



PUT CHILDREN FIRST

children
FIRST
THE ADVOCATE FOR KIDS

INVEST IN A PLAN
TO ACHIEVE IT

OUR MISSION

We are singularly focused on improving the lives of a half million children of color and low income children growing up in southeastern Pennsylvania's five counties.

OUR METHODS

1.

Inform and Penetrate the Narrative

Publish influential research and analysis that make a clear and increasingly urgent case for change for children.

2.

Assemble Real Power

Build and support powerful bi-partisan, local, regional, and statewide coalitions/partnerships that mobilize a broad base of parents, business, civic, faith, civil rights, and child-serving organizational leaders in service of reforms that put Children First.

3.

Create Accountability Elected Officials Understand

Connect elected officials with their constituents who demonstrate local support for the critical reforms needed to improve the lives of children in each lawmaker's district.

4.

Be Authentic

Partner with parents, youth, and leaders of color to create the policy reforms, deliver the messages, and demand change.



OUR GOALS

Children First set six achievable goals that will dramatically improve the lives of children.

BY 2026:

- ✓ Increase the share of low-income children and children of color with access to high quality early learning programs.
- ✓ Create quality options for mental health services for children covered by public health insurance.
- ✓ Deliver the promise of great schools for every low-income student and student of color.
- ✓ Boost the number of children in the foster care system that achieve positive outcomes.
- ✓ Reduce the number of children poisoned by lead paint, every year.
- ✓ Decrease the number of children of color detained in the juvenile justice system.

OUR GROWTH

TO ACHIEVE OUR GOALS WE MUST GROW. YOUR INVESTMENT IN OUR TRANSFOR

MATIONAL WORK WILL ENABLE SWEEPING CHANGES IN THE LIVES OF CHILDREN.

CHILDREN FIRST PARENT LEADERSHIP ADVOCACY NETWORK

\$250,000

Put parents at the table informing policy and demanding change by supporting Children First's **Parent Leadership Advocacy Network**. We will need \$250,000 a year to support the training and engagement of at least 100 diverse parents from across the region.

CHILDREN FIRST YOUTH DEMAND JUSTICE IN EDUCATION MOVEMENT

\$200,000

Call on the youth to fuel our momentum with their experiences and passion by supporting Children First's **Youth Demand Justice in Education Movement**. This program will require \$200,000 a year to support the training and engage at least 250 youth from across the region's school districts.

CHILDREN FIRST CAMPAIGNS FOR RACIAL EQUITY REFORMS IN EARLY CHILDHOOD & K-12 EDUCATION

\$150,000

Redress long standing inequities that limit educational opportunities for children of color by supporting Children First's Campaigns for **Racial Equity Reforms in Early Childhood and K-12 education**. In order to shape policies that support racial equity in Early Education and/or K-12 Education, we will need to invest \$150,000 a year in each program.

CHILDREN FIRST REGIONAL FIELD ORGANIZING PROJECT

\$200,000

Unite the residents of the five counties of southeastern Pennsylvania and use that collective voice to influence federal, state, and local policymakers by supporting Children First's **Regional Field Organizing Project**. An investment of \$200,000 a year in Montgomery and Philadelphia counties will help to augment our growing field of work in Bucks and Delaware counties.



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