

THE COLEMAN ADVOCATES FOR CHILDREN AND YOUTH “BUDGET 4 FAMILIES” CAMPAIGN

The “Big Idea” Frame

- Why do low-income families of color continue to be pushed out of the city while the Mayor and decisionmakers do nothing?
- Will San Francisco choose to be a city for sale or a city of hope and opportunity for all?

The Story Frame

The southeastern neighborhoods of San Francisco are home to a majority of San Francisco’s low-income families of color, in particular Chinese, African-American, Central and South American, and Southeast Asian families. Some of these families have been here for generations; some have recently arrived in what they hope is their last stop in a global search for opportunity. All of these families are facing a crisis. As corporate developers backed by Mayor Gavin Newsom overproduce luxury housing where family housing and light industrial businesses used to be, these families are living on a knife’s edge of affordability; more and more families are pushed out of the city every day. The Mayor and Board of Supervisors must act now to keep San Francisco a city of hope and opportunity for all.

The Message

Low-income families of color are being pushed out of San Francisco. It is up to the Mayor and the Board of Supervisors to ensure that all families have the means to stay in this city. By adopting the Budget 4 Families \$10-million platform, the Mayor and Supervisors will ensure affordable housing, quality childcare, job training, and violence-prevention services to address families’ most pressing needs. Together we can make San Francisco a city of hope and opportunity for all.

Soundbites

- San Francisco families stand our ground!
- My child has the right to live and grow up where s/he was born.
- Will San Francisco be a city for sale? Or a city for families?