

\$2 PER CHILD CAMPAIGN



TOOLKIT

*A Guide to help
Head Start
Parents and
Programs Create
a \$2 Per Child
Campaign to
support Head
Start Advocacy
across the state
and the nation.*



**California Head Start
Association**

Acknowledgements

The development of this toolkit was guided by a work group of the California Head Start Association. The work group members include:

Brenda Poteete, Chair

Richard Bryans

Denyse Cardoza

Bethany Edholm

Rick Mockler

Keva Tryels

Editor: Bethany Edholm

CHSA offers special thanks to Bethany Edholm, in appreciation for her voluntary contributions in the drafting, editing and designing of this resource.

California Head Start Association 2013

Table of Contents

Introduction..... 3

Head Start Advocacy.....4

Guidance & Regulations.....5

Campaign Timeline.....9

Events & Activities.....12

 Feed the Pig.....13

 Trike-a-thon.....15

 Gift Basket Raffle.....17

 My Head Start Story Display.....18

 Parent’s Night Out.....19

 Traditional Activities.....20

Parent Advocacy.....21

Online Resources.....24

Introduction

California Head Start Association (CHSA) and National Head Start Association (NHSA) work hard to protect and improve Head Start programs. However, Federal restrictions limit what funds can support this work. Not a single dollar of federal funds is spent on our advocacy work. Voluntary contributions are a critical source of our advocacy support.

Millions of American children are living in poverty and are in desperate need of the Window of Opportunity for success that Head Start and Early Head Start offer. CHSA

NHSA and CHSA's Dollar Per Child Campaign is based on the premise that for the insignificant sum of one dollar for every child in Head Start and Early Head Start, we will be able to deliver the message that Head Start works and make significant progress toward ensuring that the local programs have the legislative and funding support they need.

and NHSA's advocacy efforts raise awareness of their need and help to keep the window open to more and more children. For just two dollars for every child currently enrolled, CHSA and NHSA can ensure that the voices of Head Start children and their families are heard in Sacramento and Washington D.C.

The Dollar Per Child Campaign was originally created by the National Head Start Association in an effort to raise the dollars needed to support the advocacy efforts provided by the association to represent Head Start programs, families and children in nation. Since then, the California Head Start Association adopted the campaign to include an additional dollar for each child so that one dollar can contribute to CHSA's state advocacy and one dollar to NHSA's national advocacy. Thus, the \$2 Per Child Campaign was created.

It is up to Head Start parents and programs to find ways to raise these dollars to represent the children in their individual programs. It is our hope that this toolkit will provide all Head Start programs resources and information to create their own \$2 Per Child Campaign. Let's all do our part to help the advocacy efforts to protect and improve Head Start!

Advocacy

Head Start Advocacy

California Head Start Association (CHSA) and National Head Start Association (NHSA) are private not-for-profit membership organizations dedicated exclusively to meeting the needs of Head Start children and their families. They were formed to create a united voice in the state and the nation, and provide the advocacy to sustain and strengthen Head Start programs. The following are several ways that CHSA and NHSA work to advocate for Head Start.

Communicating with state and federal policy makers

Elected officials have so many issues to focus on, that unless they hear from us, it is easy for them to overlook the impact that head Start has in the lives of young children and families. Head Start is an investment with dividends that pay out over the course of a child's lifetime. CHSA and NHSA work hard to assist parents and others to communicate this message through letters, calls, visits to the capitol and other creative means.

Encouraging voter registration

The voice of Head Start parents is vital and needs to be heard at the ballot box as well as in Sacramento and Washington D.C. CHSA and NHSA have teamed up with outside organizations such as the League of Women Voters to promote voter registration and civic engagement for young parents and Head Start staff.

Shaping smart regulations

Some of the most important policies are shaped after a law is passed, in the way that the state or federal government interprets and implements statutes. CHSA and NHSA monitor and advocate for regulations that most effectively serve young children and families.

Educating Parents

CHSA and NHSA develop materials and resources that educate parents about the process that funds Head Start and improves the quality of programs. Educated and engaged Head Start parents are the best guarantee of continued support for quality programs.

Educating the Public

CHSA and NHSA create op-ed articles for local newspapers, work with local radio and TV, and have created videos such as “One Window of Opportunity” and parent testimonials that explain to the general public the importance of early education for low-income families.

\$2 Per Child Supports...

- **Voter Education & Registration Kits**
- **Grass Roots Action**
- **Advocacy materials on Head Start and Early Education**
- **News Updates & Emails**
- **Collaboration with Health, Education and Social Service Advocates**
- **Web-based Public Policy Information**
- **..... and more !**

Guidance

Because fundraising activities cannot be supported financially by any Head Start funds, some programs are unsure of how they can participate with the \$2 Per Child Campaign and how they can track funds raised. It is important to remember that staff time, program funds and program resources during program hours cannot be used for fundraising events and activities such as those for the \$2 Per Child Campaign.

Please note: all programs should check with their individual organization's and/or delegate agency's policies and regulations prior to conducting a \$2 Per Child event or activity.

How Programs and Staff can be involved

Programs and staff can participate as long as the staff members are volunteering their time after program hours of operation. In addition, the program facilities can be used as long as it is being used after program hours of operations as a donated space. It is important that staff members are not required to participate and only do so if they wish to volunteer.

How to keep track of campaign funds

Programs can keep track of funds acquired by \$2 Per Child Campaign activities as long as they are put into an unrestricted budget account and ensured they are sent as contributions for advocacy. They may not be co-mingled with restricted federal funds. Any grantee should also check with their organization's financial policies and operating regulations.

Note that any donation toward the campaign is tax deductible, because the recipients, CHSA and NHSA, are not-for-profit, IRS 501c3 organizations. This should be communicated to all contributors for their donations of funds or resources for campaign events and activities.

Fundraising Federal Policies

The following are the federal fundraising policies from the United States Department of Health and Human Services, Administration for Children and Families related to Head Start and Early Head Start grantees and delegate agencies.

Fund-raising activities occur occasionally under Head Start auspices. Parents also often engage in fund-raising as part of parent involvement activities in Head Start. These activities allow the program to generate additional resources to support special projects that the program would not otherwise be able to afford using only its Head Start grant funds. Such fund-raising activities to supplement Head Start program funds are permissible, provided that:

- No Head Start funds are used for fund-raising activities. Costs for such activities are unallowable per the Office of Management and Budget Cost Principles at 2 Code of Federal Regulations (CFR) Part 225, Appendix B and 2 CFR Part 230, Appendix B.
- No Head Start staff members are engaged in these activities during the period when such staff members are employed. Funds may not be solicited, collected or tabulated during work hours or using Head Start-funded equipment, facilities or supplies during Head Start hours of operation. Head Start staff members may, however, volunteer during non-work time.
- No Head Start resources (e.g., facilities, equipment, etc.) can be used during the program's normal workday. Such resources may be used on an occasional basis during the time the Head Start program is closed. A grantee may, for example, allow the use of one of its centers on the weekend or in the evening to provide assistance to the fund-raising effort, but may not use the center during the time it is being used to provide Head Start services to enrolled children and families.

Examples of permissible Head Start program fund-raising

- Head Start staff members may raise contributions of outdoor play equipment from vendors during weekends or other periods when the Head Start program is not in operation, as long as the contribution is voluntary. Such contributions could be tax-deductible as an ordinary and necessary business expense provided the vendor receives something in return, such as a public acknowledgement of its support.
- Head Start parents could hold a rummage sale or bake sale at a Head Start facility on a Sunday afternoon to raise funds for a field trip, provided the facility would otherwise have been unused.
- Head Start parents and staff members may have a pancake breakfast to raise funds for children's backpacks provided the staff time for organizing and

participating in the event is donated and any promotional material is prepared outside Head Start program time.

- Head Start parents may publicize a can drive and have cans brought to Head Start facilities to raise funds for class pictures provided the can collection occurs outside of Head Start program hours.

It is important that grantees be sensitive to the fact that when fund-raising occurs under Head Start's auspices (i.e., Head Start's name is being used as part of the fund-raising effort), any revenue generated by such fund-raising must be used in ways that are consistent with Head Start's mission. Any funds generated from fund-raising must be treated as program income and used in accordance with 45 CFR Part 74.24 or Part 92.25, as applicable. (Although the Administration for Children and Families (ACF) has discretion on how program income should be treated, it will be ACF's general approach, in these situations, to allow grantees to use program income in addition to their ongoing grant award, as opposed to any offset to the ongoing award.) The expenditure of program income funds is subject to the same requirements as the expenditure of any other Head Start grant funds. Programs may not use program income for purposes that they would not otherwise be allowed to charge to their ongoing Head Start grant. In the past, many Head Start programs have used program income for such activities as purchasing additional books or classroom supplies, covering the costs of field trips, or covering the costs of some special event such as a graduation ceremony for children leaving the program.

Grantees are again reminded that fund-raising activities should only be related to generating revenue for the benefit of the program's Head Start children and families and that no Head Start grant funds can be used to support the costs of any fund-raising efforts beyond this purpose. Grantees are further reminded that they may not use any Head Start funds or resources, including those generated by program income, for purposes of lobbying. Please refer to 2 CFR Part 225, Appendix B, paragraph 24 and 2 CFR Part 230, Appendix B, paragraph 25 for limitations related to lobbying.

Please direct any questions on this matter to your Administration for Children and Families Regional Office.

Campaign Timeline

It is important to plan out a timeline for when activities are going to be conducted for the \$2 per child campaign. This ensures that the planning, events, and distribution of funds all occur in time to be collected and presented to the California Head Start Association and the National Head Start Association appropriately for the year.

Campaign Planning Begins

September through October

In the beginning of each school year when children are enrolled in the programs, staff or veteran parents can begin talking to families in the program about the \$2 per child campaign. This will get families familiar with what the campaign is, why it is important, how they can be involved and what the funds are used for.

The policy council is a great forum to plan the agency approach for the \$2 Per Child Campaign. At the first Policy Council meeting of each year, the initial planning for the campaign should begin. A \$2 Per Child Campaign Committee can be formed within the Policy Council, of members that are interested in taking lead roles in planning. This committee will meet regularly and will be in charge of planning events and activities and involving other parents to raise funds for the \$2 Per Child Campaign.

Campaign Activities take Place

October through February

The events or activities to generate funds for the \$2 Per Child Campaign should be conducted between October and February of each year. There is no limit to the amount of activities held or funds raised. The more activities, the more funds are generated to support our Head Start programs.

Generate Funds are Submitted

February through April

By February 15th all funds should be turned into grantee agency's fiscal office. The grantee agency must send the check for the total funds raised to the California Head

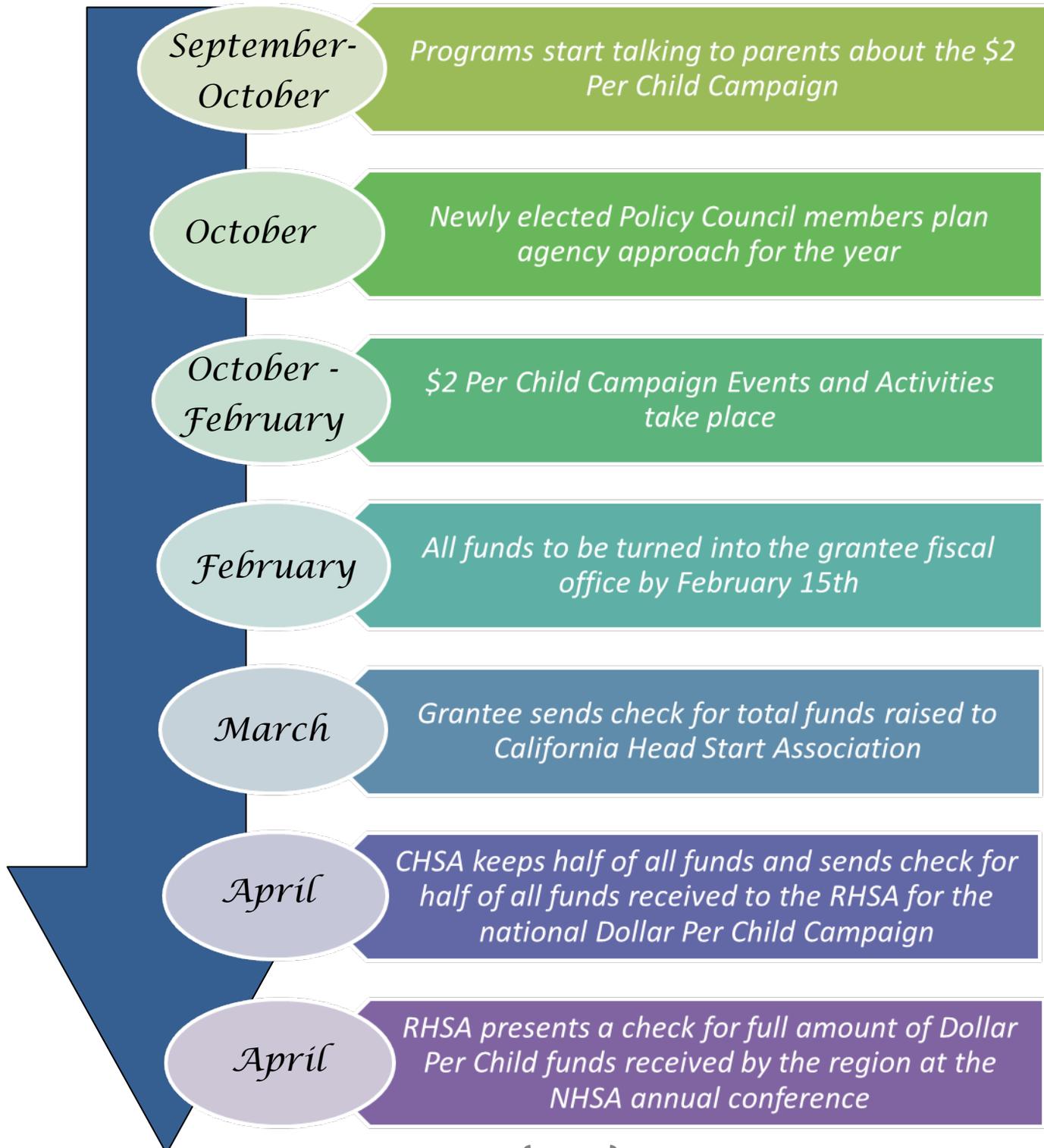
Start Association (CHSA) in March of each year. The California Head Start Association will keep half of all funds submitted by California agencies to contribute toward state advocacy efforts for Head Start.

CHSA will then submit the remaining half of the raised funds to the Regional Head Start Association (RHSA). These funds are now considered contributions for the national Dollar Per Child Campaign. RHSA collects the Dollar Per Child Campaign funds from all states in the region.

RHSA then presents a check for the full amount of funds received by the region at the NHSA's annual conference along with all other regional associations. These funds are then used to advocate for Head Start programs at a national level.



Campaign Timeline



Events & Activities

There are many ways that funds can be raised for the \$2 Per Child Campaign from large fundraising events to simply passing around the hat. No effort is too big or too small but all contributes to the effort to provide the Window of Opportunity to our children. It is up to individual Head Start and Early Head Start programs to decide what works best and what they can do to participate.

Who is in Charge?

Parents should be the lead force in creating any \$2 Per Child Campaign event or activity and programs should take a supporting role as staff cannot dedicate their work time to this cause. Therefore, it is important that parents come together to make their campaign happen.

Staff representatives from the agencies can participate by volunteering their time after program hours.

Community Involvement

The \$2 Per Child Campaign is also a great opportunity to involve the community. Connecting with local businesses, agencies, and community groups not only helps to strengthen an event, but can be a great way to reach out and send the message of the importance of Head Start and Early Head Start programs in the community.

What kinds of events and activities are effective?

Parents and programs can be creative to come up with ideas that can raise funds for the campaign. This next section of the toolkit contains examples of different events and activities that can be used to raise funds for the \$2 Per Child Campaign. Many of the events and activities have been shared by Head Start and Early Head Start programs that have successfully completed them in their own programs.

Tips for Events & Activities:

- ✓ Be Creative
- ✓ Involve all parents and program staff
- ✓ Involve the children
- ✓ Don't get discouraged; ask for help
- ✓ Get community members and businesses to participate in big events
- ✓ Take Pictures
- ✓ Share your event or activity with CHSA

Feed the Pig

A “Feed the Pig” activity is simply a fun way of asking for donations that children and parents can get excited about.

Procedure

Place a piggy bank in the foyer or a readily accessible spot within the Head Start/Early Head Start center. Post a flyer such as the one attached describing that the pig is hungry and that all donations will go to the \$2 Per Child Campaign.

Establish a person(s) to:

- Put the piggy bank in a safe locked space nightly
- Empty and count the contents of the bank weekly
- Turn all funds in to the fiscal department weekly

Resources Needed

- Piggy Bank
- Flyer



Tips for getting families involved

- Designate specific weeks/days that the pig is hungry for a certain type of change. For example: “This week Mr. Pig is hungry for dimes!” Children can then go home and collect dimes to bring to the piggy bank while learning about the different kinds of coins.

Feed the Pig

\$2 PER CHILD CAMPAIGN



The \$2 Per Child Pig is Hungry!

Please feed him whatever pocket change you may have today.

Let's do our part in maintaining and improving Head Start programs by contributing \$2 for every child enrolled at our site.

The \$2 Per Child Campaign is an effort to raise the dollars needed to support the advocacy efforts that represent Head Start programs, families and children in the state and nation.

Trike-a-thon

A trike-a-thon is a great event that can raise funds while involving the children and families at a Head Start center in a fun way.

Procedure

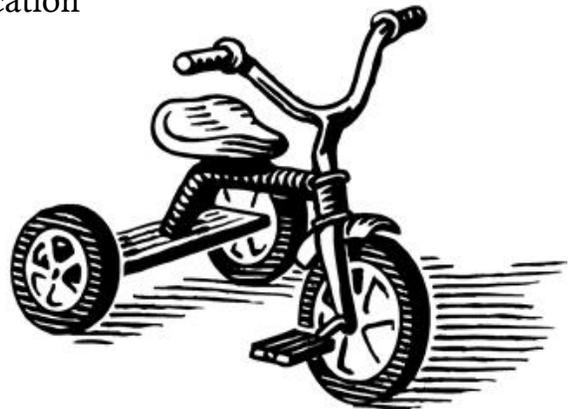
A trike-a-thon can be held in a safe outdoor setting or a gymnasium or auditorium with a painted or taped riding track. Be sure to create a start/finish line to count how many laps the children ride.

In a trike-a-thon, participants seek sponsorship from friends and family members for their effort to ride around a designated track. Children can continue riding for as long as they can or they can take turns so they do not tire as easily. Sponsors can contribute based on how many laps a child rides or simply donate a flat amount for the child participating in the event. They can then come to cheer on the child participating, which makes for a fun time for children and their friends and families.

Make sure that lots of parents and attendees are nearby to cheer on children and have a stereo system to play fun music. As always, safety is most important so be sure to check all tricycles for function and safety and ensure all children have a properly fitted helmet.

Resources Needed

- Outdoor lot or Indoor auditorium for event location
- Tricycles for all participants
- Helmets for all participants
- Event Speaker/Coordinator
- Stereo System for music



Tips for Involving the Community

- Involve local charities and other non-profits. Have a wager bet between agencies. Perhaps staff can race a timed lap and participants decide what to donate if they meet that time.
- Ask local fire/paramedics/police to join you on your day and talk to the kids and parents about various safety issues.
- Put up posters of the event and invite outsiders to tour the preschool and possibly hand out enrollment packets.
- Ask your local resource center if they would like to set up a resource table at your event.
- High schools have student volunteers or student clubs that need community service hours that may be willing to help.
- Ask local businesses for raffle gift prizes. All donations are tax deductible.

Tips to earn additional funds

- Get water or beverage donated and sell at the event for a donation.
- Have parents host a bake sale or luncheon at the event.
- Sell kids' artwork for donation in a silent auction or other things the children make for the event.
- Let siblings be involved. The more the merrier. Let big brother, sister or even mama get pledges in and make those laps count.
- Babies??? Why not pull them in a wagon or push in a stroller wager. How many laps you can do in 10 minutes?
- Have services for donation such as face painting.

Gift Basket Raffle

Gift baskets are a fun way to raise money by selling raffle tickets.

Procedure

Gather donated materials from local business, parents, and staff and create gift baskets to be raffled off. Sell tickets for a small price such as \$1 each or six tickets for \$5. Conduct the drawing at the end of the meeting or event to determine a gift basket winner. Keep the dollars earned to contribute to the \$2 Per Child Campaign.

Resources Needed

- Gift Baskets
- Donated Materials
- Raffle Tickets



Themed Gift Basket Ideas

Movie Night Basket

Candy, popcorn, popcorn bowl, sofa blanket, movies, theatre gift certificate

Spa Basket

Soaps, bubble bath, loofah, pumice stone, candles, lotion, eye mask, massage oil, bath towel

Beach Bag

Beach towels, suntan lotion, blanket, beach ball, shovel & pail, underwater camera

Fishing Tackle Box

Tackle box, fishing line, bobbers, lures, fishing net, Swedish fish

Ice Cream Basket

Toppings, sprinkles, sundae dishes, ice cream scoop, gift certificate

Baking Basket

Apron, oven mitts, baking pans, measuring cups, baking chips/morsels, vanilla, flour, sugar, frosting

Car Care Basket

Bucket, hose sprayer, car wash detergent, car wash mitt, interior wipes, shammy, window cleaner, air freshener, car wash gift certificate, gas card, oil change gift certificate

My Head Start Story Display

A My Head Start Story Display is a way of simply asking for contributions out in the community. It is also a great way to voice how your local Head Start/Early Head Start program works.

Procedure

Ask parents in your organization to write their Head Start Story on one page or less. They can leave it anonymous or add their family's name and if they wish they can include a photo of their family.

Ask a local agency or business if they would be willing to allow you to put up a display in their facility such as their lobby where they public would see. Then create a display on large poster board pasting the Head Start stories so they can be read. Include information about the \$2 Per Child Campaign on your display explaining that funds raised will contribute to advocating for the program so families can continue benefit from Head Start and Early Head Start programs. Include a collection box to collect any dollars the public is inspired to donate after reading the stories.

Resources Needed

- Head Start stories written on one page or less
- Poster board and art materials
- Display area in local business or agency
- Collection Box



Parent's Night Out

Parent's night out is a way to provide a unique service to parents in the program while raising funds.

Procedure

Ask a few staff or parents in your program to volunteer to provide childcare services for a few hours at the Head Start/Early Head Start center one evening after program hours or on the weekend. Then let parents know that they can donate money for the evening childcare so they can have a Parent's Night Out.

Parents will be excited to have the opportunity to have some time to themselves and still be able to leave their child in a safe and familiar place and funds can be raised for the \$2 Per Child Campaign.

Resources Needed

- Volunteer childcare providers (parents or staff)
- Head Start/Early Head Start center (after program hours)



Other Events & Activities

The following traditional fundraisers are also fun and effective in raising dollars for the campaign. They are usually familiar to organize and are so much fun for children, parents and programs to do together. There is no right or wrong, too big or too little way to conduct a \$2 Per Child Campaign. Always remember to do what works best with your program.

Examples of Traditional Fundraisers

- Car Wash
- Bake Sale
- Yard Sale
- Raffles
- Auctions
- Candy Sales

HELP

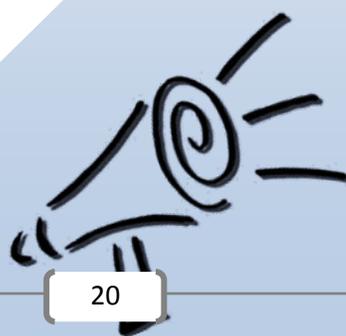
MAKE

HEAD

START

VOICES

HEARD



Parents

Parent Advocacy

"I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything I will not refuse to do the something that I can do." -Helen Keller

The \$2 Per Child Campaign is a great way to raise dollars to support Head Start Associations in their efforts in legislation to fight for Head Start funds and initiatives.

However, Head Start parents can take individual action as well to fight for the Head Start program they love and support. Parents are their child's greatest advocate. A parent's voice is strong and all Head Start parents have the right to be heard. The following are examples of ways that Head Start parents can advocate.

Letters to Elected Officials

Head Start parents can write to their elected officials who make the important decisions in legislature about Head Start programs. Letters and faxes are an extremely effective way of communicating with your elected officials. Many legislators believe that a letter represents not only the position of the writer but also many other constituents who did not take the time to write.

These tips will help increase the effectiveness of your letter:

Keep it brief

Letters should never be longer than one page, and should be limited to one issue. (Such as Head Start quality, teacher's pay or parent involvement) Legislative aides read many letters on many issues in a day, so your letter should be as concise as possible.

State Who You Are and What You Want Up Front

In the first paragraph, tell your legislators that you are a constituent (your relationship to Head Start i.e. parent, staff, community member) and identify the

issue about which you are writing. If your letter pertains to a specific piece of legislation, it helps to identify it by its bill number (e.g. H.R. ____ or S. ____). If it relates to Head Start Reauthorization refer to it as Head Start Act 2007.

Hit your three most important points

Choose the three strongest points that will be most effective in persuading legislators to support your position and flesh them out.

Personalize your letter

Tell your elected official why this legislation matters in his community or state. If you have one, include a personal story that shows how this issue affects you and your family. A constituent's personal stories can be the very persuasive as your legislator shapes his or her position.

Personalize your relationship

Have you ever voted for this elected official? Have you ever contributed time or money to his or her campaign? Are you familiar with their position regarding children and families? (Learn more about your representative by visiting <http://www.house.gov/representatives/find/> If so, tell your elected official or his staff person. The closer your legislator feels to you, the more powerful your argument is likely to be.

You are the Expert

Remember that your legislator's job is to represent you. You should be courteous and to the point, but don't be afraid to take a firm position. Remember that often your elected official may know no more about a given issue than you do.

Invite them to visit your program

The most powerful way for a representative to learn more is for them to visit a site. Invite them to visit your child's site when they are in the district.

Everyone's Vote Counts

First and foremost, it is our right as American's to vote and it is very important that YOU are heard. Outcomes from elections can only be determined by those who participate. Decisions about how society will expend it's collective resources,

restraints on issues, and who will be placed in decision-making seats are all determined by election outcomes. Voting does not ensure that an individual's preference will prevail, but choosing not to vote denies a critical opportunity to have your voice heard.

The first step is to register to vote. This can be done at any state or local voter registration office, your local DMV (Department of Motor Vehicles) office, and many public assistance agencies if you are an American citizen and are at least 18 years of age.

*The future of this republic is
in the hands of the American
voter. – Dwight D.
Eisenhower*

County Clerk's offices can also be a great resource to find out information on voting and how to register. Head Start programs or individuals can contact their County Clerk's Office to request training or information on voter registration and elections for parents and staff.

It is then important to stay educated about upcoming elections. CHSA and NHSA periodically distribute information on policy issues that affect Head Start, early childhood education, and the population Head Start serves.

Tell your Head Start Story

Telling your Head Start Story is powerful. This is because it demonstrates how Head Start really works and how it has impacted your family. When our communities and our nation understand the impact of Head Start, then it can be understood that the federal funding for Head Start programs is essential. Stories help people connect and they reveal the true impact the program has on the daily lives of families and children.

Do your part to educate our communities that Head Start works by simply telling a friend, writing a letter to the editor of your local newspaper, or writing to elected officials.

Online Resources

California Head Start Association

www.caheadstart.org

National Head Start Association

www.nhsa.org

www.supportheadstart.org

Every Child Matters

www.everychildmatters.org

Rock the Vote

www.rockthevote.com

Fight Crime: Invest in Kids, California

www.fightcrime.org/state/california/early-education

Voto Latino

www.votolatino.org

\$2 PER CHILD CAMPAIGN



**HELP MAKE HEAD
START
VOICES HEARD**

Your California dollar Supports...

- Voter Education & Registration Kits
- Grass Roots Action
- Advocacy materials on Head Start and Early Education
- News Updates & Emails
- Collaboration with Health, Education and Social Service Advocates
- Web-based Public Policy Information



Join us as we strive to support the work of NHSA in Washington DC and build a strong, unified voice here in Sacramento for children and families. Over the next year, program leaders, Head Start parents and alumni are encouraged to establish ongoing efforts to raise \$2 per child enrolled in your community. You may wish to host a bake sale, community festival, penny carnival or simply “pass the hat” to raise your funds.



For more information
1107 9th Street, Suite 810
Sacramento, CA 95814

Phone: 916-444-7760
Fax: 916-444-2257
E-mail: chsa@caheadstart.org

**Campaign funds received by CHSA will be divided
and \$1 of every \$2 will be sent on to National
Head Start Association.**

An electronic copy of this document is available on the CHSA website, at <http://caheadstart.org/2DollarPerChild.html>



California Head Start Association

2013