Jane Kim

金貞妍 FOR INSURANCE COMMISSIONER

PARTNER TOOLKIT

Updated January 21, 2026

This toolkit serves as a resource to gain insight into Jane's campaign messaging and to engage with our campaign via digital platforms. Please email us with any questions or concerns at info@janekim.org

HELPFUL LINKS

1. Visit Jane's campaign website.
2. Click here to view and download Jane's prospectus.
3. Watch (and share) Jane's launch video on X.
4. Watch (and share) Jane's launch video on YouTube.

CONTRIBUTE TO JANE'S CAMPAIGN

There are many ways to offer financial support to Jane's campaign:

1. Click here to make an online contribution to Jane Kim for Insurance Commissioner.
2. To donate via check, please mail a check made out to Jane Kim for Insurance to: 371 Lakeport Blvd., # 391 Lakeport, CA 95453.

USE OUR TALKING POINTS

Use this section of the toolkit to inform your conversations with allies in the space about the California Insurance Commissioner Race.

Who is Jane Kim?
Jane Kim is a proven leader who's spent her career standing up to powerful industries on behalf of working families. She spent the last four years as the California Director for the Working Families Party and the Board of Close the Gap California, where she recruited, trained, and elevated the next generation of leaders committed to economic justice, gender representation, and corporate accountability.

Jane is best known for her bold, results-driven leadership as a member of the San Francisco Board of Supervisors from 2011 to 2019, where she delivered some of the most ambitious affordability, housing, and worker-protection policies in the country. She represented a district that included both the city's lowest-income residents and its most affluent zip code—and she consistently fought for those with the least power.

She has also served as the California Political Director for Bernie Sanders' 2020 presidential campaign and as a Senior Fellow with the Sanders Institute and the Young Elected Officials Network.

Jane has never backed down from taking on entrenched interests—and she has a long record of winning big, transformative fights for real people.

What is Jane's background?
Jane Kim brings extensive experience in public service, statewide organizing, and policy development—paired with a reputation for taking on the powerful.

- **Statewide Leadership**
  As California Director of the Working Families Party, Jane is leading a statewide coalition of labor unions, community organizations, and grassroots activists to fight corporate power, advance economic justice, and elect leaders who will govern for working families—not the wealthy few.

- **Legislative Leadership**
  Representing a district that spanned the lowest income neighborhood and the city's wealthiest neighborhoods, she authored and passed some of the nation's strongest affordability, housing, worker-protection, and education laws.

- **National Leadership**
  Jane served as California Political Director for Bernie Sanders' 2020 presidential

campaign and as a Senior Fellow with the Sanders Institute and the Young Elected Officials Network.

- **Coalition Builder**
  Throughout her career, Jane built deep alliances with labor, housing and tenant advocates, and community leaders throughout California.

  Jane's background makes her uniquely prepared to challenge entrenched insurance industry power and fight for an affordable, stable, and fair insurance market for all Californians.

Why is Jane running for Insurance Commissioner?
Californians are being crushed by skyrocketing insurance costs—and the current system is failing consumers. Jane Kim is running for Insurance Commissioner because she believes Californians need a fearless, independent watchdog who is willing to take on the insurance corporations, Wall Street speculators, and CEOs who are driving rates higher while slashing coverage.

She refuses to accept insurance industry money, ensuring she will remain accountable only to the people—not to the companies she is tasked with regulating.

"Affordability"promises are meaningless unless leaders are willing to confront corporate greed, price gouging, and the excessive profits that make the cost of living unbearable. She is running to:

- Stop unfair insurance cancellations
- Crack down on corporate price-fixing and excessive CEO pay
- Lower rates by reining in excessive profits
- Require transparency and consumer protections
- Provide Natural Disaster Insurance for All—so families finally have reliable, affordable coverage

California needs a Commissioner who will fight—relentlessly—for the people. Jane has spent her entire career doing exactly that.

What is Jane's record?

Jane Kim has one of the strongest consumer-protection and affordability records of any public servant in California.

On Housing & Tenant Protections

- Authored the most robust tenant-protection ordinance in the nation to prevent unjust evictions.
- Led the successful effort to raise San Francisco's affordable-housing requirement from 12% to 25%.
- Secured an unprecedented 40% affordable-housing mandate in three major development projects.

On Education Access

- Led the effort making San Francisco the first city in the nation to offer tuition-free community college for all residents.
  - **Free City also included covering the total cost of education - which means giving a cash stipend to students already eligible for, and receiving, other forms of tuition assistance to buy books, defray transportation or childcare costs, etc.

On Workers' Rights & Economic Justice

- Passed the strongest minimum-wage law in the country at the time.
- Passed legislation saving the jobs of thousands of hotel, restaurant, and concession workers so corporations couldn't change management as a strategy to stop unionizing and eliminating jobs.
- Passed first-in-country legislation to remove unnecessary barriers to jobs and housing for people with arrest and conviction records in their past.
- Crafted a landmark childcare initiative—funded by a tax on multimillion-dollar commercial real estate—that provided wage increases for educators and childcare workers, and now raises over $140 million annually to move San Francisco toward universal, affordable childcare.

On Homelessness & Public Health

- Established a medical respite shelter for aging and sick homeless residents, a first-of-its-kind initiative in the city.

On Statewide Organizing & Coalition Building

- Built a powerful statewide movement through the Working Families Party, uniting labor, progressive groups, activists, and organizers.
- Helped lead Bernie Sanders' winning 2020 campaign in California, mobilizing voters across the state.

On Taking on Powerful Interests

In every role she has held, Jane has gone up against powerful interests and well-resourced industries—and she's won.

Jane Kim has the track record, independence, and courage to take on the multibillion-dollar insurance industry and deliver the affordability Californians deserve.

POST ON SOCIAL MEDIA

Below are a few social media posts that you are welcome to use online to show your support of Jane's campaign. Feel free to edit these posts so they are aligned with your organization's mission. Please include a "call to action" asking folks to sign up for campaign updates, make a donation, or view our launch video.

Post 1

Excited to support my friend, Jane Kim, for California Insurance Commissioner!

Insurance costs are at the heart of the affordability crisis in California — and Jane is the only candidate refusing money from the insurance industry. She's spent her entire career fighting for working families, and I trust her to stand against corporate greed and put people over profit.

Learn more → JaneKim.org

Post 2

Proud to endorse Jane Kim for Insurance Commissioner. California families are dealing with skyrocketing premiums, denied claims, and canceled policies — while insurers are making record profits.

Jane has the courage, and the track record, to stand up to these companies and fight for real accountability.

A public insurance option, caps on excessive profits, and health care for every child?

YES.

Post 3

We finally have a candidate who won't take a dime of insurance industry money — and that's why I'm all in for Jane Kim.

This office has real power to protect Californians, and Jane will use it:
✔️ Public insurance option
✔️ Caps on CEO pay + profits
✔️ Care for every kid in CA

Let's elect a Commissioner who works for US.

JaneKim.org

QUICK STATS ON THE INSURANCE INDUSTRY

- **Seven of California's top 12 home insurers have reduced coverage or exited the market** since 2022 — shrinking private insurance options. Citation.

- With fewer insurers, rising premiums, and increased climate exposure, ordinary Californians are facing greater *risk of being unable to find and afford insurance* at all — a direct threat to housing security and economic stability. Citation.

- Since 2022, **family premiums in California have risen ~24%**, outpacing wage growth (~14.4%) and inflation (~12.2%). Citation.

- Nationally, home **insurance rates have risen by 58 percent since 2018**. In many regions the increases are far higher, and it's not just coastal states that are suffering. Citation.

- For many Americans, getting any insurance at all is becoming impossible. **Since 2021, at least 36 property insurers in 11 states have canceled more than 1.4 million policies,** and many insurers are abandoning parts of the country completely—all while continuing to rake in obscene profits. For example, Progressive **reported $8.5 billion in profits in 2024**, the same year the company canceled 115,000 policies in Florida and stopped writing new policies in Texas; **Allstate raised rates by 34 percent in California last year, while reporting $4.7 billion in profits and awarding its CEO $26.7 million total compensation.** Citation.

- And at the same time that rates are rising and coverage is shrinking, millions of Americans' **property values are falling.** According to research published last month, houses in areas that are particularly exposed to hurricanes and wildfires have sold for an average of $43,900 less than they otherwise would have because of climate-induced shocks in the home insurance market. For most Americans, the home is the biggest investment they will ever have—a significant decline in its value can be financially devastating. Citation.

SEND AN EMAIL TO YOUR LIST

Linked **here** is an approved email copy that you are welcome to send to your list.