



Thirty children died by gunfire in Philadelphia last year – outside their homes, schools, and ball fields. Others lost family, friends, and mentors to homicide in a city where people are afraid to leave their homes in fear of being car-jacked, assaulted, or gunned down.

Voters will elect Philadelphia's 100th mayor this year, a milestone election in this city riddled with drugs and violence, where only [17% of the city's fourth-graders are proficient in reading](#) and a [third of children live in poverty](#).

It's time that, together, we demand that those vying for the City's top spot have the vision and political will to make every day safer than the day before for children. The Support Center for Child Advocates has joined The Kids' Campaign to do just that and we're excited for the campaign's public launch.

Join us at the press conference at 1:30 PM on Friday, January 20th at the northeast corner of City Hall (across from the Masonic Temple) and show your support for this lifesaving movement. We want the media to see the energy and drive around The Kids' Campaign! (If it's raining, come earlier, we'll move inside!)

The campaign is the first of its kind in Philadelphia – a nonpartisan effort that is not backing a candidate and that defines the election solely on the safety of children and youth. Through candidate questionnaires and forums, The Kids' Campaign will share with voting parents and young adults the information they need to determine which candidate will meet The Kids' Campaign **S.E.C.U.R.E** agenda: **S**afety, **E**ducation, **C**areers, **U**plifting families, **R**ecreation, and the **E**nvironment.

At the press conference, we will be kicking off the Kids' Campaign with **THE KIDS' AGENDA**, calling on all the mayoral candidates to pledge that:

1. *First and foremost, Philadelphia must be a great place to raise your family.*
2. *Philadelphia can be a city where we have the courage to heal systemic rifts that disproportionately harm children of color.*
3. *No child in Philadelphia should go hungry or live in poverty.*
4. *Every neighborhood should have a quality District school.*
5. *Philadelphia must be the prime destination for the best teachers in the country.*
6. *Every child deserves a safe and stable home and access to healthcare.*
7. *Every neighborhood must have great rec centers, parks, libraries, safe places, and afterschool and summer programs.*
8. *Every child should have access to high-quality, early learning opportunities.*
9. *Every teenager should have a meaningful summer job and a job on graduation.*
10. *Youth who make mistakes should have restorative options.*
11. *Philadelphia must contribute to solving the climate crisis to ensure a thriving future for our kids.*
12. *Youth should have a voice in all levels of city government.*

Already The Kids' Campaign has broad support:

Big Brothers Big Sisters Independence	Need in Deed
Bright Little Scholars	PA Youth Vote
The Center for Autism	Parks & Rec Heroes Fund
Center for Families and Relationships	Philabundance
Children First	Philadelphia Community Empowerment Through Soccer/Kensington Soccer Club
Children's Village	Philadelphia Youth Sports Collaborative
Childspace Too	Philadelphia Mental Health Center (PMHC)
Episcopal Community Services	Philly Homes 4 Youth
Fab Youth Philly	Project HOME
First Up	Support Center for Child Advocates
Greater Philadelphia Extracurricular Collaborative	Sunrise of Philadelphia
HopePHL	Taller Puertorriqueño
Indochinese American Council	Tiffany's Grow and Glow Family Childcare
Learning My Way Montessori	Turning Points For Children
Maternity Care Coalition	

... and we anticipate more joining soon! Join the growing list of [organizations](#) and [individuals](#) already signed up for the Kids' Campaign and put children's safety and success at the top of every candidate's agenda. **If you believe that focusing on the needs of children and families unlocks transformative change in our city, [sign up today](#).** We must ensure the next mayor champions the resources kids need!

Please join us on Friday, January 20 at 1:30 PM at City Hall and send the message that our children's safety – and future – are at stake this election.