



ABOUT THE CHILDREN'S MOVEMENT OF CALIFORNIA

What is The Children's Movement of California?

The Children's Movement of California is connecting all of the people and organizations that want to see children's health and education improved in our state and empowering them to make it happen together. Members of The Children's Movement are provided with the trusted information and easy-to-use tools they need to positively influence state-level policymaking for kids as it is happening. It's the new force for change our children need and deserve.

Who's joined The Children's Movement so far?

Over 570 organizations, ranging from the California Children's Hospital Association, Los Angeles Area Chamber of Commerce, California Police Activities League, First 5 Association of California, California Alliance of African American Educators, Bay Area Council, Asian and Pacific Islanders California Action Network, and United Ways of California to the Boys & Girls Club of Merced County, Para Los Niños, and East Bay Asian Youth Center, have joined the Movement already and it's growing every day. Members include businesses, non-profits, faith- and community-based organizations, parents groups, direct service providers and thousands of individuals.

Why is the Movement needed?

Until now, the broad public support for children's well-being has been too diffuse to have the impact it should on the state's policymaking priorities. Consequently, better organized interest groups with much less public will behind them have been able to divert policymakers' attention away from fixing the issues undermining children's successful development, such as poor academic achievement. By connecting the many diverse organizations and people that are Pro-Kid to one another and enabling their collective action, The Children's Movement can tip the policymaking scales in children's favor, where the vast majority of Californian's want it to be.

How exactly does it work?



Organizations that join are listed on The Children Movement of California's website as Pro-Kid and

in support of prioritizing children's health and education in public policymaking. Individuals are not listed, but are just as important to the power of the Movement. All members receive updates on pressing children's policy issues and have the opportunity to join other members in supporting Pro-Kid campaigns, such as signing on to a joint letter to policymakers urging them to take an action for kids' sake. An organization or individual's name will never be used in support of any specific policy proposal unless they knowingly opt in to support it. There is no cost to join and nothing additional is required to be a member of The Children's Movement of California.

Who started The Children's Movement of California?

Children Now, the leading non-partisan, multi-issue research, policy development, and advocacy organization dedicated to promoting children's health and education in California and creating national media policies that support child development, launched and is spearheading The Children's Movement.

For 25 years, Children Now has informed state and national policymaking to improve the lives of millions of children in California and across the country. The organization's expert policy staff is unique in the range of issue it covers, which includes Early Learning & Development, K-12 Education, Afterschool and Extended Learning Time, Health Coverage and Access to Care, Childhood Obesity, and Foster Care, among others. Children Now's efforts in these areas are funded by the top foundations in the country, including The California Endowment, The David and Lucile Packard Foundation, The W.K. Kellogg Foundation, and The Bill and Melinda Gates Foundation.

What can I/my organization do to support The Children's Movement of California?

- **Join the Movement at www.childrennow.org/join.**
- Invite your colleagues and friends to join as well by forwarding this document to them.
- Post a message about joining the Movement on Facebook or Twitter.
- Read the emails you receive from The Children's Movement about current policymaking activities that impact children's well-being.
- Participate in the Movement's collective action campaigns to push policymaking in the right direction for kids.
- Donate to Children Now at www.childrennow.org/donate to fuel the efforts of The Children's Movement of California.

The Children's Movement of California: *How does it work? Simply.*

1

JOIN THE **MOVEMENT**

Declare you're Pro-Kid by connecting your organization or yourself to the Movement, signifying your support for "prioritizing children's health and education in public policymaking"

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*

*An organization or individual's name will never be used in support of any specific policy proposal unless they knowingly opt in to support it.



ORGANIZATION MEMBERS OF THE CHILDREN'S MOVEMENT OF CALIFORNIA

577 Organization Members, as of April 1, 2013

A Better Way, Inc. * A Foundation Building Strength * A Place Called Home * AASK America (Adopt A Special Kid) * Abbott Kinney Kids * Acacia Blue Asset Management * Active Advisors * ActiveMedia * Adorable Baby's Jump Start * Aerocrine * Agile Physical Therapy * Angular Family Child Care * Alameda Alliance for Health * Alameda County Child Care Planning Council * Alameda County Early Childhood Policy Committee * Alameda County Office of Education * Alameda County Supervisor Keith Carson's Office * ALearn * Alfano Technologies * Alliance for a Better Community * All-Pro Promotions * All Stars Helping Kids * Alston Montessori * American Academy of Pediatrics, California * American Academy of Pediatrics, California, Chapter 2 * American Association of University Women Half Moon Bay Branch * Anaheim PAL, D.B.A. Anaheim Cops 4 Kids * Angels Foster Family Network * Army Reserve C, Y & S Services, Mountain View * Arrowhead Framing * Art Miles Mural Project * Asian and Pacific Islanders California Action Network * Aspiranet * Aspire Alexander Twilight College Preparatory * Aspire Alexander Twilight Secondary Academy * Aspire Antonio Maria Lugo Academy * Aspire APEX Academy * Aspire Benjamin Holt College Preparatory * Aspire Berkley Maynard Academy * Aspire California College Preparatory Academy * Aspire Capitol Heights Academy * Aspire Centennial College Preparatory Academy * Aspire College Academy * Aspire East Palo Alto Charter School * Aspire East Palo Alto Phoenix Academy * Aspire ERES Academy * Aspire Firestone Academy * Aspire Gateway Academy * Aspire Golden State College Preparatory * Aspire Huntington Park Charter School * Aspire Inskeep Academy * Aspire Junior Collegiate Academy * Aspire Langston Hughes Academy * Aspire Lionel Wilson College Preparatory * Aspire Millsmont Academy * Aspire Monarch Academy * Aspire Pacific Academy * Aspire Port City Academy * Aspire Public Schools * Aspire River Oaks Charter School * Aspire Rosa Parks Academy * Aspire Slauson Academy * Aspire Summit Charter Academy * Aspire Tate Academy * Aspire Titan Academy * Aspire University Charter School * Aspire Vanguard College Preparatory Academy * Aspire Vincent Shalvey Academy * Attendance Works * Atwater Police Activities League **B** Babylove Child Development Services * BAHIA Inc. * Bay Area Council * Bay Area Healthy 880 Communities * Bay Area Parent Leadership Action Network * Benu's Preschool * Bernard E. & Alba Witkin Charitable Foundation * Bet Tzedek * Biz in a Boxx * Blind Children's Center * BLKSHP * BlueSkies for Children * Body Glove International * Bohbot & Riles, LLP * Boost Up Kids Academy * Boys & Girls Club of the Coastside * Boys & Girls Clubs of Merced County * Boys & Girls Clubs of N San Mateo County * Brighter Beginnings * Brute Labs * Building Blocks * Building Healthy Communities * Butte County Child Abuse Prevention Council **C** Cabrillo Education Foundation * Cabrillo Unified School District *

PRO-KID: ORGANIZATION MEMBERS OF THE MOVEMENT (Continued)

As of April 1, 2013

Calaveras Child Care Council * California Alliance of African American Educators * California Alternative Payment Program Association * California Association for the Education of Young Children * California Association of Nonprofits * California Center for Public Health Advocacy * California Child Care Coordinators Association * California Child Care Resource & Referral Network * California Child Development Administrators Association * California Childcare Health Program * California Children's Academy * California Children's Hospital Association * California Coalition for Youth * California Community College Early Childhood Educators * California Council of Churches * California Coverage & Health Initiatives * California Family Resource Association * California Food Policy Advocates * California Immigrant Policy Center * California Infant Development Association * California National Organization for Women * California Pan-Ethnic Health Network * California Partnership * California Police Activities League * California Primary Care Association * California School Health Centers Association * California School Nurses Organization * California School-Age Consortium * California Title I Parent Union * California Women Neutrals * California Women's Agenda * California Workforce Innovation Network * California Yacht Sales Inc. * Californians for the Support of Early Education * Calvary Temple Worship Center * Cambridge Community Center * Campaign for College Opportunity * Capture the Dream, Inc. * Carey & Associates * CASA of Merced County * CASA of Tulare County * Castle Challenger Learning Center * Caulder Lamm Alliance for Children * Cause and Affect * Center for Early Intervention Deafness * Center for Multicultural Cooperation * Central California Children's Institute * Centro La Familia Advocacy Services Inc. * Chabot-Las Positas Community College * Child Abuse Prevention Council of Contra Costa County * Child Care Links * Child Care Partnership Council, San Mateo County * Child Care Planning Council of Sonoma County * Child Care Resource Center, Inc. * Child Care Results * Child Development & Family Studies Dept. * Child Development Associates * Child Development Resources * Child, Family and Community Services Inc. * Childhood Injury Prevention Network - Bay Area * Children First * Children Now * Children's Bureau * Children's Defense Fund-California * Children's Learning Cottage * Children's Network of Solano County * Children's Nurturing Project * Choices for Children * Citizen Schools * City of Merced * City of West Hollywood * Clergy & Laity United for Economic Justice * Coachella Little League * Coaching Corps * Coalition for California Early Care and Education * Communities for Teaching Excellence * Communities in Schools * Community Coalition * Community Family Services * Community for Excellent Public Schools * Community Health Awareness Council, Mountain View * Community Health Partnership * Community Investment Strategies * Community Resources for Children * Concord Child Care Center * Congregation Emanu-El * Connections for Children * Continuing Development Incorporated * Contra Costa Child Care Council * Contra Costa Local Planning Council for Child Care and Development * Cope Family Center * Cottage Montessori School * County Welfare Directors Association of California * Cover the Kids * Cow Hollow School * CPK Mortgage, Inc. * Creative Child Care, Inc. * Credo Law Partners * Crystal Stairs * Culver City Hawks Youth Track Club * Cunha's Country Store D Daly City Partnership * Daly City Peninsula Partnership Collaboration * Darden Architects Inc. * David B. and Edward C. Goodstein Foundation * Davis Street Family Resource Center * Del Norte County Local Planning Council for Child Care & Development * Determined to Succeed * Developmental Disabilities Council * Dirk and Charlene Kabcenell Foundation * Diversified Children's Network E Early Childhood Education Professional Development* Early Childhood Mental Health Program * Early Childhood Parenting Center * East Bay Agency for Children * East Bay Asian Youth Center (EBAYC) * Echo Parenting and Education *

PRO-KID: ORGANIZATION MEMBERS OF THE MOVEMENT (Continued)

As of April 1, 2013

EcoBirth - Women for Earth and Birth * Edgewood Center * Educare of Silicon Valley * Educate Our State * Education Pioneers * Educators 4 Excellence * Eisner Pediatric & Family Medical Center * EMC Research * EMQ FamiliesFirst * Entrusted Legacy * EON Technologies * Epilepsy California * Escobar Learning Corner * Everychild Foundation * Extended Child Care Coalition E Fairfax-San Anselmo Children's Center * Fairplex Child Development Center * Fall Presents, Inc. * Families In Schools * Family Connections * Family Paths, Inc. * Family Services of Tulare County * Family Voices of California * Fight Crime: Invest in Kids California * FIRM, Inc. * First 5 Alameda County * First 5 Association of California * First 5 Calaveras * First 5 Fresno County * First 5 Humboldt * First 5 Madera County * First 5 Marin * First 5 Mono County * First 5 Monterey County * First 5 San Francisco * First 5 San Mateo County * First 5 Santa Clara County * First 5 Solano * First 5 Trinity * First 5 Tulare County * First 5 Yolo County * First 5 Yuba * First Star, Inc. * Foster Care Alumni of America, California Chapter * Foster Youth Alliance * Foster, Adoptive, Kinship Parent Association * 4C's of Alameda County * Fremont Family Resource Center * Fresh Lifelines for Youth (FLY) * Fresno PAL Youth Leadership Council * Fresno Police Activities League * From the Heart Preschool * Fulfillment Fund * Full Circle Fund * Full Court Press Communications * Fuse Corps * Future G Geena Davis Institute on Gender in Media * George Stafford & Associates * GetzWell Pediatrics * Gio's Restaurant * Global Citizen Year * Global MOVE Media * GLOW * Go Kids, Inc. * Gourmet Appliance * GoVoluntr * Great Oakland Public Schools Information Center * Greenwise Joint Venture * Growing Up in Santa Cruz H Habitot Children's Museum * Hachitan Entertainment, Inc. * Half Moon Bay Brewing Company * Half Moon Bay Coastside Chamber of Commerce * Half Moon Bay Inn * Harbour Consulting * Hardesty Events & Consulting * Harvard Business School Community Partners of Northern California * Hattery Labs * Healing Hearts "One at a Time" * Healthy Child Healthy World * Healthy Empowered And Ready To Succeed * Heidi Kuiper, State Farm Insurance * Hispanic Foundation of Silicon Valley * Holy Trinity Child Care Center * Homeschooled Athletic League Organization * Howard Montgomery Associates * Howard Tours * Human Services Association of Los Angeles | "I Have a Dream" Foundation Los Angeles * I Stop Violence * Imperial County Children and Families First Commission * Imperial County Sheriff's Activities League * Inglewood Police Activities League * Initiative Legal Group, APC * Inn at Mavericks * Inside Out Community Arts * Interactive Parenting Media * Interagency Children's Policy Council * International Institute of Los Angeles * Isla Vista Youth Projects, Inc. * Isokson and Associates * It's About My Baby/Hand in Hand * It's Italia Restaurant J Jaguars Youth Track Club * JAMAROO Kids * Jeffrey Scott Agency * JennParr.com * JERICHO, A Voice for Justice * Jewish Family and Children's Services of the East Bay * Jewish Family Service of Los Angeles * Joy's Kids Clubhouse * JudicialOptions.com * Jumpstart for Young Children--Southern California * Junior Tennis Team, Mountain View * Juntos Tutoring and Mentoring Program * JustREAD K K to College * Kidango * Kids in Common * Kidspace Children's Museum * Kings Community Action Organization * Kiva * Krause Center for Innovation L Lake County Sheriff's Activity League * Lake Family Resource Center * LAPD Hollenbeck Police Activities League * Latino Coalition for a Healthy California * Laura and John Arnold Foundation * Law Offices of Mark Yablonovich * Law Offices of Paul W. Berring * Law Offices of Vanessa M. Terzian * League of Women Voters of California * Legacy 4 Kids * Legal Advocates for Children & Youth * Lemonade Creative Consulting, LLC * Leo McCarthy Center for Public Service * Let's Move - Bay Area * LIBERTY Dental Plan * LifeSpring Church * Lindsay Family Resource Center * Literacy Campaign for Monterey County * Little Bets Labs * Little Owl Preschool * Little Tokyo

PRO-KID: ORGANIZATION MEMBERS OF THE MOVEMENT (Continued)

As of April 1, 2013

Service Center * Livingston Union School District Child Development Center * Long Beach Day Nursery * Los Angeles Area Chamber of Commerce * Los Angeles Fund for Public Education * Los Angeles School Police Department * Los Angeles Trust for Children's Health * Los Angeles Universal Preschool * Los Banos PAL (Police Activities League) * Lotus Tribe * LP Learning * Lutheran Office of Public Policy – California **M** MACLA/Movimiento de Arte y Cultura Latin * Madera Coalition * Main Street Goldworks * Mar Vista Family Center * MarinKids * Martinez Early Childhood Center, Inc. * MCAH Action * McLeod-Grant Advisors, "Forces for Good" * Menjivar Family Child Care * Merced City Schools Youth Enrichment Programs * Merced College Child Development Center * Merced County Human Services Agency * Merced County Office of Education * Merced County Office of Education, Local Child Care Planning Council * Mexican American Opportunity Foundation * Mini Pharmacy * Mission Focused Solutions * Mockingbird Communications * MomsRising * Montecarlo Cultural & Community Medicine Foundation * Montessori of Calabasas, Too * Montessori School of Sonoma * Morgan Family Foundation * Mossy Thumbs * Mountain Valley Child Development * Mountain View Los Altos High School District * Mountain View Police Activities League * Mountain View/Los Altos/Los Hills Challenge Team * Mt Diablo Community Child Care Advocates **N** Nano's Yogurt Shack * National Center for Youth Law * National Council of Jewish Women/Los Angeles * New America Media * North Bay Association for the Education of Young Children * Northeast Valley Health Corporation * Nurture Now * Nutrition for a Healthy Future * Nutritionally for You **O** Oakland PAL * OC Child Abuse Prevention Center * Office of Early Care & Education, San Francisco * On the Capitol Doorstep * Orange Children & Parents Together, Inc. * Orange Unified School District * Oxnard Police Activities League **P** Pacific Asian Consortium in Employment * Palms Neighborhood Council * Para Los Niños * Paradigm Healthcare Services * Parent Partnership for Public Education * Parent Revolution * Parent Services Project * Parent Voices of San Francisco * Pasta Moon Ristorante & Bar * Pathways Consultants * PDI Surgery Center * Peaceful Playgrounds * Peninsula Interfaith Action * Penny & Peggy Nairn 24 Hour Childcare * Perinatal Mental Health Task Force * Peter Sims LLC * Philanthropic Ventures Foundation * Physicians for National Health Program – California * Planned Parenthood Mar Monte * Playworks * Plaza Community Services * Plumas CASA * Polkadots * Positive Alternative Choices Today * Powers & Associates * Preschool California * Prince Hall Learning Center * Professional Association for Childhood Education * Project Cornerstone – YMCA * Project WeHope * Promontory Inc. * Proyecto Pastoral * Public Counsel * Public Profit **Q-R** RA Marketing * Raineth Holdings, LP * RDP Consulting * Reach Potential Movement * Reading and Beyond * Reading Rainbow in the Park * Rebekah Children's Services * Redwood Children's Services Inc. * Regional Asthma Management and Prevention * Regional Council of Rural Counties * Revolution Foods * Rhino Films * Richmond Police Activities League * Rose Julia Riordan Tranquility Village * Rowell Family Empowerment of Northern California **S** Safe Passages * Sage Transformations * San Francisco Child Abuse Prevention Center * San Joaquin Drug * San Mateo County Board of Supervisors * San Mateo County Library * San Mateo County Office of Education * San Mateo County READs * San Mateo County Sheriff's Activities League * Santa Barbara County Child Care Planning Council * Santa Barbara County Education Office * Santa Clara Local Planning Council * Santa Cruz County Parents Association * Santa Cruz County Sheriff's Activities League * Santa Monica Child Care & Early Education Task Force * Save the Children * Schaffer & Combs, LLC * 2nd Chance Kids * Seneca Family of Agencies * Shasta County Office of Education * Sheriff's Community Impact Program * Sheriff's Youth Foundation of LA County * **SHIELDS** for Families *

PRO-KID: ORGANIZATION MEMBERS OF THE MOVEMENT (Continued)

As of April 1, 2013

Shimmer & Shine Productions * SJB Child Development Centers * Social Transactions, LLC * Sonoma County Partnership for Children * South Bay Center for Community Development * South Coast Nanny, LLC * Spark * Speak * Speak To Children * St. Elizabeth's Day Home * St. Joseph Center * St. Matthew Baptist Church * St. Philip's Episcopal Church * StarVista * Stress Free Start Education Programs * Sunset Neighborhood Beacon Center **I** Taproot Foundation * Taproot Foundation -San Francisco * Teach for America, Los Angeles * The BizWorld Foundation * The Center for the Next Generation * The Children's Nature Institute * The ED Agency * The Education Trust--West * The Giving Tree * The Harvest Under God * The Law Offices of Paul H. Nathan * The Little Mud Puddles Learning Center * The Partnership for Los Angeles Schools * The Resource Connection * The Respect Institute * The Talk Institute * The Traveling Trio * The Wendling Group * Think Together * Third Street Community Center * Thrive Alliance of Nonprofits, San Mateo * Thrive SF * Through the Looking Glass * Tikkun Consulting * Tikun Olam * Time4 Partner Marketing * Toque Blanche * TORYS Day * Trinity Baptist Children's Center * Tulare Community Health Clinic **U** UCLA Early Care and Education * Un Mundo de Amigos Preschool * United Advocates for Children & Families * United States Entertainment Force Inc. * United Way of Merced County * United Way of the Bay Area * United Way Silicon Valley * United Way of Tulare County * United Ways of California * Upward Bound House * Urban Home **V** Vacaville PAL * Valley Medical Center Foundation * Valley Oak Children's Services * Variety Boys and Girls Club * Venice Family Clinic * Vision y Compromiso * Vista del Mar * Viva Strategy + Communications **W-X** Waking the Village * Walnut Creek Civic Arts Education * Wasserman & Wasserman, LLP * Watsonville Police Athletic League * Waypoint Wealth Partners * We Fight 4 U * Wealth Architects * WellDone * Wells Bring Hope * West Los Angeles Neighborhood Council * WestCare California, Inc. * Westly Foundation * Westside Children's Center * Westside Infant Network * Westwood Neighborhood Council * Women Lawyers Association of Los Angeles * Women's Health Information & Education, Inc. * Worksite Wellness LA * World Savvy **Y** YMCA of San Francisco * YMCA of Silicon Valley * YMCA of the East Bay * Yolo County Children's Alliance * Young Minds Advocacy Project * Youth Enrichment Program * Youth UpRising **Z** ZERO TO THREE Western Office...and more organizations are joining every day!



AGENDA ITEM: 12
DATE OF MEETING: April 25, 2013
ACTION: X
INFORMATION: _____

JOINING THE CHILDREN’S MOVEMENT

SUMMARY OF REQUEST

This is a proposal for First 5 California to join The Children’s Movement, an initiative launched by Children Now to connect people and organizations that want to see children’s health and education improved in California.

BACKGROUND & DISCUSSION

Children Now is a nonpartisan, multi-issue research, policy development, and advocacy organization dedicated to promoting children's health and education in California and creating national media policies that support child development. Its mission is to find common ground among influential opinion leaders, interest groups and policymakers, who together can develop and drive socially innovative, “win-win” approaches to helping all children achieve their full potential.

Children Now has launched The Children’s Movement as a new force for change on behalf of California’s children. The Movement seeks to connect and empower individuals and organizations that view themselves as “pro-kid” by providing the members with the trusted information and easy-to-use tools necessary to positively influence state-level policymaking for kids as it is happening.

Children Now reports that 557 organizations have joined the Movement already, including businesses, non-profits, faith- and community-based organizations, parents groups, and direct service providers. Sixteen county commissions are members, plus the First 5 Association of California.

Ted Lempert, President of Children Now, will provide detailed information about the benefits of joining the Movement at the Commission Meeting on April 25, 2013.

STAFF RECOMMENDATION

Staff recommends that the Commission join The Children’s Movement as a member organization, with the understanding that Children Now will never identify First 5 California as being in support or opposition to any specific policy proposal unless the Commission takes separate action to opt-in to such support or opposition.

FISCAL IMPACT

Joining The Children's Movement will have no direct fiscal impact on First 5 California, however the success of the member organizations in advancing children's health and education could result in increased funding for programs that are aligned with First 5 California strategic objectives and investments.

ATTACHMENTS

- Attachment A - PRO-KID: About the Children's Movement of California.
- Attachment B – The Children's Movement of California: How does it Work? Simply.
- Attachment C – List of Children's Movement Members.