National
IMPACT REPORT

National Community Action Partnership
January 2019
The work of Community Action deserves attention...
... but it’s crowded and confusing out there.
Community Action Partnership: National Impact Report
Building Opportunity for All

• The Need
• Our Reach
• Our Impact

“'No data without stories-no stories without data’”
  – Lee Schorr
The REPORT

• Launch activities
• Ideas to incorporate the report materials in your work
• Social media outreach
• Sample pitch note
• Sample Op-Ed
• Sample Emails to partners
The SPONSORSHIP

Thank you to the sponsors of the first Community Action National Impact Report: Building Opportunity for All

Thank you to the Members of the Community Action Partnership! Your membership dues and support of our events contributed directly to our ability to develop and deploy this report using the services of communication professionals.

Thank you to Mutual of America for sponsoring the report! Your funds allowed us to bring our advisory committee together in person and supported the first printing.
The Development

- Advisory Committee
- Categories vs. Regions
- Spotlight Stories
- Professional Communications Assistance
  - Springboard Partners
    - Ed Walz
    - Endya Watson
    - Ketayoun Darvich-Kodjouri (now a private consultant)
The Advisory Committee

Thank you to the Advisory Committee

- Jenae Bjelland, National Association for State Community Services Programs
- Jeannie Chaffin, Consultant
- Kathryn Clausen, Ohio Association of Community Action Agencies
- Lindley (Lil) Dupree, Consultant
- Thelma Harris French, Total Community Action
- Sharon Goodson, North Carolina Community Action Association
- Roger McCann, Community Action Kentucky
- Debbie Markman, Economic Security Corporation
- Josiah Masingale, Colorado Community Action Association
- Merritt Mount, Washington State Community Action Partnership
- Daniel Ofori-Addo, United Planning Organization
- Harold Rice, CEDA
- Jim Schuyler, Virginia Community Action Partnership
- Darick Simpson, Long Beach Community Action
- Marci Sperlo, Community Action Partnership of San Luis Obispo County, Inc.
- Christine Westerlund, Illinois Association of Community Action Agencies
The Community Action Partnership is a national hub that links the nation’s 1,000+ Community Action Agencies (CAAs) to each other - and to leaders looking for solutions that connect Americans to greater opportunity. Throughout this report, you’ll see how Community Action works, from financial coaching services that help Michigan families become stable to whole family approaches that help kids and parents in Maryland thrive. You’ll read about employment and enrichment programs that support Georgia families and support services that give Californians a safe place to live. Across the country, Community Action Agencies embody our nation’s spirit of hope, change people’s lives, and improve communities.

Community Action Agencies create solutions that improve people’s lives, homes, communities, and the nation.

Nearly 40 million people in America live poverty. People of color are disproportionately impacted. 1 in 6 children go hungry at some point during the year. 7.6 million people who spent at least half the year working or looking for work still fell below the poverty line.

Community Action’s Reach

1000+ agencies across the country

Cover 99% of America’s counties, serving all 50 states, the District of Columbia, and Puerto Rico

Community Action Agencies Provided Services

- 15 million low-income individuals
- 6.2 million families
- 3.9 million children
- 2.3 million seniors
- 1.7 million people with disabilities

Individuals who benefited from Community Action

- 26.5% African Americans
- 31.4% White
- 8.8% of another race or declined to disclose
- 3.6% multiracial
- 2.5% Asian
- 1.65% American Indian or Alaska Native
- 0.43% Native Hawaiian and other Pacific Islander

Nearly 19 percent identify as Hispanic or Latino.
Asset Building

For families working low-wage jobs, financial assets like a small savings account provide a critical buffer during tough times. Disruptions like an unexpected medical expense or a temporary cutback at work do less damage if the family has assets. With nearly four-fifths of families in America living paycheck-to-paycheck, building assets is critical for our economy. Creating asset building opportunities is especially important for families of color, as approximately two in three households of color don’t have a sufficient amount of money set aside for a financial emergency. That result in overall financial instability for communities of color and a lack of social mobility for their children. But when families have built up savings and assets, it not only gives them a financial cushion in times of need, it helps them get ahead, as savings allow them to invest in skill building or meet educational goals. Community Action Agencies help hundreds of thousands of individuals and families improve their economic stability. Agencies help families open and maintain savings accounts and adopt good budgeting practices. And year after year, Community Action Agency staff make sure the hardworking community members they serve are well informed on the tax filing process and claim the tax credits they’ve earned. When individuals and families have the knowledge and means to support themselves, the whole community benefits.

The National Need

- 44% of Americans cannot cover a $400 unexpected expense
- 26% of American households don’t have a bank account or access to banking services
- 36% of American households are unable to pay for basic needs for three months after the loss of a job or regular income

Our Reach

- More than 900 CAAAs help people build assets and financial skills
- More than 400,000 people were enrolled in CAA budgeting and savings programs
- More than 400 CAAAs provide tax assistance services with volunteers

Our Annual Impact

- 800,000 low-income households increased financial assets or skills
- CAAAs helped low-income families increase their savings by $11.5 million
- $459 million in tax credits, like the earned income tax credit and child tax credit, were returned to low-income families through CAA volunteer income tax assistance services

Building assets to build better lives and stronger communities

With tailored asset building services, Wayne Metro Community Action Agency is helping build up Detroit, Michigan one family at a time.

Five years ago, Detroit’s poverty rate stood well above the national average at 41 percent. Today, the community is improving, yet many area neighborhoods still face deep poverty and are still stifled by high rates of unemployment, housing insecurity, and personal debt.

Wayne Metro Community Action Agency saw these challenges as opportunities to help local families build the financial assets that provide a foundation for economic stability. Working with frontline staff trained on coaching skills, families establish goals like creating an emergency savings account, paying their debts, or buying a home. A Wayne Metro Community Action Agency coach helps them assess their current financial picture, then the person or family sets goals that are supported by monthly coaching and progress checks.

When Mr. Kennedy, a resident of Detroit, met with a financial coach at Wayne Metro Community Action Agency, he was burdened by a $17,000 property tax debt. His coach walked through each of Mr. Kennedy’s bills with him and helped develop a plan to save money and his home.

During their monthly meetings, Mr. Kennedy and his coach spoke about his progress toward his savings goal. Beyond coaching, Wayne Metro Community Action Agency provided Mr. Kennedy with more support to help save his home. The agency offered access to utility payment assistance and income tax services that helped Mr. Kennedy get the tax refund he earned. While the journey will be long, Mr. Kennedy is set on a path toward stability with the agency’s assistance.

Wayne Metro Community Action Agency, and hundreds of other agencies across the country, continue to grow their asset building services because they know helping people manage their money and build wealth stabilizes the entire community. In Wayne County and thousands of counties served by Community Action, assets like emergency savings, improved credit, or homeownership give families independence. As Wayne Metro Community Action Agency has seen again and again, that strong foundation helps families build better lives for themselves and the community.
Children and Families

Children are more likely than adults to live in poverty in America. Child care costs, lack of living wages, costly housing, and other factors drive many families with children into crushing debt and put economic opportunity out of reach for many more. Children of color in particular fare worse than their peers as a result of generational inequalities and systemic barriers. By 2020, it’s predicted that children of color will be the majority of all U.S. kids, which means the future success of our nation is dependent on the ability of all of America’s children to access opportunity. Community Action Agencies provide that path to opportunity by strengthening families with children. Agencies help parents overcome barriers to employment, build financial assets, and improve the economic stability of their families. Community Action Agencies also offer high-quality early learning that cultivates the skills and abilities children need to enter school ready to learn. By addressing the needs of the whole family, Community Action is opening doors for parents and their children.

The National Need

19% of America’s children live in poverty - however, 34% of African American children, 34% of Native American children, and 28% of Latino children live in poverty

In rural counties approximately 1/4 of children live in poverty

48% of 5-year-olds in low-income families are school ready compared to 75% of 5-year-olds in high income families

Our Reach

3.9 million children were served

Agencies served 6.2 million families

4.2 million families participated in summer camps, sporting events, literacy programs, and other enrichment services

1.7 million children received healthy food to assist with healthy development

More than 500 agencies provide Head Start and/or Early Head Start

Our Annual Impact

4 million families reduced or eliminated barriers to stability through access to childcare, food assistance, after school programs, and more

241,000 youth experienced improved health and physical development

246,000 parents improved family functioning skills

153,000 youth improved social and emotional skills

365,000 children became school ready

A brighter future for Maryland children and their families

April, a resident of Garrett County, Maryland, knew a positive change had come when she heard her non-verbal daughter ask, “how was your day, mom?” for the first time. She credits that milestone to Garrett County Community Action Committee’s Head Start program. But that milestone was just one of many encouraging signs for April’s whole family.

April first reached out to Garrett County Community Action to inquire about energy assistance for her home. She quickly discovered that Community Action has so much more to offer thanks to the agency’s wrap-around services and holistic approach to helping the community. Now, April’s family is one of 250 Head Start and Early Head Start families who benefit from the agency’s Two-Generation approach.

Garrett County’s child poverty rate is one of Maryland’s highest, and Garrett County Community Action is making a positive impact on local families every day to help change that. The agency had long been serving kids through Head Start, but it recognized that lifting children out of poverty would also require putting their parents on a path to success. With that, the agency established a results-oriented, Two-Generation model to break the cycle of multi-generational poverty.

To begin, a full assessment is completed using the crisis-to-thriving scale. The scale considers various factors like food or money for bills, and gauges the family’s access to supports like childcare and reliable transportation. A coach then works with the family to build a Pathway Plan based on their unique situation. Parents set goals, like furthering their education, after which Garrett County Community Action coach would connect them to resources like GED prep courses, scholarships for post-secondary education, or skill building programs. The coach stays connected to the family throughout the process to encourage the family to continue on the plan and get the help they need. Along the way, the agency uses measurable outcomes to track the family’s progress.

Through the program, April set financial goals, and she was able to improve her budget management. April has also realized her goal of homeownership, and she will continue to reach new milestones with the help of Garrett County Community Action.

Community Action’s work with children is based on a simple reality: children live in families and a child’s future outcomes are directly linked to the parent’s economic stability. The Two-Generation approach has been adopted by several Community Action Agencies to build a better future for children across the country.
Community Building

Community Action Agencies are a powerful force that build economic opportunities throughout their communities making them stronger and better places to live. From affordable housing opportunities and community conversations about racial equity in Alabama, to community centers offering safe after-school activities in Michigan, and pulling community leaders together to improve the odds for children in California, Community Action Agencies bring neighbors together to overcome the barriers facing their communities. Central to the Promise of Community Action is “helping people help themselves and each other.” That’s why Community Action Agencies work with local organizations to launch small business loan programs for entrepreneurs, build commercial properties, and create other economic development opportunities that help the community prosper. Agencies also engage local residents as volunteers who donate their time to support community growth. Across the country, business owners, volunteers, aspiring entrepreneurs, and local leaders work alongside agencies to amplify the impact of Community Action.

The National Need

- More than 50 million Americans live in economically distressed areas
- More than 400 U.S. counties have been persistently poor since 1990, meaning at least 20% of residents continue to live in poverty

In the average distressed zip code:

- 25% of adults have no high school diploma and
- 55% of adults are not working

Our Reach

CAAs collaborated with more than
200,000 community organizations to amplify their impact

44 million volunteer hours were donated to CAAs

Through various community initiatives, Community Action works to develop healthy communities that offer economic opportunity and actively engage people with low incomes

Our Annual Impact

Agencies created or expanded
3.1 million community resources including public facilities, local businesses, and other entities

1.2 million people engaged in activities to support themselves and the community

Total volunteer hours donated were valued at just over
$1 billion

More than $650,000 worth of community assets or services were created or improved to enhance the quality of life in low-income neighborhoods

Strengthening the reach of Community Action with volunteers

Community Action, Inc. in Topeka, Kansas offers life-changing services in nearly one-fourth of the state’s counties—and they don’t do it alone. In 2018, the agency mobilized more than 200 volunteers who donated nearly 7,000 hours of their time to support their neighbors in North Central Kansas.

Community Action, Inc.’s volunteers provide a helping hand to kids, low-income families, rural-area residents, and more in some of Kansas’s most distressed communities.

Volunteers make a difference year-round. They wrapped and delivered donated diapers to 200 low-income families, and they packed and distributed fresh food to 300 rural households. Some volunteers spent a day in summer filling backpacks with school supplies for 800 families. Others used their expertise to prepare tax returns for more than 600 of their neighbors, helping to build assets in local communities.

In fact, Community Action, Inc. is governed by volunteers. As with all Community Action Agencies, the Community Action, Inc. board of directors is made up of local elected officials, private and public sector representatives, and low-income residents who donate their time to ensure the agency is effectively meeting local needs. The 33 volunteers on Community Action Inc.’s tripartite governing board each donate 50 hours per year to shape the organization’s strategy. Their commitment helps local residents move toward economic stability and creates building blocks of prosperity in the community.

Across the nation, 1.2 million volunteers donate their time every year, expanding the reach of Community Action. That’s how Community Action works – side-by-side with neighbors collaborating to make their hometowns better places to live.
Preserving the past and investing in the future of Clare, Michigan

For more than 50 years, the Clare Union Railroad Depot in Clare, Michigan served as a trusted transportation hub in the community. But after shutting down in the 1950s, the depot began to deteriorate and it took decades of history and community service with it. In response, Mid Michigan Community Action Agency partnered with the City of Clare on the Clare Depot Restoration Project to create jobs, strengthen the local economy, and breathe new life into a historic community asset.

A donation from a generous local resident made it possible for the City of Clare to buy the old depot building. What happened next was an outpouring of support that made the restoration project a true community partnership.

In 2018, Mid Michigan Community Action Agency donated land in downtown Clare that would become the depot’s new home, and the Community Action Agency’s board helped the city purchase additional land to provide the needed space for the depot. When additional funding was needed to move the project forward, the community banded together. Donations from residents and businesses, and revenue from selling depot-related items and work by local artists brought in resources. Support for the project even made it outside the confines of Clare. As part of a statewide community building effort, the Michigan Economic Development Corporation and Michigan State Housing Development Authority pledged to double funds raised in a crowdfunding campaign for the depot if they reached $25,000. The community met—and exceeded—that goal in a month’s time. All of these efforts raised more than $450,000 in support for the restoration project.

Breaking ground for the depot created new jobs for local residents and sparked new partnerships for Mid Michigan Community Action Agency. The agency collaborated with more than 40 groups on the project. Reconnecting with old partners, and getting acquainted with new ones, helped Mid Michigan Community Action Agency build a network of community members, businesses, and nonprofits that can help the agency continue to fulfill its mission of fighting poverty and creating a path to economic security for Michigan families.

The depot opened in 2018 as home to the Clare Area Chamber of Commerce, the Clare County Arts Council, and the Clare Visitor’s Bureau. It will also feature exhibits on Clare’s railroad history and serve as the trail head for the Pere Marquette Rail Trail. Once completed, the trail will run through Clare, providing opportunity for tourism, new businesses, new jobs, and, ultimately, economic growth in the city.

Through its Clare Depot Restoration Project, Mid Michigan Community Action Agency demonstrated how Community Action goes beyond serving individuals and offers a vision for improving community life as a whole. In Clare, and in hundreds of cities across the country, Community Action Agencies use their expertise, partnerships, and passion for people to advance economic development projects that help their communities thrive.
Health and Well-Being

Health and well-being are essential for economic success. When addiction treatment removes a barrier to getting a good job, a person has a greater chance to get ahead. When children have access to high-quality early care and education and nutritious food, they are better able to learn, laying a solid foundation for future economic success. The Affordable Care Act has significantly reduced the uninsured rate, but millions of Americans still lack coverage and access to health and well-being services. Many uninsured people are just one serious illness or accident away from financial insecurity, and people of color are far more likely to be at risk due to a lack of health insurance. From substance abuse treatment in Alaska to community gardening in Iowa, Community Action Agencies help families all over the country improve their health and well-being. Because healthy families build stronger communities, Community Action’s health and well-being initiatives promote economic opportunity nationwide.

The National Need

Overall, 10% of people in the U.S. remain uninsured. This increases to 14.8% for people of color.

More than 41 million Americans cannot consistently afford adequate food for their household.

2.1 million people have an opioid use disorder.

Our Reach

More than 300 CAAAs provide health services

More than 500 CAAAs provide food assistance

CAAs distributed more than 24 million food boxes

More than 500 CAAAs offer programs that help families with their energy bills

Our Annual Impact

629,000 individuals obtained healthcare services for themselves or a family member

More than 8 million people received food

487,000 children obtained age-appropriate immunizations, medical and dental care

The health-related benefits for each weatherized unit is valued at more than $14,000 per home

Interventions that improve community health

Prior to 2017, residents of Summit County, Ohio struggling with addiction had to wait more than 40 days for an appointment to even discuss treatment. For this reason, Community Action Akron Summit—headquartered in Akron, Ohio—partnered with the County of Summit Alcohol, Drug Addiction and Mental Health Services Board to make a change.

In Summit County, as in communities all over America, addiction is both a cause and a consequence of broader health and well-being problems. Opiate overdose deaths in Summit County more than doubled between 2011 and 2015. In situations without that unfortunate outcome, opiate overdoses contributed to spikes in emergency room visits, children placed in foster care, and kids at risk of abuse and neglect.

To tackle these community challenges, Community Action Akron Summit collaborated with the County Board to create the Addiction Help Line. The new call center puts residents battling addiction on a fast track to the help they need. When a local resident calls the help line, a Community Action Akron Summit case manager is on the other end to assess the situation, connect the person with a treatment provider, and schedule an appointment. The case manager then follows up to make sure the caller received the help they needed in the appointment. Since the Addiction Help Line’s launch in January 2017, the wait time for people in need of help dropped from more than 40 days to less than 10 days.

Those opioid addiction services are a part of Community Action Akron Summit’s Pathways Community HUB, a model used to help community members improve their health and well-being. In 2016, the agency launched the Pathways Community HUB to address Akron’s high infant mortality rate that disproportionally affected black mothers. The approach had such a positive impact on the mothers and families in the community that Community Action Akron Summit concluded that the Pathways HUB model was a perfect fit for addressing substance abuse challenges in the area. Through the model, the agency gathers support from service providers throughout the city to identify vulnerable community members, offers support based on their risk factors like homelessness or financial strain, and measures the person’s progress as he or she improves.

As individuals enter the Pathway program to help them live a healthier life, Community Action Akron Summit takes note, tracking the interventions, treatment options, and resources that made a positive impact. The same is true for the 300 plus Community Action Agencies that offer health services. By serving individuals and families, they create better health outcomes for the whole community.
Housing

Tagnant wages and rising rents mean that housing consumes an ever-increasing share of household budgets. Coupled with medical bills, transportation expenses, and food, housing-related costs like utilities add to the financial strain that puts many families at risk of missing mortgage or rent payments. These challenges for families become even more prevalent in communities that simply don’t have enough safe, affordable housing options to meet the need. Community Action Agencies help families rent or buy and maintain safe homes they can afford, and may also provide weatherization services that lower monthly utility bills and put millions of dollars back into family budgets. Agencies also address the housing needs of the whole community. Building affordable housing developments in rural Colorado, providing emergency repairs for seniors’ homes in New York, and managing apartment complexes for low-income residents of Texas are just a few of the ways Community Action Agencies help people find and keep their homes, strengthening the entire community.

The National Need

Nationally, only 21 of every 100 rental units are available for extremely low-income renter households.

Low-income households typically spend 16% of their annual income on energy costs.

On average, minimum wage workers would need to work 99 hours every week of the year to afford rent for a modest one-bedroom apartment.

Our Reach

More than 300 CAAs operate a housing program.

More than 500 CAAs operate a weatherization assistance program.

CAAs helped more than 2 million people obtain non-emergency energy assistance such as home heating or insulation.

In partnership with governments, faith communities, and other nonprofits, CAAs help families find and keep their homes.

Our Annual Impact

116,000 housing units were weatherized, preserved, or otherwise improved.

25,000 new housing units were built.

339,000 people obtained safe, affordable housing.

CAA weatherization and energy services are valued at $128 million in anticipated utility savings.

From housing stability to opportunity for our veterans

A stable, affordable home can be hard to come by in San Luis Obispo County, California. When average rent rises by hundreds of dollars each year, some families spend more than half of their income on housing, leaving little for other basics, like paying utility bills, finding transportation to work, or securing childcare.

The Community Action Partnership of San Luis Obispo County (CAPSLO) provides multiple homeless services, energy assistance services, home repair programs, and other services to families in need. They also help San Luis Obispo County families address obstacles to stable housing. One such program is Supportive Services for Veteran Families (SSVF).

Through SSVF, CAPSLO helps veterans overcome barriers to housing stability. The CAPSLO team, like Community Action Agencies across the country, assesses each family’s unique situation, builds a plan of action, and taps a wide variety of community resources to get families out of crisis and on a path to stability.

One of those families is the Soberns. Thyshawn Sober is a United States Air Force veteran. He, his wife Cheyenne, and their two-year-old son lived in a trailer with spotty electricity and water when they met with an SSVF housing specialist at CAPSLO. Through the help of the specialist, the next day they moved to a safe and affordable two-bedroom rental unit that even had room for Ty Jr. to play.

That was just the beginning of their work with CAPSLO. Both Thyshawn and his wife still needed access to mental health services and Ty Jr. had developmental delays that needed to be addressed. The family’s home also needed air conditioner repairs to maintain Ty Jr.’s health. All of these factors were not only a source of stress but a threat to the safety of their home.

A case manager at CAPSLO connected the family to the agency’s Home Energy Assistance Program, a referral for mental health services, and a link to CAPSLO’s Early Head Start Program for Ty Jr. When they need help, families all across the country can count on Community Action Agencies like CAPSLO to connect them to resources not only at the agency itself but throughout the community. The CAPSLO team will continue to work with the Soberns to ensure long-term success.

Community Action Agencies know that each family faces unique barriers and needs its own pathway to stability and prosperity. While one family might need job training to increase their wages and help them keep their home, another may need education on rental agreements, another may need financial coaching, and another all of the above. Community Action Agencies across the country consider the unique needs and barriers of each household, just as CAPSLO tailors their approach for those who have served our country.
Getting a job is one thing, and getting and keeping a full-time job that can support a family is another. Many families have been left behind as America has recovered from the Great Recession. Since 2007, wages have grown fastest for families already in the top 10 percent of income. And the number of Americans who want full-time jobs but cannot find them has increased nearly 45 percent since then. The barriers are even higher for Latino and Black families, single mothers, returning citizens, and other disproportionately affected groups that don’t often have access to stable work and living wages. When educational gaps, transportation reliability, child care shortages, and other obstacles converge, many families can’t overcome them on their own. Community Action Agencies work to understand the barriers families face in the communities they serve, and they develop support systems – from job creation to skills training to child care – to meet local needs and help families all over the country climb the economic ladder.

The National Need

6.1 million Americans are unemployed
After adjusting for inflation, today’s average hourly wage has the same purchasing power as in 1978

<table>
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<th>1978</th>
<th>2018</th>
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<td>30%</td>
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Families in poverty spend 30% of income on childcare

Nearly 50% of Americans across 22 states live in an area with a shortage of child care options

Our Reach

More than 700 CAAs provide employment support services

5.8 million people received employment support from CAAs

To help people with low incomes access and maintain employment, CAAs helped more than 423,000 people secure reliable transportation.

Our Annual Impact

225,000 people obtained job skills

167,000 people obtained a job

24,000 jobs were created or saved

461,000 children were enrolled in before and after school programs or pre-school care

It takes more than jobs

When Mosi reached out to the Enrichment Services Program (ESP), a Community Action Agency in Columbus, Georgia, she didn’t have a job. And because she didn’t have access to childcare to support her job search, she and her children were at risk of becoming homeless while she was out of work. Today, Mosi works for Georgia’s Division of Family and Children Services, helping to ensure the stability of Georgia families and protect Georgia’s children.

ESP serves nine Georgia and Alabama counties facing a range of barriers to economic opportunity. Lack of education makes it difficult for people to find work that fits their skills, and the jobs they can get don’t pay a living wage. The area is also largely rural, adding access to reliable transportation and affordable childcare to the list of obstacles.

ESP was able to help address the childcare challenge – families could come to the agency for quality early childhood education through Head Start. But the agency realized that a more comprehensive approach would make a real difference for parents who needed a stable job and help meeting basic needs. ESP developed an integrated services approach believing it would make a stronger impact for families throughout the area. Now, every family that walks through ESP’s door is introduced to a bundle of services. Instead of looking at just one symptom of poverty, ESP considers all of them. The agency’s services include employment training, energy assistance, food assistance, Early Head Start and Head Start, financial capability services, and more approaches that serve the whole family.

Like many Community Action Agencies across the country, ESP measures a family’s progression to stability using a crisis-to-thriving scale, which looks at factors like permanent employment, completed education, or saved money. The agency works with families like Mosi’s to provide services and resources that help them take incremental steps toward economic security.

Mosi reached her goals of gaining employment and care for her children with the help of ESP. Access to Head Start for her children gave Mosi the stability she needed to find a job. The agency also connected her with a partner organization in Columbus so Mosi could secure housing for her family. When a family faces obstacles at every turn, a job often isn’t enough to turn it around. But Community Action Agencies are there to answer the call, offering the individualized, comprehensive supports families need to find stability and, over time, to thrive.
The Vision of Community Action Partnership
A nation that creates opportunities for all people to thrive, builds strong, resilient communities, and ensures a more equitable society.

The Mission of Community Action Partnership
To ensure the causes and conditions of poverty are effectively addressed and to strengthen, promote, represent, and serve the Community Action Network.

The Values of Community Action Partnership
We believe all people should be treated with dignity and respect and recognize that structural race, gender, and other inequities remain barriers that must be addressed.
We believe that this nation has the capacity and moral obligation to ensure that no one is forced to endure the hardships of poverty.
We believe that with hope, adequate resources, and opportunities, everyone can reach their fullest potential, and we are committed to achieving that vision.
We pledge ourselves to creating an environment that pursues innovation and excellence through multi-sector partnership and collaboration.
The TOOLKIT

- Launch activities
- Social media posts & memes
- Design elements
- Sample pitch note
- Sample Op-Ed
- Sample Emails to partners
- Ideas to incorporate the report materials
Launch ACTIVITIES

- Jan. 16th: Network-wide Release
- Jan. 17th: Toolkit review for SAs
- Jan. 22nd: Release Webinar
- Jan. 24th:
  - National Release
  - Facebook Live 12pm ET/9am PT
  - Podcast Release, Episode 1
  - Social Media
    #CommunityActionImpact
- 2019: Continued promotion
How to INCORPORATE MATERIALS

- Annual Reports
- Newsletters
- Social Media Outreach
- Source for reports, press releases & much more!
Design INFO

Design Elements

Colors (hex codes):
- Red: #C70752
- Blue: #365575
- Yellow: #EED163
- Gray (cover): #4C4D4F

Fonts:
- Avenir Next: Body, Spotlight Headlines, Drop Caps
- Archer: Data and Section Headlines

Infographics and Memes

More infographics and memes are available on our website.
www.communityactionpartnership.com/impactreport
Social MEDIA

- Hashtags:
  - #CommunityActionImpact
  - #BeCommunityAction
  - #WeR1000Strong

- Sample posts
  - Pre-Launch and General Launch samples
  - Did you know...
  - What people are saying
“Wayne Metro [Community Action] provided the help, the boost, that I needed in order to stay in my home...

It’s because of them I am able, today, to help someone else.”

~Mr. Kennedy
Ohio

EXAMPLE

Our Annual Impact

629,000 individuals obtained healthcare services for themselves or a family member.

More than 8 million people received food.

487,000 children obtained age-appropriate immunizations, medical and dental care.

The health-related benefits for each weatherized unit is valued at more than $14,000 per home.

#CommunityActionImpact

National Need

More than 50 million Americans live in economically distressed areas.

Ohio’s Reach

713,000 low-income Ohioans served.

Community Action Impact

15 million served annually.

#CommunityActionImpact
Arizona
EXAMPLE

1 in 6 children go hungry at some point during the year

Arizona’s Need

1 in 4 children go hungry at some point during the year

1 in 6 children in America go hungry at some point during the year that number increases to 1 in 4 in Arizona
Make Your Own!

EXAMPLE

#CommunityActionImpact

The National Need
44% of Americans cannot cover a $400 unexpected expense

Our Reach
More than 900 CAAs help people build assets and financial skills

#COMMUNITYACTIONIMPACT

2019 Community Action National Impact Report

44 million volunteer hours were donated to CAAs
Total volunteer hours donated were valued at just over

$400 unexpected expense financial skills

36% On average, of American households are unable to pay for basic needs for

More than 400,000 people were enrolled in CAA budgeting and savings programs

More than 400 CAAs provide tax assistance
Sample Op-Ed

What’s wrong with one-size-fits-all problem solving? When it comes to building opportunity for people and communities struggling with poverty, everything. A new report by the National Community Action Partnership shows that there is a better way: engaging local residents and community leaders in understanding the specific barriers to progress, then working together to build economic opportunity.

ORGANIZATION is one of more than 1,000 Community Action Agencies nationwide, serving 99
Emails to Partners

Below we’ve outlined an introductory and follow-up email that you can send to partners in your community to inform them about the Community Action Partnership National Impact Report. These are examples of how you might introduce partner organizations to the report and request that they take specific actions to share the report with their own networks. We encourage you to revise these sample emails as needed to suit your organization’s priorities.

Initial Email

Hi [NAME],

Hope you’re doing well! I’m pleased to share with you a new report by the National Community Ac-
The CAAs That Provided Stories

Many more CAAs could have provided stories and we look forward to including success stories from across the US in the months going forward!

• Akron Summit Community Action, Inc., OH
• Community Action, Inc. in Topeka, KS.
• Community Action Partnership of San Luis Obispo County, Inc., CA
• Enrichment Services Program, Inc., GA
• Garrett County Community Action Committee, MD
• Mid Michigan Community Action Agency, MI
• Wayne Metro Community Action Agency, MI
The Partnership Board of Directors

Thank you to the Board for your support

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- Karen Swenson, Greater East Texas Community Action Program
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QUESTIONS?

Contact Denise Harlow
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