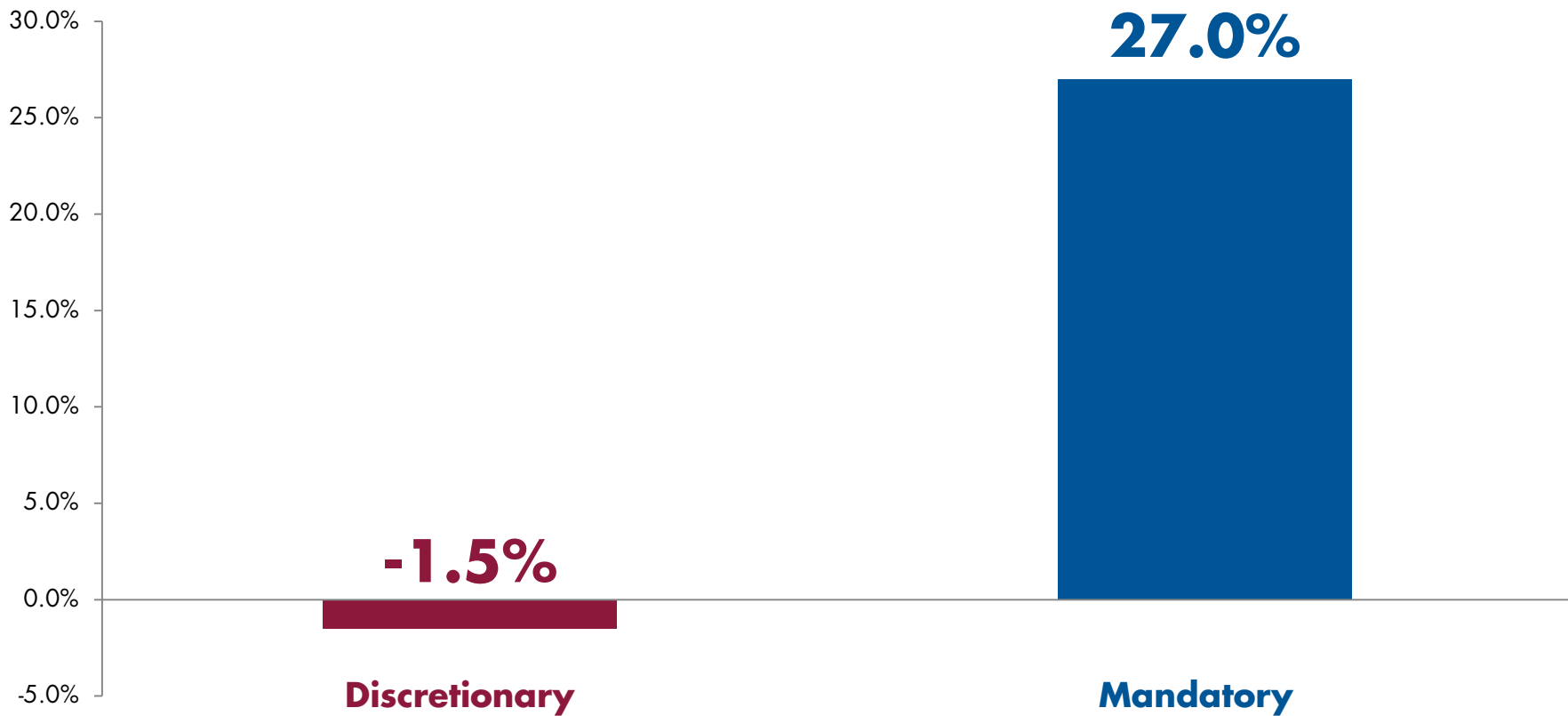


# CHILDREN'S DISCRETIONARY SPENDING





# MANDATORY MADE THE DIFFERENCE



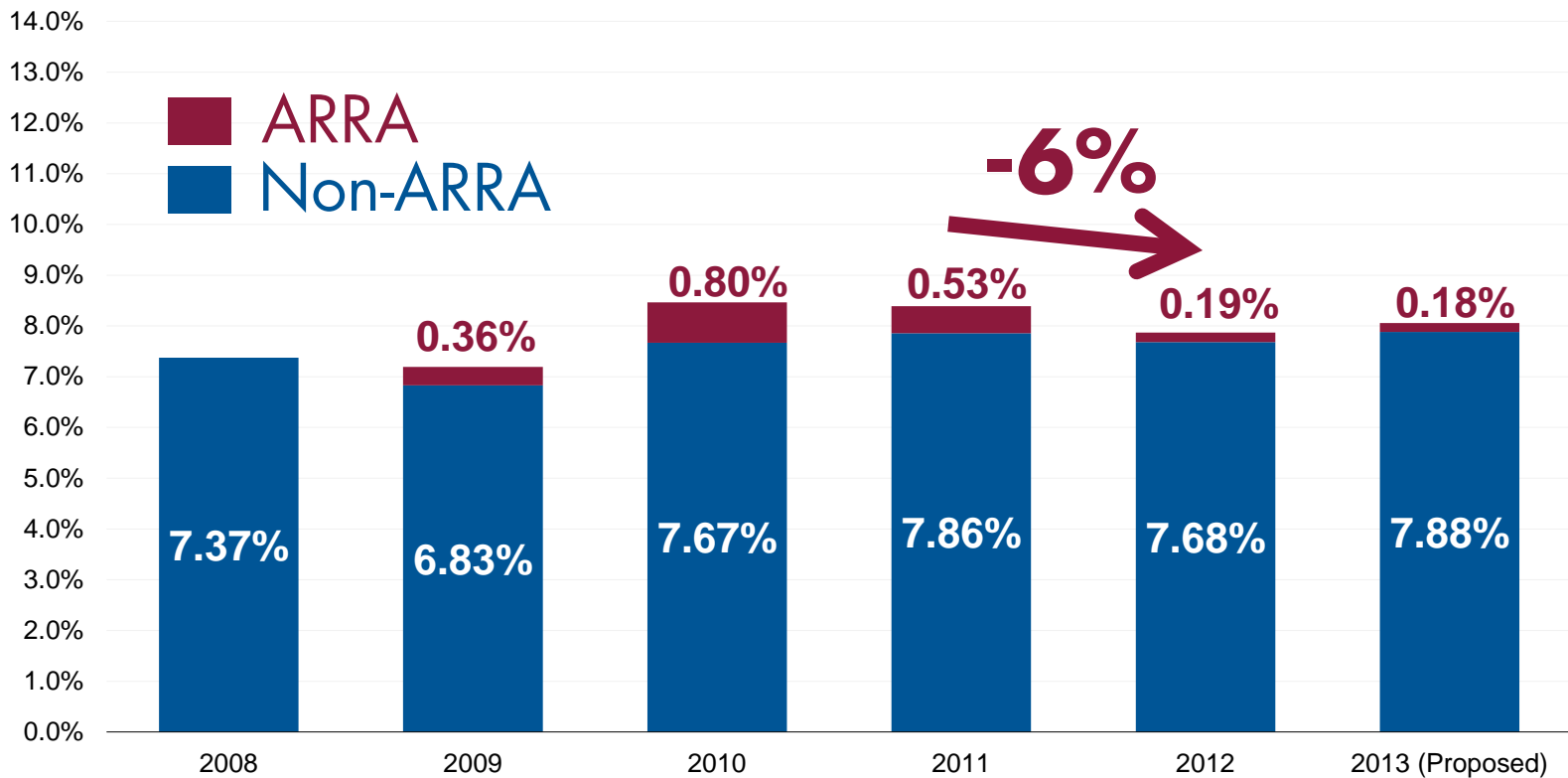
**Real Change in Spending: 2008 to 2012**





# SHARE OF TOTAL FEDERAL SPENDING

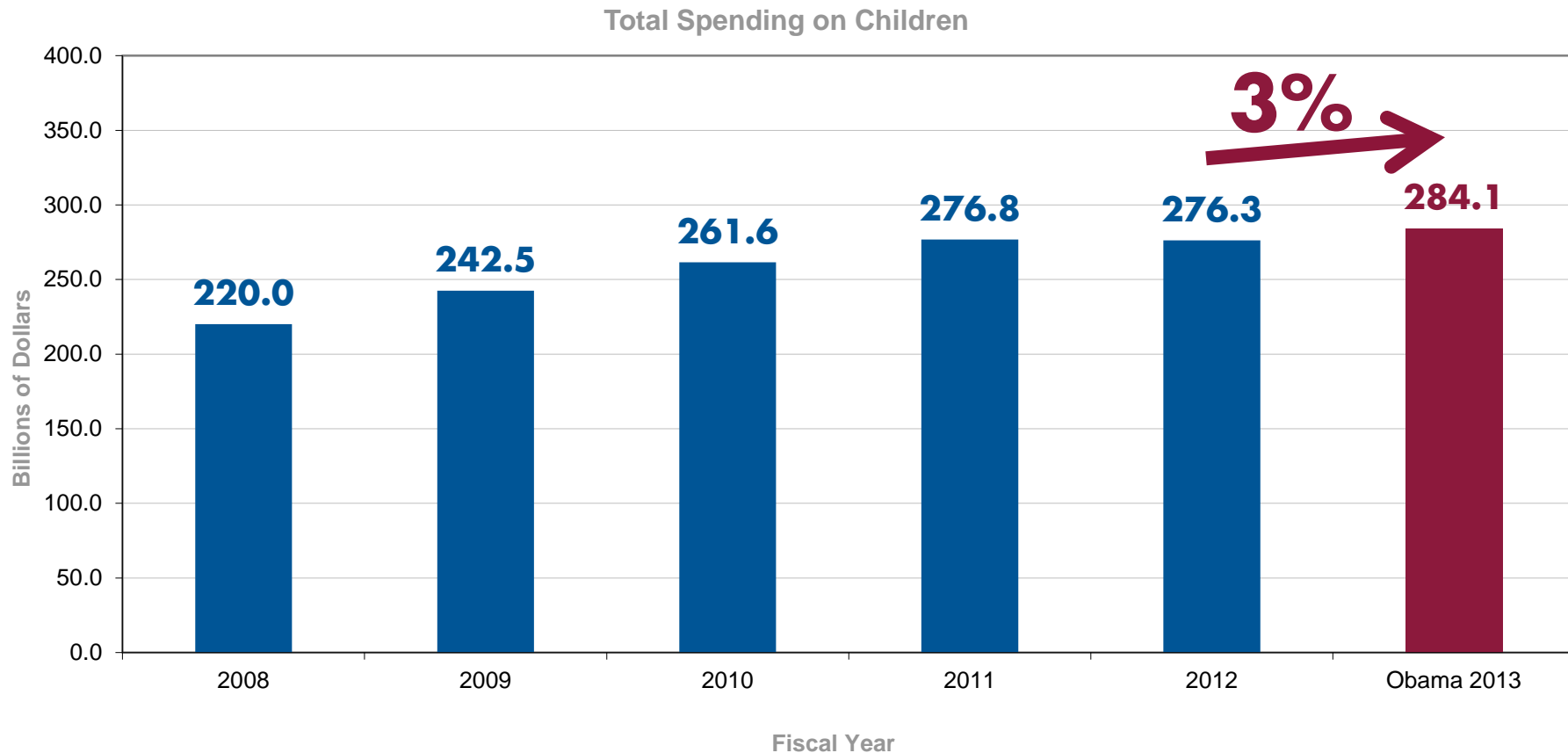
Total Children's Spending as a Percent of Total Government Spending





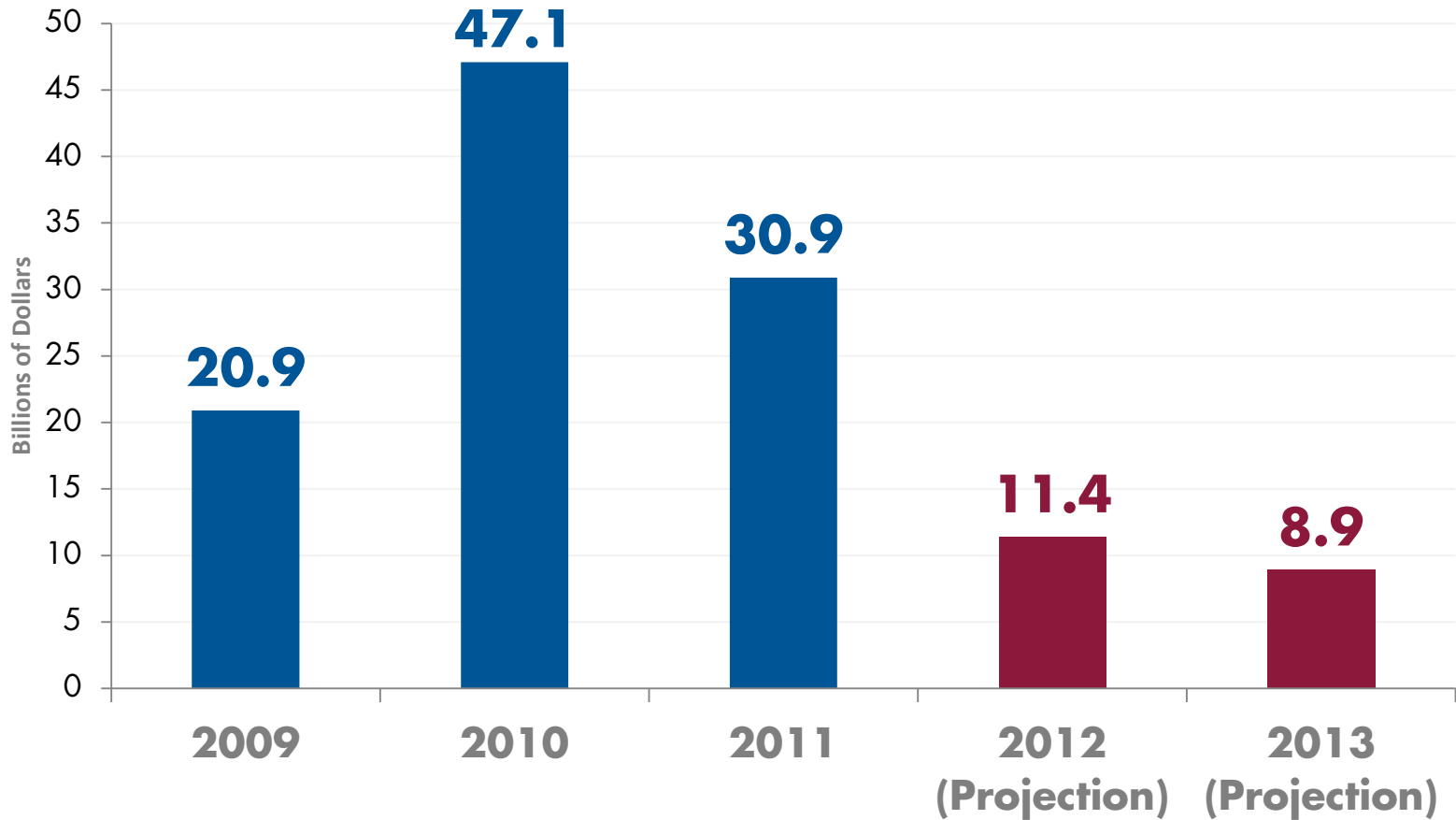


# PRESIDENT'S 2013 BUDGET INVESTS IN KIDS





# ARRA FUNDING RUNNING OUT



# LOOMING THREATS

# STATUS QUO – SEQUESTRATION

## At least 8% cuts in January 2013

- Education
- Early childhood
- Child abuse prevention and response
- Housing & homeless kids
- Safety – Juvenile Justice, Product Safety

**Lower long term spending caps**



# HOUSE 2013 BUDGET

## **Initial \$250 billion cut (10 years)**

- Medicaid, CHIP, & SNAP

## **Reconciliation**

- Health – CHIP & Medicaid
- Nutrition – SNAP
- Child abuse – SSBG
- Poverty – Child Tax Credit, SSBG Child Care

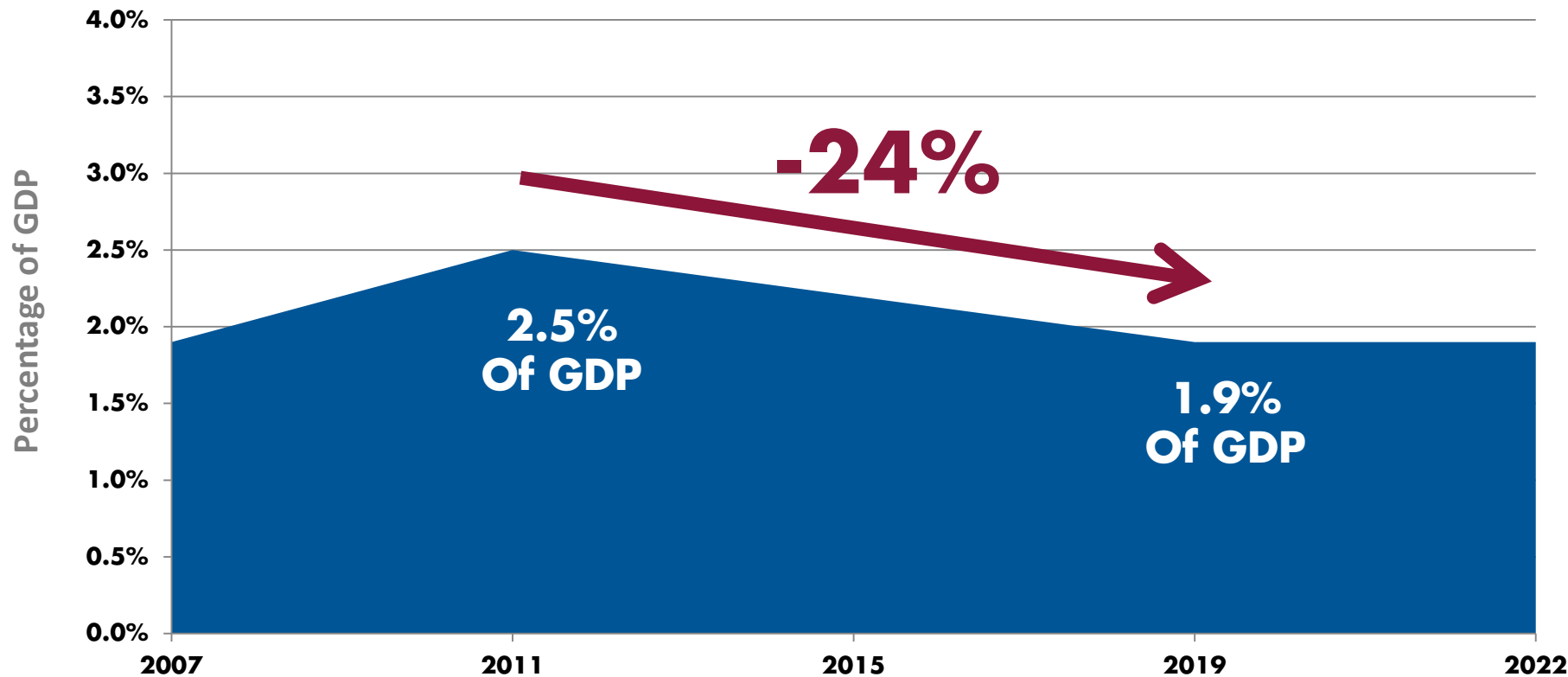


# EXPIRING LEGISLATION & FISCAL CLIFF

- **Tax Cuts** – What Rates? • Who Pays? • FICA Cuts
- **Tax Extenders** – Child Tax Credit • EITC
- **Debt Limit** – Raised? • At what cost?
- **Sequestration** – Undone • At what cost?



# LONG-TERM DISINVESTMENT IN KIDS

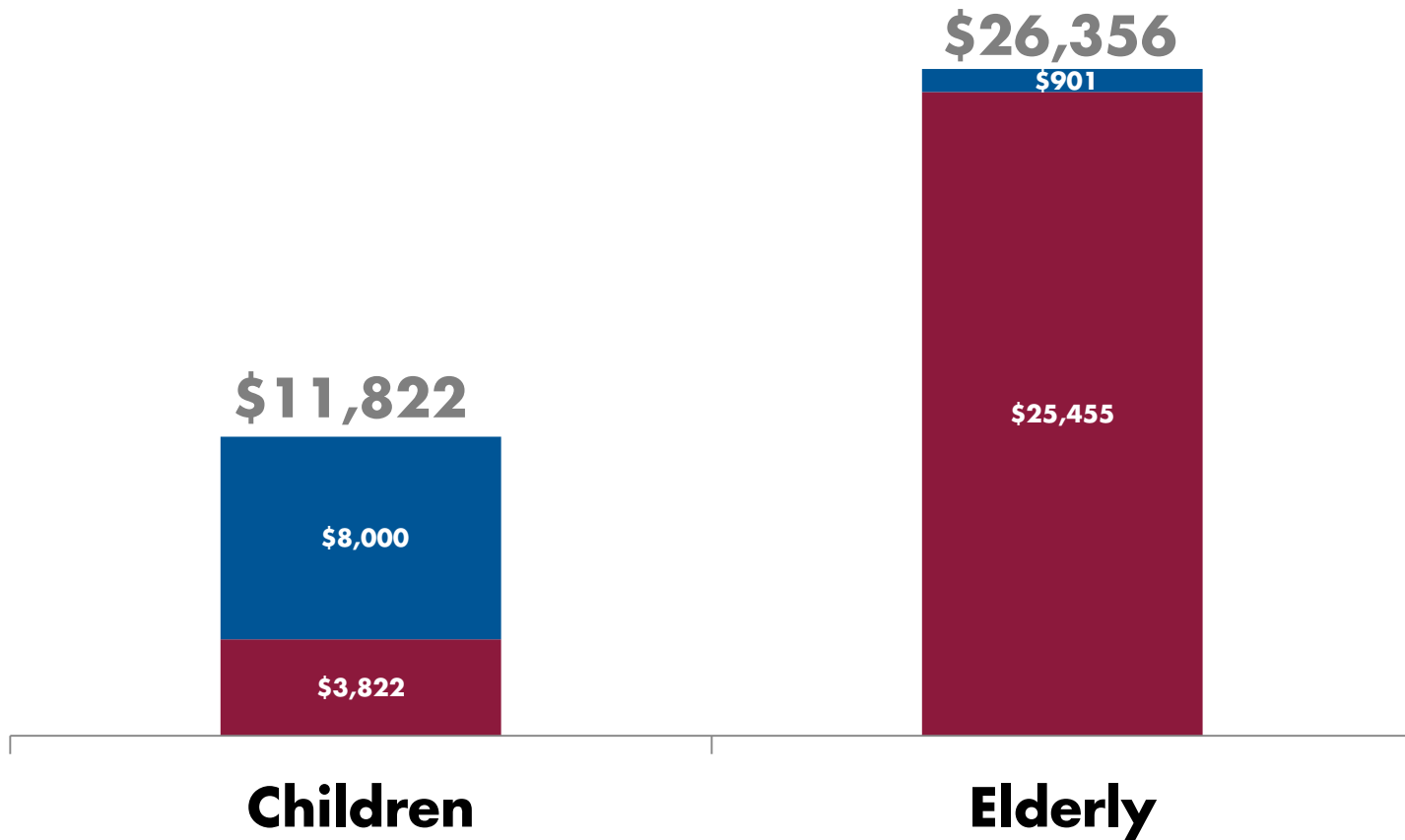


Source: Kids' Share



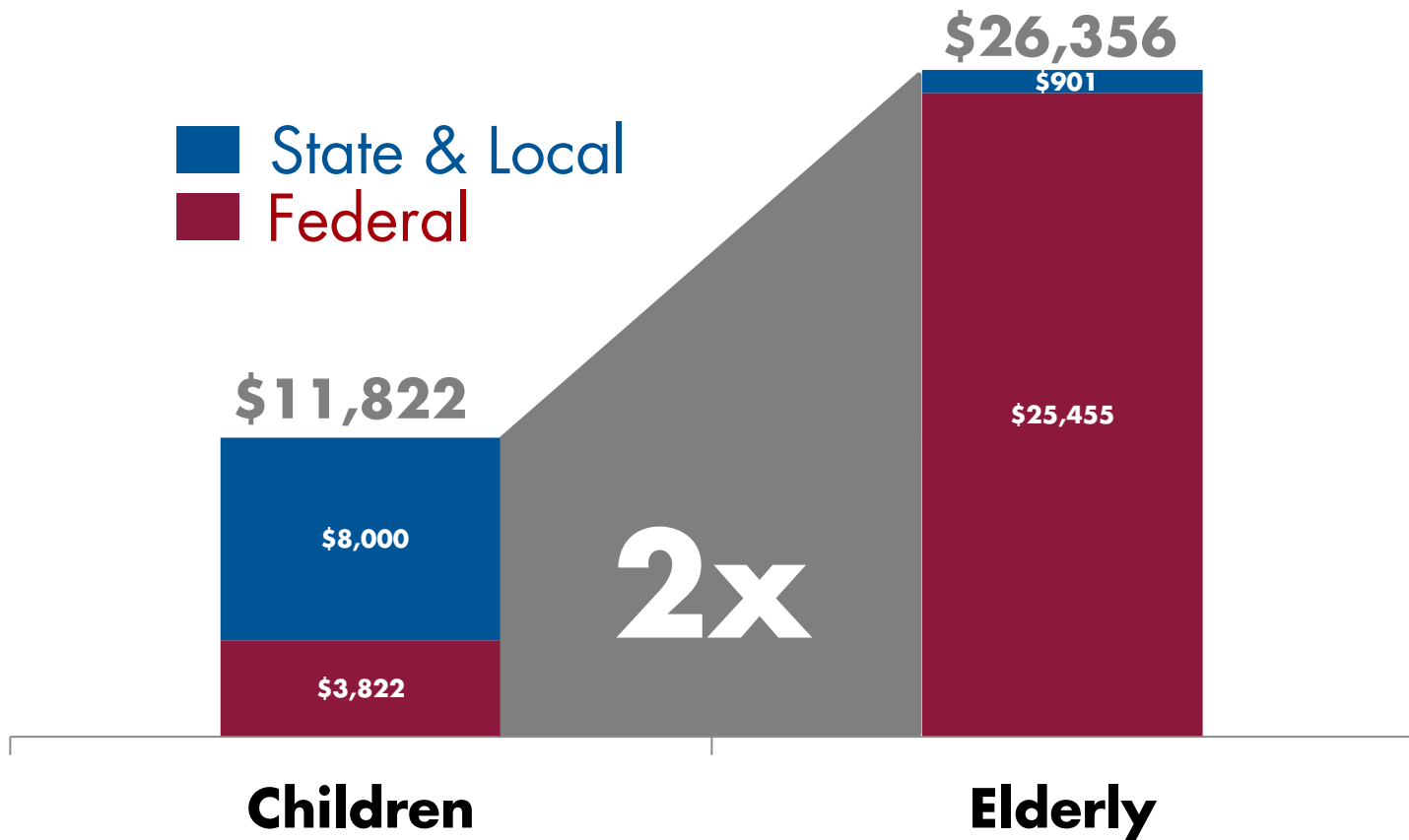


# WHERE IS AMERICA INVESTING?



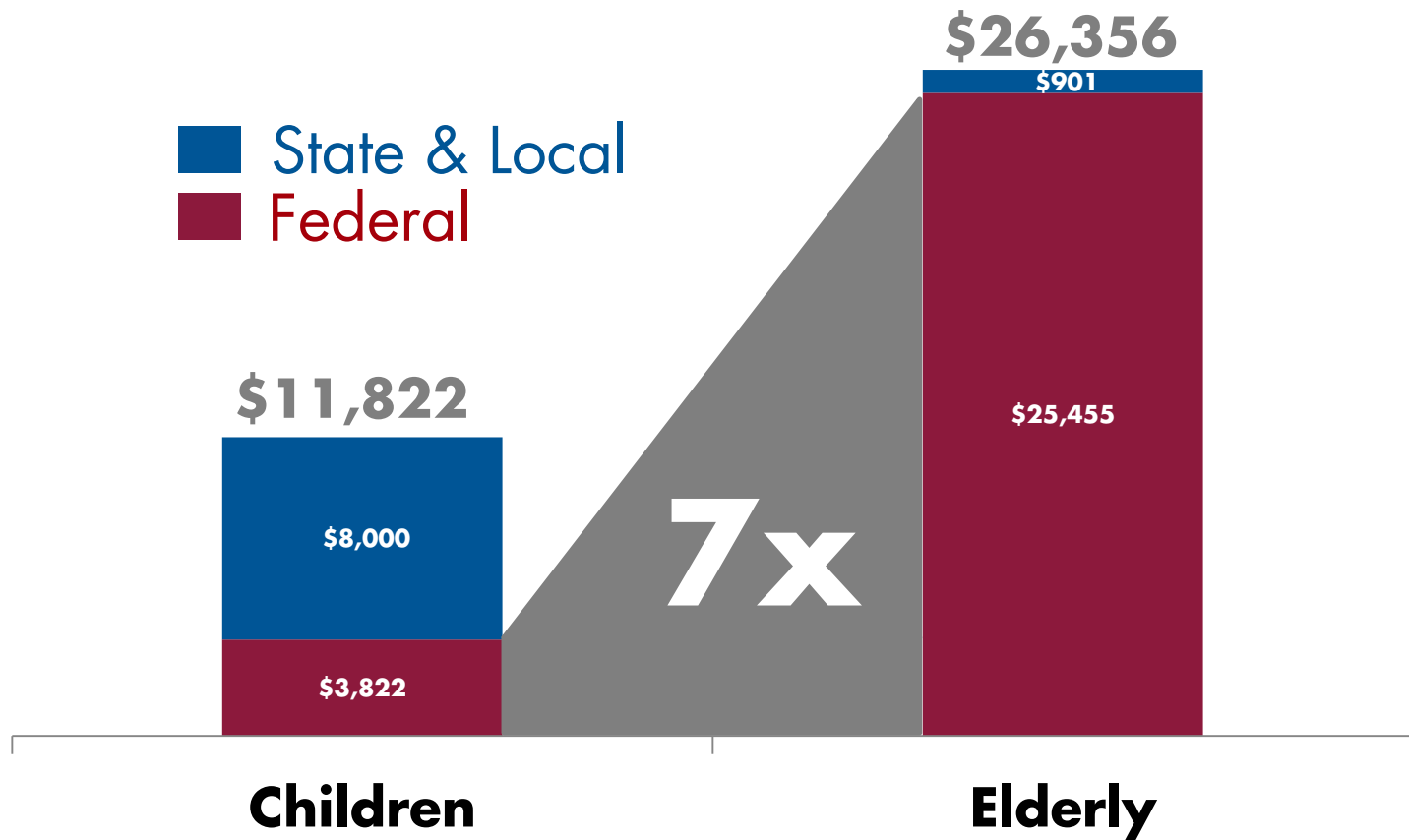


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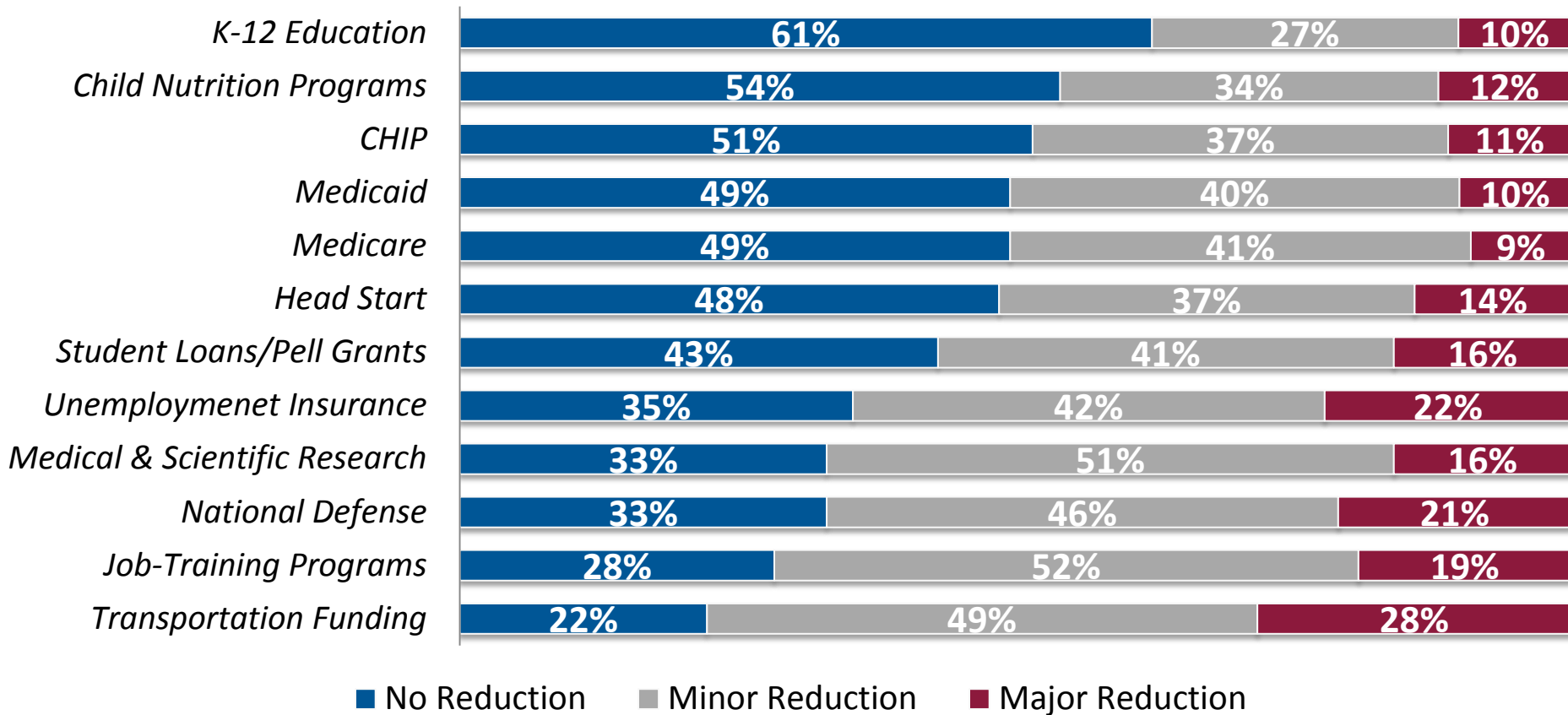
# WHERE IS AMERICA INVESTING?



TURNING  
IT AROUND

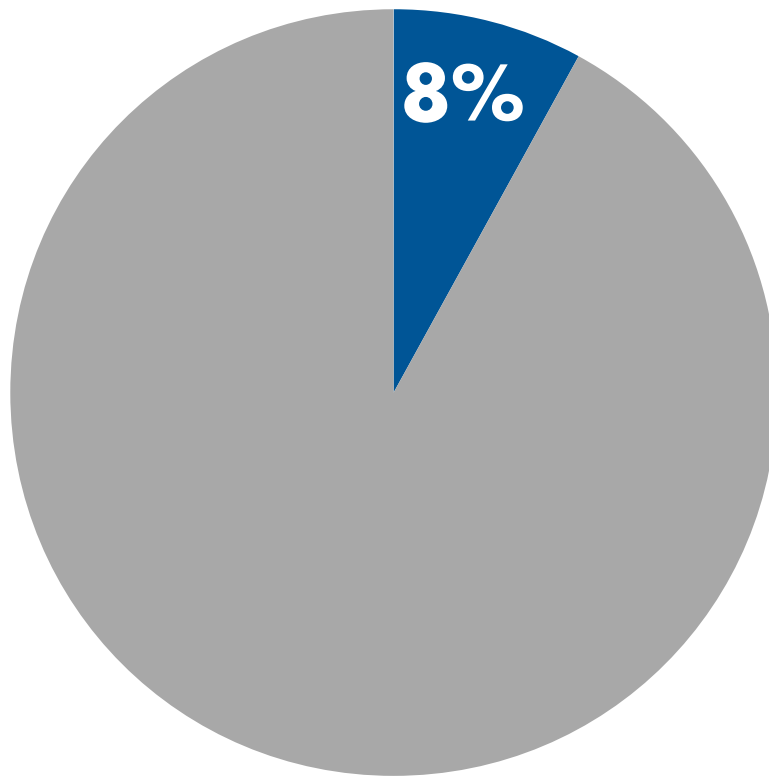


# VOTERS WANT TO PROTECT KIDS



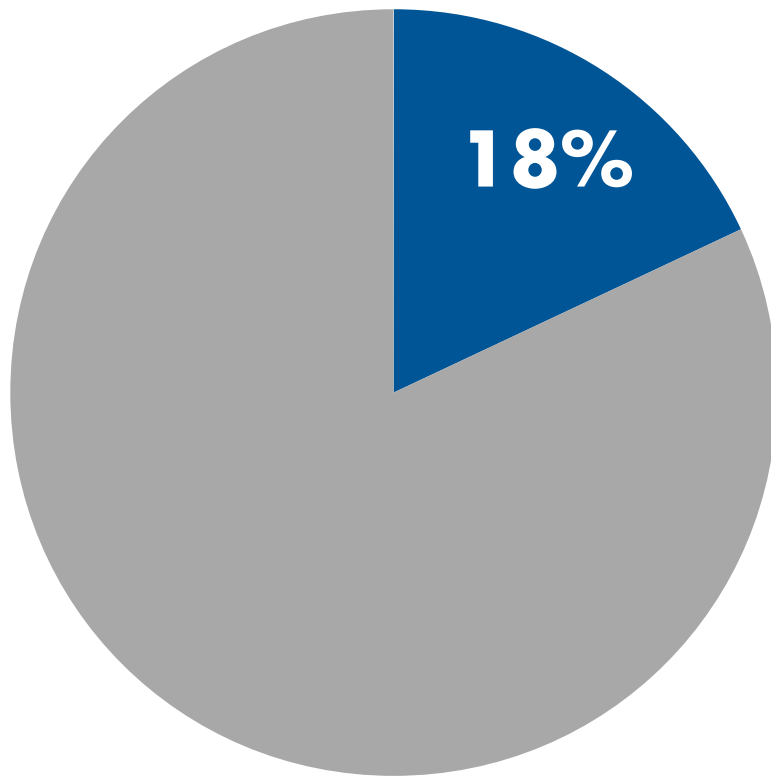


# KIDS' SHARE OF THE FEDERAL BUDGET





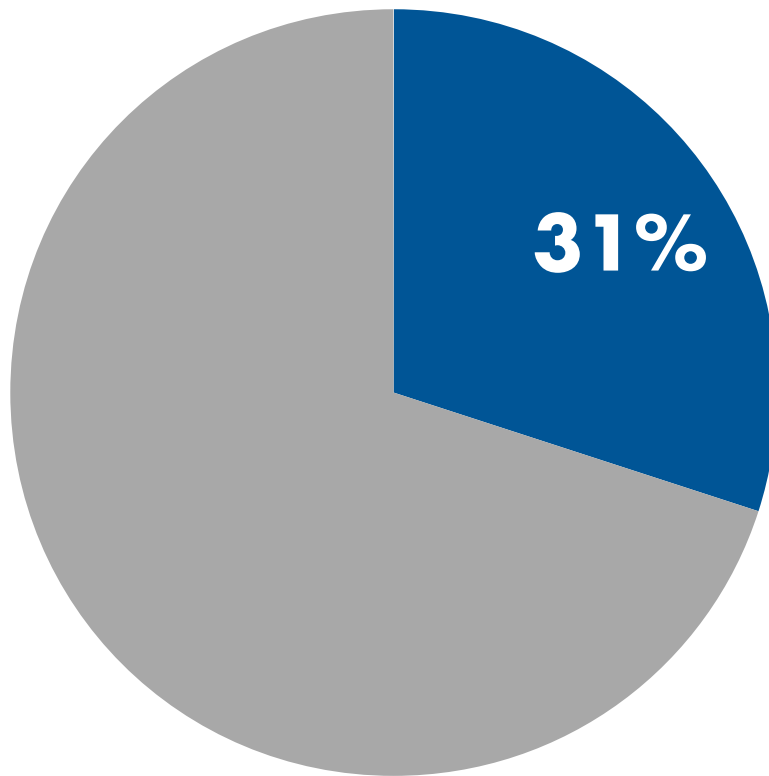
# WHAT VOTERS THINK







# WHAT VOTERS WANT





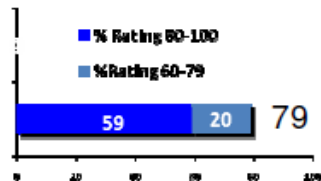
# CHILDREN: THE AMERICAN DREAM

## Making Children a Priority

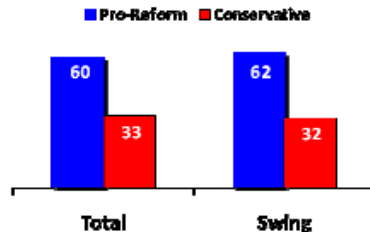
### American Dream

For the first time in our history, most Americans don't believe their kids will have the same opportunities they had to lead a happy, healthy, and prosperous a life. When Americans no longer believe in the American Dream, it's time to reclaim our heritage. *Our parents and grandparents knew that if they worked hard and played by the rules, their kids could expect a shot at a home, a college education, and the opportunity to develop their gifts to the best of their abilities. But in the last 10 years, the middle class has been shrinking as CEO salaries and bonuses have skyrocketed. One out of five kids in this country is born into poverty, and working and middle class Americans are losing their jobs and homes at record rates. With unemployment above 25% among young people, whole generations of high school and college graduates are getting shut of the job market. America has always risen to the challenge of ensuring a brighter future for our children. It's time we rise to that challenge again.*

Message Rating 1-100



Voter Preference

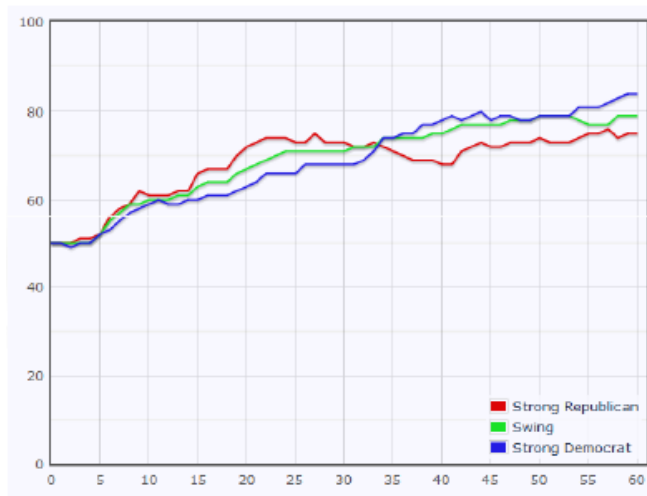




# CHILDREN: THE AMERICAN DREAM

## Dial-test results

### American Dream



Note: This message drove the dials up from start to finish. As can be seen from the dial results, partisan differences were virtually nonexistent. This message speaks to the pervasive sense Americans have that the American Dream has been lost and needs to be reclaimed. Perhaps the only reason it did not receive the top ratings despite leaving the dials near 80 for all groups was the lack of at least some reference to a solution.



# CHILDREN FACE REAL CHALLENGES

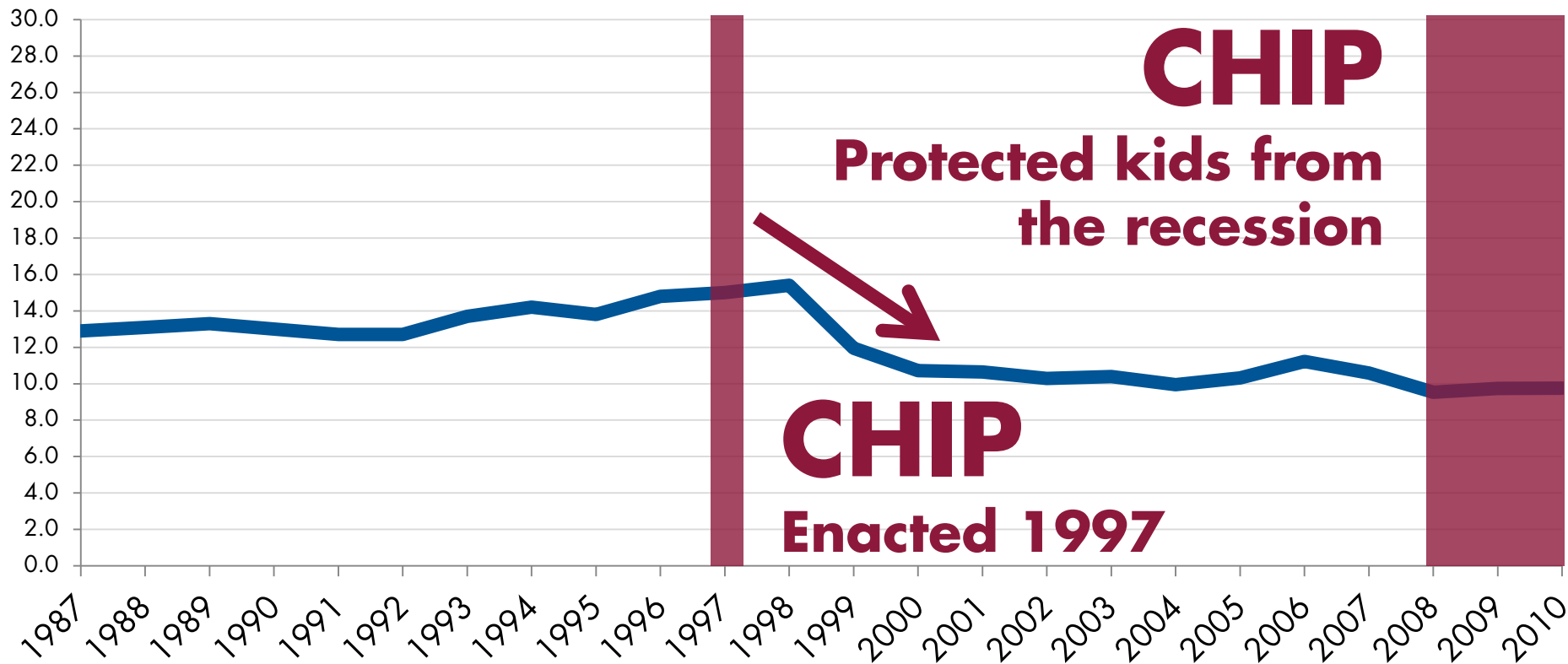


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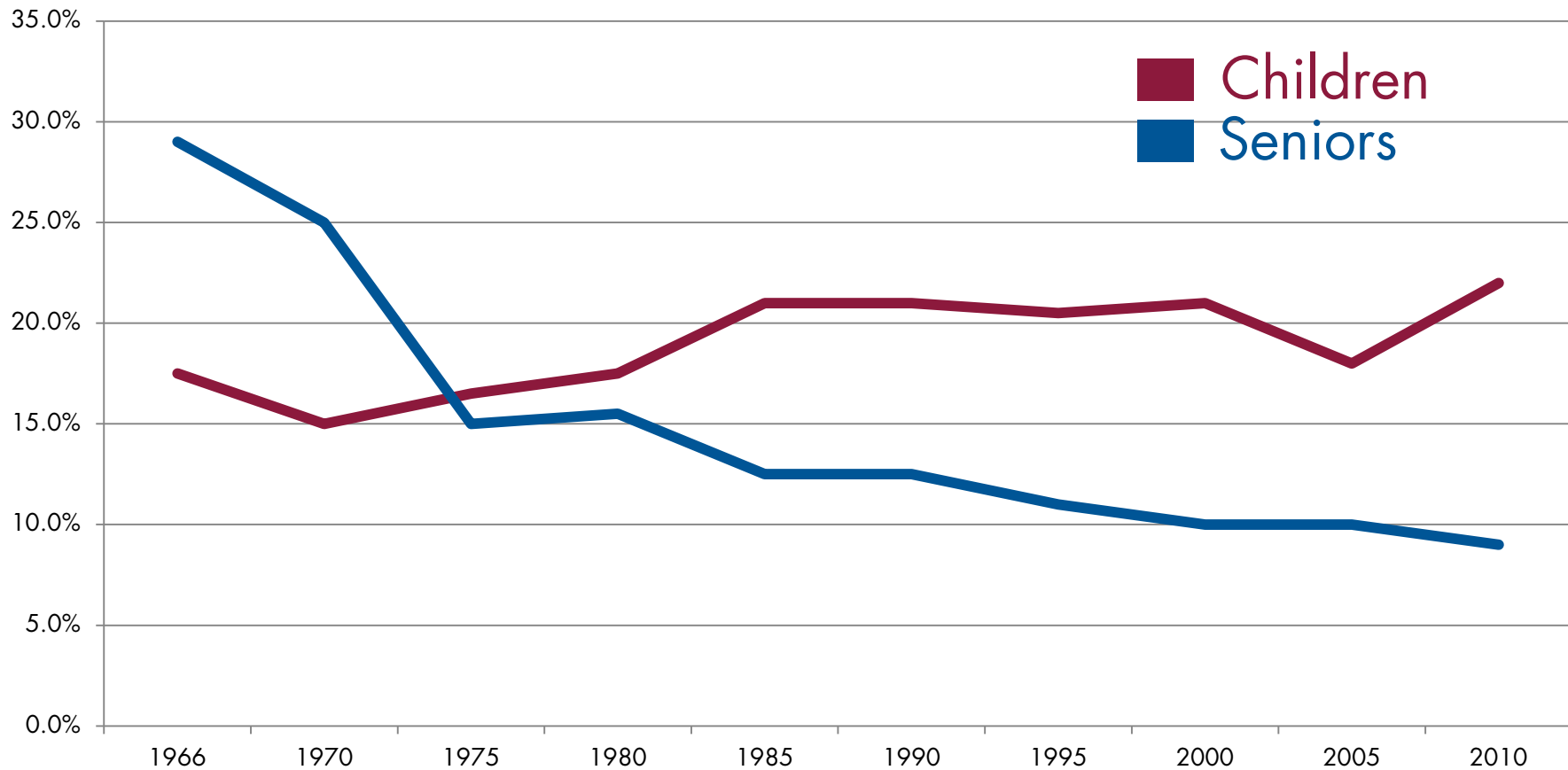
# WE CAN DO IT – CHIP & MEDICAID

Percent of Uninsured Children





# WE CAN DO IT – POVERTY







# WE CAN DO IT – SOCIAL SECURITY







# WHAT CAN WE DO RIGHT NOW?

- Reauthorize CHIP
- Set a national child poverty target
- Pass the Homeless Children & Youth Act
- Pass the Children's Budget Act
- Extend & Index the Child Tax Credit
- Extend & Index Earned Income Tax Credit
- Create a National Children's Council
- Create National Children's Ombudsman
- Create a Presidential Youth Council
- Create Child Impact Statements



# THANK YOU



## FIRST FOCUS

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Bruce Lesley  
(202) 657-0670

[www.firstfocus.net](http://www.firstfocus.net)