



CALIFORNIA CALLS

an alliance to renew the dream



Our Alliance



California Calls is a growing alliance of 31 grassroots, community-based organizations spanning urban, rural and suburban counties across 12 counties working together to find solutions for the problems in our state caused by lack of money to pay for public education and other services we all use.



alliance
SAN DIEGO

AGCE
Alliance of Californians for
Community Empowerment

CAUSE
Central Coast Alliance United for A Sustainable Economy

CNC
EDUCATION FUND

COMMUNITY
COALITION
people. power. progress.

C.O.P.E.
Congregations Organized for
Prophetic Engagement



INNERCITY
STRUGGLE
Building a Movement in the Eastside

KNOTT'S FAMILY AGENCY
Empowering Families and Transforming Communities

SAN FRANCISCO
RISING

SCOPE

OAKLAND
RISING
www.oaklandrising.org

WORKING
PARTNERSHIPS
USA

Why We Came Together

1. 1978 anti-tax Proposition 13.
2. Perpetual ballot propositions reframing debate, shifting public policy to the right: attacking people of color, immigrants, the poor.
3. Small rightwing minority creating political gridlock.
4. Even progressive elected officials forced to propose draconian cuts.



Why We Came Together



Our Agenda

FUND PUBLIC SERVICES:

Guarantee secure, sufficient and stable funding for public services that will benefit all Californians, particularly those who need it the most—poor, working class, and middle class communities of color.

GOOD GOVERNMENT:

Improve the effectiveness of our government so that it meets the needs of our communities.

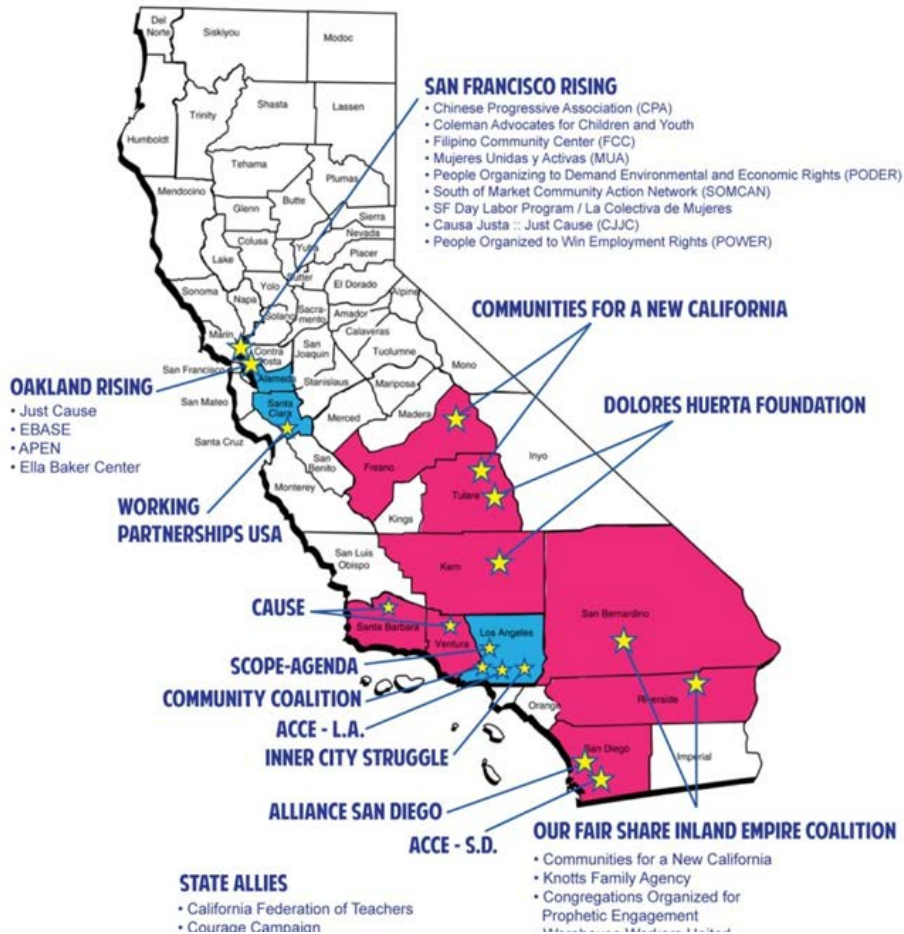
FAIR TAXES:

Reform the tax system for greater equity where everyone pays what they can afford to pay, and not more or less.

ECONOMIC GROWTH:

Invest in our future and encourage the development of good paying jobs that give back to our communities through high road economic growth.

Our Strategy

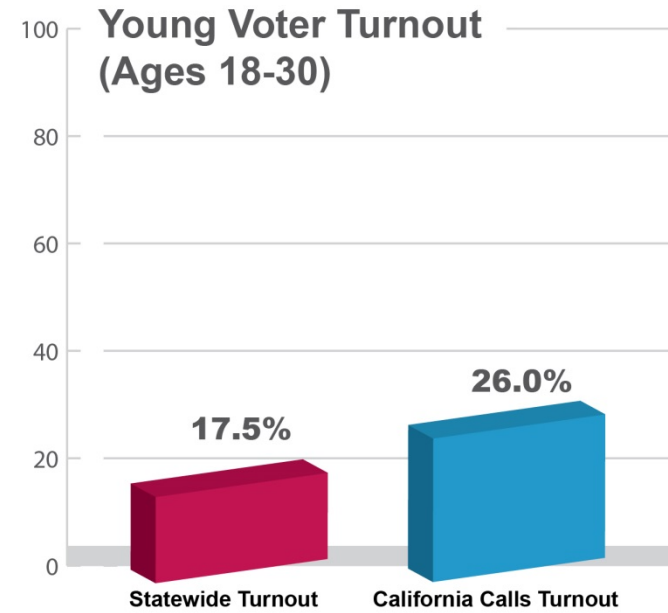
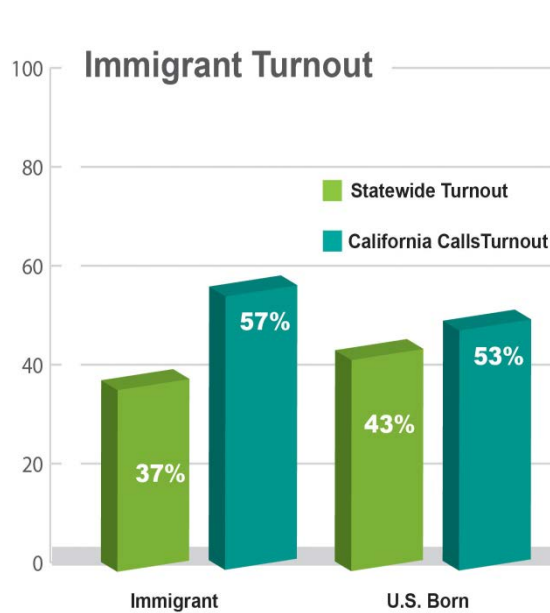


1. Build an alliance of powerful social justice organizations around the state.

2. Utilize a state-of-the-art civic engagement system capable of reaching hundreds of thousands of voters.

Our Strategy

3. Develop innovative strategic communications strategies



4. Forge strategic collaborations with key statewide efforts.



Integrated Voter Engagement Model



- Residents are engaged
 - Voting
 - Critical statewide policy issues
 - Local and regional issues
 - On-going community organizing and public policy advocacy of regional anchor organizations and coalitions.



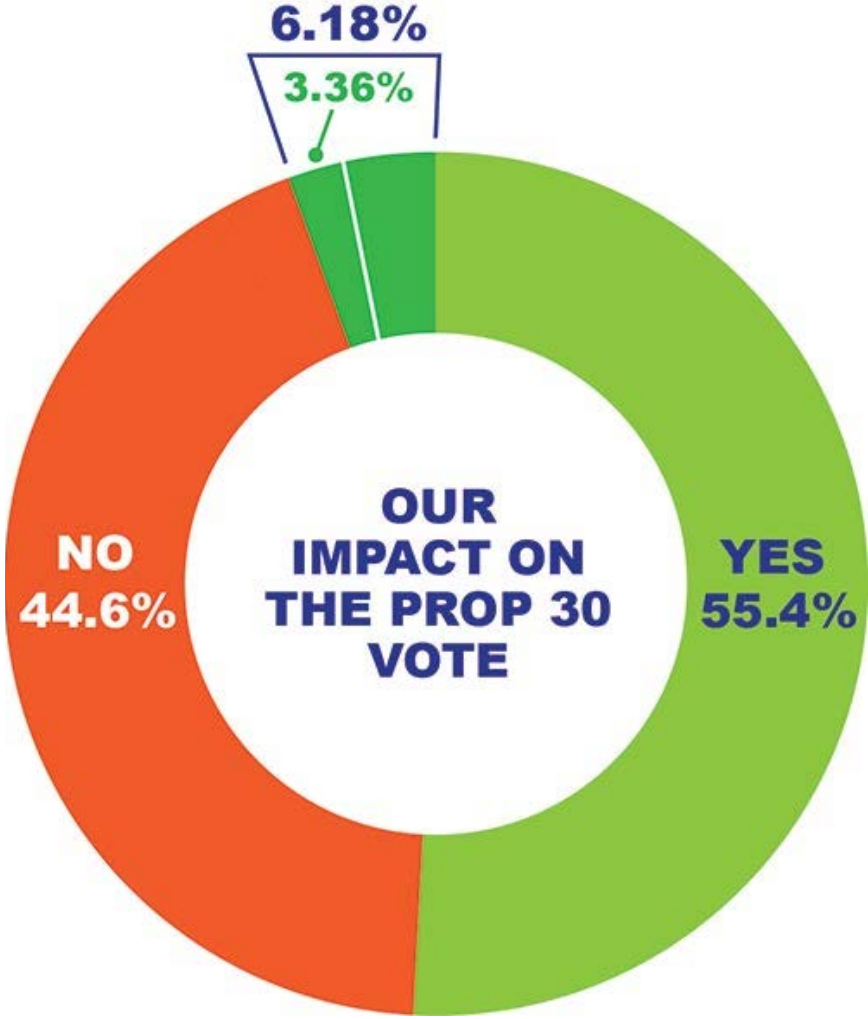
- Voter Engagement infrastructure is based on local organizations and networks of grassroots leaders, it doesn't disappear after any one particular battle or election, but instead has the capacity to establish sustained relationships with residents.

California Calls' Victories

- Contacted over 809,763 voters in low-income communities of color through 14 Civic Engagement Programs (CEPs) since 2009.
- Identified over 616,635 supporters.
- Coordinated the largest-ever community-led voter engagement effort, winning Prop 30 in November 2012.



Prop 30



Prop 47



6'0"
5'10"
5'8"
5'6"
5'4"
5'2"
5'0"
4'10"

PRISON
\$62,300

SCHOOL
\$9,100

health happens here

#DoTheMath

CSOAA

Building Local Power



- Education
 - Local Control Funding Formula
- Health Care
 - Affordable Care Act
 - #Health4All
 - Long-term care
- Economic Justice
 - Minimum Wage
- Immigration
- Environment
- Affordable Housing
- Criminal Justice Reform
- Foster care