



REALIZING THE CALIFORNIA DREAM

BETTER CALIFORNIA

SCG Convening
July 9, 2019



AGENDA

BETTER CALIFORNIA

- 01** Welcome
- 02** Building a Better California:
Realizing the California Dream
- 03** Better California as a Platform for Change
- 04** Lessons Learned, Early Strategy Thoughts, and
Pilot Opportunities
- 05** Where We Go From Here



MEETING GOAL: SHARING AND INPUT



BETTER CA FRAMING QUESTIONS

What is our purpose?

Where are we today?

What might this look like?

How might this be different?

OUR PURPOSE

Better California is a statewide philanthropic effort to build a just, fair, and inclusive California in which all people can participate, prosper and reach their full potential.

Grounded in the Declaration to Realize the California Dream, Better California is intended to align and amplify the power of philanthropy to advance a long-term vision of a better California for all.





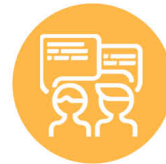
OUR VISION AND GOALS



**An Effective and
Robust Public
Sector**



**A Thriving
and Inclusive
Economy**



**Healthy and
Powerful
Communities**



**A Healthy and
Sustainable
Environment**

OUR VALUES



SHARED HUMANITY

We place our shared humanity at the center of all we do, recognizing that there is more that joins us than divides us.



EQUITY AND FAIRNESS

We believe in a just, fair, and inclusive society.



COMMON GOOD

We seek to advance the common good and foster safe, caring, and vibrant communities.



UNITY

We understand that we must join together to succeed.



JUSTICE

We acknowledge, reckon with, and seek to change systems and institutions so that all communities – particularly communities of color – have opportunity and are able to thrive and prosper.

Roadmap for Realizing the California Dream

Pre-2019
**Articulation of Better
CA concept and
purpose**

- Dr. Ross invitation/ exhortation to support greater funder alignment
- Initial discussions to inform creation of Better CA declaration
- Initial investments secured in Better CA to begin sharing the effort with more funders, refining, and planning for implementation

2019
**Establish buy in with a
critical mass of funders**

- Research and interviews to inform Better CA strategy

- Regional convenings across CA w/funders, trustees, & other sectors
- Refine early Better CA strategy

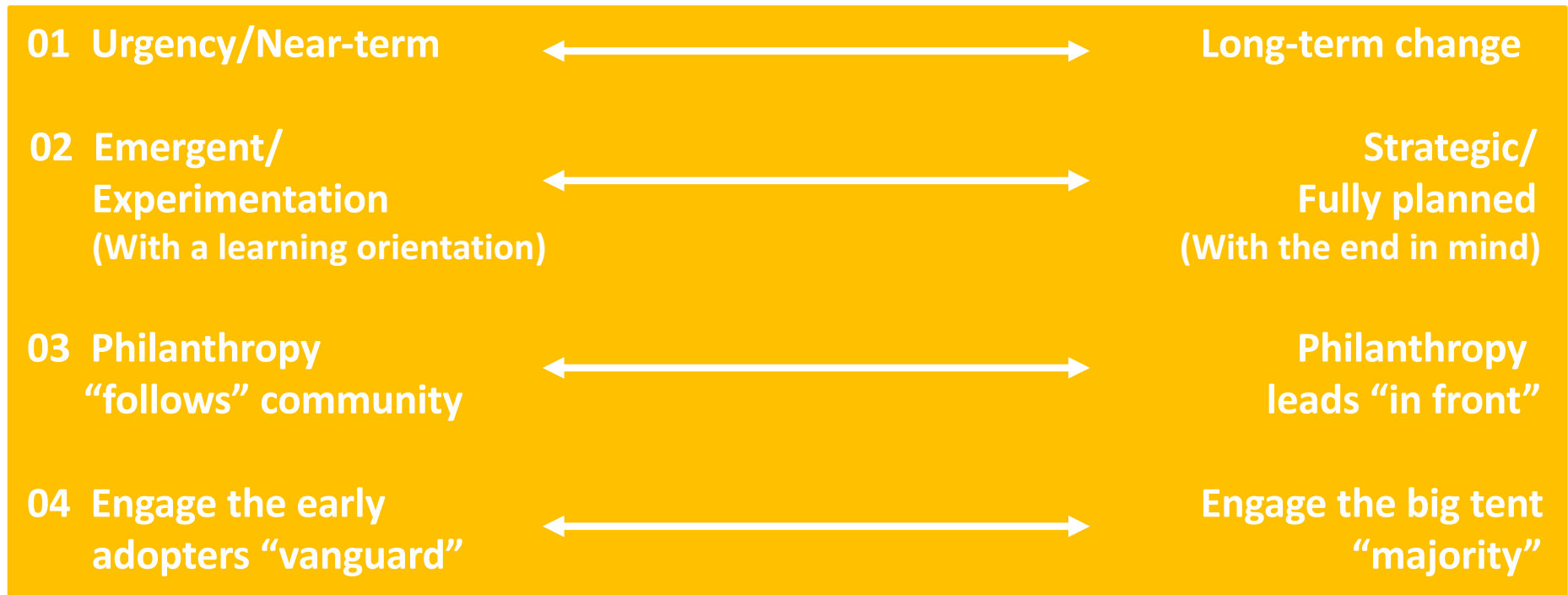
- Pilot a multi-sector working group to develop Better CA goals and strategies
- Pilot a funder community of practice

- Provide technical assistance to funders
- Convene statewide committee

2020
**Obtain 10-15
commitments to fund
Better CA goals and
strategies**

2021
**Fund efforts to
advance Better
CA goals and
strategies**

KEY TENSIONS IN THE WORK



These tensions will always be present in the work.

Better CA seeks to balance these tensions
while supporting action that advances the purpose, vision and goals

WHERE ARE WE TODAY

Existing stake in the ground

- Better CA declaration (Vision, values)
- Initial set of funder engagement and investments in Better CA

Early thinking based on input to date; More feedback needed

- Better CA role in the ecosystem and value to funders
- Initial lessons learned and early strategy thinking
- Pilot opportunities for quick impact that builds to the long-term
- Role of a multi-sector table in aligning strategies and approaches for the long-term
- 3-year roadmap, milestones, etc.



HOW MIGHT THIS LOOK: SOME ILLUSTRATIVE EXAMPLES

LONG TERM

Convene a multi-sector roundtable to engage across issues, align on shared values and long-term strategies, commit to greater investments and practice sharing power with community

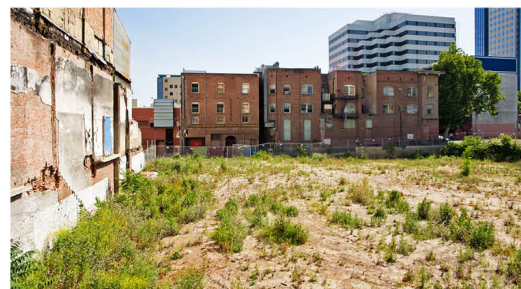
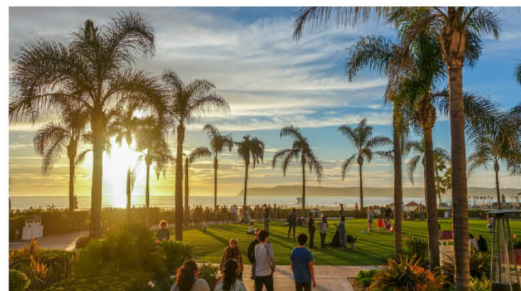
MEDIUM TERM

Identify and invest in institutions and individuals to build the next generation of leadership and capacity

NEAR TERM

Align with and amplify a set of existing efforts focused on Election 2020, e.g.:

- Census 2020
- Schools and Communities First
- Integrated voter engagement





HOW MIGHT THIS BE **DIFFERENT**?

- 01** Share power with community
- 02** Invest differently (longer-term, flexible, general operating)
- 03** Use civic leadership and voice to support vision and goals
- 04** Support advocacy and systems change
- 05** Consider alternatives for endowment investment and spend



BETTER CALIFORNIA

FRAMEWORK FOR UNDERSTANDING

PLATFORM FOR ALIGNMENT

California for All (community)

- Transformative solidarity in service of inclusive, just and prosperous CA for all
- Informed by 75 equity leaders

New Social Compact

- National call to action based on a core set of inclusive values and practices

California Equity Accord & New Social Contract

- California-based effort to manifest the New Social Compact

Equity Roundtable

- 16 foundation leaders across CA sharing best practices & aligning actions to advance equity

Bold Vision 2028

- 10-year multi-sector initiative to create a more vibrant and inclusive Los Angeles, especially for young people

and others...



PERSONAL REFLECTION

What opportunities exist in my institution to align with/support the purpose, vision, and values of Better CA?

What kinds of support would be most helpful to advance these opportunities?



FRAMING QUESTIONS

*What can we learn about how
large scale change occurs?*

*How might philanthropy align and
amplify its efforts to support large
scale change?*

Lessons Learned: Summary/Hypotheses

**Movement-level change happens
on a generational time frame**

**The US may be at another inflection point;
California is often at the leading edge
during these times of change**

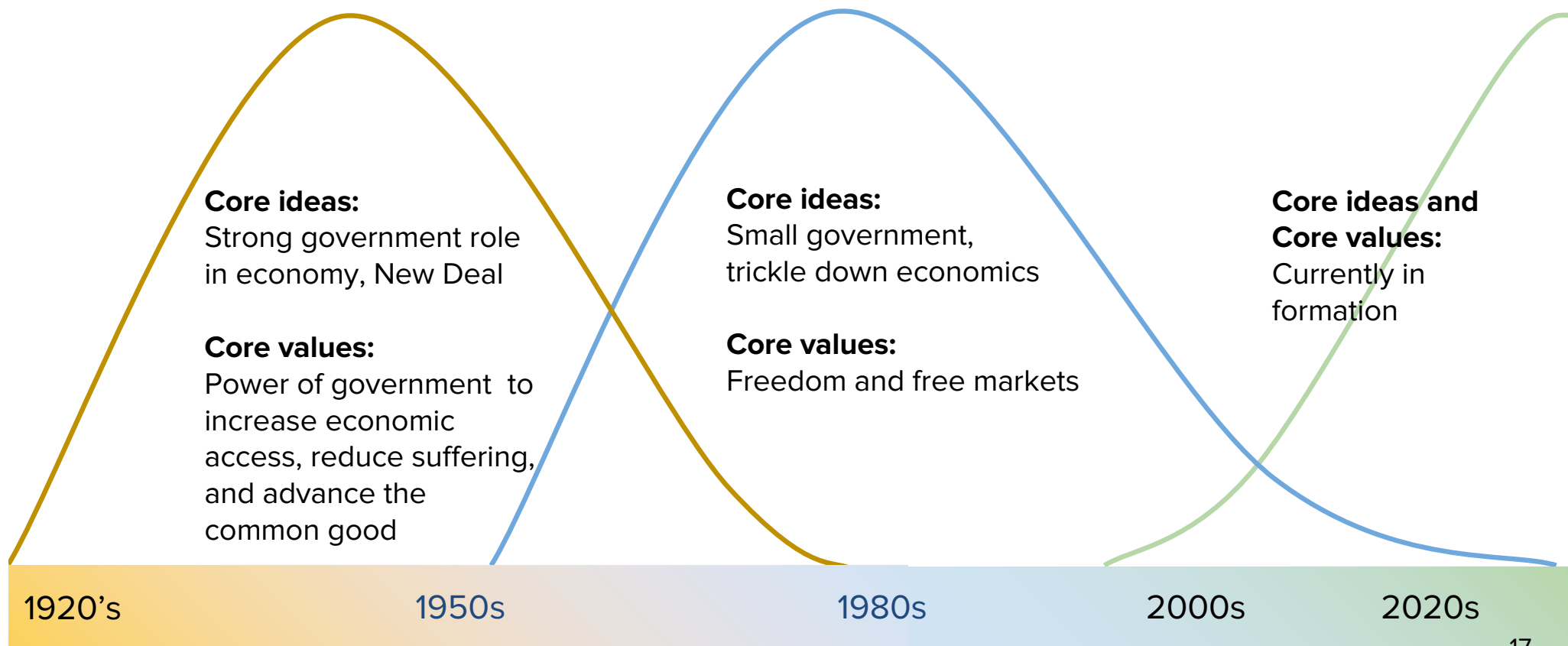
**Initial lessons learned from successful movement-level change
indicate a need to advance shared values across issues,
with more intentionality, strategies & resources**



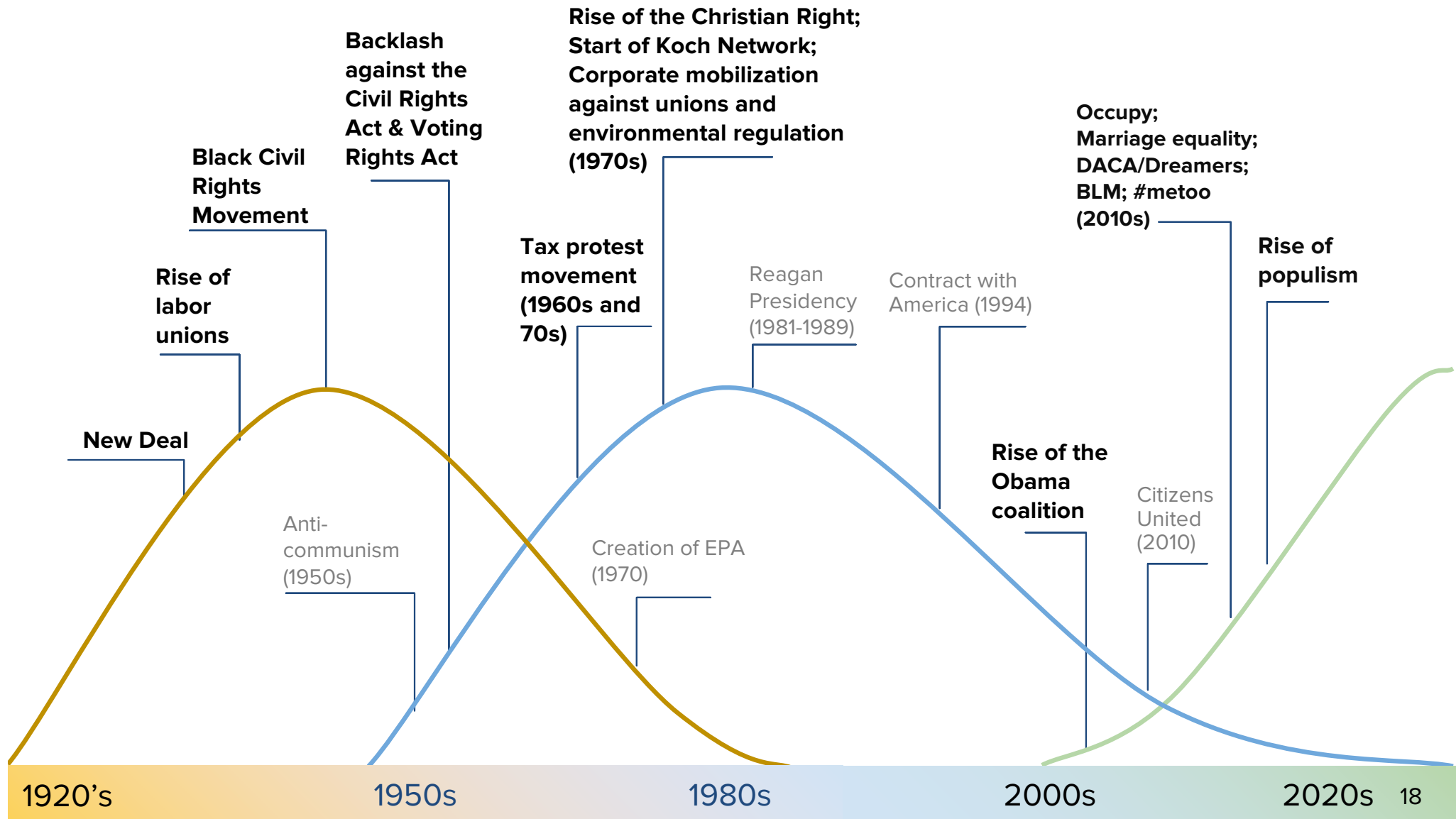
Opportunity for Better California funders to foster a new wave of change

Movement Wave Framework

Generational momentum building in policymaking

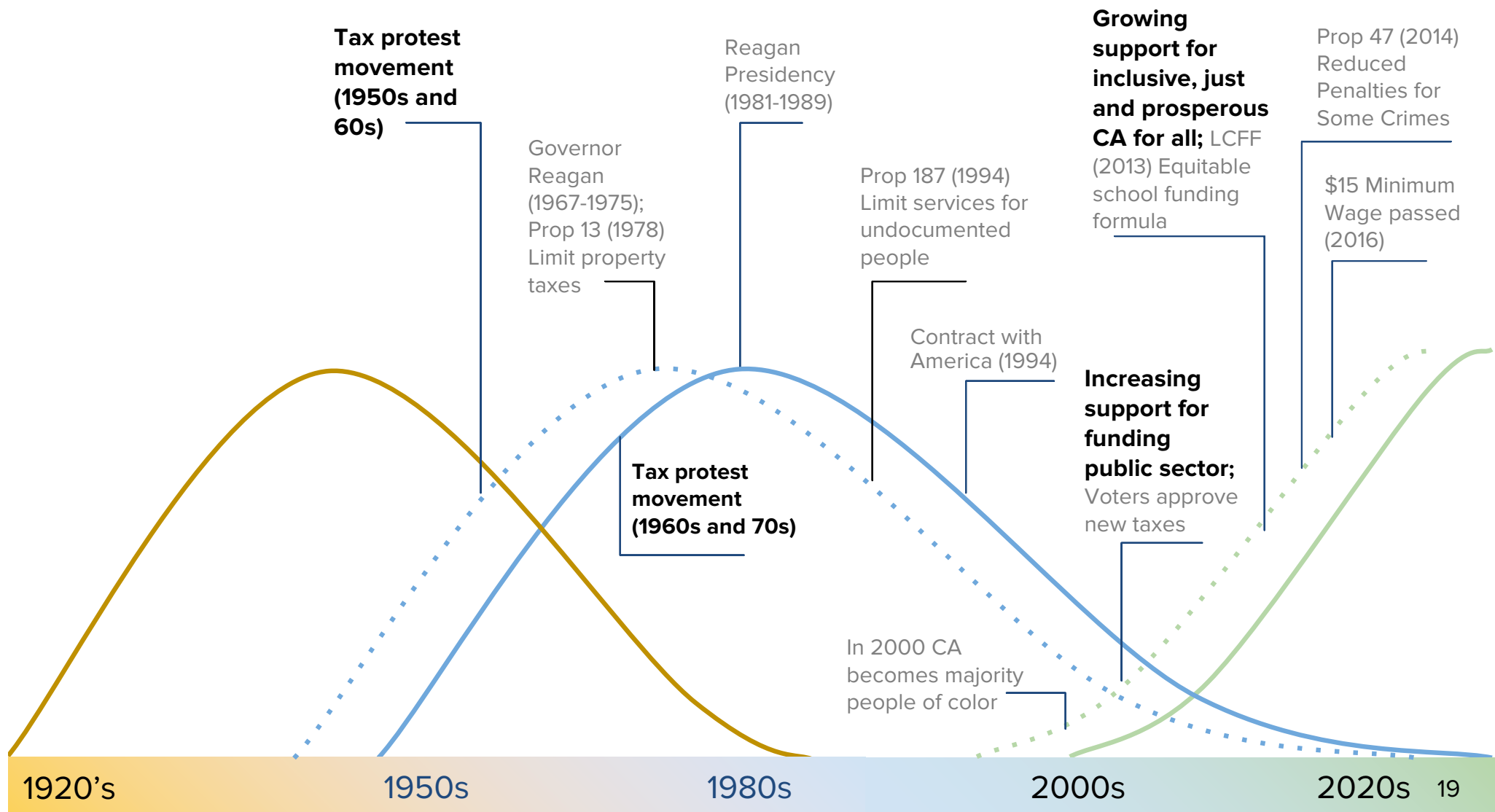


National Movement Waves



California Movement Waves

California as a test ground for what can happen nationally



Lessons Learned: Movement-level change

Large-scale change (not in specific issues but across issues) requires:	
Moving a values-based agenda	Conservative movement centered on freedom and free markets, or liberty and efficiency
Comprehensive and strategic approach	Conservative movement strategies included: <ul style="list-style-type: none"> ○ Idea generation and policy development ○ Framing & narrative formation & dissemination ○ Intentional power accumulation across all three branches of government (plus media) ○ Deep & strategic resourcing of entire ecosystem

Large-scale change within issue areas requires:	
Adopting long time horizons for achieving progress & success	Civil rights movement (late 19 th century to 1960s) Marriage equality movement (1970s to 2000s)
Attracting diverse funders to invest in different parts of strategy	Local Control Funding Formula (2013): <ul style="list-style-type: none"> • 1st Stage - Research (Gates, Stuart, Hewlett, Irvine) • 2nd Stage - Policy advocacy (Stuart, Silver Giving, Kabcenell, Schwab, Broad, Walton)
Demonstrating the importance of framing in culture/norms change	Marriage equality movement: From “rights” to “love and commitment” End-of-life liberty: From “physician-assisted suicide” to “medical aid-in-dying” and “death with dignity”
Achieving policy & legal changes at national & state levels	Marriage equality movement – state level judiciary, legislative, and ballot wins and US Supreme Court

Better CA: Early strategy thoughts

WHAT MIGHT BE DIFFERENT

Lift up to multi-issue strategy

Shift focus to **shared values**
(vs issue “silos”)

Invest in **thought leadership,**
framing & narrative

Build **power**

Advance **policy/legal change**

HOW MIGHT IT BE DIFFERENT

Translate **urgency to action**

Pilot **partnering differently**
(shared power between
funders and community)

Invest deeply

Start with willing members
& then **grow the tent**

Early Strategy Thoughts: Avoiding Silos

Traditional Issue-Based Approach

	Public investment “movements” (\$XM)	Criminal justice reform	Democracy reform	Housing? Public health? Climate justice? Others TBD
Passed	Lower vote threshold for tax increases; local control funding formula	Prop 47 (reduced penalties for some crimes); Multiple legislative wins in juvenile justice	“Top two” primary; Independently drawn districts; Easier voter registration & participation	
2020	Schools & Communities First: Tax (Prop 13) reform to increase education funding & expand community investment	Campaigns to protect criminal justice reform, expand voting rights	Ensure accurate 2020 CA census count, while building stronger movement infrastructure	
2022	?	Bail reform?	?	
2024+	?	?	?	

Early Strategy Thoughts: The Big Picture

Pilot & support an ongoing table for Better CA funders, community & partners to focus on shared values, identify key challenges, align on strategy & commit to (large) investments required

Idea generation & dissemination (\$XM) (Illustrative)

- Investment in **key scholars/thoughts leaders** (long-term unrestricted grants, places to develop next generation of scholars/thought leaders)
- Capacity building to **translate ideas into policy**
- Investment in **framing/narrative development & dissemination** (messages & messengers)

Community & political power (\$XM) (Illustrative)

- **Power mapping**
- **Agenda alignment & pipeline development** (Executive branch, legislature, local gov't)
- **Community power building** (long-term unrestricted grants to organizing groups, youth leadership)
- **Deeper connection** between short and long-term (Census 2020 & power building funders & organizers)

	Public investment (\$XM)	Criminal justice reform	Democracy reform	<i>Housing? Public health? Climate justice?</i>
2020				
2022				
2024+				

Early Strategy Thoughts: The Big Picture

Pilot & support alignment among Better CA funders, community & partners to focus on shared values, identify key challenges, align on strategy & commit to (large) investments required

Idea generation & dissemination
(\$XM)

Community & political power
(\$XM)

Public investment
(\$XM)

Criminal justice reform

Democracy reform

*Housing?
Public health?
Climate justice?*

2020

2022

2024+



Enable internal changes in philanthropy in service of the strategy:

e.g. investment approach (longer-term, flexible, gen op) + endowment investment/spend + advocacy/systems + using voice + internal leadership + power-sharing with community

Early Strategy Thoughts: Pilot Opportunities

Opportunities

Convene a table where funders, community & partners with **shared sense of urgency** can **engage across issues** to:

- **Align** on challenges, strategies & investments required
- Commit to **greater investments & action**
- **Share power**



Learning expected - How funders can best:

- Advance overall vision of Better CA by aligning across issues, strategies, actors
- Advance long-term vision via near-term opportunities
- Share power with community
- Play different roles in multi-strategy effort
- Invest at scale required to meet the need

Pilot an alignment effort around **Election 2020**

- **Align on specific opportunities** within broader Election 2020 effort, e.g.
 - Census 2020
 - Schools and Communities First
 - Integrated voter engagement
- **Practice new approaches** (e.g. greater investments and action, sharing power)



- Use concrete opportunities to engage new funders/increase commitments
- Put new approaches into practice (with resulting opportunities, challenges, and supports needed)
- Use success/proof points to mobilize others



DISCUSSION QUESTIONS

Do the early strategy thinking and pilot opportunities resonate?

*What questions do you have?
What would you change/add/eliminate?*



WHERE DO WE GO FROM HERE?

- *(Convenings around the state)*
- Let us know how you'd like to engage
- Share what you've heard
- Invite others to engage



JOIN THE CONVERSATION

Better California

philanthropyca.org/better-california