

**COLORADO
THRIVES WHEN
CHILD CARE
THRIVES**

Growingourfuture.org

[@gofcoalition](https://twitter.com/gofcoalition)

**TOOLKIT
2025**



TOOLKIT
2025

**KNOWLEDGE FUELS
PROGRESS. SHARING
DRIVES ACTION.**

[Growing Our Future](#)



WHO ARE WE?

Growing Our Future (GOF) is a coalition of passionate individuals, organizations, and advocates dedicated to transforming the childcare landscape in Colorado. We believe that quality childcare is not just a necessity but a cornerstone of a thriving community.

MISSION

To revolutionize childcare in Colorado by advocating for policy changes, fostering community engagement, and promoting equitable access to high-quality care services.

PURPOSE

To advocate for a childcare system that works for everybody. By addressing systemic challenges and promoting equity, we aim to create positive change that benefits the entire community.

Website

growingourfuture.org

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Growing our Future

TOOLKIT

WHY THIS TOOLKIT MATTERS

Childcare is the foundation of strong families, thriving communities, and a prosperous economy.

Yet, outdated policies and underfunded systems make it difficult for families to access quality, affordable care. Growing Our Future (GOF) is committed to changing this. This toolkit equips advocates, community members, and organizations with the tools to raise awareness, spark conversations, and drive real change.

By sharing these resources, we can build a Colorado where every child, family, and caregiver has the support they need to succeed.

growingourfuture.org

SPREAD THE WORD: DOWNLOAD & SHARE

TOOLKIT
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Help us raise awareness by sharing these evergreen graphics—use them as many times as you need, in any order you choose and for as long as our objectives are done! Here's how:

- Download the graphics provided on the following slides.
- Use the suggested captions or customize them to fit your voice.
- Post regularly—to keep the momentum going.
- Stay updated—we'll be adding fresh graphics and resources every month at growingourfuture.org.

Amplify Your Impact with Hashtags!

We encourage you to use the following hashtags when posting to expand our reach and make childcare, tax reform, and community investment part of the statewide conversation:

- ◆ #GOF ◆ #ChildCareForAll ◆ #COleg ◆ #TABOR
- ◆ #ColoradoThrives ◆ #InvestInFamilies ◆ #FixTABOR



[DOWNLOAD](#)

What is TABOR & why does it matter? It limits how Colorado collects & spends tax \$\$—even when communities need it most. This means less funding for childcare, schools & healthcare. 81% of Coloradans support fairer taxes. It's time to rethink #TABOR #GOF #Childcareforall
 Learn more: GrowingOurFuture.org



[DOWNLOAD](#)

Did you know? TABOR limits how Colorado invests in childcare, schools & healthcare—even when funds exist. This means fewer resources for families & communities. We need a tax system that works for ALL of us! Demand better for Colorado!
 Learn more: GrowingOurFuture.org
 #TABOR #GOF #Childcareforall



[DOWNLOAD](#)

TABOR is holding Colorado back. With proper funding, we invest in childcare, education & healthcare. But TABOR forces budget cuts—even when funds exist. We need a tax system that works for ALL of us. It's time to rethink #TABOR.
 Learn more: GrowingOurFuture.org
 #ColoradoThrives #ChildcareForAll #COleg #GOF



[DOWNLOAD](#)

TABOR is hurting Colorado families! It limits funding for childcare, education & healthcare—keeping families from the support they need. We need a tax system that works for ALL of us. Demand better!
 Learn more: GrowingOurFuture.org
 #COleg #TABOR #ColoradoThrives

[Please download the graphic & copy the description and post it in your social media!](#)

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THE COST OF TABOR: WHAT WE LOSE

CHILD CARE SCHOOLS HEALTHCARE INFRASTRUCTURE

Since 1992, Colorado has lost over **\$3.5 billion** in funding that could have gone to our communities. Instead, it's been forced to be refunded—mostly benefiting the wealthy.

Learn More: GrowingOurFuture.org

[DOWNLOAD](#)

💰 TABOR is costing Colorado BIG. We lose funding for childcare, schools, healthcare & infrastructure—EVEN when we have the funds. The cost? Over \$3.5B in lost investments for our communities. It's time to rethink #TABOR.

Learn more: GrowingOurFuture.org
#COleg #ColoradoThrives #GOF

TABOR IS NOT FAIR

The le\$\$ you make the MORE you pay

The wealthy should pay their fair share so we don't underfund schools and healthcare.

It's time to invest in childcare, schools, and communities.

Join the movement. Demand better for Colorado:

Learn More: GrowingOurFuture.org

[DOWNLOAD](#)

TABOR gives back a few hundred dollars to families, but at what cost? Colorado families lose thousands in underfunded schools, childcare, healthcare, and essential services—all while our communities struggle. We deserve a tax system that truly invests in us.

#COleg #TABOR #ColoradoThrives
Learn more: GrowingOurFuture.org

CARING FOR A CHILD SHOULDN'T BREAK THE BANK.

- Yet the average cost of childcare is \$20K per household per kid.
- That amounts to 13% of a married couple's median income and 30%+ of a single parent's income.

It's time to rethink TABOR and invest in what truly matters—our families and communities.

Join the movement. Demand better for Colorado:

Learn More: GrowingOurFuture.org

[DOWNLOAD](#)

👨‍👩‍👧‍👦 Childcare in CO costs \$20K per kid—13% of a married couple's income & 30%+ for a single parent. Yet, under #TABOR, Colorado cuts vital programs even when we have the funds. It's time to rethink TABOR & invest in families & communities.

Learn more: GrowingOurFuture.org
#ColoradoThrives #COleg #GOF

WHY CAN'T WE ALL RISE?

[DOWNLOAD](#)

👨‍👩‍👧‍👦 Colorado families deserve better! Child care costs \$20K+ per year, yet TABOR keeps funding out of essential services.

👨‍👩‍👧‍👦 We need investments in families, not budget cuts.

Join the movement & demand better!
Learn more: GrowingOurFuture.org
#TABOR #COleg #ChildcareForAll #ColoradoThrives

[Please download the graphic & copy the description and post it in your social media!](#)

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QUICK MESSAGES FOR SHARING

Use these one-liners for your posts, captions, or graphics!

-TABOR isn't fair. We need a system that works for everyone.

Learn more: GrowingOurFuture.org
#COleg #TABOR #ColoradoThrives
#GOF #ChildcareForAll

-It's time to rethink TABOR and invest in what truly matters—our families and communities. TABOR isn't fair. We need a system that works for everyone.

Learn more: GrowingOurFuture.org
#COleg #TABOR #ColoradoThrives
#GOF #ChildcareForAll

-It's time to invest in childcare, schools, and communities.
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-TABOR is limiting access to essential services like child care, education, and healthcare, impacting the well-being of working families in Colorado.

Learn more: GrowingOurFuture.org

#COleg #TABOR #ColoradoThrives #GOF #ChildcareForAll

-Because of TABOR, Colorado can't fully fund child care, education, and healthcare—hurting working families and our economy.

Learn more: GrowingOurFuture.org

#COleg #TABOR #ColoradoThrives #GOF #ChildcareForAll

-Colorado deserves a tax system that puts kids, families, and communities first—not just the wealthy.

Learn more: GrowingOurFuture.org

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THANK YOU!

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