



## We Did It! Measure Y - Pomona Kids First Won!

Just imagine the magic that is possible when you combine a passionate group of mothers with the hopes of young people. Since 2014, Gente's formula has not changed. We lead with the love and fierceness our mothers embody to survive and protect their families. And we do so unapologetically.



In 2016, our movement was propelled forward by young people who were activated in Pomona as a response to the presidential election and their organizing gave many of us so much hope in the face of despair. And a youth movement in Pomona was born. Many of those young people have been strategizing, studying, organizing, and building community for these last eight years.



Now in 2024, a familiar threat is back in office and those same young people from Pomona have given us another glimmer of hope once again amidst chaos and more despair.

- They placed kids and families on the ballot
- They placed participatory budgeting on the ballot
- They brilliantly cut through the division and polarization that our two party system has produced to genuinely reach working class people
- They have given us a blueprint forward by modeling how to empower communities to take control of our resources and center our humanity instead of police state and war budgets
- They did so by giving voters in Pomona an actual choice on a very real policy to set aside 10% of our budget for our most precious residents, our kids

And now 23,000+ Pomona voters have stood with us to pass Measure Y - Pomona Kids First! We are in constant amazement of what has been accomplished by our community and in the face of so much unnecessary resistance from the powers that be. We are humbled by the demonstration of solidarity by the community and proud of the leadership of our intergenerational movement. We went up against the entire city council, police union, county and local democratic parties. And we won! And we will continue to win!



**After 8 years of grassroots organizing and 3 years of electoral campaigning for Pomona Kids First. Our team has accomplished many milestones.**

- Engaged over 25,000 Pomona residents in the signature gathering process
- Collected roughly 18,000 total signatures and 13,000 valid signatures from Pomona voters in support of the initiative appearing on the ballot
- Successfully completed the validation process through the county and city to appear on the November ballot
- Fundraised over \$300,000 to resource our get out the vote program
- Made roughly 20,000 calls to Pomona voters
- Knocked and fliered roughly 15,000 homes
- Received 62% of the vote or 23,728 yes votes and still counting!

Our campaign which was led by our grassroots intergenerational steering committee did all of that. When Gente was founded in 2014, our mothers dreamed that their children would have a place for them to develop into leaders in our community. Leaders that would run for office and propose laws that will center our working class immigrant communities. That dream is being realized.

Lots of lessons and gems to take in here. And lots of work ahead but for now we are sending our love and admiration to the youth, parents, and community members that have been holding us down for years. And to those that have been admiring from the sidelines, this is your sign to jump in now!

Our Gente de Pomona just did that! 🤘



## **More on Measure Y - Pomona Kids First**

**To ensure Pomona's youth and their families have the same opportunities to thrive and excel, Measure Y - The Pomona Kids First Initiative will amend the City of Pomona Charter to create the Pomona Fund for Children and Youth. This newly created Fund represents an exciting new opportunity to provide increased and dedicated funding for programs and services that address the needs of Pomona's children, youth, and young adults. The fund will increase each year until it hits 10% in 2030-2031. The initiative will also create the Department of Children and Youth that will administer the fund.** | [www.pomonakidsfirst.com](http://www.pomonakidsfirst.com)

**This policy was incubated at Gente Organizada and youth and parent organizers formed a steering committee to launch the campaign.**

Thanks for your continued support of Gente Organizada. We look forward to working with you to create a California where all community members have equal access to justice and power.

- [Visit our website](#) to learn more about our work.
- [Make a donation](#) to support our work.
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