



Jim Keddy

**Executive Director
Youth Forward**

Jim Keddy is the executive director of Youth Forward (www.youth-forward.org) and a consultant to social change organizations (www.jimkeddyconsulting.com). Through Youth Forward, Jim has emerged as a leading voice in policy discussions regarding racial and health equity in the implementation of Proposition 64 (legal cannabis). In Sacramento, he is a co-leader of Sac Kids First, a grassroots coalition organizing to increase investments in children and youth. An appointee of Governor Brown, he serves on the state Tobacco Education and Research Oversight Committee.

He is the former director of PICO California, a statewide association of community organizing efforts, and served as a vice president at The California Endowment, one of the state's largest charitable foundations. While at The Endowment, he played a primary role in developing the foundation's youth organizing strategy. He began his work in promoting racial and social justice as a high school and college activist and entered the community organizing field in his early 20's. He has served on several non-profit boards including the boards of The California Endowment, Public Health Advocates and the California Budget and Policy Center. He is married to Gina Martinez-Keddy and is the proud father of 2 adult children.