



January 23, 2023

Dear Jeff Brown,

The Kids Campaign believes that you must center the needs of children and families to unlock transformative change in our city. The aspirations of tens of thousands of Philadelphia families are fading. Across race and class, families face having to justify the risk to their personal safety, the erosion of quality of life, and the diminishing prospects for their children when choosing Philadelphia as their home. Philadelphia is at a crossroads and we can't wait.

Throughout the election season, the Kids Campaign will see how the next mayor will make every day safer than the one before. While we will not endorse a candidate, we will be sharing your responses with organizations, parents, and young people in our growing network.

Our first ask is for all mayoral candidates to pledge their support to **the Kids Agenda**. We want to know that if elected, your values align with what your constituents see as Philadelphia's path forward: re-centering kids.

By February 1st, please review each plank of the Kids Agenda and initial next to the ones with which you agree. Your response demonstrates your support of our platform and a continued willingness to engage with the campaign.

By the first week of March, the Kids Campaign will be sending all mayoral candidates a questionnaire. We want to know how you will put the Kids Agenda planks into action both in terms of policies and scale. We will disseminate your responses.

Throughout March and April, the Kids Campaign will invite candidates to participate in public events with parents, youth, voters, and other stakeholders. This includes student

roundtables in March and nine neighborhood candidate forums, one in each council district.

Finally in May, the Kids Campaign will ask each candidate to participate in a final Kids Debate, where you will have the opportunity to expound on your responses to our pledge and proposed metrics.

While the Kids Campaign will not endorse a candidate for mayor, we will be sharing your responses with organizations, parents, and young people in our growing network throughout the election season.

We hope you will engage with the Kids Coalition throughout your run to be Philadelphia's mayor. Our kids are waiting for us. We need a mayor with more action, less talk.

Respectfully,

The Kids' Campaign



The Kids' Agenda

If elected mayor, will you lead Philadelphia according to the following beliefs?

- ☒ I believe first and foremost that Philadelphia must be a great place to raise your family.
- ☒ I believe that Philadelphia can be a city where we have the courage to heal systemic rifts that disproportionately harm children of color.
- ☒ I believe that no child in Philadelphia should go hungry or live in poverty.
- ☒ I believe that every neighborhood should have a quality District school.
- ☒ I believe that Philadelphia must be the prime destination for the best teachers in the country.
- ☒ I believe that every child deserves a safe and stable home and access to healthcare.
- ☒ I believe every neighborhood must have great rec centers, parks, libraries, safe places, and afterschool and summer programs.
- ☒ I believe that every child should have access to high-quality, early learning opportunities.
- ☒ I believe that every teenager should have a meaningful summer job and a job on graduation.
- ☒ I believe that youth who make mistakes should have restorative options.
- ☒ I believe that Philadelphia must contribute to solving the climate crisis to ensure a thriving for our kids.
- ☒ I believe that youth should have a voice in all levels of city government.

Signature: Jeff Brown
Jeff Brown

Date: 1/30/23