

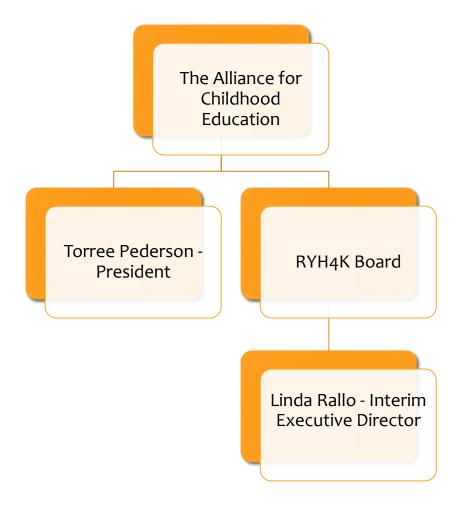
RAISE YOUR HAND FOR KIDS

MCHC Annual Legislative Meeting

October 23, 2015



Our Structure





Where We Are

Landscape Our Policy Signature Gathering Support

Landscape

Missouri Promise

- No IP filed
- Floated \$1 tobacco tax
- Merit-based college scholarships

RYH4K

- 50 cents, 63 cents, 72 cents, 80 cents & \$1 tobacco tax
- Ages 5 and under
- \$225 million/year
- All benefit early childhood

Early Childhood Commission

- Kansas City
- \$1.05 property tax
- Pre-K for 3- and 4-yr-olds in KCSD
- \$28 million/year

Convenience Stores

- 23 cents tobacco tax
- GR and transportation

Competing Initiatives Confuse Donors

Children's Services Fund

- Jackson County
- 1/4 cents sales tax
- Mental and behavioral health services
- Ages 19 and under
- \$40 million/year



Our Policy

Voters approve tax increase

CBEC gains fiduciary responsibility over revenue dissemination, accountability and outcome measurement

Grant criteria considerations

Improve targeted outcomes

Leverage matching \$

ocal community needs.

Sustainability

Grants can be used for

Increasing ECE access

Improving ECE quality

Increasing access health screenings

Professional development & training

Increasing program coordination & public info

Smoking cessation

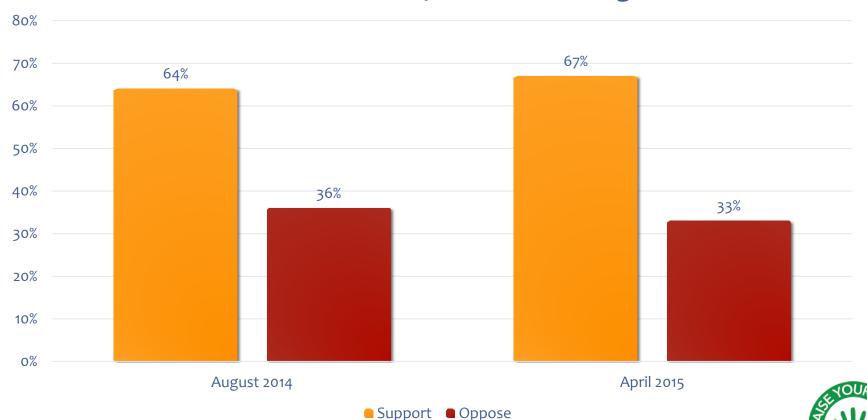
Additional Policy Info

- Fair-share grant distribution is based on residential population of children ages birth through 5.
- CBEC
 - 5 state directors from DESE, DSS, the Department of Health and Senior Services, the Department of Mental Health and the Head Start
 - State Collaboration Office
 - 2 members of the Missouri General Assembly from the Joint Committee on Education (opposite chambers; opposite parties)
 - 6 private citizens representing Head Start, early childhood, higher education, business, faith and medicine.
- Admin cap of 8%
- Term limits
- Conflict of interest policy



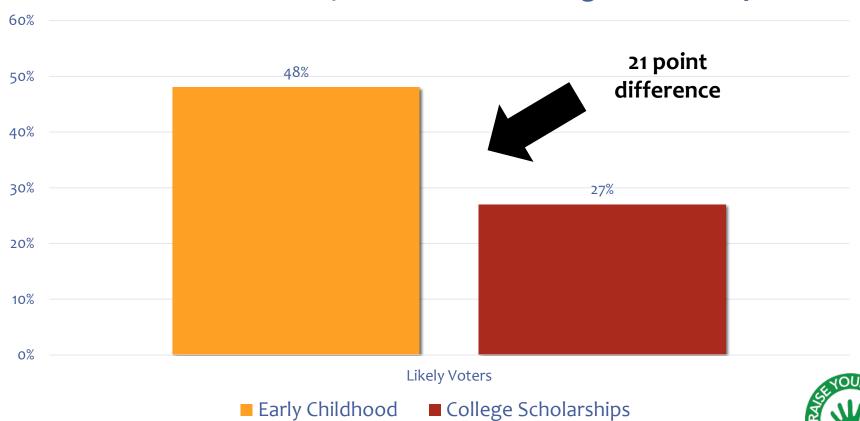
Voters Support Early Childhood

Polling Results Testing a Tobacco Tax for Early Childhood Programs



Voters Prefer Early Childhood

New Tobacco Tax Revenue Head to Head – Early Childhood vs. College Scholarships



RYH4K - The Better Choice

A statewide priority – Early childhood is what Missourians want, need and care about.

- Ferguson Commission (St. Louis)
- For the Sake of All (St. Louis)
- Every Child Promise (Springfield)
- Success by Six (St. Joseph)
- Success by Six (Cape Girardeau)
- Big 5 Initiative (Kansas City)
- Cradle to Career (Columbia)
- They're Worth It (Rolla)





Signature Gathering

- SOS certifies language then signature gathering begins
- Will gather 165K signatures to meet the 101K requirement
- Signatures due May 8, 2016
- Collecting early saves money
- Signature collection costs are approximately \$550K





How Can You Help?

- Endorse
 <u>www.raiseyourhandforkids.org</u>
- Volunteer
- Donate
- Facebook
- Twitter @RYH4KMO
- LTEs/Op-Eds







RaiseYourHandforKids.org