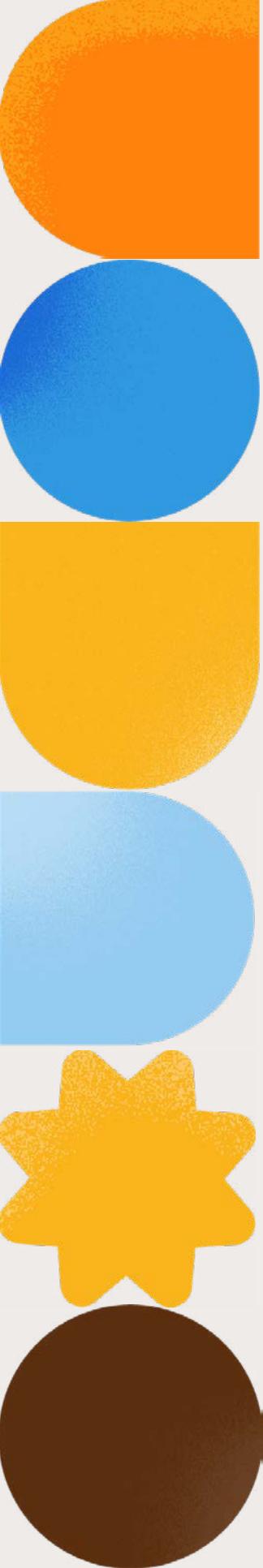




**A Golden State
For Kids**

First Year

**Memories, Milestones,
and Movement Building**



Hello!

My name is Cristina Alvarado, Executive Director of the Child Care Alliance of Los Angeles, one of the founding organizations of A Golden State For Kids (AGS4K). Thank you all for helping to make our first year possible. And if you're just finding us, welcome.

AGS4K was born out of a growing, universal pressure: families with children ages zero to three need access to affordable, high-quality child care—and they need it now. The campaign brings together families, providers, child advocacy organizations, and businesses to build demand for accessible, affordable, and quality child care. This past year, we launched in Los Angeles County, with a clear vision for expanding across California in pursuit of statewide solutions.

The challenges of the past year only underscored why this work is so urgently needed. From fires to inflation, families and child care providers across Los Angeles felt the strain every day. But alongside that hardship, we witnessed something powerful: resilience, joy, and deep community. People showed up for one another. Care carried us through.

In just our first year, the response to the campaign has been overwhelmingly affirming. Our message is resonating. Our community is growing. From a strong digital presence to cross-sector partnerships, we are building momentum and catalyzing this urgent conversation.

This past year, the field also achieved important policy wins, including legislation to expand and strengthen the child care workforce and elevate early child care voices within education policymaking. Still, we know this work is far from finished—and that lasting change will require continued collective effort. What follows are some of the memories and milestones that defined our first year. Thank you to everyone who helped us get here.

In Partnership,

Cristina

A Golden State For Kids launched in
Los Angeles County

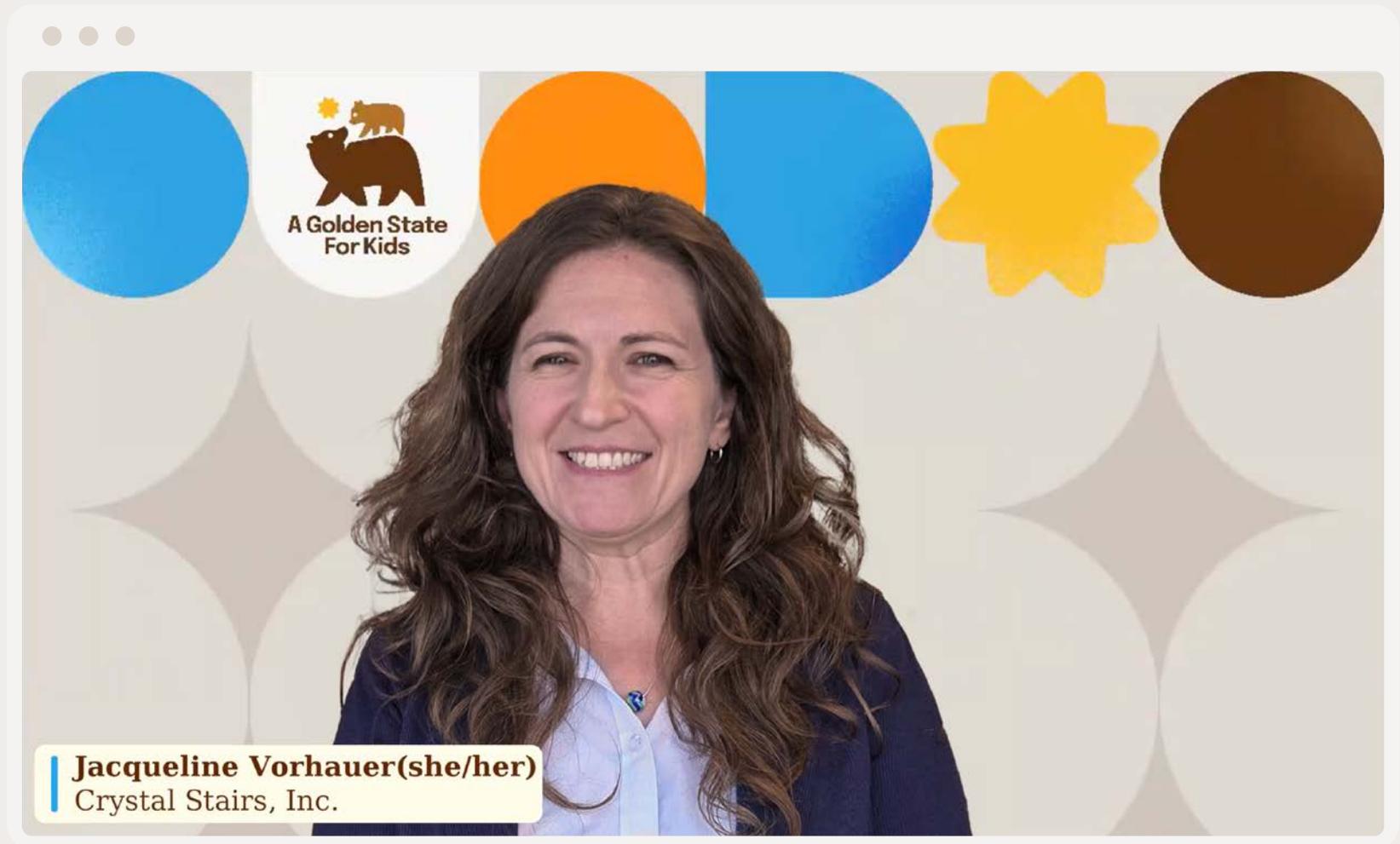
in April 2025 with a clear purpose

to advocate for:

Affordable child care for families
with children ages zero to three

Since then, we've reached milestones big and small—each one a sign that something meaningful is beginning to take shape.

OUR FIRST Campaign Moment



We kicked off with an introductory webinar that brought together more than 200 attendees eager to learn, connect, and hear directly from our coalition members, as well as parents and providers.

It was our first proof point: people were ready for this conversation.



OUR FIRST
Campaign Song



“Envision a Golden Future,” Written and Performed by Taína Asili

Brings our vision to life in melody and lyrics. It’s a call to dream bigger—for our children, for our families, and for a California that invests in its youngest residents from day one.



OUR FIRST Video Series



Our first ongoing video series,

A Day in My Life

offers a close-up look at what goes into
the daily love and care of parents and providers.

These videos have over 6.8 million views
and are sparking meaningful engagement
across platforms.

**JUDITH**

Sharing a day at
My Nana's House
Family Child Care

**TONIA**

Reflecting on 30 years
as a professional child care
provider while caring for her
grandchildren



**LILIANA**

Inviting us inside
Sandbox Collective
where she works alongside
her mother, Martha

**PAMELA AND FINN**

Navigating the daily
balance of work and care



“Your number one goal
is when that child leaves
your environment...
they are prepared.”

- Tonia McMillian

Grandmother & Retired Child Care Provider



OUR FIRST
Big Celebration

In September, we hosted the

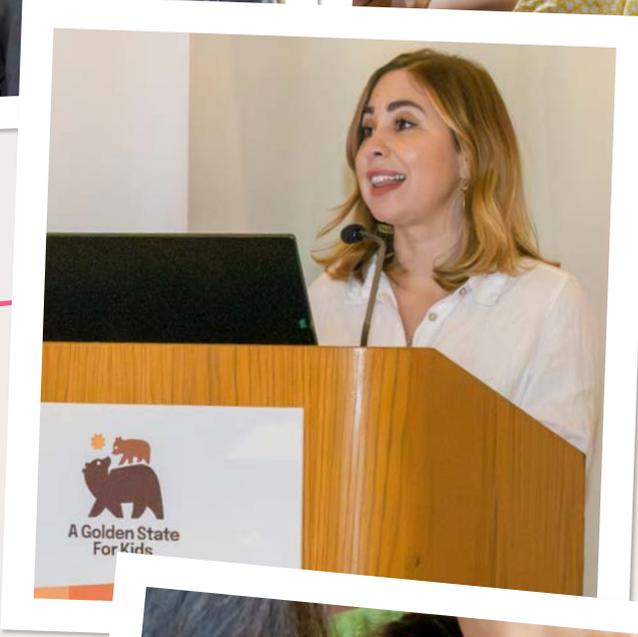
Zero to Three Jamboree

A joyful, family-friendly celebration of children and caregivers, featuring a resource fair that connected families to trusted supports and services.

More than 200 people joined us at
the Autry Museum of the American West
and nearly 1 million more experienced the event
through our recap video.



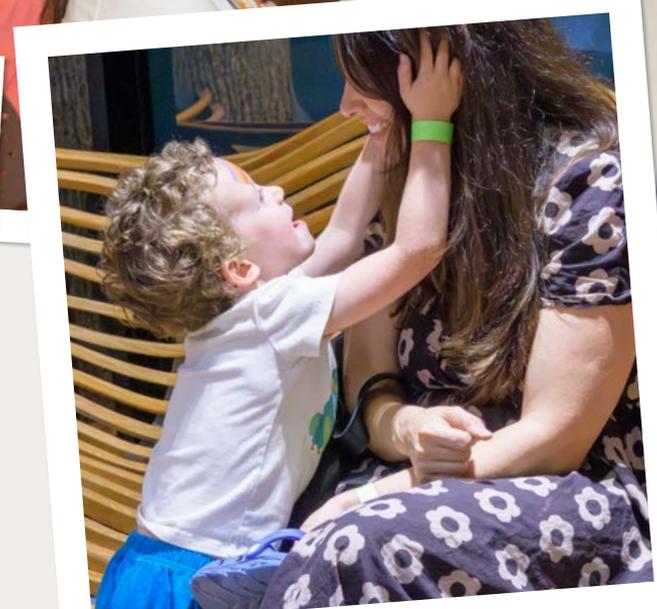
Some
Moments



We'll
Remember



AUTRY MUSEUM OF THE AMERICAN WEST



DEEP GRATITUDE TO OUR RESOURCE FAIR PARTICIPANTS



OUR FIRST Partnership

Child Care Backs My Biz Week

Marked our first major partnership with the business community—spotlighting leaders who understand that child care keeps our economy running.

From October 6–10, partners across Los Angeles showed their support by displaying posters with custom campaign art, sharing messages online, and recording videos about how child care impacts their workforce and their bottom line.





Thank You
To the organizations that signed on and supported our effort!



Artwork by Toni Weathers



Social Media Post



Mayra Alvarez, The Children's Partnership



Dr. Noel Hacegaba, Port of Long Beach



Social Media Post

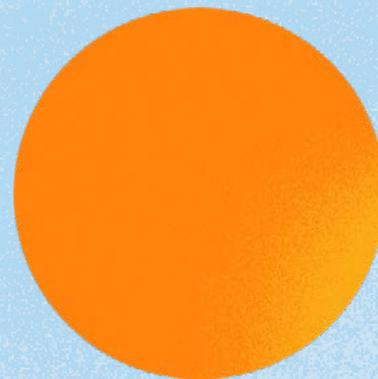
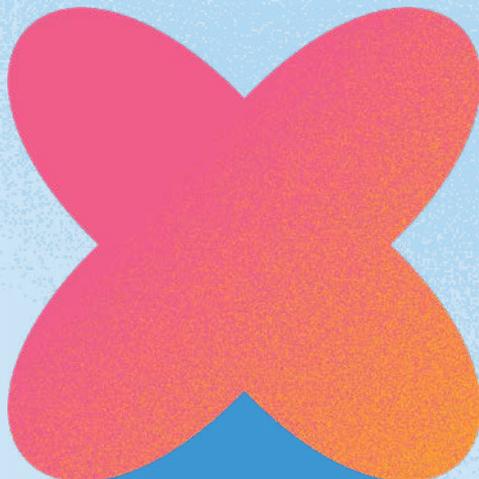
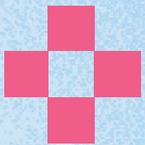


“Affordable, quality, early care is such a vital part of ensuring Southern California remains a leader in commerce and innovation.”



- Dr. Noel Hacegaba

Chief Operating Officer, Port of Long Beach



OUR FIRST Media Headlines

We brought the child care conversation to readers across California .

During the LA wildfires, Cristina Alvarado was published in EdSource and the LA Times, arguing for the importance of child care and the need to support our system during and beyond moments of crisis.



EdSource

Cristina was featured in a report from LAist about the fire's impact on the child care industry.



Los Angeles Times

Cristina helped call attention to the absence of California lawmakers at a hearing on child care affordability.



LAist



THE SACRAMENTO BEE

From a coalition of five organizations,



this effort has expanded
into a growing movement of
parents , providers , and allies .



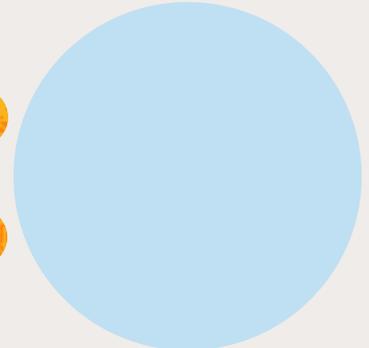
20.7M
Total Content Views



Measuring Our Momentum

7M+
Comments,
Shares,
& Reposts

4.2M+
Total People Reached



2M+
Most-Watched Video Views
A Day In My Life: Tonia



50K
Website
Visitors



1,400+
Social Followers
and Email Subscribers

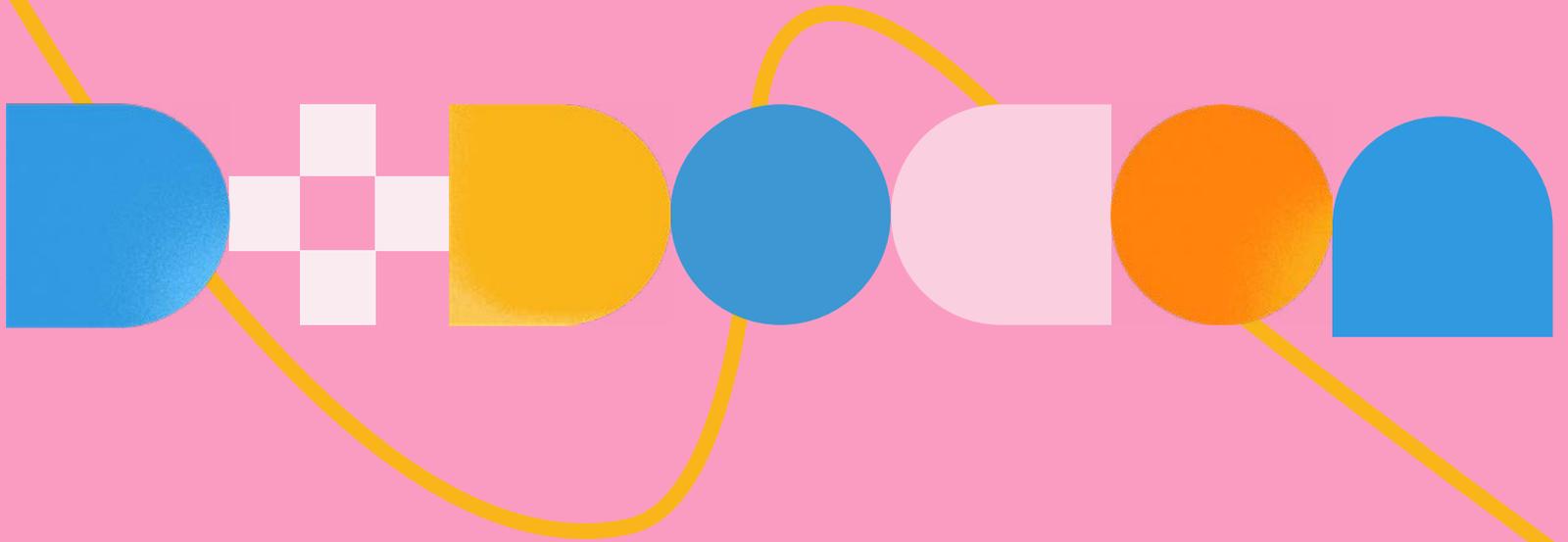


This year, we expanded our reach with the launch of a **Spanish-language version of our website.**





Excited for:
what's next



We're proud of what we've built – and
we're just getting started.



IN THE YEAR AHEAD We're Focused On

Mobilizing Around a Policy North Star

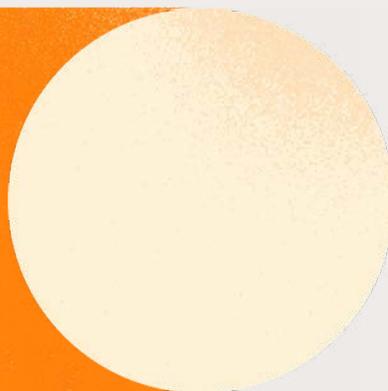
Developing a shared vision for what affordable, high-quality child care looks like across California.

Telling More Stories

Continuing to connect with our audience on a human-to-human level by showcasing the diverse stories of parents and providers across our communities.

Building Momentum

Reaching new audiences, showing up in more communities, and elevating child care throughout the election cycle and beyond.



Thank You



To Our Generous Sponsor

the Stein Early Childhood Development Fund

with Support From

the California Community Foundation