



# FUNDING THE NEXT GENERATION

NEWSLETTER

## WELCOME CHRISTINA GILBERT: FUNDING THE NEXT GENERATION'S NEW DIRECTOR

Dear Friends, Colleagues and Allies of Funding the Next Generation,

I am writing with exciting news about the next iteration of Funding the Next Generation (FNG). I will be stepping into a new role as **Founder-in-Residence** and senior advisor. When I began this initiative, I had no idea whether folks around the state would be interested in learning about local dedicated funding for children and youth and using the ballot to promote greater equity in local budgets. It turned out hundreds of you from all over the state wanted to learn and participate. We all educated each other, and it has been very exciting. I have been doing the work of getting local resources for kids for almost 50 years, leading FNG for 10 of them. What a privilege it has been! It is now time to pass the leadership baton and move on to other roles in our movement.

So, I could not be more pleased to announce that we have found the most wonderful person to step into the leadership position as Director of FNG. She is Christina Gilbert, **a native of Stockton and a mother of 4 kids**. Christina is known to some of you because she has been active in our collective efforts since 2015. That puts her in a **perfect position to take over the reins**. Christina has been a learner and a teacher at FNG. She has helped us all understand how to get things done in a different kind of political environment from the Bay Area – the Valley. That perspective will continue to enrich us all, and help our network expand.

Almost ten years ago, Christina founded the first child advocacy organization in San Joaquin County – the **San Joaquin Children's Alliance**. Christina led two ballot measure campaigns in San Joaquin County. It was in the days when we could only pass something with a 2/3 vote. Her campaigns received 63% and 64% of the vote – amazing for a conservative county and a total win anywhere else in the country, but unfortunately not here in California. Although the two ballot measures did not get the votes needed, the SJ Children's Alliance has had many wins along the way – including getting a healthy chunk of the county ARPA money to go to children and youth, despite the always-expected political resistance to funding marginalized families.

Christina understands well the pace of this work and the need to develop new strategies and new partners. She is one of the best coalition-builders I have ever known. Her network in San Joaquin County includes over **85 leaders and organizations consistently engaged in a Children and Youth Task Force**, which she formed. She is versatile and charming and gets more done in a day

than most people do in a week. She can be an aggressive advocate, an inclusive organizer and a savvy inside-the-system player. **I know you will love her.**

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## GREETINGS FROM CHRISTINA GILBERT

Funding the Next Generation was transformative for the work done in San Joaquin County equipping, encouraging and building our local capability to increase upstream investment in children and families in our community. This work is so important, and I am excited to become a part of the team at FNG sharing the lessons I've learned and facilitating our ongoing collaboration to move the collective work across the state forward.



There is no possible way to fill the indomitable **Margaret Brodkin's shoes** so I'm thrilled she will stay engaged as Founder in Residence and senior advisor. She has been a mentor of mine for years and it is a privilege to continue learning from her and leading alongside her. Additionally, many of you reading this have been leading the work locally and across the state. To step into this role and fight with you is a privilege and I look forward to connecting very soon to align our work and build momentum together.

I'm also excited to highlight the partnership we have with **Children's Funding Project**. CFP is leading the conversation at the national level fighting to expand equitable opportunities for children through strategic financial analysis and investment. Our organizations are complementing each other's work, and I look forward to seeing that partnership expand.

**There is much to do!** In the coming months you will be hearing from Margaret and me as we do post-election analysis, unveil a refresh on the FNG webpage and offerings and a statewide convening (Save the Date) to energize the work moving into a new year and YES gearing up for 2026 elections!

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### SAVE THE DATE!

**The Future of Local Dedicated Funding for Kids in California  
MARCH 5, 2025, Sacramento, CA - TCE conference center**

We will be launching Funding the Next Generation 2.0. This exciting convening will include a review of what we have learned in our first decade, an introduction of our new team and partners, and most importantly, a discussion about the future of local dedicated funding and the use of the ballot box for kids. We will want the involvement of folks who have been part of our learning community, as well as new potential members of the network.

**If you want to be assured of a space at the convening, you can e-mail us now at [christina@fundingthenextgeneration.org](mailto:christina@fundingthenextgeneration.org).**

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## Sonoma County

The broad multi-city coalition for a quarter cent sales tax for childcare is firing on all cylinders. [Link to website.](#)

## City of Pomona

The youth-driven campaign for a set-aside of city budget is on the streets with signs and doorhangers everywhere. [Link to website.](#)

## CONSIDER JOINING OUR BALLOT FORWARD GROUP

for community leaders and coalitions considering a ballot measure for funding for kids. The Ballot Forward group meets regularly to learn and share information about preparing for the ballot. Contact [Christina Gilbert](#) if you are interested in joining and getting on the mailing list.



**Funding the Next Generation** has now officially merged its work with and become an arm of the [Children's Funding Project](#), our longtime partner. Its website is chocked full of useful information about what is happening around the country. We are delighted build a stronger movement to fund opportunities for children and youth, in California and nationally.

As always, please feel free to contact me or [Christina](#) with any questions, ideas or requests for support - no matter how big or small. With a team of some of the best experts in the country, we provide free technical assistance on everything related to local revenue measures for kids and budget advocacy with your city or county.

**Margaret Brodtkin, Founder/Director, Funding the Next Generation**

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[Check out our website full of information.](#)

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