



**California Family  
Resource Association**  
*Strong Families. Strong Communities.*

# **2023 CFRA Month of Advocacy Launch Event**



**Sheila Boxley**  
President & CEO



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Program Support



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Communications Coordinator

- Welcome and Introductions
- Opening Remarks
- 2023 FRC Budget Proposal Overview
- Month of Advocacy Events and Activities
- Budget Process
- Call to Action

## Agenda



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# California Family Resource Association (CFRA)

## Vision:

A strong, cohesive network that promotes the success and well-being of families in all California communities.

## Mission:

To:

- ...connect family resource centers and allied organizations, networks, and community leaders in a member-driven, statewide network;
- ...convene family-strengthening leaders for networking and working toward a shared vision;
- ...communicate the value of family resource centers, networks, and programs and policies that strengthen families to policymakers and to the state.



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## Opening Remarks

**KELLY CRANE, STATE POLICY DIRECTOR  
PREVENT CHILD ABUSE AMERICA**



**ANDREW RUSSO, EXECUTIVE DIRECTOR  
NATIONAL FAMILY SUPPORT NETWORK**



## FRC Budget Proposal Overview

- \$75 million one-time General Fund to stabilize and strengthen FRCs beginning in FY 23-24 and extending to FY 25-36 (\$25M per year)
- Co-sponsored by the CAP Center, CFRA, and CA Alliance
- Funding is flexible to provide comprehensive services for families
- Legislative Champion:
  - Assembly Majority Leader Eloise Reyes



**Budget Request  
Champion:  
Assemblymember  
Reyes**

## Month of Advocacy Purpose and Goals

- Purpose: Mobilize CFRA members in support of shared policy advocacy goals.
- Goals:
  - Secure \$75 million for Family Resource Centers in the California State budget.
  - Raise visibility in the California Legislature about the need and support in the community for state budget funding for Family Resource Centers.
  - Increase CFRA members' connection to their state legislators.
  - Increase CFRA members' skill and confidence as policy advocates.

## Month of Advocacy Events

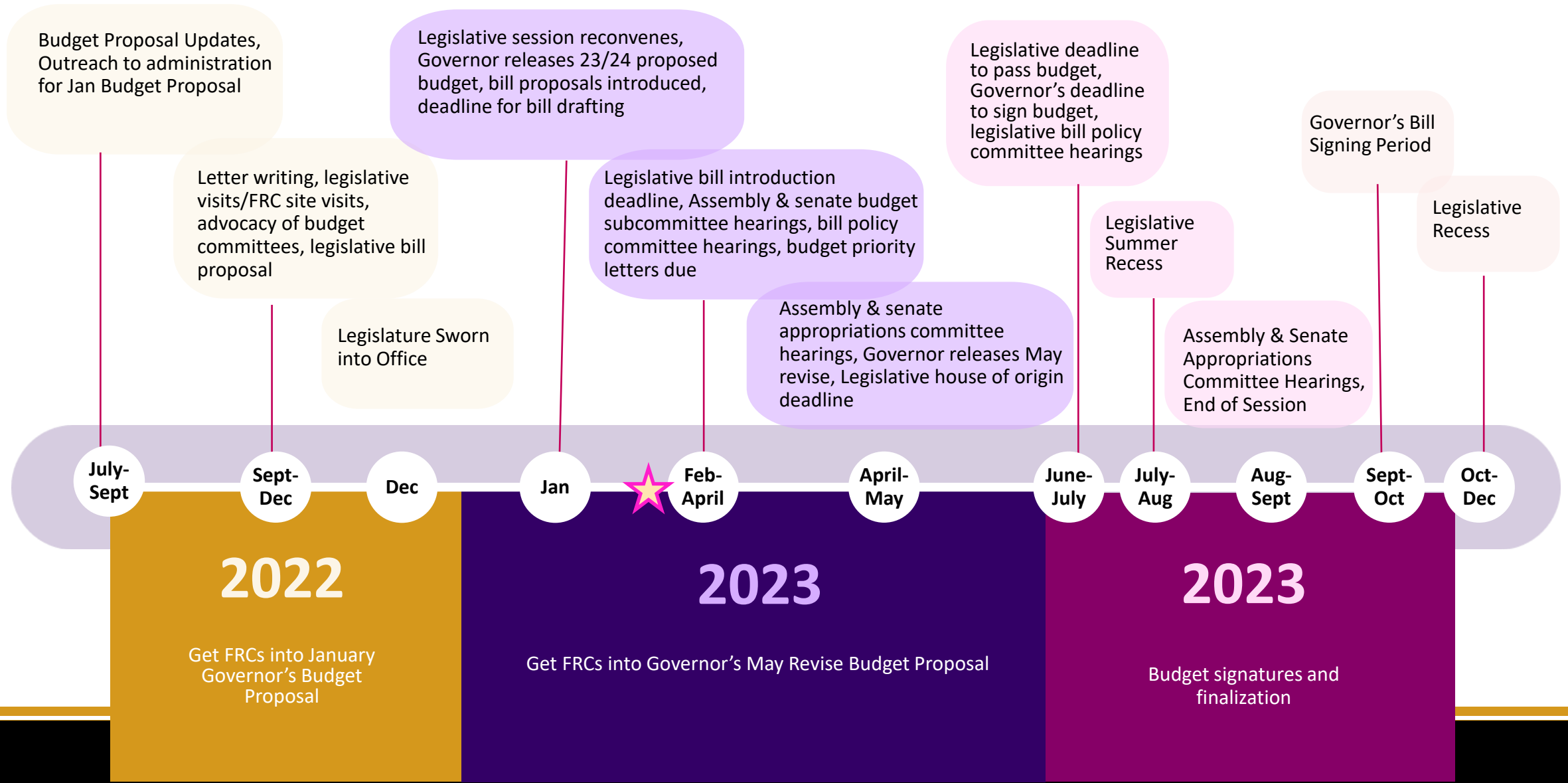
- Member Update Meeting & MOA Launch 2/24
- Advocacy 101 Training for Members 3/10
- Advocacy 101 Training for Parents 3/24
- CFRA Policy Committee 3/23
- Extended Member Update Call/Wrap Up Event 3/30
- *Special Appearances- TBD*



## Month of Advocacy Resources

- Phone In Script
- Social Media Script
- Sample Letter
- Talking Points
- FRC Budget Proposal 1 pager
- Weekly email blasts
- CFRA Website
- Meeting recordings

# 2023 Legislative & Budget Timeline



## Our FRC Budget Proposal

- Final Version available on pdf: Case Statement & Trailer Bill Language ideas.
- Use it to support discussions with legislators, potential partners & champions.
- Seeking member/partner/agency endorsements (logos).
- Also share “FRCs Have Impact” infographics.

## What can CFRA Members do to support the proposal?

- Provide information about the proposal to your local legislators
  - Senate and Assemblymembers
  - City Councils
  - Boards of Supervisors
- Submit Letters of Support to the Senate and Assembly Budget Committees
- Schedule legislative visits with your local legislators

## Legislative Visit Tips

- Provide a brief overview of the proposal
- Briefly describe your FRC and FRCs in general
  - Use data and studies on effectiveness
- Discuss funding needs for FRCs

*See talking points on the CFRA website*



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For more information please contact:

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**Thank you!**