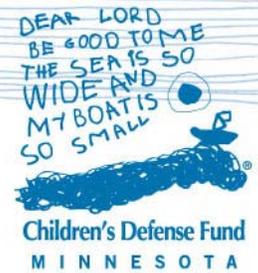


The CDF-Minnesota 10-10-10 Project

The Young Advocates Leadership Training (YALT), held at Haley Farm in Clinton, TN, April, 2010, gave the challenge to 125 young adults from across the country to build a movement that will strengthen the nation's commitment to our children and hold policy makers accountable for decisions that impact the lives of our children.



The eight young adults from Minnesota embraced this challenge. Led by the vision of Darrell Young, an active young African American leader from the north side of Minneapolis (who lost a brother to gun violence), the Minnesota group made a commitment to implement a 10-10-10 march and rally to take place on October 10, 2010 with 10,000 participants at the Minnesota state capitol asking lawmakers to respond to 10 pressing needs of Minnesota's children.

This vibrant group of well-trained and inspired young leaders has begun the planning process for this event, which will precede the November elections in Minnesota when a new governor, along with state House of Representative members and important congressional seats will be elected. In addition to preceding the state elections, this event will also occur a week before the National Observance of Children's Sabbath® and Minnesota congregations will hold their celebrations, a week early, on Oct. 10th and bring their members to the march and rally in the afternoon from 2 to 5 p.m.

The marchers will converge on the state capitol from multiple directions, carrying banners, placards and signs giving specific messages to citizens to vote for children, and to civic leaders and policy makers to make children's needs a priority. There will be a press conference held at one of the gathering points prior to the march.

At the rally, there will be justice music by locally known groups, a celebrity key note, short speeches by civic leaders and clergy and children. Gubernatorial candidates will be invited and given a few short minutes to say how they would address one of the 10 focus issues. There is the possibility of having big screens with a video of the 'Children's Movement' being run as marchers arrive at the capitol and videos of children during the rally. There will be a voter registration table, a Bridge to Benefits information table and a CDF issue information and program table. The rally will end with a challenge for change to give ALL Minnesota children a fair start in life. There will be commitment cards and/or stickers for participants to use to expand the movement.

Worked into the planning is a strong element of sustainability and long-term commitment to create a better support system for all Minnesota children. Out of the 10-10-10 march will come a committed force of advocates who will be followed up by our YALT members through speaking engagements in congregations, at town hall meetings and other community gatherings, as well as through electronic networking. They will be mobilized to be active during the 2011 state legislative session to pass legislation supportive of the 10 focus issues.

An extensive list of stakeholders has been developed and is being contacted in this initial stage of planning, We are also seeking an intern event planner and possible financial donors.

The YALT leaders planning this event are being supported by CDF-MN staff; Nicole Hernandez, Alisha Porter and Norma Bourland.