



END CHILD POVERTY *in California*

*One in five children in
California lives in poverty* –
that's 1.9 million children. And, almost one-third of Latino
and one-third of African American children live in poverty.

California has the highest rate of child poverty in America, according to the U.S. Census Bureau's Supplemental Poverty Measure, which accounts for the cost of living.

Research shows poverty in the early years of life undermines brain development, adversely affects overall health status, and leads to both diminished success in early elementary school grades and lowers the chances of ever completing high school. 53.9% of high school dropouts live in poverty as adults; and children who experience poverty are less likely to work as adults and have low odds of making it out of poverty.

This is a crisis in California that no one is talking about. Not only are almost two million children suffering, the future economic stability of California is at stake.

End Child Poverty in California

End Child Poverty in California (ECPCA) is a campaign to educate Californians about the severity of child poverty in our state, raise awareness about the research-backed, data-driven solutions that would reduce child poverty by 50 percent lifting 950,000 children out of poverty every year, and to mobilize the public to take action.

The goal of the campaign is to secure 300,000 emails from Californians who have joined the campaign and to mobilize them to take action.

ECPCA is a digital campaign that cost effectively harnesses social media to build an army of partners and individuals to take action. The campaign consists of a: **Splash Page**, **Facebook Page** and **Twitter Page**.

The campaign was created and developed by the agency that managed online media for the election campaigns of President Obama in 2008 and 2012.

Elements of the campaign include Internet advertising, video highlighting the statistics on child poverty and the solutions, email blasts to increase engagement, social graphics, and Facebook posts and Tweets sharing further information to raise public awareness.

SOLUTION

The extensive research conducted by the [Stanford Center on Poverty and Inequality](#) and GRACE shows that expanding and investing in proven programs will reduce poverty in California by 50 percent and lift 950,000 children out of poverty every year. These include:

- Pre-Natal and Home Visiting Services for children 0-5
- Early Childhood Education and Childcare Services for children up to age 12
- Job Training Programs focused on youth aged 18-24
- Services coordinated through designated “Promise Zones” in neighborhoods of dense poverty
- Immediate assistance provided to families through expansions of the state Earned Income Tax Credit (EITC) and increased CalWORKS grants

IMPACT

- **Reduce child and family poverty by 50 percent, lifting 950,000 Californian children out of poverty every year**
- Estimated over 2:1 return on investment
- Significant cost savings in healthcare, foster care, juvenile detention, social services and incarceration
- Reduce child abuse
- 170,000 new jobs will be permanently created

ECPCA is coordinated by GRACE, a non-profit dedicated to research, analysis and advocacy to address the systemic causes of child and family poverty, along with many partner organizations.



Only by working together can we cut child poverty in half in California and set a model for the country.

California is **#1** in **CHILD POVERTY** in America

1 in 5 children in California live in poverty

1.9 million children in California live in poverty

30% of African American children in California live in poverty

30% of Latino children in California live in poverty

POVERTY IS HIGHEST FOR
HIGH SCHOOL DROPOUTS AT

53.9%

Los Angeles County has the highest rate of poverty in the state

26.9%

Counties with high poverty rates include

SAN FRANCISCO 23.4%

ORANGE 24.3%

SAN DIEGO 22.7%

MONTEREY 24.6%

*Statistics on Child Poverty
in California*

Campaign Budget

\$2 million BUDGET FOR 2017

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GRACE invested \$300,000 to launch the campaign in 2016 and has dedicated another \$500,000 of the \$2 million necessary to fund the campaign in 2017. GRACE is soliciting donations to raise the remaining \$1.5 million.

The goal of the campaign is to:

- Raise public awareness that California has the highest rate of child poverty in America, and there is a solution that will reduce it by 50%, lifting 950,000 Californian children out of poverty every year;
- Secure 300,000 emails from Californians who have joined the campaign and mobilize them to take action.

In addition, the ECPCA campaign will host a series of regional events with local partners to further educate the public and mobilize them to take action.

65%

\$1.3 million Internet Advertising

Broad and targeted Internet advertising through a combination of online advertising with Facebook, Google Search, You Tube, Petition Partners and in email placements, as well as a social media push to increase likes and followers.

13%

\$250,000 Email Acquisition

Dedicated effort to acquire emails through a strategic direct email campaign.

8%

\$150,000 Regional Events

Production of a series of regional events in areas of dense poverty in California, designed to garner media attention in local media markets, increase support from local partners and mobilize supporters to take action.

6%

\$125,000 Video Production

Production of one two-minute Brand Anthem video and a series of original short videos (15 seconds) highlighting the statistics on child poverty and the solutions that will be shared online and at regional events. Video content is critical to building online support.

5%

\$100,000 Research and Polling

Consistent research to refine our message and targets to ensure our message is resonating with the public.

3%

\$75,000 Creative and Professional Services

This includes the services of an overall campaign strategist, social media consultant and graphic designer. GRACE has covered costs for professional services for the first six months of 2017 therefore this is for services from July – December.

**END
CHILD
POVERTY**
in California



***Yes! I'd like to Join the Campaign
to End Child Poverty in California!***

Enclosed is my donation of _____

Please make checks payable to GRACE and return
with completed form to:

GRACE
85 South Grand Avenue
Pasadena, CA 91105

Full Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

Cell Phone _____ Email _____

Please Charge \$ _____ to my Visa Mastercard Amex

Credit Card Number _____ EX. _____

CVV _____

Signature _____

For questions or more information, please contact Capital Strategies at
(310) 795-3977 or ***EndingChildPovertyCA@gmail.com***.

The End Child Poverty in California education campaign is a program
operated by GRACE. GRACE is a 501(c)(3) non-profit organization and all
donations are tax-deductible.

www.EndChildPovertyCA.org