CH1LDREN NOW

The Children's Movement of California

Early Childhood Professional Development and Education Collaborative (EPEC)
April 25, 2012

Setting the Context: Who We Are

Children Now
Research, policy development and advocacy to promote children's health and education in California

Building The Children's Movement of California

What's the purpose of the Movement?

- Increase the power behind kids' policies.
- Connect diverse organizations and people that are pro-kid.
- Collectively push California's policymakers harder to prioritize children's health and education.

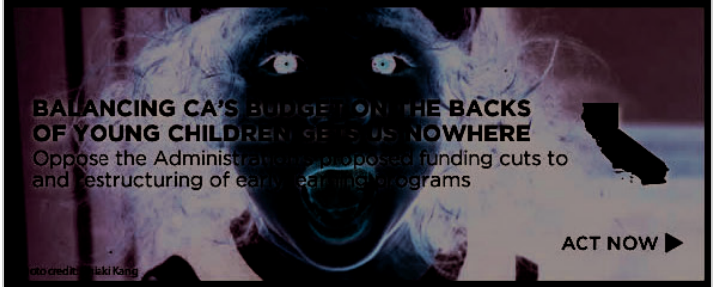
What happens when you join?

- Add your name to our published membership
- Receive updates & alerts regarding legislative opportunities for children
- Select pro-kid campaigns you want to sign-on to.

200+ Current Movement Members *(Partial List)*

Acacia Blue Asset Management * Adorable Baby's Jump Start * Alameda Alliance for Health * Alameda County Child Care Planning Council * Art Miles Mural Project * Aspiranet * Atwater Police Activities League * Bet Tzedek * Biz in a Boxx * The BizWorld Foundation * Blind Children's Center * Boost Up Kids Academy * Boys & Girls Clubs of Merced County * Brighter Beginnings * Building Healthy Communities * Calaveras Child Care Council * California Alliance of African American Educators * California Alternative Payment Program Association * California Association of Nonprofits * California Child Care Coordinators Association * California Family Resource Association * California National Organization for Women * California School-Age Consortium * California School Health Centers Association * California Women Neutrals * Californians for the Support of Early Education * Calvary Temple Worship Center * Campaign for College Opportunity * CASA of Merced County * Castle Challenger Learning Center * Center for Multicultural Cooperation * Central California Children's Institute * Centro La Familia Advocacy Services Inc. * Chabot - Las Positas Community College * Child Care Planning Council of Sonoma County * Child Care Results * Children First * City of Merced * Cottage Montessori School * Diversified Children's Network * East Bay Asian Youth Center * Educate Our State * Education Pioneers * The Education Trust—West * EMQ FamiliesFirst * Epilepsy California * Fairfax-San Anselmo Children's Center * Family Paths, Inc. * FIRM, Inc. * First 5 Alameda * First 5 Fresno County * First 5 Marin * First 5 Monterey County * First 5 San Francisco * First 5 Santa Clara County * Foster, Adoptive, Kinship Parent Association * Fremont Family Resource Center * From the Heart Preschool * Full Circle Fund * Geena Davis Institute on Gender in Media * The Giving Tree * Great Oakland Public Schools Information Center * The Harvest Under God * Healthy Empowered And Ready To Succeed * Holy Trinity Child Care Center * Interactive Parenting Media * International Institute of Los Angeles * I Stop Violence * It's About My Baby/Hand in Hand * Jaguars Youth Track Club * JAMaROO Kids * Jewish Family Service of Los Angeles * JudicialOptions.com * Kids in Common * Let's Move—Bay Area * LifeSpring Church * Livingston Union School District Child Development Center * Los Angeles Universal Preschool * Lotus Tribe * MarinKids * Mar Vista Family Center * Merced City Schools Youth Enrichment Programs * Merced County Office of Education * Merced County Office of Education, Local Child Care Planning Council * Mission Focused Solutions * MomsRising * Mountain Valley Child Development * Nutrition for a Healthy Future * Orange Unified School District * Para Los Niños * Parent Revolution * The Partnership for Los Angeles Schools * PDI Surgery Center * Peninsula Interfaith Action * Physicians for National Health Program—California * Plumas CASA * Positive Alternative Choices Today * Promontory Inc. * Public Counsel * Revolution Foods * Rhino Films * Rose Julia Riordan Tranquility Village * Rowell Family Empowerment of Northern California * San Joaquin Drug * Save the Children * 2nd Chance Kids * Shimmer & Shine Productions * Sonoma County Partnership for Children * Speak To Children * St. Joseph Center * St. Matthew Baptist Church * Stress Free Start Education Programs * Sunset Neighborhood Beacon Center * Tikkun Consulting * Tikun Olam * TORYS Day * The Traveling Trio * United Way of the Bay Area * Variety Boys and Girls Club * Walnut Creek Civic Arts Education * We Fight 4 U * WestCare California, Inc. * Westside Children's Center * Westside Infant Network * Women's Health Information & Education, Inc. * Yolo County Children's Alliance

Sample Early Learning & Development Campaigns



California's Legislature is now holding hearings on the Administration's proposed budget. It is alarming that we must continue the fight against California's leaders balancing the state budget on the backs of young children because kids can't stand up to the power of other interest groups. The Administration's proposal includes a $517 million cut to early care and education, which would deny 62,000 children, including infants, toddlers and preschoolers, access to the educational foundation that is critical to their life-long success. This comes on top of over $1 billion in funding cuts to these programs since 2008. To make matters worse, the Administration has proposed restructuring how these programs are provided, which would likely result in more children losing access to quality early learning programs.

On March 1st, members of The Children's Movement of California testified before the Senate Budget Committee in opposition to the Governor's CalWORKs and Child Care proposals. Over 120 people voiced their support for these critical early learning programs, with powerful testimonies coming from individuals across the state.

There will be at least four more budget hearings in the coming months covering the proposed cuts to early learning. Members of The Children's Movement will be at all of them, strongly representing the established fact that early learning programs—including child care, preschool, and Transitional Kindergarten—are among the smartest investments the state can make, and are critical to supporting "children learning, parents earning" in our troubled economy.

Three Things You Can Do to Help

First, and to do the same.

Second, the Assembly Budget Subcommittees are holding hearings on March 13th and 14th covering the proposed cuts to early learning. Attend the meetings and voice your opposition to the cuts. To view hearing locations/times, click

Third, stay tuned... we soon will launch a YouTube channel to feature your videos telling the Governor and Legislature why early learning programs matter to you.

California begins with kids.™

* Subject:

Preserve Smart Investments in Young Children

Dear *[Decision Maker]*,

* *Personalize your message*

I am writing to express strong opposition to the Administration's proposal to severely damage and restructure our state's early learning system. The proposal would abandon efforts to ensure program quality and also cut funding by $517 million, which would prevent 62,000 children, including infants, toddlers and preschoolers, from having the critical social and cognitive development experiences they need to succeed in school and beyond. Additionally, the Administration wants to eliminate funding for Transitional Kindergarten. This would deny another 40,000 young children access to school.

Early learning programs have already suffered $1.2 billion in cuts since 2008, resulting in 100,000 fewer slots for the children and families that need them.

Learning clearly begins at birth and decades of research overwhelmingly conclude that quality early learning programs narrow the achievement gap significantly and produce immediate and long-term economic and societal gains.

As the Budget Committee holds hearings on this topic, I strongly urge you to reject the Administration's short-sighted, fiscally imprudent proposal to cut funding for early learning programs and remove our state's early care and education system from the Department of Education. Early learning is education and needs to stay connected to K-12 and higher education or all of the state's educational investments will be weakened.

Sincerely,

Latest Campaign: Invest in California's Kids YouTube Channel

- Policymakers need to hear from you
- Videos are a powerful way to get your message across
- Over 100 parents, teachers, business leaders, and policymakers have filmed their story
- Tell Your Story:

www.youtube.com/user/InvestinCalifKids

Take-Aways

1

JOIN THE MOVEMENT

Publicly recognize and connect your organization to the Movement; signify "We support prioritizing children's health and education in public policy making"

2

GET POLICY UPDATES

Gain access to updates on key goings-on in Sacramento impacting kids and what needs to happen to better ensure their well-being

3

OPT-IN TO CAMPAIGNS

Receive notifications about and have the opportunity to opt-in to collective action campaigns supporting Pro-Kid policies

Questions

For more information, please contact:

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www.childrennow.org/join