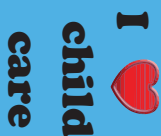


Think child care, education, economic development, social justice

Quick Facts

my vision for california's families is...



In the spring of 2010 Children's Council collected posters depicting Californians' visions for families. To see images of participants and their visions posters visit us at www.thinkchildcare.org

Mission SF Federal Credit Union: A Vision for California's Families

Our vision for California's families is simple: that all families have access to quality financial services and products to achieve not just economic self-sufficiency but also economic mobility. Basic banking services, saving incentives, microloans to (re)build credit and one-on-one financial counseling are the first rungs on the economic opportunity ladder. They are essential points of entry, leading to small business loans, college loans and mortgages.

Unfortunately, these first rungs are missing in many of California's communities. In fact, many of California's low-income families and families of color live in places where the financial services landscape is dominated by payday lenders, check cashers, rent-to-own stores and pawn shops. These financial outlets cost California's families too much of their hard-earned paychecks—Californians spend over \$400 million each year on payday loan fees alone—and they render the economic opportunity ladder out of reach.

This financial services landscape must change if we want to see California's families move from living paycheck-to-paycheck toward living their dreams of owning a small business, sending their children to college and owning a home. During this recession, families need access to quality financial services more than ever. At Mission SF our vision is that all families have access to these first rungs of the economic opportunity ladder. We have witnessed what families can do when they are within reach—they achieve the economic mobility that we want for all Californians.



Mission SF is a unique partnership designed to build individual and community wealth through basic banking services, financial education, new financial product development and loans—from microloans to mortgages. The only member-owned financial institution non-profit partnership in San Francisco, Mission SF offers the most comprehensive array of financial services tailored to meet the needs of low-income and low-wealth people in San Francisco: including used car loans, alternative payday loans, credit builder loans, financial counseling and youth savings programs. ■■■

A Conversation with Gilbert for Governor

Gilbert is a different type of gubernatorial candidate for a new time in California. He is not just a puppet, he is a native Californian, successful small business owner, father, grandfather, and volunteer. As the founder of a small business specializing in locally grown goods, Gilbert has always understood the importance of supporting local communities. His passion for California, its people, and its people's dreams has been evident through his hard work, commitment, dedication and ambition. This month he sat down with Iris the Informer to talk about his campaign and issues affecting families in California.

Can you please tell us what has inspired you to run for governor of California?

I am running for this position in order to shed light on the immense importance of families in building a strong future for California. I have worked hard to build a business and support my family and my community. I know firsthand the complex issues facing Californians everyday. The current style of balancing the budget with cuts alone does not help Californians. I want to change the nature of politics in Sacramento so that the prosperity of California's families is prioritized.

A conversation with CA gubernatorial candidate Gilbert

Continued from page 1



Iris the Informer and Gilbert for Governor

California is currently facing a grand economic crisis. What is your plan to get the state on the road to recovery?

We must consider viable reforms that can assist Californians and their families through these tough times and better position the state for the future. I recommend enacting a two-year budget cycle that would eliminate the lengthy and costly budget process and allow for long-term solutions. We also need to eliminate the two-thirds requirements to raise taxes and pass a budget. In order to raise revenue for the state I would explore an extended sales tax such as a fast food burger tax and an oil severance tax. I would

continue into higher education. California can become a leader for the rest of the nation by applying a comprehensive and inclusive approach. By doing so we can ensure the success of all students, close the achievement gap and ensure a future workforce that supports our state in remaining globally competitive.

You are big proponent of quality child care and its significant public return. Can you tell us what policies you would implement as governor of California?

Affordable and quality child care is at

also repeal recent tax cuts handed to a small number of large corporations upwards of two billion dollars a year.

What do you think can be done to improve California's education system?

We must increase our investment in education starting at birth and

Questions or comments?
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www.thinkchildcare.org

the heart of my campaign as it is vital to the state's economic recovery and a brighter future. As governor of California I would ensure that there is adequate funding for early education so that parents can enter the workforce while their children learn. I would work hard to ensure the health and safety of children in care by increasing funding needed to perform annual licensing visits to child care facilities. It is also important to build the infrastructure for child care facilities and support child care providers running these incredibly important small and local businesses.

What have you enjoyed the most so far on this campaign?

It's a pleasure to meet so many great California families who are seeking a better future for themselves and their children in this state. I've also made some great friends such as Iris the Informer who is a passionate reporter, giving a voice to families. I'm having a great time! ■■■



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