



CHILDREN'S CAMPAIGN FUND NETWORK PROSPECTUS

ABOUT

Children's Campaign Fund Network (CCFN), comprised of the CCF PAC and Children's Campaign Fund Action (CCFA) (c4), is dedicated to building political power through advocacy, education, and electioneering to enact effective policy change for children, youth, and families. With more than 30 years of demonstrated impact, CCF is Washington's longest running statewide, nonpartisan PAC focused on kids. In the 2022 elections cycle, CCF endorsed 84 candidates and made \$52,000 in contributions, which amounted to an 87% win rate among our endorsed candidates. By supporting children's champions in key political races statewide, influencing policy outcomes through strategic legislative activities, and providing comprehensive candidate research and incumbent voting records, we are uniquely positioned to make children the priority in Washington politics.

106

CANDIDATES INTERVIEWED
84 ENDORSED

87%

ENDORSED CANDIDATES WON
*INCLUDING 56 INCUMBENTS
AND 17 FIRST-TIME LEGISLATORS*

96

**ENDORSED CHAMPIONS
NOW IN THE LEGISLATURE**
*INCLUDING 23 LAWMAKERS
FROM THE 2020 CYCLE*

Our organization, CCFA, was established in November, 2022 thanks to a game-changing investment by the Ballmer Group. In its inaugural year, it partnered with the Association of Washington Business to educate newly elected legislators and update incumbents about the critical need for early care and education for children in Washington state. These unexpected partners completed a bus tour, visiting child care centers and chambers of commerce in nine congressional districts, holding various rallies and roundtables to raise awareness about solving our childcare crisis within the business community and various lawmakers.





OUR STRATEGY

Children's issues have historically benefited from strong bipartisan support. This is reflected by the integral wins our state has experienced in the early learning arena, such as the Early Start Act of 2015 and the Fair Start for Kids Act of 2021. Although this sector has built effective policy and advocacy operations, we have a notable gap when it comes to building political power. The absence of this infrastructure is a missed opportunity, as we could be passing even more pro-kids legislation if we built the electoral infrastructure to complement these advocacy efforts. For example, unions have historically leveraged their electoral work into policy victories by building significant political capital with legislators. They have done this through strategic campaign contributions, influencing the outcome of their races via voter contact campaigns (ex: I.E. and PAC efforts), and directly coordinating with candidates on messaging, voter contact work, and fundraising.

When the children's advocacy community is able to incorporate these power-building tactics into our movement's infrastructure we will become a hallmark political player in Washington State. Doing this will strengthen our ability to pass more legislation that supports children, youth, and families. **For CCFN, our specific north star will be to build this type of political power through three core strategies: electioneering, education, and advocacy. This value added activity perfectly complements the great strengths of our policy partners.**

PRIORITIES

2024 Immediate Priorities

1. Engage in the 2024 Gubernatorial Race.

- Ensure that we educate the frontrunners on the importance of investing in early childhood education and other priorities for children, youth and families, such as behavioral health, childhood poverty, and keeping families together. We will do this by:
 - Working with other electoral organizations that are focused on kids and families such as One America, Moms Rising, and Stand for Children, to develop messaging guidance and educational materials for the frontrunners. These materials will outline the importance (to parents, children, business and the economy) of making long-term investments in early childhood education and other important issues related to children, youth, and families.
 - Meeting with frontrunners early in the campaign cycle to talk through these priorities and give them general guidance on how to conduct effective messaging around early learning and other specific CCF issues. Specifically, we will assist in coaching candidates to speak directly in candidate forums and debates specifically to policy commitments as well as voter contact touchpoints (mailers, door, text and phone scripts, paid media ads).
 - Engaging in earned media work that will position early learning as a critical issue in the campaign trail. We will do this by:
 - Placing questions about early learning and important kids issues in newspaper endorsement interviews with candidate response.
 - Placing questions about early learning and important kids issues in candidate town halls, forums, and debates with real time candidate response.



PRIORITIES

2024 Immediate Priorities

- Having prominent, high visibility figures within our networks (ex-legislators, prominent donors, celebrities, etc) write Op-Eds and Letters to the Editor (LTE's) that encourage Gubernatorial candidates to act boldly on early learning and important kids issues.
- Engaging our most influential allies – labor unions, philanthropy, other electoral organizations with high PAC spending – to include early learning questions in their endorsement conversations.

2. Ensure freshmen legislators are strong pro-kids champions.

- Critical due to the number of anticipated open seats in the State legislature in 2024 is to ensure that Washington's recently elected legislators are strong pro-kids champions by continuing to engage and educate via our program staff and lobbyists. Our political calculus in doing this is that giving more education to new legislators on the importance of investing in kids will equate to a higher amount of positive votes on bills focused on kids.

3. Spend resources to elect more state legislators who are strong pro-kids champions.

- We will do this through our electioneering strategy that is outlined under the soft-side section below. We will also focus on protecting vulnerable incumbents in swing districts through collaboration with the WA Donor Table and Washington Community Alliance on which seats and voter demographics to target.

4. Ensure that Washington's Congressional delegation has a progressive, pro-kids majority.

- If more resources are made available, we can engage in some of the most competitive congressional contests in 2024, namely CD-3 and CD-8 (where incumbents have demonstrated their commitment to addressing critical child and family issues). Specifically, we will protect our incumbents in these seats by running voter contact tactics (more details on this are in the electioneering section below) that paint them as strong, pro-kids champions. We will also focus on voters that some of the larger Democratic I.E.s and campaigns are not focusing on, such as low-propensity BIPOC and youth voters. Similar to point three, we will take direction from Washington's current electoral infrastructure on which voters and regions to target.

5. Run voter engagement programs in electoral contests that currently do not have coverage by other progressive groups.

- We are particularly interested in the Insurance Commissioner's race, as many issues related to child and maternal health are under the purview of this role. We want to assure that candidates prioritize policies that will improve health coverage for children, youth, and families. Here we will take direction from the WA Donor Table and WA Community Alliance on determining where these gaps exist.

Long-Term Priorities

1. Our highest-priority policy north star will be universal access to early childcare and education for families.

All of our political power-building efforts in the next 5 years will be in service of realizing this objective. We have already started working with One America and Mom's Rising and have begun engaging early learning funders.



Long Term Priorities

2. **Continue electing pro-kids champions at all levels of the ballot.**

- We will prioritize vulnerable incumbents and open seats where we have an opportunity to elect new pro-kids champions. We will further our relationships with key decision makers – such as party leadership and the chairs of our priority committees – on our issues through electioneering work. Additional resources will allow us to become a difference-maker in a wider depth of races where we can build pro-kids champions at the local level (i.e. school board, city council, etc).

3. **Build political power for the existing children's advocacy efforts.**

- Build political power for the existing children's advocacy efforts, such as Child Care Aware's campaign for universal care and education, that are unable to engage in electoral work due to their 501(c)3 status. We will do this by:
 - Being active participants in these coalitions – especially during the development of their policy priorities.
 - Coordinating our lobbying/advocacy efforts with these coalitions.
 - Including the policy priorities of these tables in our endorsement interviews. This will ensure that we apply stringent pressure to our endorsees to support these issues when they have the opportunity to vote on them. In other words, we will help these C3 coalitions build the electoral/political power necessary to pass their policy agendas.

HOW DO WE EXECUTE THIS VISION AND REALIZE THESE PRIORITIES?

Structure



CHILDREN'S campaign fund



Will lead all of our coalition's electoral work – both on the soft and hard sides. We will implement a stringent wall between our soft and hard sides in order to diligently follow state compliance regulations.



CHILDREN'S campaign fund ACTION



Will lead all of our coalition's education and advocacy work.

Our north star is building political power for the children's advocacy infrastructure through electioneering, education, and advocacy. Below is an overview of how these strategies will function.



ELECTIONEERING:

The main focus behind our electioneering efforts will be to elect more pro-kids champions who will support our policy priorities. We will do this through leveraging the two legal entities within our organization to run a soft and hard side operation. **For clarity, our soft-side work will be voter contact work (ex: doors, phones mail, text, paid ads) that is independent of political party or candidate campaigns. Our hard-side work will focus on coordinating with candidate campaigns and making candidate contributions.** Although both sides will work independently of each other in order to adhere to state compliance laws, they will work towards the larger goal of building political power for children, youth, and families.

ELECTIONEERING



Here's the structure:

Soft Side:

Endorsement Strategy: Each electoral cycle, we will develop an issue platform. This platform will spotlight the issues our organization is prioritizing, such as universal access to early care. We will diligently consult with other children's advocates, community members, funders, and experts when building this platform. This will ensure that the policy issues we prioritize are reflective of the consensus stemming from the overall children's advocacy community.

After developing this platform, we will power-map the seats that include legislative candidates and some statewide officials who will be decision-makers on our policy platform. Our endorsement strategy will focus on committing the elected officials we powermapped to champion the issues within our platform through a candidate pledge.

In order to maximize our resources, we will tier endorsements according to seat competitiveness, leadership potential, lived experience and racial diversity. **The purpose of these tiers is to strategically allocate our electoral resources into contests where we can have the largest impact on the outcome of the race.** These tiers will look like this:

- Tier 1: canvassing passes (phones, doors, texts), digital ads, mailers, earned and paid media.
- Tier 2: light texts and phone passes, light paid or earned media, endorsement announcement and social media graphics.
- Tier 3: light texts, endorsement announcement and social media graphics.

Hard Side:

Contributions: Through our PAC, we will directly contribute to candidates in order to consolidate our relationship and access to them. When possible, we will combine our PAC efforts with other like-minded C4s/I.E.s/PACs in order to significantly strengthen our political muscle. We will implement a similar tier strategy varying contributions according to priority (see tier section above). Since BIPOC candidates historically have a much more difficult time amassing resources to run for office, we will implement a racial justice lens that will guide our contribution levels. Our coalition will prioritize BIPOC candidates in competitive seats when making contributions.

EDUCATION

CCFN will complement its electioneering efforts with year-round candidate education. This strategy will focus on the following facets:

- Educating candidates on the importance of children's issues early in the campaign trail. Education will be delivered individually and in groups by our staff, other collaborators.
- These efforts are an extension of previous work CCFA has done. In the 2023 legislative session, we ran a similar program that focused on educating freshmen legislators about the importance of childcare.
- **In 2023-2024 these efforts will prioritize the Governor's race. We are committed to educating each Gubernatorial candidate on our issue area - particularly early learning - to ensure that they focus on universal child care in their campaigns, and are pro-kids champions on their first day in office.**



In the future, with more long-term resources we will engage in voter education efforts in-between campaign cycles. Specifically, this will consist of canvassing operations that focus on surveying voters on their level of support on children's issues + educating them on the importance of voting for candidates that are pro-child champions. Doing this will gradually create an electorate that will be more supportive of these issue areas. This will, in turn, incentivize candidates to make children's issues a stronger campaign issue within their platforms.

More long-term resources will also allow us to engage in candidate recruitment focused on getting more pro-kids champions into office. These efforts will be complimented by our voter contact work that will allow us to run specific campaigns that will propel our identified candidates into office.

ADVOCACY

Lastly, CCFN will connect the political capital we amass from our electioneering work to strengthen our policy advocacy efforts. Our advocacy will be an intentionally collaborative effort, working in concert with key partners, other policy leaders and coalitions to ensure a consistent message across the community of policy advocates. **Our advocacy work will not be spearheaded in a silo; we will be intentional in coordinating this work with other kids advocacy spaces.**

Partner Collaboration:

In order to ensure that we are working with similar organizations in unison, we will will:

- When compliant, collaborate with and brief existing children's advocacy spaces - especially when it comes to legislative advocacy and developing the policy platform we commit legislators to in our endorsement process.
- Coordinate electoral work with other children's advocacy organizations that do electioneering work (ex: Mom's Rising, Stand for Children, One America).
- When applicable, coordinate electoral work with party-focused electioneering efforts. This will ensure that our voter contact work compliments their efforts and invigorates our ability to win razor-thin contests that expands and protects our progressive majority.

Volunteer Electoral Engagement Program:

CCFN will build a grassroots volunteer program that allows individual allies to participate in our work. The purpose of the volunteer program is twofold: to provide a community connection between CCFN and individuals, and to establish sustainable grassroots investments for CCFN through monthly donations.

Volunteer Targets:

We hope to attract families, providers (child care workers, teachers, and facility managers) and other concerned community members in our movement. We first hope to partner with organizations already engaged in legislative or community advocacy as we launch our volunteer program.

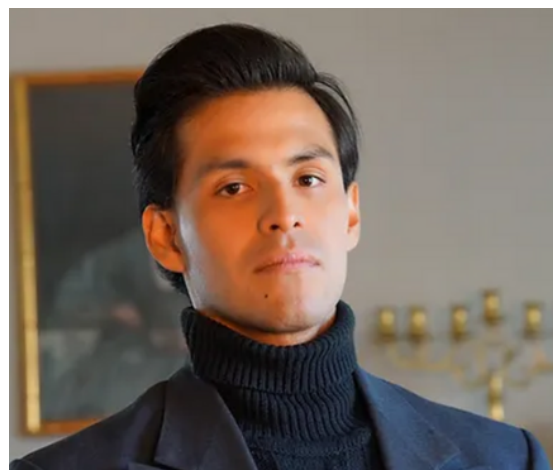


Volunteers will play an important role in our advocacy efforts. We will seek to energize members around our policy platforms to grow our grassroots advocacy and electoral efforts. Additionally, during the election process, we will recruit our volunteers to work on get-out-the-vote efforts (GOTV) and other voter contact work. We will also notify volunteers of candidate events in their area and invite them to attend. Activities may include: petitions, constituent storytelling, and a legislative action day. Volunteers will also be asked to help during the legislative session to draft tweets, op-eds, or communications directed toward lawmakers or the communities they represent. Volunteer benefits will include invitations to periodic roundtable discussions, quarterly newsletters, and CCFN-branded apparel. Volunteers will serve a crucial role in educating candidates and lawmakers about issues directly facing children, youth, and families.

OUR TEAM

Alex Galeana, Executive Director

Alex began his career with organizing and legislative advocacy. As a student experiencing homelessness, he served on the Student Senate for California Community Colleges and successfully wrote and lobbied for passage of a bill allowing homeless students to use their school's shower facilities for basic hygiene. After this, Alex worked as an Organizing Director for NextGen America, helping flip one of the most competitive congressional districts in 2018, CA-10. From 2018-2021, Alex was the Managing Director of the Colorado Immigrant Rights Coalition (CIRC) Action Fund where he ran the largest BIPOC voter engagement program in Colorado in the 2020 cycle., and helped elect more Latinx city councilmembers into Denver City Council than in any point in the city's history.



Doing this was important to Alex, since, as a DACA recipient, he recognized that building electoral power is critical in pushing our elected officials to pass pro-immigrant policy. Alex continued his commitment towards BIPOC voter engagement during his time at Strategies 360 where he provided electoral, fundraising, and organizing guidance to various progressive organizations and emerging 501(c)(4)s.

Most recently, Alex served as the New Mexico State Director for America Votes. In this role, he oversaw the state's C4 and independent expenditure table tasked with 3 key election objectives, all met. These included flipping one of the most competitive congressional districts in the country, NM-2, and helping re-elect the only Latina Governor in the U.S., Gov. Michelle Lujan Grisham.

Kelly Edens, Deputy Director

Born and raised in Seattle, Kelly developed a fascination for state-level political work as a Senate Page in the Washington State Legislature. She earned her Bachelor's of Arts from Carroll College in History and Political Science, spending time in the Montana State Legislature. After college, Kelly+2 volunteered with Mercy Volunteer Corps at a community center in Savannah, GA, assisting with GED classes, SNAP renewals, low-cost eyeglass clinics, and a small food pantry.



OUR TEAM

Kelly Edens, Deputy Director

Kelly's time in Savannah showed her that advocacy at the state level is the most effective way to enact change. With a renewed sense of mission, she moved to Austin, Texas, to work for Texas Watch, a 501(c)(4) leading state-wide consumer advocacy organization, where she was both the Director of Organizing and the Development and Operations Director. At Texas Watch, Kelly worked on a variety of consumer issues including property and casualty insurance legislation, Texas Medical Board reform, and road safety initiatives.



Janis Avery, CCF Co-Chair

Janis' 24 year career at Seattle non-profit Treehouse focused on improving educational and life outcomes for children and youth experiencing foster care. With expertise in fund development, advocacy, organizational management and board partnerships, she is honored to bring her experience to the Board of the Children's Campaign Fund. Janis's career touched key parts of the child welfare continuum with stints in residential treatment and Intensive Family Preservation Services. She joined the board in 2020 with the purpose of increasing racially diverse voices for children and their families in the legislature.



Ruth Kagi, CCFA Co-Chair

Ruth Kagi was first elected to the Washington State House of Representatives in 1998, representing the 32nd Legislative District for 20 years. She has been a pioneer in child welfare reform educating the legislature and the public about the critical importance of early childhood development and by leading transformational policy change.

Ruth chaired the House Early Learning and Human Services Committee from 2002-2018. She sponsored the Early Start Act which created quality standards for child care and pre-school and funded robust support for providers to improve quality. She was the primary architect of the new state Department of Children, Youth and Families which merged early learning, child welfare and juvenile justice administrations, enabling the state to focus on integrated strategies to improve outcomes for children, youth and families.



A founder of CCF, Ruth returned to the board after she retired from the legislature.



OUR TEAM

Sam Mendez, CCF Co-Chair

Sam Méndez joined the board in 2019 and is an attorney currently working in state government with a passion for public service and advocacy, Sam Méndez joined the board in 2019. He is particularly interested in youth mentorship and providing a voice to survivors of child sexual abuse, himself a survivor. Sam grew up in the San Francisco Bay Area and has lived in the Northwest since 2009, graduating from the University of Washington School of Law in 2014.



Juan Cotto, CCFA Co-Chair

Juan Cotto joined the board in 2018 and is the Director of Government Affairs at Bloodworks Northwest, Western Washington's blood health, blood research, and blood bank institute. In his position, he develops and maintains relationships with minority and underrepresented communities to raise awareness about the mission of Bloodworks Northwest and to encourage participation in blood drives. Prior to joining Bloodworks Northwest, he spent 12 years at Fred Hutch Cancer Research Center in three different administrative divisions where he worked to increase awareness of cancer research in minority communities. He has held the position of Chair of the

Fred Hutch Diversity Council and coordinated numerous programs to keep the conversation about Diversity relevant on the Fred Hutch scientific and research campuses.

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CHILDREN'S CAMPAIGN FUND

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Children's Campaign Fund is a registered 527-nonprofit organization/political action committee; our EIN is 91-1494628.

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