



GET MORE MONEY FOR KIDS IN YOUR CITY AND COUNTY 2024 - 2025 BUDGET

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Finance

DEC. 8, 2023

WEBINAR

WILL BE POSTED ON FUNDING THE NEXT GENERATION WEBSITE



BUDGET ADVOCACY → NEW BUDGET PRIORITIES

GOALS OF SESSION

- De-mystify budgets and the budget process
- Inspire one do-able action in the local 2024-25 budget process
- Develop credibility in the fiscal arena
- Start building knowledge and capacity for ongoing budget and fiscal advocacy





WHY BUDGETS MATTER?

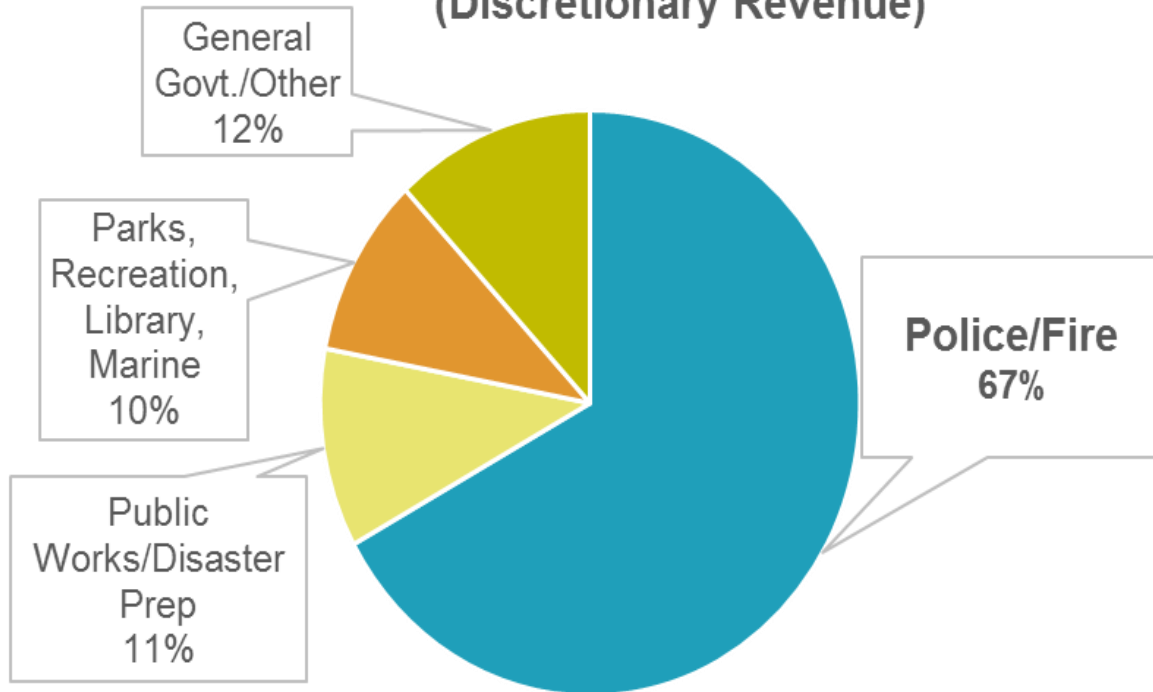
- A budget is a moral document that reflects community values.
- Funding inequity is a social justice issue.
- What kids need costs money.
- Lack of resources is greatest resistance to change





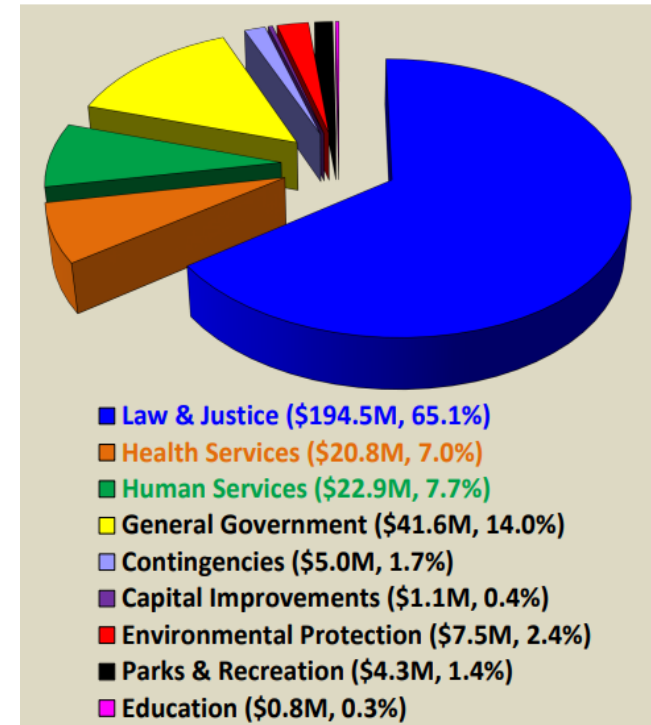
WHAT'S WRONG WITH THIS PICTURE?

City of Long Beach General Fund
(Discretionary Revenue)



San Joaquin County General Fund

\$298.5 Million





BASIC PRINCIPLES

CREATING A PUBLIC BUDGET IS A YEAR-ROUND PROCESS

Changing budget priorities is a sustained multi-year process of building power, expertise and credibility.

Maximize potential of every budget opportunity - Showing up is half the battle. There is always money for something – i.e., a pilot, half a year, etc.

Persistence is essential. It is always a struggle – there is always opposition! Be the folks who won't go away.



Numbers count. Bring a crowd.
Celebrate victory when you can.



BUDGET ADVOCACY STEPS



CONTINUUM OF BUDGET ADVOCACY OPTIONS

- Ask questions. Demand information. Raise issues.
- Prevent budget cuts in key programs.
- Expand existing programs, i.e., end waiting lists.
- Add new line items/programs.
- Work in coalition on comprehensive issue agenda.
- Work in budget justice coalition for broader structural changes.
- Reform the budget process.
- Create new funding stream through ballot.





BUDGET ADVOCACY STEPS

Assess local budget landscape

Develop budget “ask”

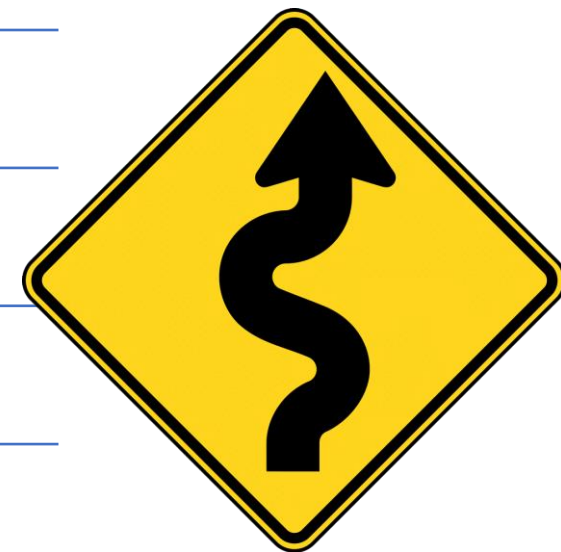
Create compelling fact sheet/proposal/booklet

Communicate budget “ask” to decision-makers and to public

Organize/mobilize supporters

Participate in all aspects of budget process – provide testimony

Advocate and campaign for budget “ask”





WHAT TO ASK FOR?



QUESTIONS TO ASK AS YOU REVIEW THE BUDGET

Are children and youth getting their fair share?

Where are glaring inequities and disparities?

What are the major gaps in services?

Could more lives be saved with greater investment in prevention?

Should state or federal dollars be more focused on prevent?

Are there large expenditures with limited accountability?

Have children and youth been losing ground over time?

What portion of discretionary dollars are spent on kids?

Are there best practices that should be expanded?

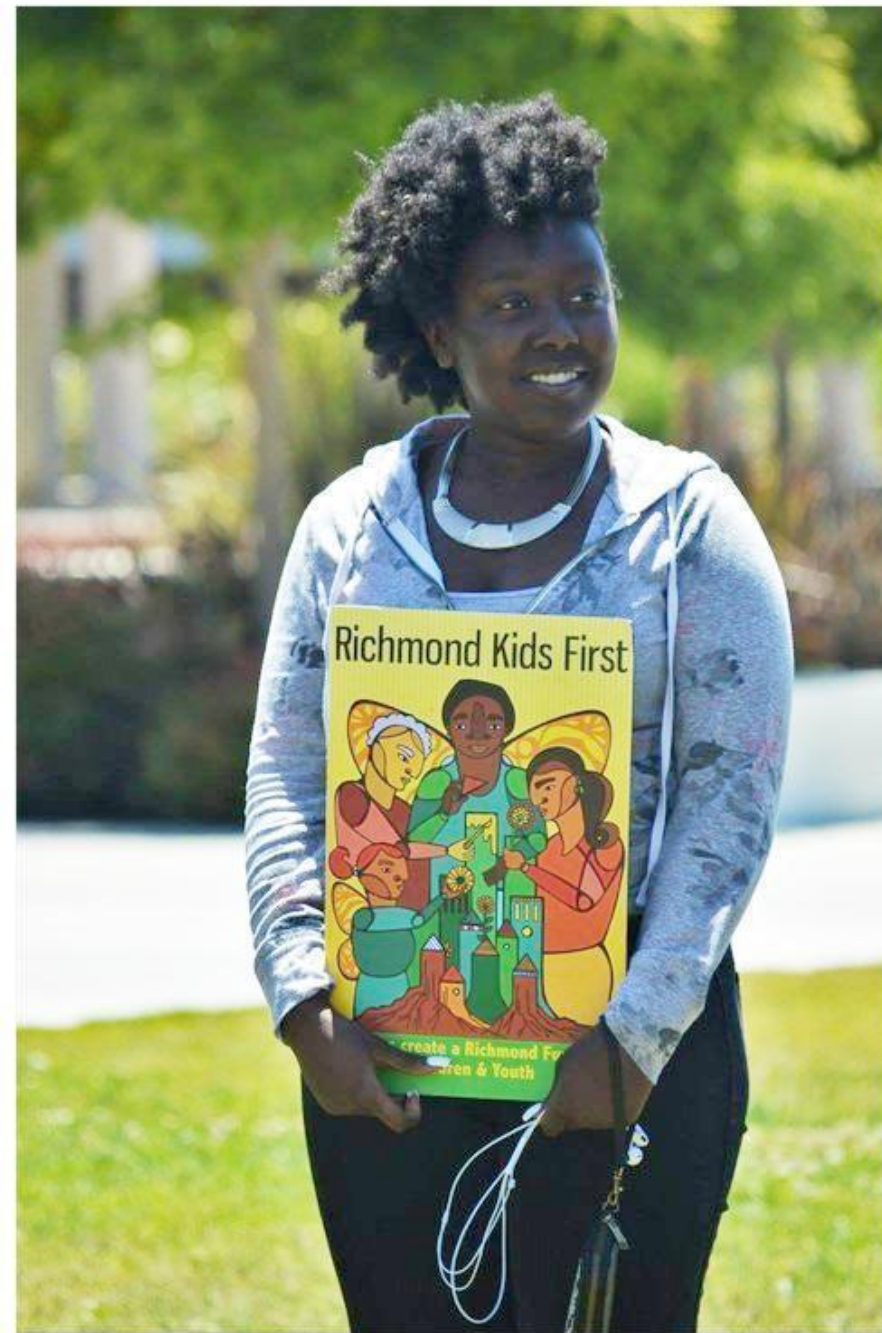




CONSIDERATIONS FOR DEVELOPING “ASKS”

Big enough to matter - Small enough to win

- Availability of resources
- Popular with public - responds to felt need
- Supporters willing to engage
- Cost benefit
- Visible results
- Builds power – prepares for next fight
- Engages impacted parents and youth





MAKE THE “ASK” CONCRETE

Need, Cost, Program, Population served, Administrator, Outcomes, Cost-Benefits

- Family Resource Center for teen parents
- Youth Center in underserved neighborhood
- Wages Plus fund for childcare workers
- 100 summer jobs for youth
- Community based case managers as alternative to detention
- Wellness center(s) in high school(s)
- Childcare slots for homeless families
- Expanded after-school program(s)
- Renovate a playground



Create simple one-pagers for decision-makers

WHAT TO PUT IN A BUDGET FACT SHEET

- **NAME OF REQUEST/PROGRAM/LINE ITEM**

Jobs for opportunity youth

- **RATIONALE/PROBLEM/NEED**

75% of youth in the foster care and juvenile justice systems report they don't have constructive activity after school. 90% report that their families need resources that could be provided by summer jobs. Youth employed in constructive work avoid getting into trouble and develop important skills that support their future aspirations.

- **DESCRIPTION OF REQUEST**

Afterschool jobs program for 100 youth involved in the juvenile justice or foster care system in local businesses or non-profit agencies. The program would be managed by an experienced non-profit which would develop job slots, recruit, provide training for job supervisors and support for employed youth.

- **IMPLEMENTATION/ADMINISTRATION**

Issue an RFP for a non-profit administrator through the office of youth development/office of economic development/or rec and park dept.

- **COST**

\$750,000

- **COST-BENEFIT**

Job opportunities reduce recidivism. The cost of an average stay in detention is \$80,000.

- **SUPPORTERS**

Teachers' union, CASA, Chamber of Commerce, YMCA, Boys and Girls Clubs, Youth Uprising Coalition, Parents United, Kiwanis Club.....



Suggestions for cost-effective, do-able ways to meet the needs of children, youth and families in San Francisco

■ EXPAND QUALITY CHILDCARE — \$21 MILLION

- Create 600 full day Headstart slots (\$3 million).
- Subsidize family day care homes and centers to provide 1000 additional slots for infants, children with special needs, and off-hour and weekend care. (\$10 million).
- Subsidize in-home caregivers to provide full-time and respite care for 300 sick and chronically ill children (\$2 million).
- Develop training, support services, as well as fiscal incentives, for exempt caregivers (\$2 million).
- Create a scholarship fund for all childcare workers to get training in early childhood development (\$1 million).
- Create tax increment set-aside and no-interest loan program so that family childcare providers can improve the safety of their facilities through renovation and the purchase of liability insurance (\$3 million).

■ TRAIN YOUTH THROUGH EXPANDED JOB EXPERIENCE — \$5.5 MILLION

- Create youth internships in every city department (\$5 million. This means only 0.5% reallocated from each department budget)
- Double the size of the city's most extensive in-house jobs program, Workcreation (\$250,000).
- Develop a city-wide youth mall / youth entrepreneurial venture (\$250,000).

■ INVEST IN TROUBLED YOUTH — \$1.8 MILLION

- Implement the Mayor's Juvenile Justice Action plan calling for community assessment and learning centers.

■ IMPROVE ACCESS TO AND EFFICIENCY OF SERVICE DELIVERY SYSTEM — \$1.4 MILLION

- Implement a YOUTHLINE, a telephone and on-line information system on all children and youth services available in the City (\$400,000).



ADVOCACY TIPS
Pick one or two
ideas.



CHALLENGES

PRESERVING THE STATUS QUO

- SACRED COWS
- TURF
- NEVER THE RIGHT TIME
- NEVER THE RIGHT APPROACH
- NO NEW MONEY
- PURPOSEFUL MYSTIFICATION
- NON-PROFITS LACK EXPERIENCE & FEAR POLITICAL REPURCUSSIONS.





PERSUASION AND PRESSURE

TRADITIONAL TACTICS – reports, meetings, letters, testimony, op-eds, site visits, phone calls, media, social media

POLITICAL HARDBALL – demonstrations, sit-ins, petitions, public challenges and direct criticism, guerilla theatre, dramatic press events, persistence

**DON'T YOU WISH POLITICIANS
CARED AS MUCH ABOUT CHILDREN
AFTER THEY'RE ELECTED?**



**Budget campaign from
Children's Defense Fund**



CITY HALL

SUPPORT YOUTH
-INCREASE THE FUND
-MORE OVERSIGHT
-STRONGER MORE TRANSPARENCY

STAND WITH FAMILIES
COLEMAN ADVOCATES
FAMILY BUDGET INITIATIVE

HOMENET V
OUTREACH
NOLA

Include
TAX

24
MAY 24
MAY 24

Even as our states and counties are in a fiscal crisis, we have enough money for what we need. Across the U.S., we must challenge the notion that police and prison budgets are untouchable.



Just

1%

of L.A.'s Courts, LAPD, Sheriffs' District Attorney's, Probation's and City Attorney's Budgets = **\$100 Million** and would pay for: **500 full-time peacebuilders/ intervention workers; 50 youth centers open from 3pm - midnight, 365 days a year; and 25,000 youth jobs.**

**Who's for kids and
who's just kidding?**

Message to **CITY HALL:**
**CUT EXCESSIVE SPENDING –
NOT OUR CHILDREN!**

End wasteful spending in law enforcement
and fire – improve accountability,
efficiency and public safety*

- Cut bloated high level command
staff and administration
- Eliminate anachronistic and
duplicate positions
- Civilianize dozens of jobs being
performed by uniformed officers
- Require our fire department to
work the same hours as comparable
jurisdictions
- Curb overtime and workman's
comp abuses
- Close ineffective and under-utilized
facilities

SAVINGS: \$40 MILLION

Provide critical children's services
– promote the health and education
of our next generation.

- Reinstate all teachers, counselors, art
programs and nurses in the schools
- Quality childcare and preschool for
1500 low and moderate income children
- Health insurance for all children who
lose state and federal coverage; and for
3000 working parents
- No cuts in youth employment,
recreation centers, swimming pools,
or after-school programs
- Reinstate all mental health and other
services for troubled youth and children
with special needs
- Housing and food subsidies
for 1000 families

COST: \$40 MILLION

*All recommendations have been made by the city's Budget Analyst or Mayor's Budget Directors.

*"No responsible business would allow such waste to occur in some
departments, while so many critical needs of children go unmet.
We could put a nurse in every secondary school simply by capping
the premium pay for the 326 fire department staff making over
\$100,000 a year."*

– Elisa Song, pediatrician, President, Coleman Advocates for Children

Fight Crime – Invest in Kids!

1500 law enforcement officers throughout the country say: Every \$1
spent on children saves \$7 in later costs of dependency and prisons.

Families are being pushed out of the city because of housing and
child care costs, financially strapped schools and inadequate
family support services. *These cuts threaten the health and
safety of our families.*

WE WANT A BUDGET THAT SUPPORTS FAMILIES:

- FUNDS FOR THE PUBLIC SCHOOLS
- CHILDCARE AND AFTER
SCHOOL PROGRAMS
- HEALTHCARE AND
MENTAL HEALTH
SERVICES FOR ALL
FAMILIES
- NEIGHBORHOOD
HOUSES AND
FAMILY RESOURCE
CENTERS
- HOUSING SERVICES
AND RENT SUBSIDIES
AND...
- AN ACCOUNTABLE, COST-EFFICIENT PUBLIC PROTECTION SYSTEM



NO MORE SACRED COWS!

For the past six months, our health and human services
departments and public schools have cut \$30 million; while
law enforcement and fire departments have overspent their
budgets by \$10 million.



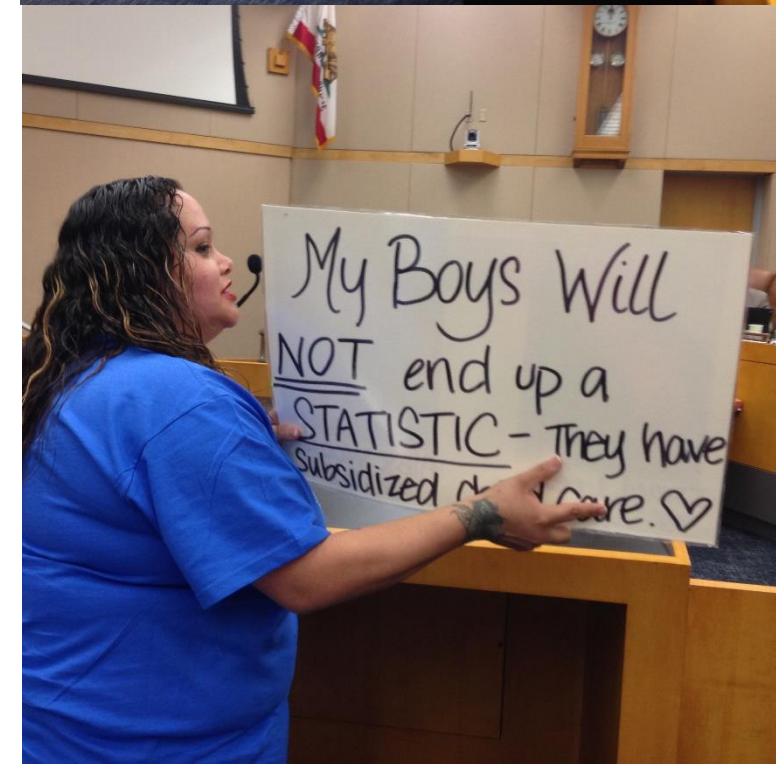
COMMUNICATING THE NEED

USE PUBLIC FORUMS – TESTIFY AT HEARINGS

- Reports and facts have an important place, but alone they don't change budgets.
- Decision-makers have short attention spans.
- 3 minutes is all you get in public testimony.
- Avoid jargon and too much data.
- Tell stories.
- Make it personal.

The voices of youth and parents are the most powerful.

You can start by showing up for open public comment.





VOICES OF YOUTH AND PARENTS

Elected official to advocates: Whatever you do, stop bringing all those kids.

Advocates to selves: I guess we'll double the number of kids that we get engaged.

Harder to say no to kids and parents, and folks telling their own real needs.





**Parents holding
names of children
on childcare
waiting list at
public hearing**



ENLIST PUBLIC SUPPORT

Social media
Outreach to
community groups
Conferences and
public forums
Mailings and
newsletters
Speak up for kids'
days

Board of Supervisors • Open House
SPEAK UP FOR KIDS DAY AT CITY HALL
Wednesday, January 28, 9am to Noon

Do you wish you could tell City Leaders just what they should do for kids? You can!

Every member of the Board of Supervisors has committed to introducing legislation this year to improve the lives of San Francisco's kids. Your input will make sure their legislation meets the real needs of children, youth and families.

How will Speak Up For Kids Day work?
Come at 9am to Room 308 at City Hall, 401 Van Ness Ave. Sign up for a ten minute session with each of the Supervisors. All members of the Board plan to participate. Bring your concerns, questions, ideas, and what you think there oughta be a law about.

Who can come?
All San Franciscans who care about children and youth. Kids are welcome...come with parents, teachers or peers.

What can we ask the Supes to support?
Here are some ideas: Provide universal health care coverage for all low income children; require companies doing business with the city to provide training and jobs for youth; mandate that all youth programs funded by the city be evaluated by the youth themselves; and create an official parent advisory board.

What if I want help preparing for Speak Up For Kids Day?
Optional training: "How to have effective meetings with elected officials." Wednesday, January 14. Come anytime between 5pm and 8pm. at Coleman Advocates for Children and Youth, 2601 Mission Street.

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**Sponsored by Coleman Advocates for Children and Youth,
in coordination with children's service agencies. Call 641-4362 for more information.**





USE THE MEDIA

HAVE A SIMPLE MESSAGE

- Press conferences
- Op-eds
- News releases
- Feature stories
- Follow the c's – crisis, conflict, costumes, celebrities
- Find a news hook.

OFTEN MORE IMPORTANT TO TALK TO THE MEDIA, THAN DIRECTLY TO DECISION-MAKERS.

Children's advocates ask 25% hike in city funding

New programs, ways to add revenue outlined

By Diana Walsh
OF THE EXAMINER STAFF

A children's advocacy group has joined the debate over The City's annual budget, asking Mayor Agnos to spend an additional \$18.6 million on new programs for children and teen-agers.

Saying one in 10 babies born in San Francisco has been exposed to drugs and almost half of all babies are born into poor families, Coleman Advocates for Children and Youth, a nonprofit organization, has prepared a detailed budget proposal for Agnos, the Board of Supervisors and more than 80 city officials.

"When you have a city where 42 percent of the births are to people who are poor, we've got a crisis," said Margaret Brodtkin, executive director for Coleman. Children make up almost 18 percent of San Francisco's population.

Scott Shafer, the mayor's press secretary, said it was too early to tell how much of The City's budget would be spent on children's services. Shafer cautioned that the 1990-91 budget would be exceptionally tight because of massive costs related to the October earthquake.

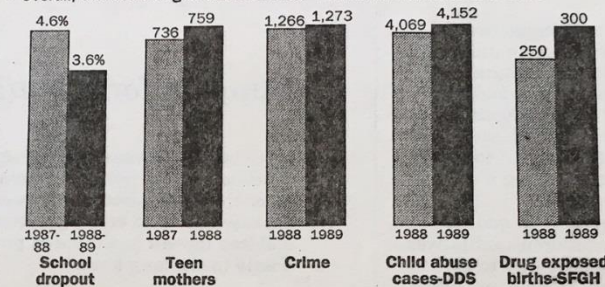
"Every group wants more money for its own set of issues," Shafer said. "The problem is there's a limited pot of money to go around."

\$75 million spent on kids

Brodtkin estimated that The City spent \$75 million — or 6.2 percent of the general fund — during the 1989-90 fiscal year on children's services. Under its 1990-91 budget proposal, the Coleman group asks the mayor's office to increase the total expenditure by more than 25 percent, for a total of

THE WELL-BEING OF CHILDREN

Overall, the well-being of San Francisco's children continues to decline



SOURCE: Coleman Advocates for Children and Youth

EXAMINER GRAPHICS

\$93.6 million.

The group's recommendations for The City's budget include spending:

- \$4 million on a subsidized work and apprenticeship program for all high school students.
- \$1.75 million on increased police patrols at elementary, middle and high schools.
- \$1 million on a residential treatment program for mothers with substance-abuse problems.
- \$2 million on a citywide health program targeting teens.

According to the Coleman proposal, the number of youths arrested in San Francisco has risen from 10 in 1980 to more than 900 in 1989. Meanwhile, the number of abused and neglected children in foster care has increased 78 percent in the last five years, and the number of parents who gave birth without having any health insurance has grown 300 percent in four years.

Outline for more programs

The group has outlined a number of ways The City can pay for the additional programs, including taking funds from other city programs and reallocating tax revenue.

"We are not proposing to pay for these programs with new taxes for The City," Brodtkin said. "We accept the fact that we just can't make government bigger."

To raise the additional \$18.6 million in revenue for the new youth programs, the group recommended that the mayor's office:

- Retain a 0.1 percent business tax, which is scheduled to end this year, to raise \$6 million.
- Allocate a minimum of \$4.6 million from the new tobacco tax.
- Cut \$2 million from the Fire Department's budget by eliminating unnecessary positions, consolidating fire stations and reducing overtime and sick time.

Fire Department officials said they could not operate safely or efficiently with a \$2 million cut.

"We are down to our bare minimum," said John Boscacci, deputy chief for administration.

This is the second year Coleman has presented San Francisco officials with a "Children's Budget." Last year, the group called for a \$7.6 million increase in spending.

In response, Agnos added about \$5.5 million in children's services, including youth employment and latchkey programs.

USE POLITICAL ALLIES AND CHAMPIONS INSIDE GOVERNMENT



Often there are folks within the bureaucracy who want change as much as outside advocates – Find them and strategize together.

Elected officials may be champions of your cause. Your job is to make it easier for them to convince their peers.



San Joaquin County Board of Supervisor members chairing children's task force advocated for by children's coalition.



BUILD COALITIONS AND ALLIES

San Francisco Budget Justice Coalition

ACCE AFT 2121 AIDS Legal Referral Panel API Council Arts for a Better Bay Area Bay Area Community Resources (BACR) Causa Justa::Just Cause Chinese Progressive Association Coalition of Agencies Serving the Elderly Coalition on Homelessness Coleman Advocates for Children and Youth Community Alliance of Disability Advocates Community Housing Partnership Community Partnership for LGBTQQ Youth (CPQY) Dolores Street Community Services (DSCS) El/La Para TransLatinas Hamilton Families Homeless Emergency Service Providers Association (HESPA) HIV/AIDS Provider Network (HAPN) Hospitality House Jobs With Justice Larkin Street Youth Services LYRIC New Door Ventures NEXT Village SF Parent Voices St. James Infirmary San Francisco Child Care Planning & Advisory Council San Francisco Housing Rights Committee San Francisco Human Services Network San Francisco Immigrant Legal & Education Network (SFILEN) Senior and Disability Action Service Employees International Union, Local 1021 Sheroes Project South of Market Community Action Network (SOMCAN) Supportive Housing Provider Network (SHPN) TGI Justice Project Young Women's Freedom Center





PREPARE FOR OPPOSITION



The Taxpayer revolt is alive and well. New items in the budget threaten increased spending and therefore new taxes.

Policymakers are often leery of funding for new items since it implies an ongoing commitment.

Opposition is often behind the scenes – particularly when status quo and turf is threatened.

BUDGET ADVOCACY IS ONE BATTLE AFTER ANOTHER.

Must be the folks who never go away.



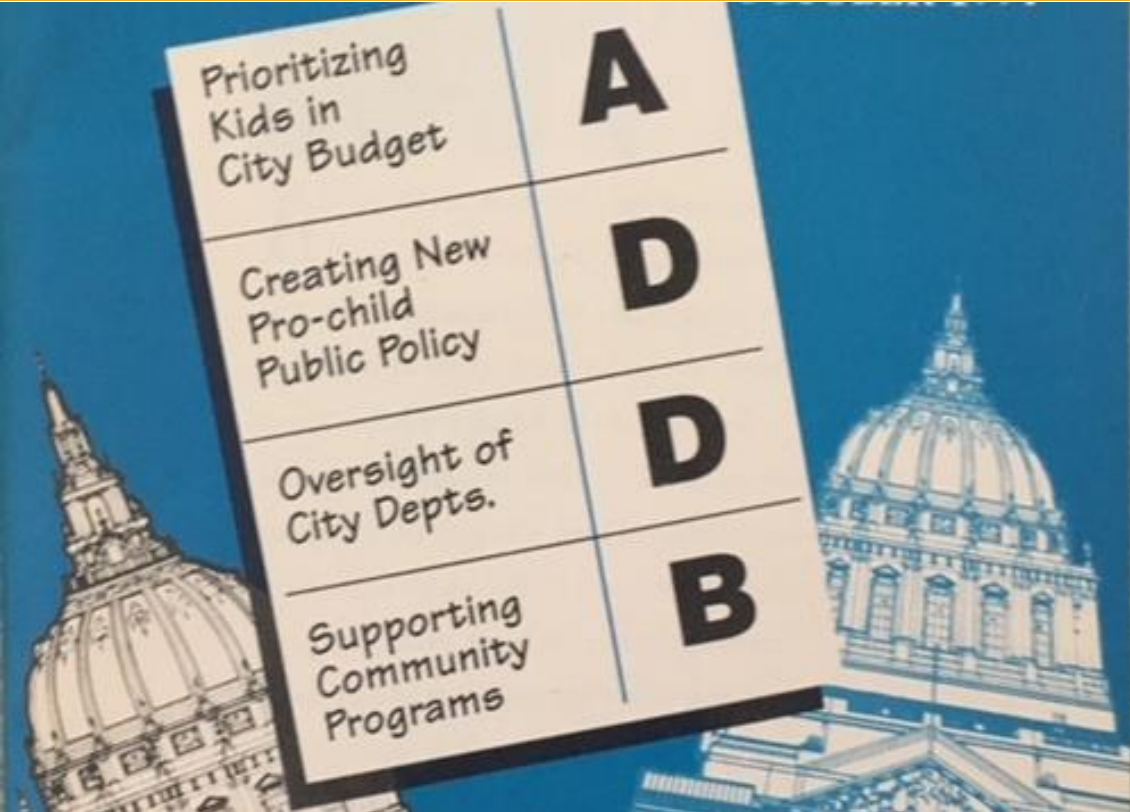


BUILD IN ACCOUNTABILITY

Hold decision-makers accountable after the budget process – for negative AND positive decisions.

- Newsletters
- Report cards
- Follow-up meetings
- Newspaper ads
- Accountability sessions

CHILDREN'S BUDGET COALITION GRADES THE SF BOARD OF SUPERVISORS



Prioritizing Kids in City Budget	A
Creating New Pro-child Public Policy	D
Oversight of City Depts.	D
Supporting Community Programs	B

A woman with long brown hair, wearing a yellow cardigan, is sitting at a blue table with a young girl with dark curly hair wearing a purple shirt. They are both focused on drawing on a piece of paper with markers. The girl is holding a marker and drawing a figure. On the table, there are several wooden blocks, some of which are stacked to form a small tower. In the background, another woman in a blue shirt is interacting with a young girl in a light green shirt. The setting appears to be a classroom or a playroom with various toys and educational materials visible.

Childcare Is Essential

Thank You San Diego County Supervisors--Supervisor Fletcher, Chairman Cox, Supervisor Desmond, Supervisor Gaspar, Supervisor Jacob--for investing **\$25m in childcare provider stipends** to support our essential workers.



REFORM THE PROCESS

Focus on engaging stakeholders.

- Create accessible forums for public input at all levels and at all points in the process
- Ensure public access to budget decision-makers
- Empower the legislative body
- Strengthen budget policy support
- Make TRANSPARENCY a priority

Quote to the right: From the **National Advisory Council on State and Local Budgeting**, which was published by the **Government Finance Officers Association**, and reflects the work of a blue-ribbon committee representing 9 national governmental organizations. This report is entitled **“Recommended Budget Practices: A Framework for Improved State and Local Government Budgeting.”** It represents a milestone in budgeting, stating “in one document governments now have a comprehensive set of processes and procedures that define an accepted budget process.”



“A budget process that effectively involves all stakeholders....and reflects their needs and priorities will serve as a positive force in maintaining good public relations and enhancing citizens’ and other stakeholders’ overall impression of government.”

FUNDING THE NEXT GENERATION



- ▶ Provides technical assistance to coalitions working on local funding streams for children and youth – A team of experts will hold your hand.
- ▶ Sponsors learning communities and conferences
- ▶ Support includes speaking, convening, facilitating, trouble-shooting, coaching, and more.
- ▶ Numerous tools and resources are available.

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