Community Action 101: Laying the Foundation

National Community Action Partnership
1020 19th Street NW, Suite 700
Washington, DC 20036
dharlow@communityactionpartnership.com
www.communityactionpartnership.com
@PartnershipCEO

The Promise Of Community Action

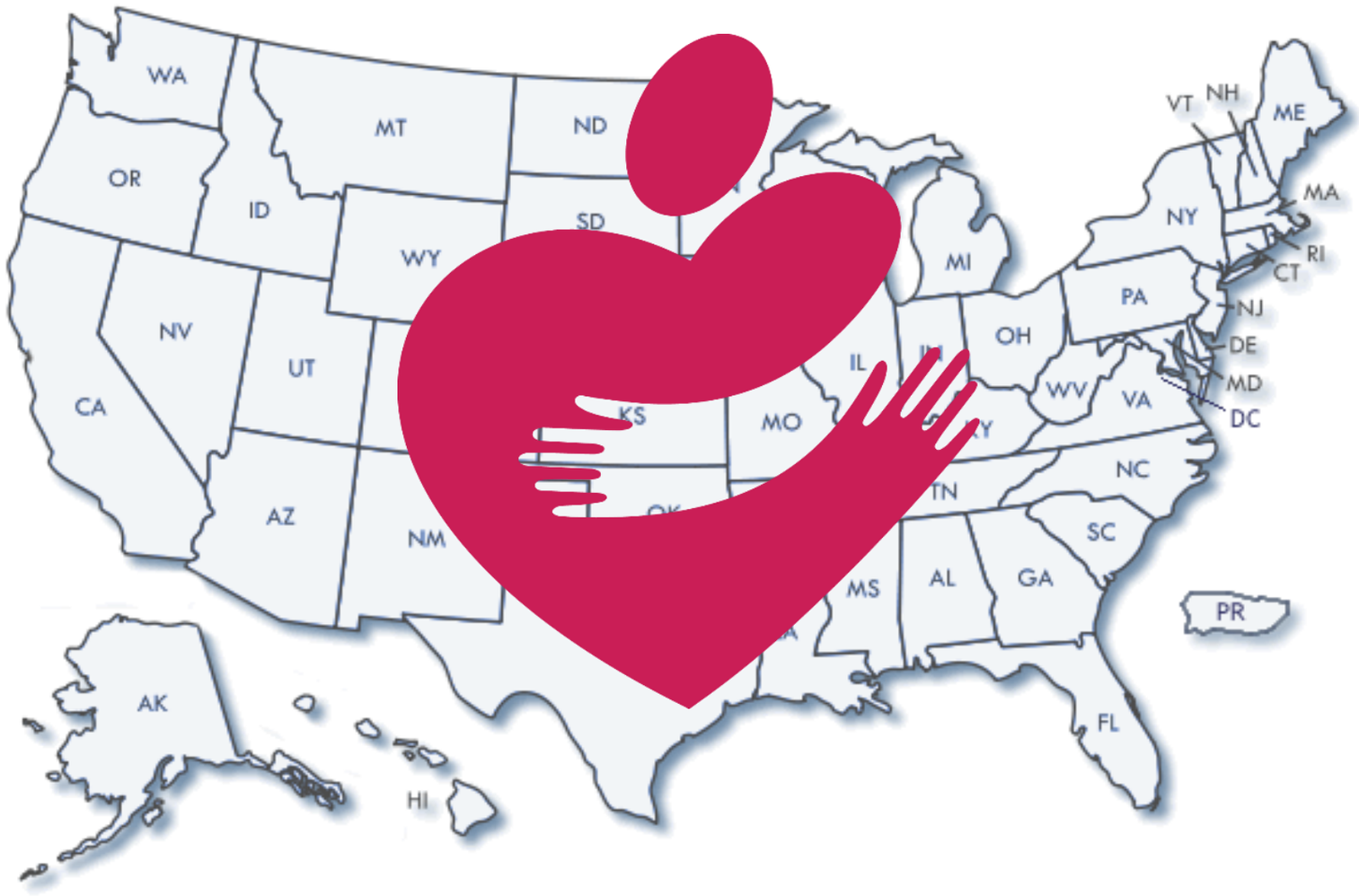
Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

Helping People. Changing Lives.
Community Action
PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

Community Action Network

Red, *Blue*, *Purple* States

Board and Staff on All Sides of the Aisle

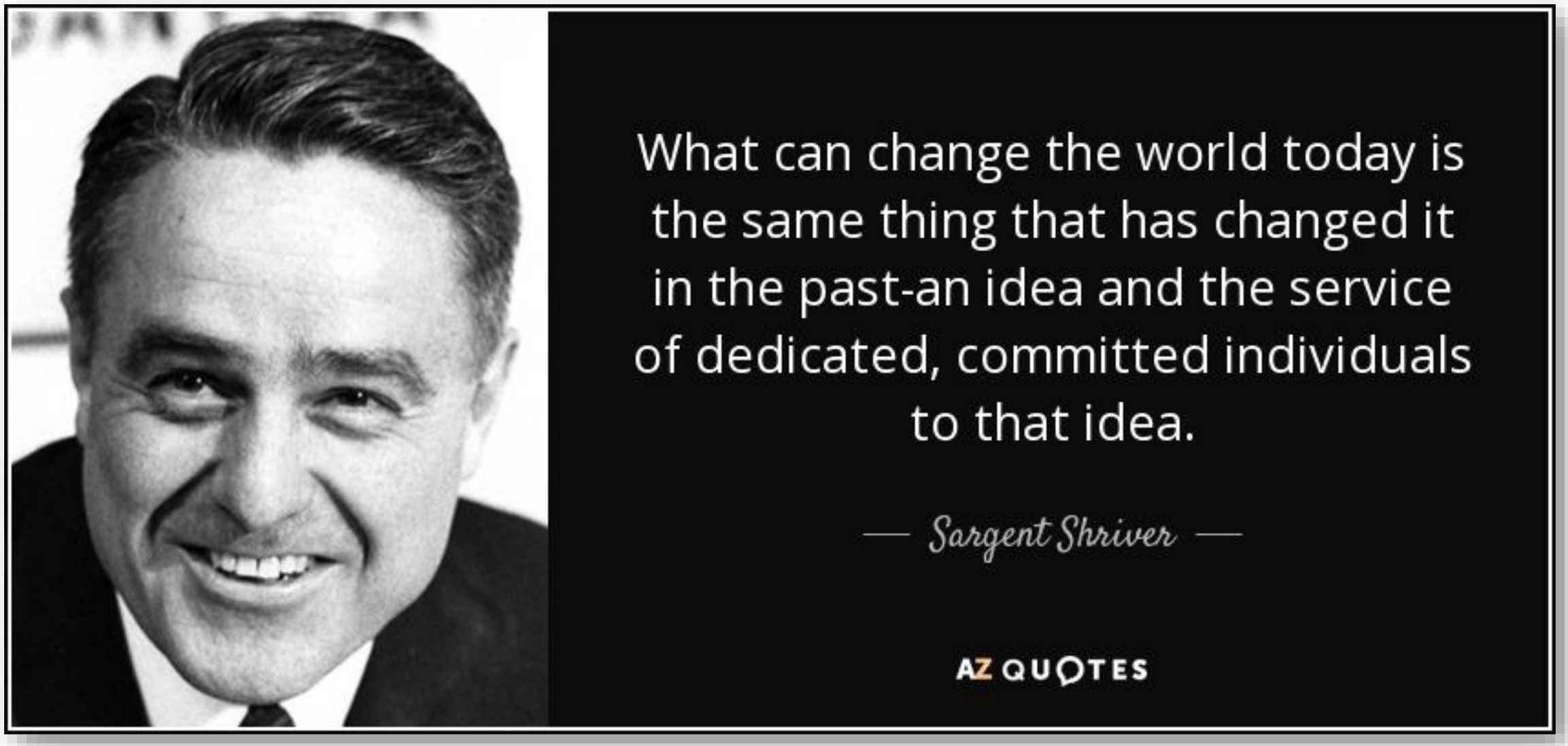


1000+ Agencies | 44 State Associations | 50+ State CSBG Offices| National Partners

More than 15 million served

We work together to promote workable solutions that connect more families to opportunity

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One Word

Give us one word to describe what you think about when you hear

Community Action…

Put it into the chat window

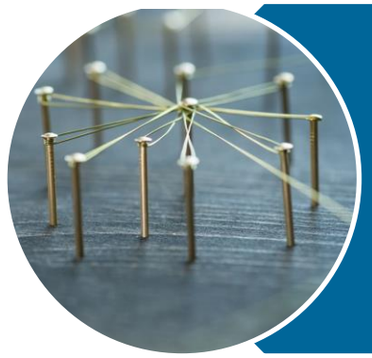
Community Action Agencies



Connect individuals and families to approaches that help them succeed



Promote community and system-wide solutions to seemingly stubborn challenges

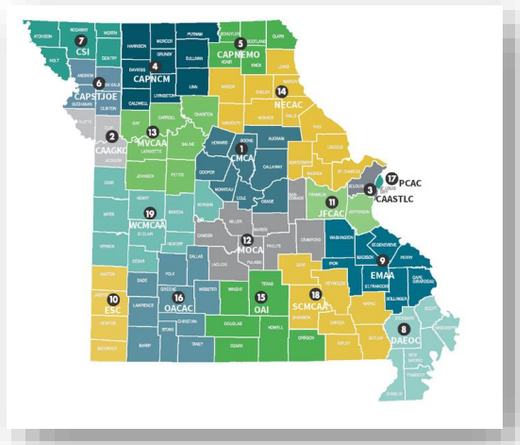


Share expertise with national, state, and local leaders looking for evidence on what works

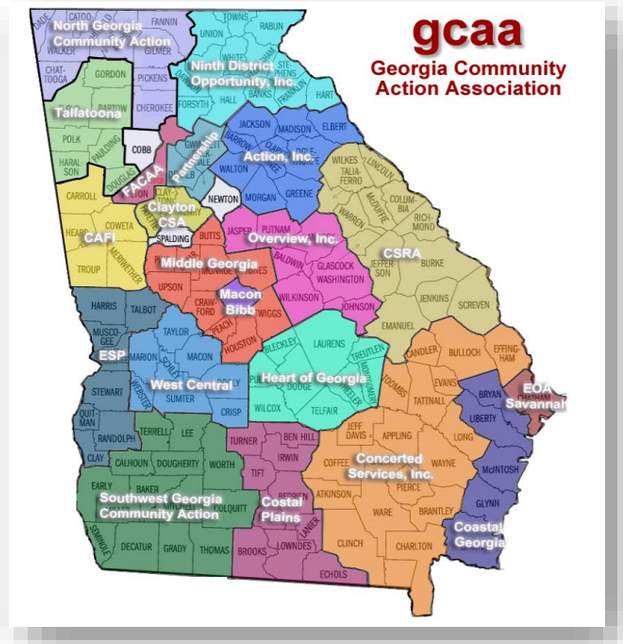
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1,000+ Community Action Agencies Nationally

- Local Community Assessment Every Three Years
- ***Localized Response to Needs***
- Range of Services Provided
- Whole-Family Approach/Two-Generation Approach
- Emergency Assistance (Food, energy, shelter)
- Heath Care-FQHC, Dental Clinics, Women's Health, Mobile Health
- Community and Economic Development
- Housing/Shelter
- Early Childhood/Head Start
- Job Training/Community College Connections
- Senior Services
- Weatherization
- Case Management/Family Coaching
- Financial Capability/Asset Development/VITA







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“The opposite of poverty isn’t wealth. The opposite of poverty is justice”

Bryan Stevenson



Is Community Action Different?

- Salvation Army
- NeighborWorks
- Red Cross
- Catholic Charities
- Lutheran Social Services
- Other multi-service nonprofits



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Are we different?

- **Yes**, while addressing similar community challenges as other nonprofits and governmental agencies, Community Action is different. It has a ***unique history***, a ***federal mandate*** to address poverty, and is a ***national network*** that serves 99% of America's counties engaging local communities to address local challenges.
- **We are the national infrastructure across the US to fight poverty where and how we find it.** We are called to fight poverty, not provide a specific program or service.

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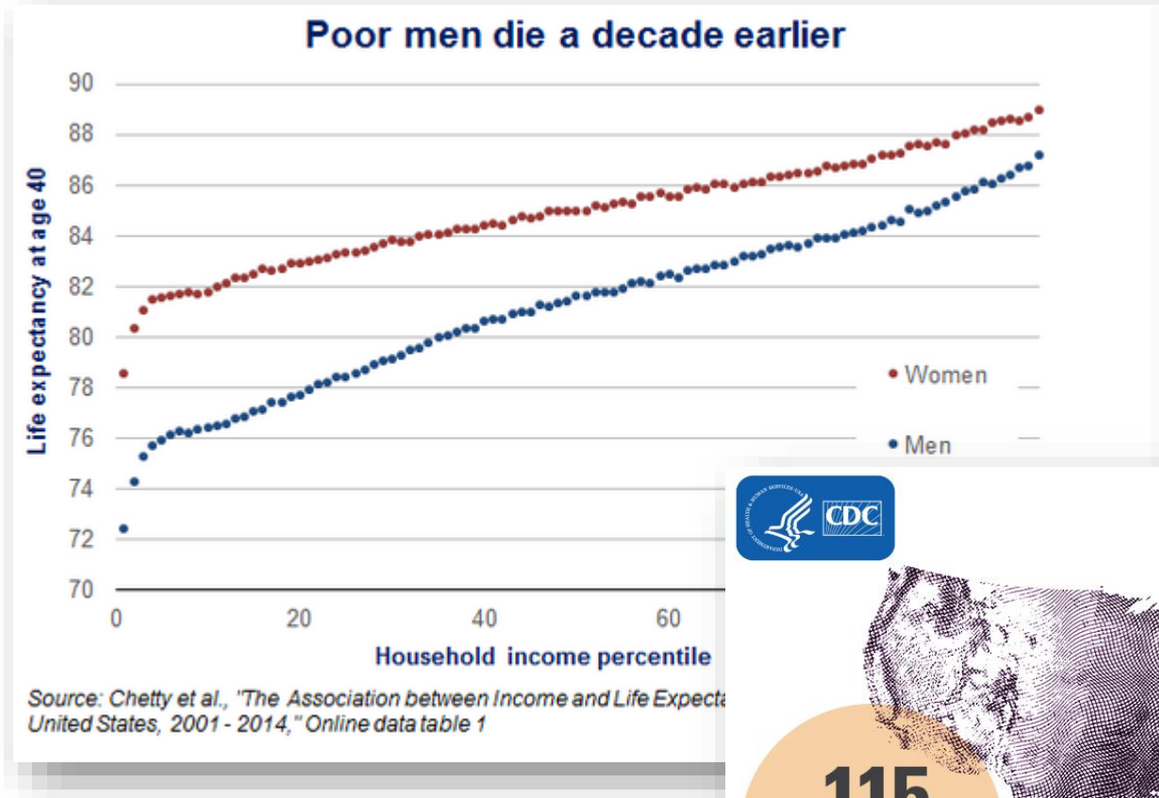
Community Action is Different

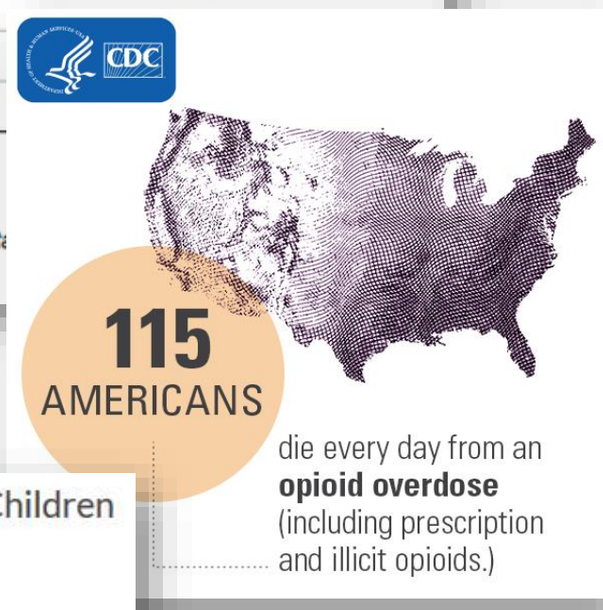
- Flexible
- Accountable
- Tripartite Board Structure
  - 1/3 Democratically selected from the low-income community - ***Maximum Feasible Participation***
  - 1/3 Elected Officials
  - 1/3 Private Sector
- Local Needs Assessment

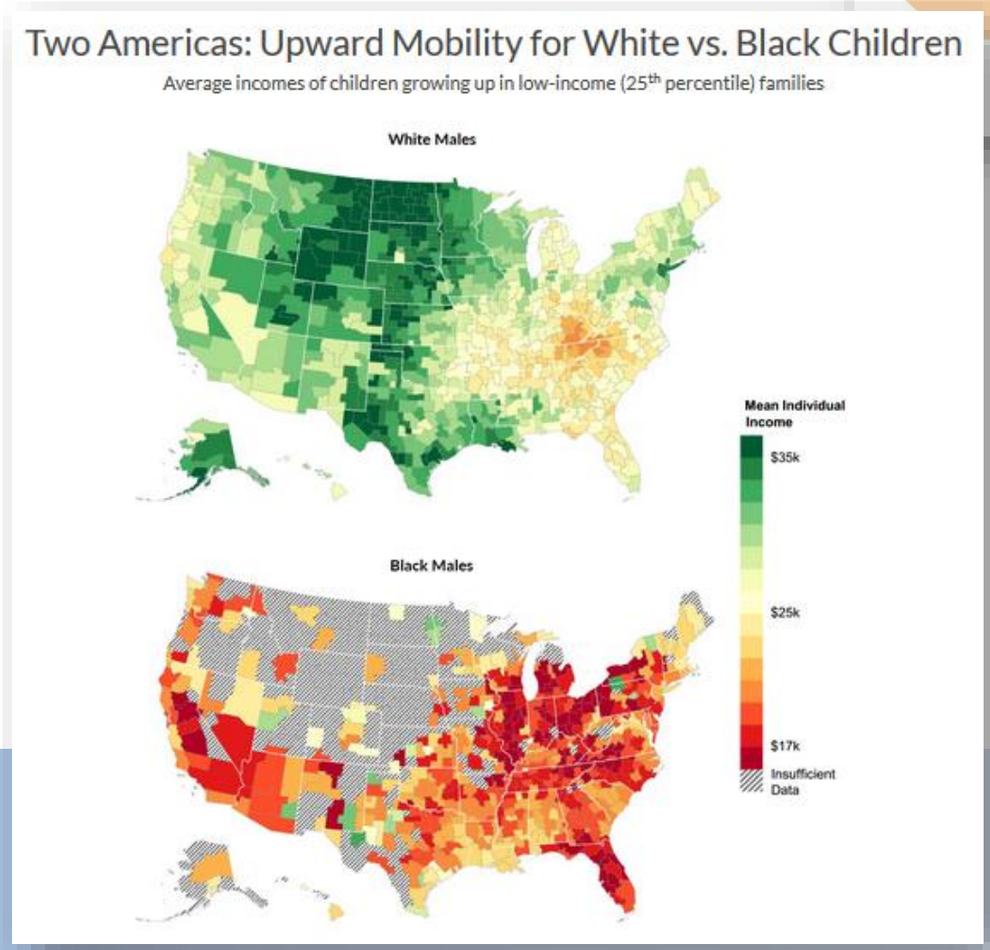
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Poverty Today

- Income Disparities
- Wealth Disparities
- Racial Inequality
- Education Disparities
- Health Disparities
- Affordable Housing
- Aging of America
- COVID Pandemic







Source: Equality of Opportunity Project

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Points in Time Across the Decades

- 1960’s
- 1970’s
- 1980’s
- 1990’s
- 2000’s
- 2010’s
- 2020 and Beyond



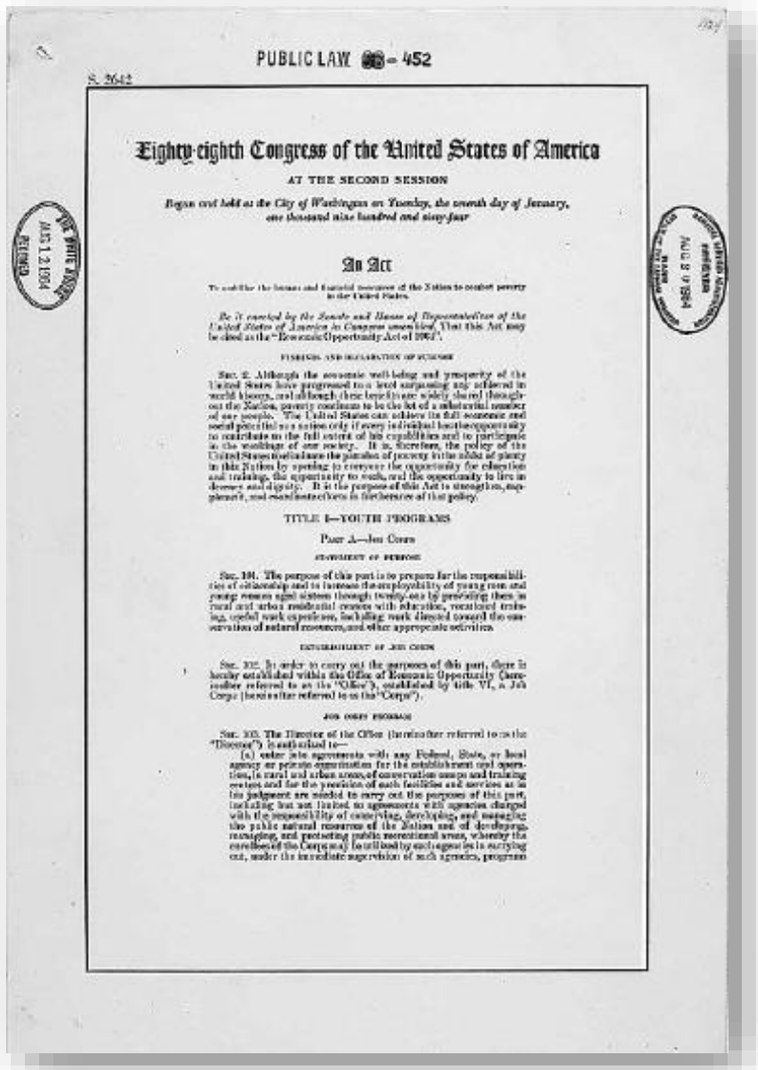
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January 1964-State of the Union President Johnson

"Let us carry forward the plans and programs of John F. Kennedy, not because of our sorrow or sympathy, but because they are right....This administration today, here and now, declares an ***unconditional War on Poverty in America***....Our joint federal-local effort must pursue poverty, pursue it wherever it exists."

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August 1964-Signing of the Economic Opportunity Act



PUBLIC LAW 88 - 452

S. 2642

Eighty-eighth Congress of the United States of America

AT THE SECOND SESSION

Begun and held at the City of Washington on Tuesday, the seventh day of January, one thousand nine hundred and sixty-four

An Act

To mobilize the human and financial resources of the Nation to combat poverty in the United States.

Be It enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That this Act may be cited as the "Economic Opportunity Act of 1964".

FINDING AND DECLARATION OF PURPOSE

SEC. 2. Although the economic well-being and prosperity of the United States have progressed to a level surpassing any achieved in world history, and although these benefits are widely shared throughout the Nation, poverty continues to be the lot of a substantial number of our people. The United States can achieve its full economic and social potential as a nation only if every individual has the opportunity to contribute to the full extent of his capabilities and to participate in the workings of our society. It is, therefore, the policy of the United States to eliminate the paradox of poverty in the midst of plenty in this Nation by opening to everyone the opportunity for education and training, the opportunity to work, and the opportunity to live in decency and dignity. It is the purpose of this Act to strengthen, supplement, and coordinate efforts in furtherance of that policy.

TITLE I—YOUTH PROGRAMS

PART A—JOB CORPS

STATEMENT OF PURPOSE

SEC. 101. The purpose of this part is to prepare for the responsibilities of citizenship and to increase the employability of young men and young women aged sixteen through twenty-one by providing them in rural and urban residential centers with education, vocational training, useful work experience, including work directed toward the conservation of natural resources, and other appropriate activities.

ESTABLISHMENT OF JOB CORPS

SEC. 102. In order to carry out the purposes of this part, there is hereby established within the Office of Economic Opportunity (hereinafter referred to as the "Office"), established by title VI, a Job Corps (hereinafter referred to as the "Corps").

JOB CORPS PROGRAM

SEC. 103. The Director of the Office (hereinafter referred to as the "Director") is authorized to—

(a) enter into agreements with any Federal, State, or local agency or private organization for the establishment and operation, in rural and urban areas, of conservation camps and training centers and for the provision of such facilities and services as in his judgment are needed to carry out the purposes of this part, including but not limited to agreements with agencies charged with the responsibility of conserving, developing, and managing the public natural resources of the Nation and of developing, managing, and protecting public recreational areas, whereby the enrollees of the Corps may be utilized by such agencies in carrying out, under the immediate supervision of such agencies, programs



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Foundation of Community Action

Economic Opportunity Act of 1964

"Although the economic well-being and prosperity of the United States have progressed to a level surpassing any achieved in world history, and although these benefits are widely shared throughout the Nation, poverty continues to be the lot of a substantial number of our people. The United States can achieve its full economic and social potential as a nation ***only if every individual has the opportunity to contribute to the full extent of his capabilities and to participate in the workings of our society.*** It is, therefore, the policy of the United States to eliminate the *paradox of poverty in the midst of plenty* in this Nation by opening to everyone the opportunity for education and training, the opportunity to work, and the Opportunity to live in decency and dignity.

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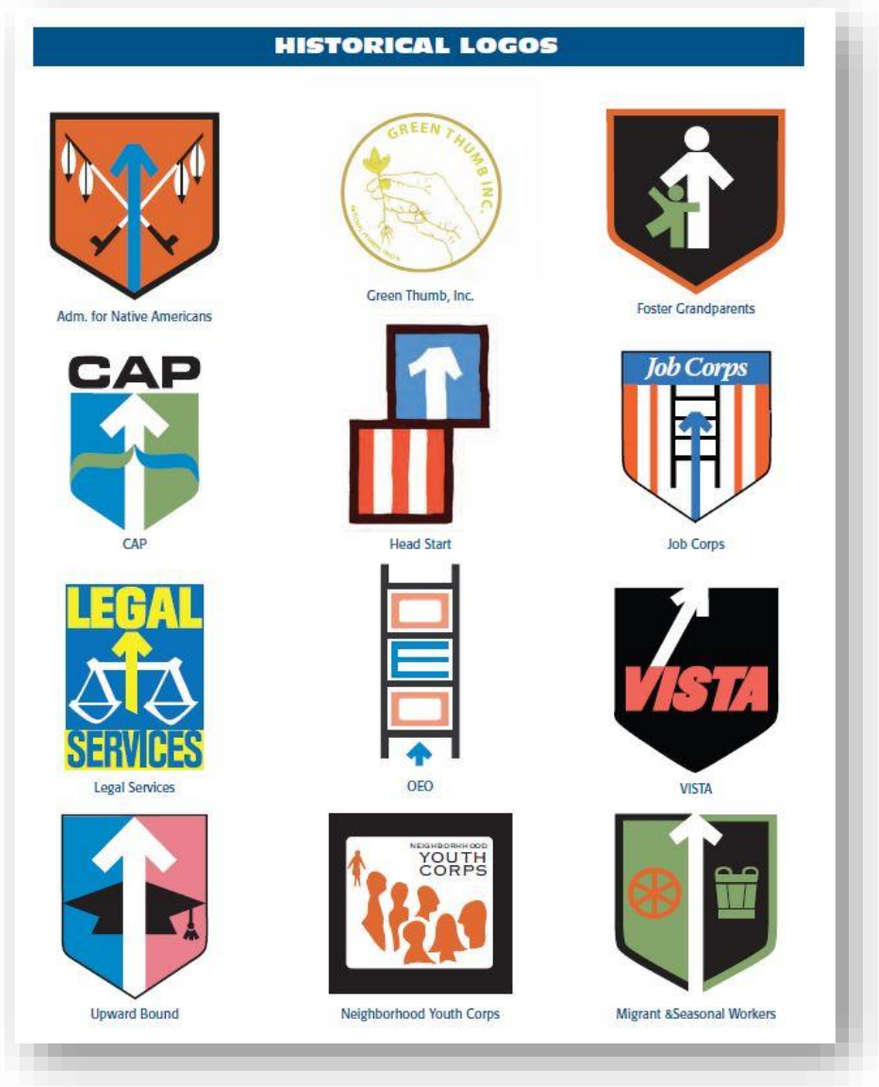
Our Catalytic Mission

Title II, Section 201 (a), of the Economic Opportunity Act
The basic purpose of Community Action is:
"*to stimulate a better focusing of all available local, state, private, and Federal resources* upon the goal of enabling low-income families, and low-income individuals of all ages, in rural and urban areas, to attain the skills, knowledge, and motivations, and secure the opportunities needed for them to become self-sufficient."

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Also Created as Part of the EOA

- VISTA
- Job Corps
- Neighborhood Youth Corps
- Head Start
- Adult Basic Education
- Family Planning
- Community Health Centers
- Congregate Meal Preparation
- Economic Development CDCs
- Foster Grandparents
- Legal Services



- RSVP
- Legal Services
- Neighborhood Centers
- Summer Youth Programs

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Two Big Amendments to Address Influence of Community Action

GREEN Amendment

- 1967: stipulated that local elected officials had authority to designate the official CAA for their areas. Most were certified but a few big cities took control and replaced the existing CAA.

QUIE Amendment

- 1967: stipulated that 1/3 of board must be composed of elected officials and 1/3 would be private sector representatives. This limited "maximum feasible participation" of the poor on the boards to 1/3 of the membership

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1969

- Nixon appoints Donald Rumsfeld as Director of the OEO. Rumsfeld surprises and is basically supportive of OEO and works to improve its efficiency. Rumsfeld hires Dick Cheney and Christy Todd Whitman as assistants. Rumsfeld publishes CAA mission guidance.



Foundation of Community Action

OEO Instruction 6320-1 (1970)

"The Act this gives the CAA a primary catalytic mission: to make the *entire community* more responsive to the needs and interests of the poor by *mobilizing resources* and bringing about greater institutional sensitivity. A CAAs *effectiveness*, therefore, is measured not only by the services which it directly provides but, more importantly, by the *improvements and changes it achieves it the community's attitudes and practices toward the poor* ***and*** *in the allocation and focusing of public and private resources for antipoverty purposes.*" (DR)

Nixon Administration

- Attempted to shut down Community Action
- Network responded and sued the Nixon Administration and won
- Charles Braithwaite



1973-1974

- In 1974, during President Gerald Ford's administration, the Economic Opportunity Act was terminated.
- However, Congressional support swelled and funding for Community Action activities was included in the **Community Service Act of 1974.** With this change, the Office of Economic Opportunity (which was a cabinet level office) was terminated and a replacement agency was created under the Department of Health, Education and Welfare: the **Community Services Administration (CSA).**

1981: The Block Grant Was Born

- Omnibus Reconciliation Act of 1981 created two block grants: Social Services Block Grant, under Title XX of the SSA; and CSBG which included activities administered by the CSA
- States administer block grant
- By 1983, all 50 states assumed administrative responsibility
  - Greater local autonomy
  - Decreased administrative complexity
- States tried to achieve a more equitable geographic distribution of funds
- Political activities and voter registration still restricted

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Community Services Block Grant (CSBG) was Born

- State offices were now installed as recipients of the Block Grant funding and therefore as intermediaries for local Community Action Agencies.
- 90% of the CSBG funds were to be used at the local level
- Eligible CAAs were the same organizations previously eligible under OEO and CSA determinations. They were “Grandfathered.”
- States had the responsibility for monitoring CAAs and could spend up to 5% of the State’s CSBG allocation for administrative purposes. The remaining 5% was designated for State discretionary anti-poverty funded activities.

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1994

The Monitoring and Assessment Task Force (MATF) was created by the Office of Community Services (OCS) to explore the results that had been identified by various CAAs across the country.

- The MATF included local CAA directors, state office staff, Association staff and others working in the field.
- The purpose of the task force was to find ways to talk about the work of CAAs.
- The MATF produced the Six National Goals

CSBG has been Reauthorized 5 Times

- 1984
- 1986
- 1990
- 1994
- 1998
- 2023??

2000-2011

2000

Network undertakes re-branding initiative

2001

Information Memo 49 clarifies ROMA and the need for it to "tell the story" of CSBG

2004

Program Assessment and Rating Tool (PART): CSBG has "no discernable outcomes"

2005

National Indicators of Community Action performance

2007

The Great Recession

2009

ARRA

2011

President Obama's State of the Union and Community Action Responds!

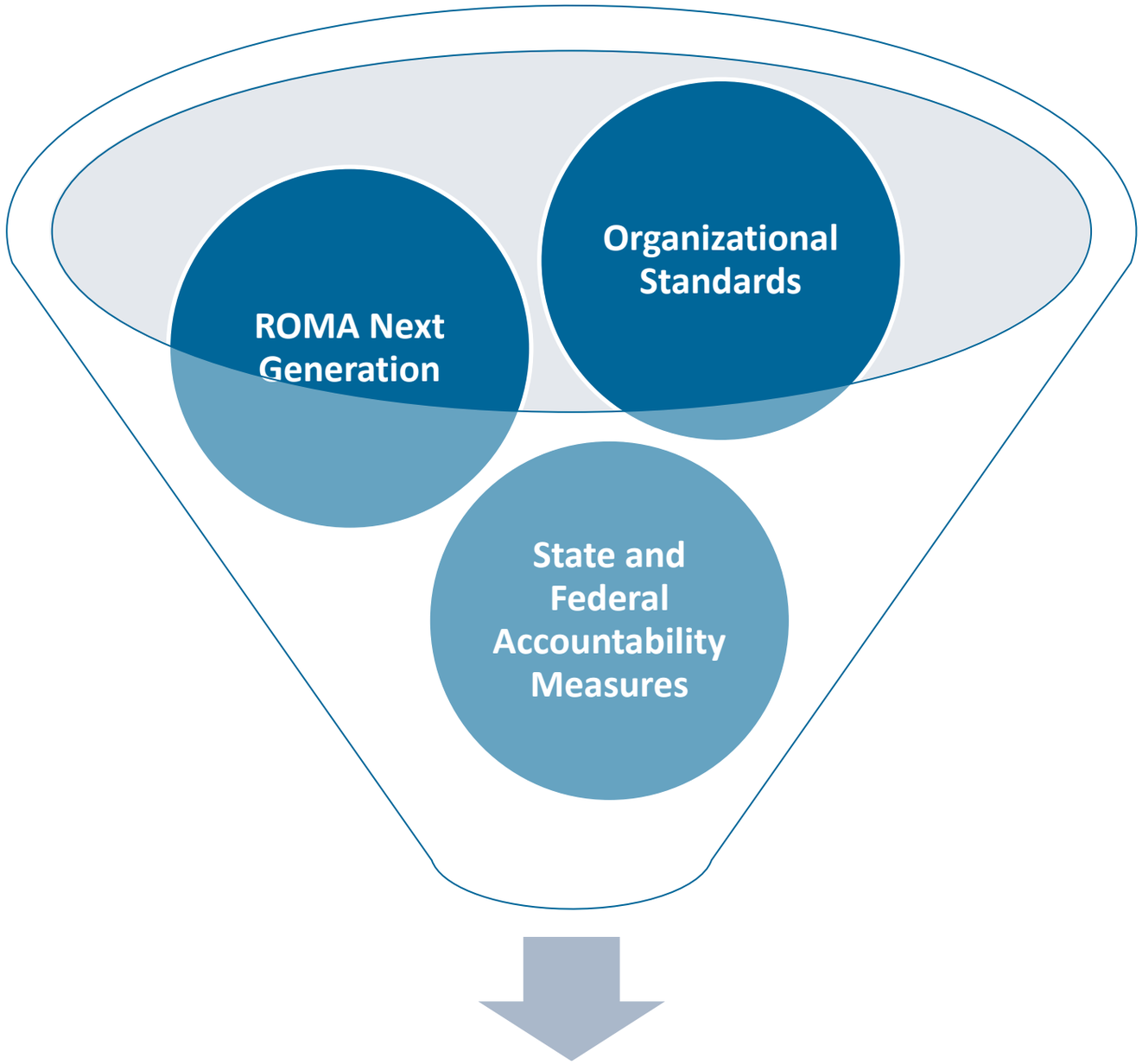
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Results Oriented Management & Accountability



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2012-2019 Modernized Community Action Performance Management and Measurement System



Updated CSBG Performance Management and Measurement Systems

ROMA (Next Generation)

- National Theory of Change and Support for local Theories of Change
- Renewal of necessity to work toward community change as well as individual and family outcomes
- Focus on improved data collection and analysis
  - CSBG Annual Report
  - Increased use of data
  - National Theory of Change
- Integration of all phases of the ROMA Cycle

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CSBG Organizational Standards

Organized into three thematic groups

Maximum Feasible Participation

- Consumer input and involvement
- Community engagement
- Community assessment

Vision and Direction

- Organizational leadership
- Board governance
- Strategic planning

Operations and Accountability

- Human resource management
- Financial operations and oversight
- Data and analysis

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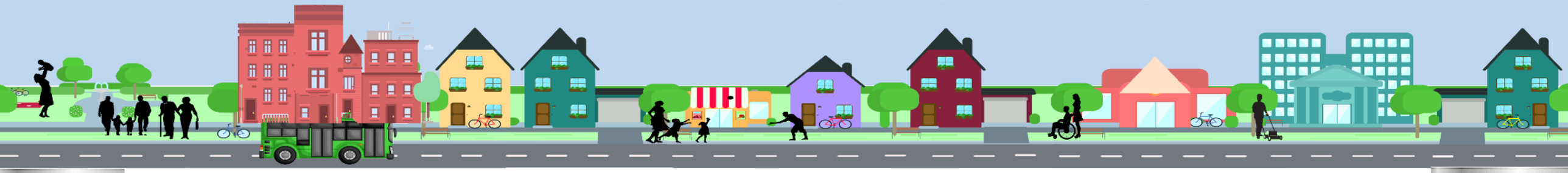
The National Community Action Network Theory of Change

Community Action Goals

Goal 1: Individuals and families with low incomes are stable and achieve economic security.

Goal 2: Communities where people with low incomes live are healthy and offer economic opportunity.

Goal 3: People with low incomes are engaged and active in building opportunities in communities.



Services and Strategies

Employment





Education & Cognitive Development

Income, Infrastructure & Asset Building





Housing

Health/Social Behavioral Development





Civic Engagement & Community Involvement

Core Principles

- Recognize the complexity of the issues of poverty
- Build local solutions specific to local needs
- Support family stability as a foundation for economic security
- Advocate for systemic change
- Pursue positive individual, family, and community level change
- Maximize involvement of people with low incomes
- Engage local community partners and citizens in solutions
- Leverage state, federal, and community resources

Performance Management

How well does the network operate? ⟷ What difference does the network make?

- Local Organizational Standards
- State and Federal Accountability Measures
- Results Oriented Management and Accountability System

- Individual and Family National Performance Indicators
- Community National Performance Indicators

A national network of over 1,000 high performing Community Action Agencies, State Associations, State offices, and Federal partners supported by the Community Services Block Grant (CSBG) to mobilize communities to fight poverty.

This publication was created by NASCSP in the performance of the U.S. Department of Health and Human Services, Administration for Children and Families, Office of Community Services, Grant Number 90ET0451.

COMMUNITY ACTION RESPONDS TO COVID-19

URBAN
SUBURBAN
RURAL AND SMALL CITY
FRONTIER
TRIBAL
TERRITORIES

I'M THANKFUL I LEARNED THAT COMMUNITY ACTION CAN HELP ME, BUT IT WAS HARD TO ASK.

WE'VE BEEN SUPPORTING ALL KINDS OF COMMUNITIES SINCE 1964.

AGENCY PIVOT

WE MEET PEOPLE WHERE THEY ARE!

READINESS
OUR SCALE, SCOPE, EXPERIENCE, AND TRUST POSITIONED US TO BE READY TO RESPOND

EQUITY

MY LOCAL CAA HELPED ME QUARANTINE AND BROUGHT ME SUPPLIES

COMMUNITY ACTION REINVENTED THE WAY WE HELP FAMILIES WHEN WORKING FROM HOME BECAME THE NEW NORMAL.

AGENCY TECH STAFF

INVESTING IN MAIN STREET

SMALL BUSINESS

FOOD

DRIVE-THRU

THE ABILITY TO CHOOSE FOOD THAT'S RIGHT FOR MY FAMILY PRESERVES MY DIGNITY.

RAPID RESPONSE
USING RESOURCES, RELATIONSHIPS, AND FLEXIBILITY, WE PIVOTED QUICKLY TO MEET DEMANDS

I TAKE PEOPLE TO AND FROM DOCTOR VISITS AND VACCINE CLINICS.

HEAD START VIRTUAL VISITS & WIFI ACCESS KEEP MY CHILDREN LEARNING.

HEAD START

CAA HELPED ME KEEP MY HOME

DELIVERY!

HEALTH CENTER

DRIVE-THRU COVID TESTING

MOBILE HOT SPOT

CONNECTIVITY FOR ALL

EQUITABLE ACCESS TO BROADBAND

I'M WORKING WITH THE VACCINE TEAM TO ENSURE EQUITABLE DISTRIBUTION.

I GOT ELECTRICITY & WATER ASSISTANCE.

HEALTH

Community Action Gets Vaccinated

RECOVERY
WITH OUR PARTNERS WE ARE BUILDING AN EQUITABLE, PEOPLE-CENTERED, AND SUSTAINABLE RECOVERY

I LOST MY JOB, BUT MY CAA TRAINED ME FOR A NEW GREEN JOB.

FAMILY SUPPORTING EMPLOYMENT

COMMUNITY ACTION HELPED ME AND I WANT TO GIVE BACK.

HOUSING & UTILITIES

FAMILY HOUSING

MY FAMILY IS READY TO TACKLE WHAT'S NEXT!

EDUCATION, TRAINING, & EMPLOYMENT

RESILIENCE
WE HELP STRENGTHEN COMMUNITIES AND INDIVIDUALS SO ALL PEOPLE THRIVE

TECHNOLOGY

I LOVE 24 HOUR ACCESS AS I CAN NOW APPLY WHENEVER IT WORKS BEST FOR ME AND MY WORK SCHEDULE.

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THIS PUBLICATION WAS CREATED BY THE NATIONAL ASSOCIATION OF COMMUNITY ACTION AGENCIES – COMMUNITY ACTION PARTNERSHIP, IN THE PERFORMANCE OF THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES, ADMINISTRATION FOR CHILDREN AND FAMILIES, OFFICE OF COMMUNITY SERVICES GRANT NUMBER, NUMBER(S). ANY OPINION, FINDINGS, AND CONCLUSIONS, OR RECOMMENDATIONS EXPRESSED IN THIS MATERIAL ARE THOSE OF THE AUTHOR(S) AND DO NOT NECESSARILY REFLECT THE VIEWS OF THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES, ADMINISTRATION FOR CHILDREN AND FAMILIES.

GRAPHICS BY BERGERBELT.COM

Community Action Responds to COVID

Key Components of Our Response to COVID-19

READINESS
Our scale, scope and experience positioned us to respond quickly.

RAPID RESPONSE
Using resources, relationships and flexibility, we pivoted quickly to meet demands.

RECOVERY
With our partners, we're building an equitable, people-centered and sustainable recovery.

RESILIENCE
We help strengthen communities and individuals so all people thrive.



Local, State, and National Network

- Local Community Action Agencies
- State Associations
- State Offices
- National Partners
- Federal Funders

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State Associations

- State membership organizations
- Many Roles:
  - Training and Technical Assistance
  - Advocacy
  - Communication and Information Dissemination
  - Building / Strengthening the Community Action Network
  - Leadership Development
  - Leveraging Influence and Funding
  - Association Management



State Offices

- State CSBG Office
  - Responsible for statewide administration of CSBG
    - CSBG Funding
    - CSBG Policy
    - CSBG Annual Reporting
    - CSBG Monitoring
    - CSBG Organizational Standards

Other State Offices

WAP, LIHEAP, TANF, Child Care, Head Start Collaboration Office

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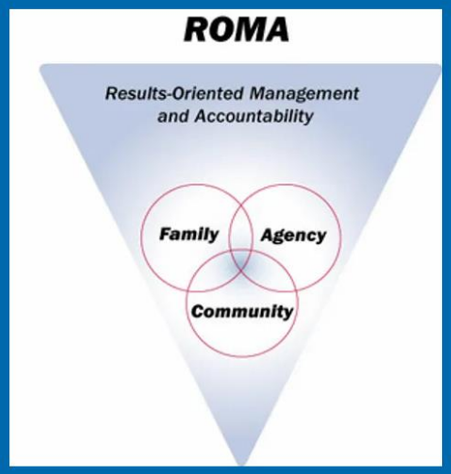
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CAPLAW

OFFICE OF COMMUNITY SERVICES
An Office of the Administration for Children & Families

NCAF

ASSOCIATION OF NATIONALLY CERTIFIED ROMA TRAINERS & IMPLEMENTERS



National Association for State
Community Services Programs

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Community Action Program Legal Services

CAPLAW

- Lawyers on Staff
- News Alerts
- Annual Conference (June)
- Webinars
- Toolkits and Resources
- Allison Ma’luf, Esq. Executive Director



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National Community Action Foundation NCAF

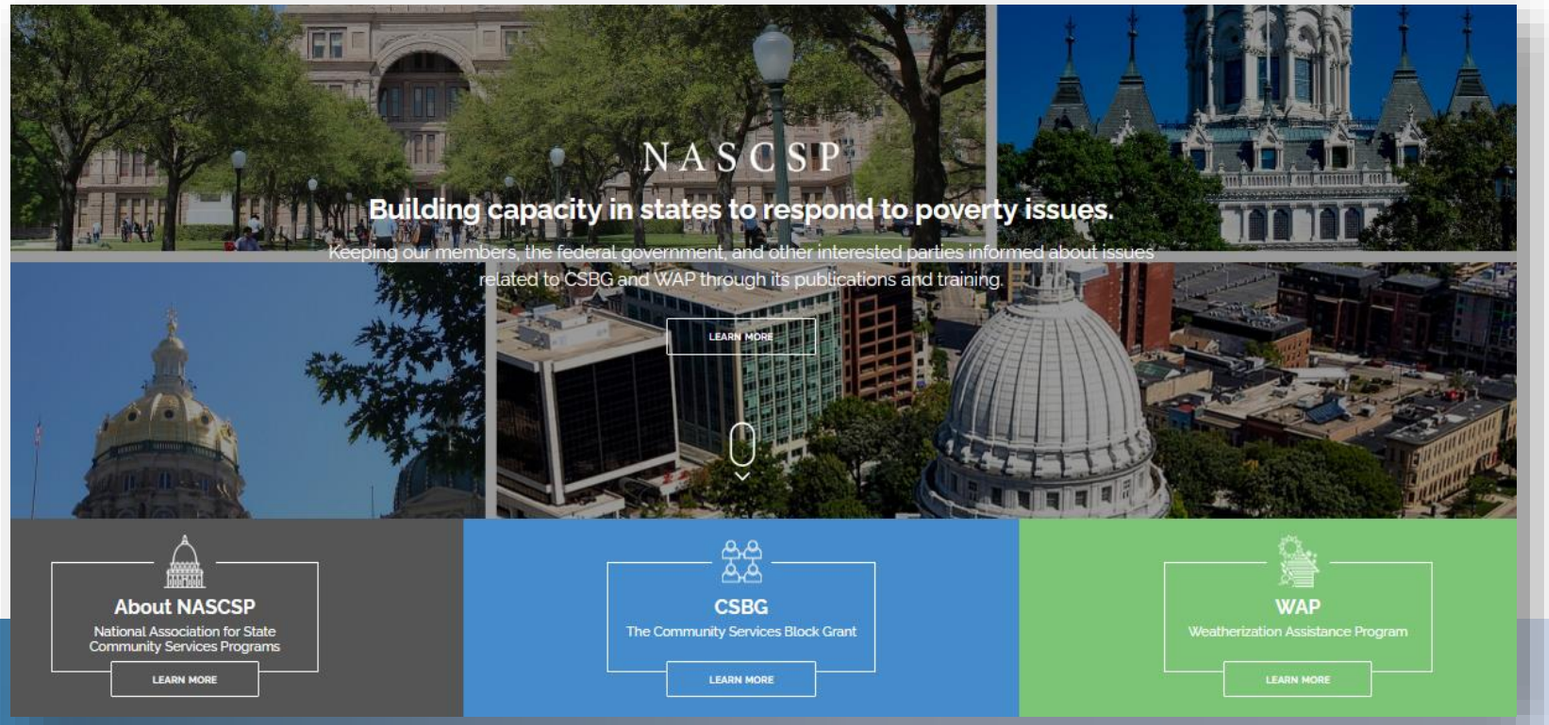
- David Bradley, CCAP
- Legislative Action
- Our Lobbyist
- Hill Visits
- CSBG Reauthorization
- Annual Legislative Conference



National Association for State Community Services Programs NASCSP

- State CSBG Offices
- State Weatherization Offices
- CSBG Annual Report

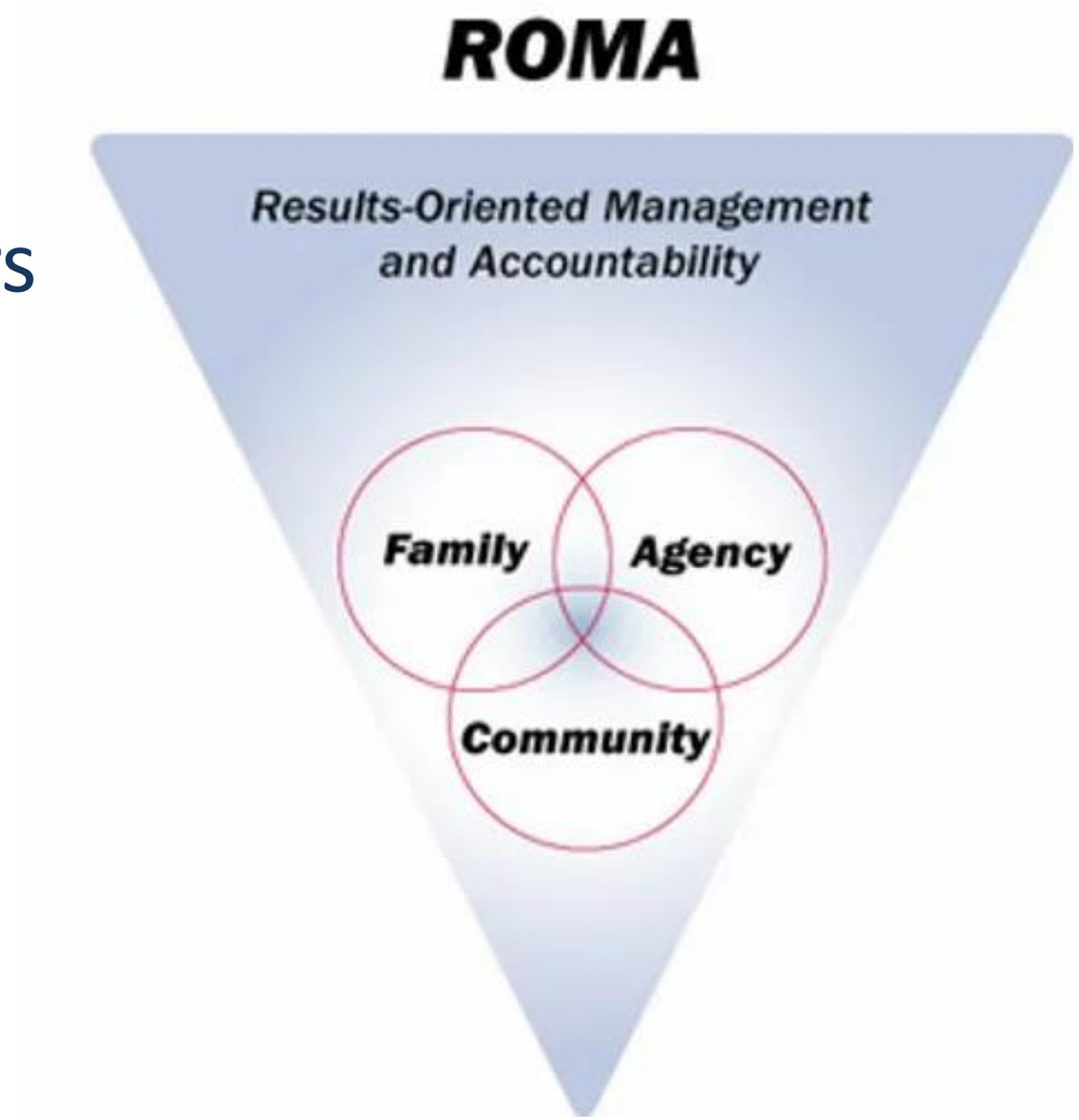
- Conferences
- Webinars
- Cheryl Williams, Executive Director



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Association of Nationally Certified ROMA Trainers and Implementers

- Certification of ROMA Trainers and implementers
- ROMA In-services
- Regional Planning
- Online Modules
- Barbara Mooney, Ed.D., Director



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Federal Office of Community Services OCS

- HHS-ACF-OCS
  - CSBG
  - LIHEAP and LIWAP
  - SSBG
  - CED
- CSBG/Community Services Block Grant
  - Flows to state CSBG Offices
- Monitors States, Issues IM/Dear Colleague Letters
- Dr. Lanikque Howard, OCS Director
- Charisse Johnson, Director, Division of Community Assistance





Role of Other Key Partners

- RPICs/State Associations
- DOE
- Office of Head Start
- HUD
- Lux
- NHSA
- APHSA



National Community Action Partnership
NCAP or Partnership

Connecting, Supporting, and Leveraging the Expertise of the Nation's 1000+ CAAs

- Tools and Resources Specifically for Community Action
- Learning Cohorts/Communities of Practice
- Public Policy Platform
- Weekly eNews
- Weekly Webinars
- Conferences, Convenings, and Events
- Community Action Month
- Custom Training and Technical Assistance

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National Community Action Partnership
NCAP or Partnership

- Customized Training & Technical Assistance
- Organizational Capacity Building
- Practice Transformation
- Whole Family Approach
- Public Policy & Advocacy
- Energy/Weatherization
- Leadership Development
- New ED/CEO Training
- Strategic planning
- Board and Staff Training
- Branding Support
- Special Convenings
- CSBG Org Standards
- Performance Management
- Online Tools: Needs Assessment, Risk Assessment, Organizational Resilience, Community Action Academy

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AMERICA'S POVERTY FIGHTING NETWORK

Mission Statement

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

Vision Statement

The vision of the Community Action Partnership is a nation that creates opportunities for all people to thrive, builds strong, resilient communities, and ensures a more equitable society.

Value Statements

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.

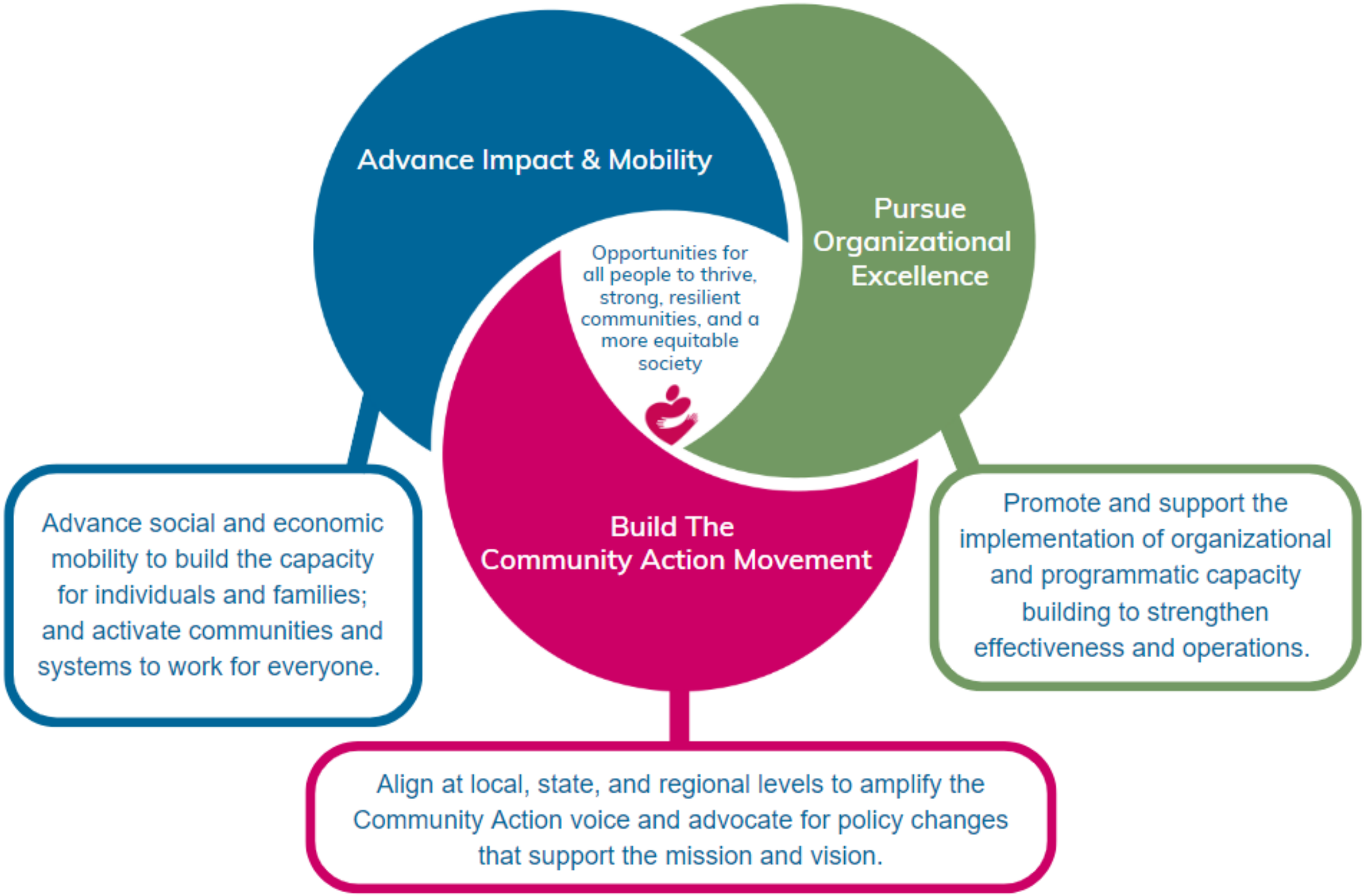
We believe that with hope, adequate resources and opportunities, everyone can reach their fullest potential, and we are committed to achieving that vision.

We pledge ourselves to creating an environment that pursues innovation and excellence through multi-sector partnership and collaboration.

Equity • Respect • Commitment • Excellence • Hope
Community • Caring • Innovation • Opportunity

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We Achieve Our Mission If We:



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Drivers for Mission & Vision Alignment



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National Community Action Partnership's Equity and Economic Mobility Commission

COMMUNITY ACTION PARTNERSHIP

EQUITY & ECONOMIC MOBILITY COMMISSION

Approved by the Board of Directors: April 15, 2020

To advise the Community Action Partnership Board of Directors on issues and actions related to equity and advocate on behalf of the Community Action Network in order to promote the role of Community Action in addressing historical and widespread inequity, economic and otherwise, in our communities—especially communities of color. The values of the charter are central to the values and vision of Community Action.

Other NCAP Commissions

NCAP Head Start Task Force

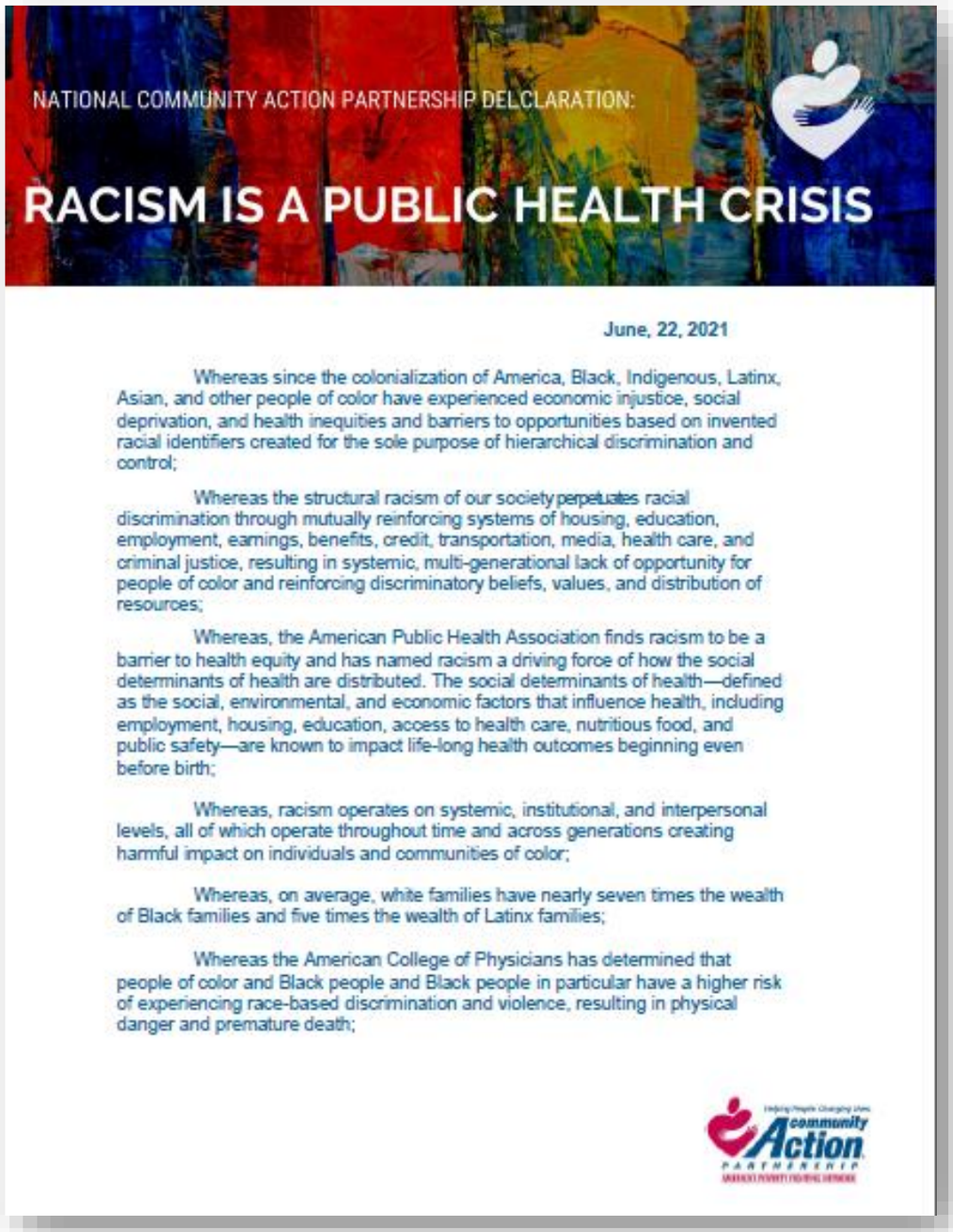
Climate Change/ Energy Partnerships Task Force

Excellence Commission

CCAP Commission

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NCAP Declaration:
Racism is Public Health Crisis



NATIONAL COMMUNITY ACTION PARTNERSHIP DELCLARATION:

RACISM IS A PUBLIC HEALTH CRISIS

June, 22, 2021

Whereas since the colonialization of America, Black, Indigenous, Latinx, Asian, and other people of color have experienced economic injustice, social deprivation, and health inequities and barriers to opportunities based on invented racial identifiers created for the sole purpose of hierarchical discrimination and control;

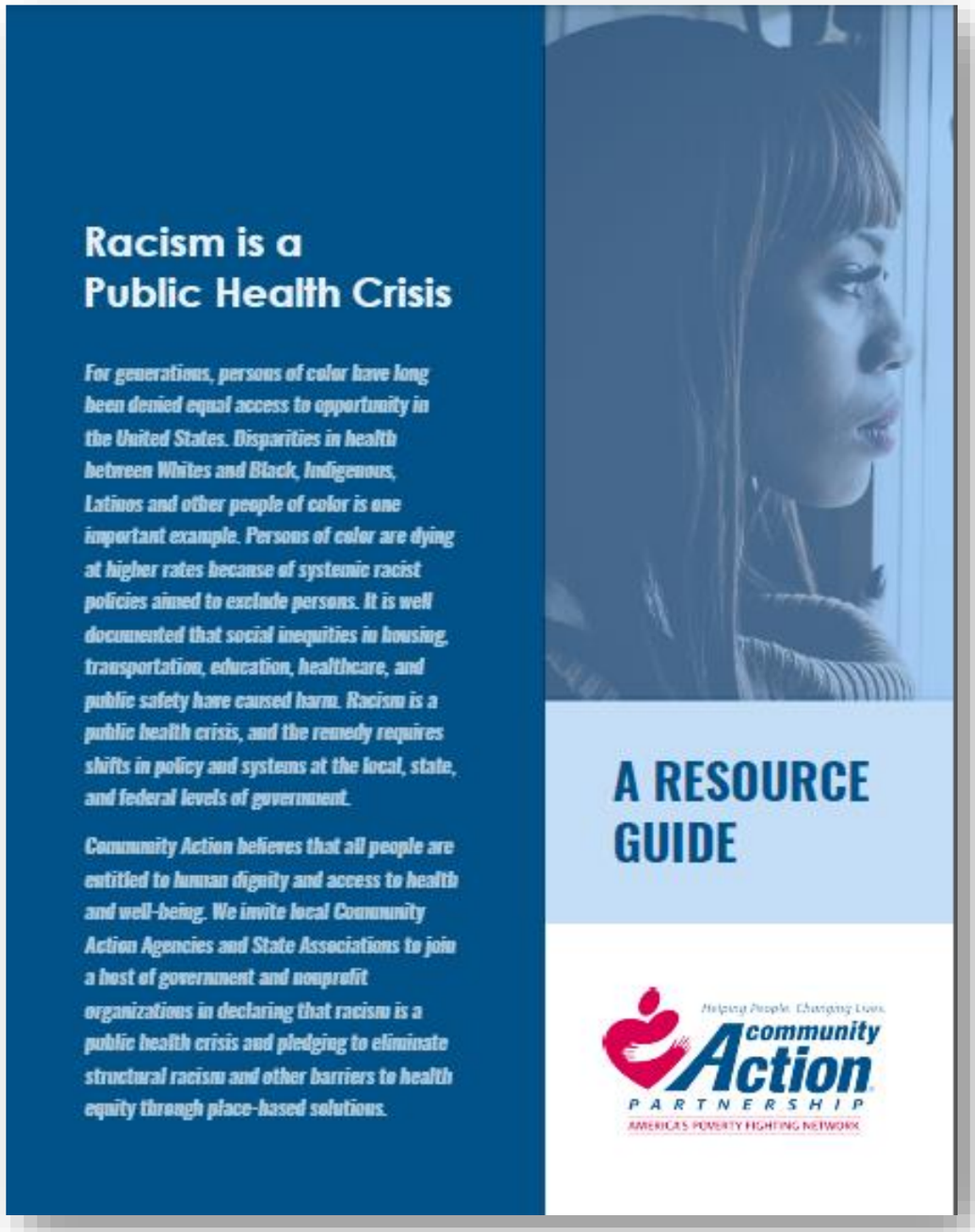
Whereas the structural racism of our society perpetuates racial discrimination through mutually reinforcing systems of housing, education, employment, earnings, benefits, credit, transportation, media, health care, and criminal justice, resulting in systemic, multi-generational lack of opportunity for people of color and reinforcing discriminatory beliefs, values, and distribution of resources;

Whereas, the American Public Health Association finds racism to be a barrier to health equity and has named racism a driving force of how the social determinants of health are distributed. The social determinants of health—defined as the social, environmental, and economic factors that influence health, including employment, housing, education, access to health care, nutritious food, and public safety—are known to impact life-long health outcomes beginning even before birth;

Whereas, racism operates on systemic, institutional, and interpersonal levels, all of which operate throughout time and across generations creating harmful impact on individuals and communities of color;

Whereas, on average, white families have nearly seven times the wealth of Black families and five times the wealth of Latinx families;

Whereas the American College of Physicians has determined that people of color and Black people and Black people in particular have a higher risk of experiencing race-based discrimination and violence, resulting in physical danger and premature death;



Racism is a Public Health Crisis

For generations, persons of color have long been denied equal access to opportunity in the United States. Disparities in health between Whites and Black, Indigenous, Latinos and other people of color is one important example. Persons of color are dying at higher rates because of systemic racist policies aimed to exclude persons. It is well documented that social inequities in housing, transportation, education, healthcare, and public safety have caused harm. Racism is a public health crisis, and the remedy requires shifts in policy and systems at the local, state, and federal levels of government.

Community Action believes that all people are entitled to human dignity and access to health and well-being. We invite local Community Action Agencies and State Associations to join a host of government and nonprofit organizations in declaring that racism is a public health crisis and pledging to eliminate structural racism and other barriers to health equity through place-based solutions.

A RESOURCE GUIDE

Helping People. Changing Lives. community Action PARTNERSHIP AMERICA'S POVERTY FIGHTING NETWORK

https://communityactionpartnership.com/publication_toolkit/community-action-declares-racism-public-health-crisis/

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National Community Action Equity Summit

April 19-21, 2021

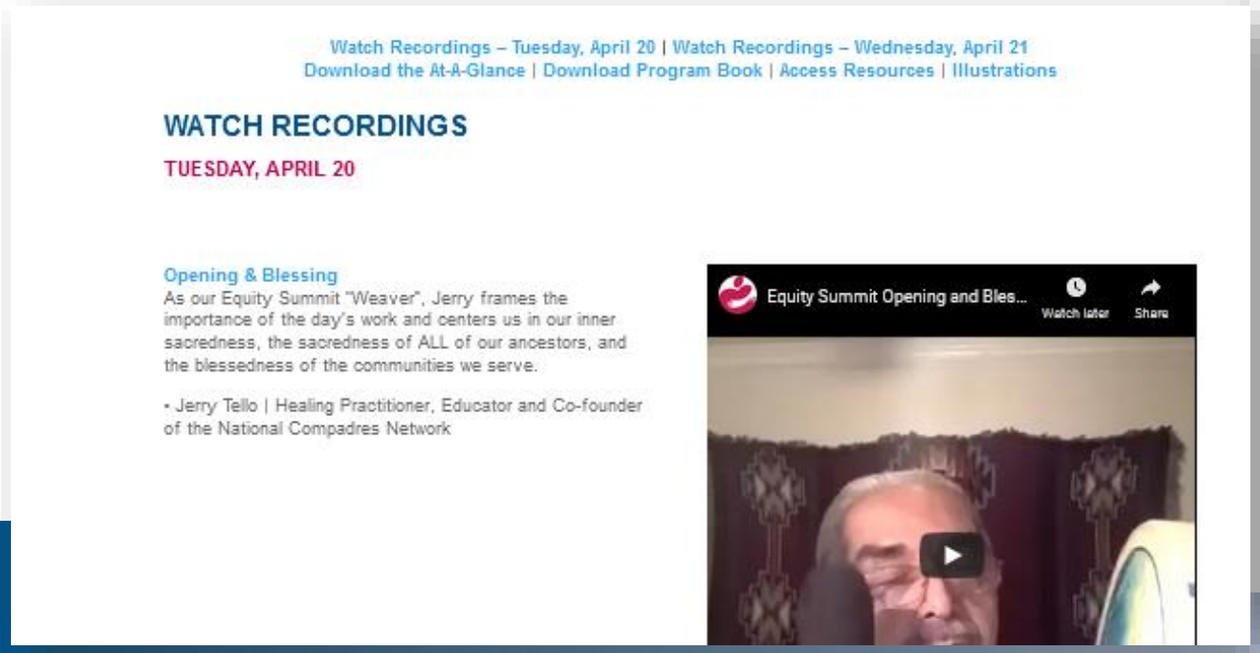
Click Here to Access the Recordings & Resources

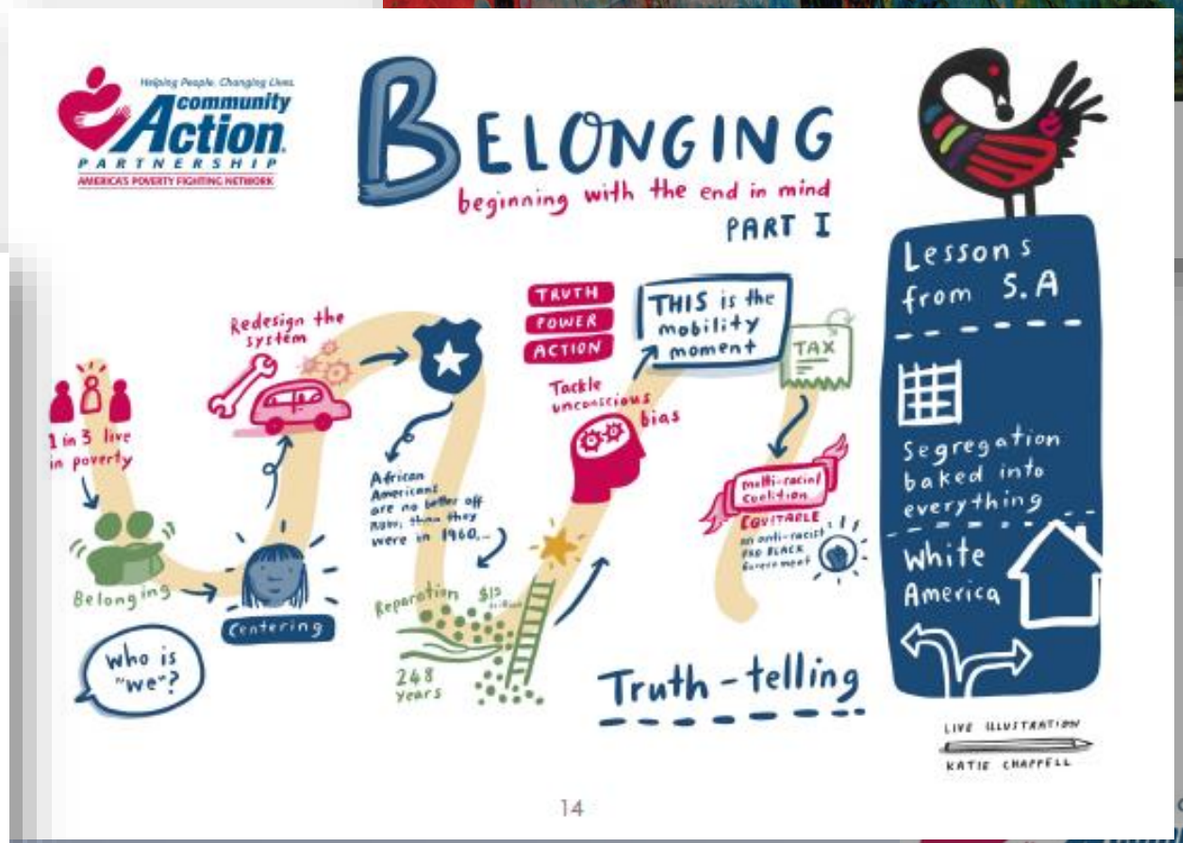
https://communityactionpartnership.com/equity-summit-21/

Full Report

Click Here







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NCAP Branding Toolkit and Style Guide

COMMUNITY ACTION TOOLKIT & STYLE GUIDE

DOWNLOAD



MESSAGING

About Us

The Need	America was built on the promise that every family should have opportunity for success. Yet, today's uneven economy has put a good quality of life out of reach for too many Americans. National, state, and local responses will be more effective when we tap into the proven expertise of local agencies with real-life experience helping families succeed.
How XYZ Agency Addresses the Need	The **XYZ Agency** is a local nonprofit/public agency that creates opportunities to connect neighbors in need with resources that stabilize and improve lives and communities. This includes: • **Stabilizing families:** Families whose basic needs are met are more likely to be successful in planning and meeting their long-term goals to become self-sufficiency. • **Improving Lives:** Our programs help neighbors develop and work toward goals such as education, workforce preparation and training, housing, whole-family development, • **Community Change:** XYZ Agency works with our local, state, and nationwide agencies throughout and beyond

National Community Action



WEBSITE

Whether or not you are using the national brand it is vital that our network maintain our connection. To do that, we request that all Community Action Agencies and State Association members of the National Community Action Partnership visually connect with the Partnership on their website and other media outreach where possible. Suggestions include adding the national brand logo to your agencies' website footer and/or homepage and adding text to build the connection. This is especially important for agencies that do not have "Community Action" in their organizational name. Adding links to the Partnership, your state association, and other national CAA partners also strengthens our connection as a network illustrating that we are "1000 Strong."

- XYZ Community Action Agency is a member of the Community Action Partnership, which is the national hub that links the nation's 1,000+ local Community Action Agencies and State Associations to each other and to leaders looking for solutions that connect families to great opportunity.
- We are a proud member of the National Community Action Partnership

National Community Action Partnership • Toolkit & St

https://communityactionpartnership.com/branding/

#WeR1000Strong
#CommunityActionWorks





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Using National Branding Devices

Kansas Association of Community Action Programs
Partners in America's Poverty Fighting Network

capk
Community Action Partnership of Kern

Southeastern Association of Community Action Agencies
America's Poverty Fighting Network

Helping People. Changing Lives.
KCEOC Community Action Partnership
"Creating change since 1964"

CAPSLO
Community Action Partnership of San Luis Obispo

#COMMUNITYACTION WORKS
2019 SEACAA CONFERENCE

CAAP
Community Action Association of Pennsylvania

Schenectady Community Action Program
SCAP
Creating Opportunity in Partnership

Economic Opportunity Council of Suffolk, Inc.
Community Action Partnership
Helping People. Changing Lives.

ProAction
of Steuben and Yates, Inc.
helping people. changing lives.

I-CARE, INC.
Community Action Partnership
Helping People. Changing Lives.

CAPLP
Lakes & Prairies Community Action Partnership

CalCAPA

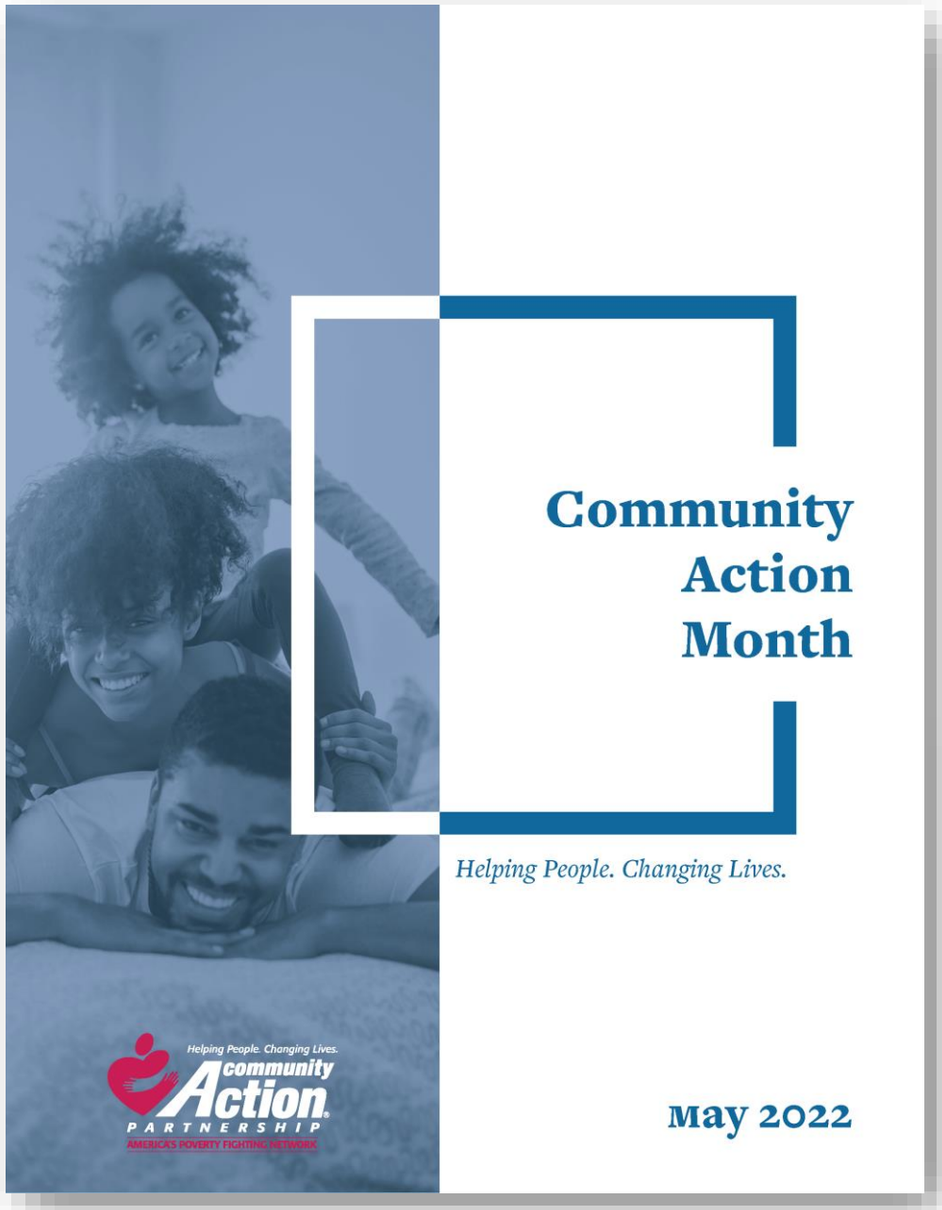
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Community Action Association of Alabama

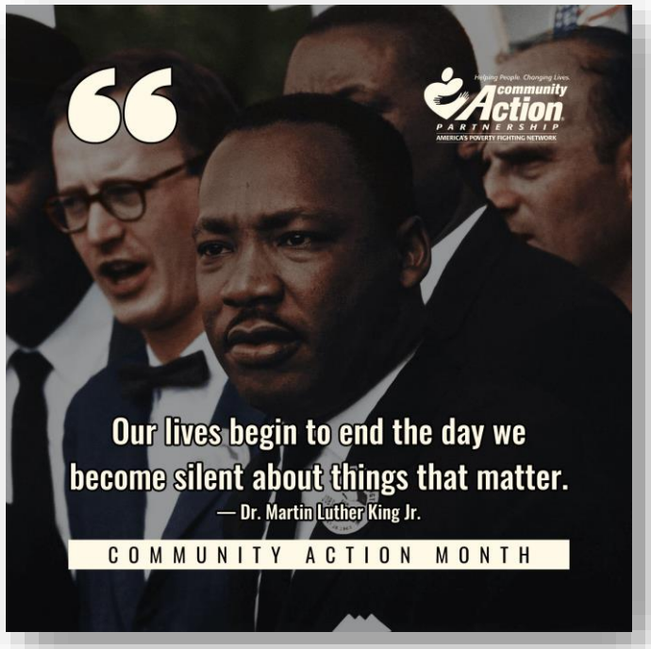
PALMETTO
Community Action Partnership

Community Action Partnership of Sonoma County
50 Years
Helping People ~ Changing Lives

Helping People. Changing Lives.
Community Action Partnership
America's Poverty Fighting Network

May is Community Action Month but the Toolkit is Good All Year!











https://communityactionpartnership.com/2022-community-action-month/

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MAY 2022

1 — *first day of* **Community Action Month**

It's finally here! Get ready to celebrate.

2 — Post a video reciting The Promise and/or share our sample graphic. Celebrate the Promise of Community Action

Baby Day

Share our graphic and/or spotlight your own Early Head Start or Whole Family services.

3

Honor your Head Start and Early Head Start teachers. Sample graphic provided.

4 — IMPACT WEDNESDAY

Use our sample graphics and tweets to promote your own data and success stories with customizable templates. #ImpactWednesday

5 — Huggy Heart Day

Color the Huggy Heart and post to social media.

CINCO DE MAYO

6 — Provider Appreciation – Day –

Give recognition to childcare providers on social media. Sample graphics provided.

National Nurses Day

Honor our dedicated nurses serving on the frontline of the pandemic. Sample graphic and tweets provided.

7 — Stat Saturday

Use data to promote the impact of Community Action. Sample tweets provided.

8

HAPPY Mother's DAY

Share Mother's Day graphic.

9



Motivation Monday

Share our sample graphic honoring Dr. Martin Luther King, Jr. #MotivationMonday

10 — TRANSFORMATION TUESDAY

How is Community Action transforming lives in your community? Let us know! Sample tweets provided. #TransformationTuesday

11



weatherization wednesday

Promote the importance of Community Action weatherization services. Sample graphic and tweets provided. #WeatherizationWednesday

12 — throwback thursday

Share our sample graphic honoring Sargent Shriver and/or post your own #TBT photo.

13



FACT FRIDAY

Sample tweets and graphics provided. #FactFriday

14

Older American's — Month —

Give recognition and raise awareness about issues facing older adults. Sample graphics and tweets provided.

15 — International Day of Families

Promote the importance of family well-being in our communities. Sample graphics and tweets provided.

16 — MISSION MONDAY

Use the Social Media Creator to promote your agency's mission. #MissionMonday

17 — International Day Against Homophobia, Biphobia and Transphobia

A day to reaffirm our commitment to end violence and discrimination against LGBTQ communities. Sample graphic and messaging provided.

18

Celebrate the legacy and impact of the Head Start and Early Head Start programs. Sample graphic and tweets provided.



HEAD START'S BIRTHDAY

19 — Thankful Thursday

Give thanks to those who make a difference and inspire us - board members, staff, customers, and the Community Action Network at large. Sample messaging provided. #ThankfulThursday

20 — National Pizza Party Day

Throw a pizza party for your staff and post photos to social media. #FunFriday

21 — World Day for Cultural Diversity

Celebrate the richness and diversity of our world. Sample graphics provided.

Armed Forces Day

Honor our members of the Armed Forces. Sample graphic provided.

22 — Harvey Milk Day

Share our graphic honoring Harvey Milk.

23 — motivation monday

Choose one or more inspirational quotes from our collection of Motivation Monday graphics and post to social media. #MotivationMonday

24 — TRAINING & TOOLKIT TUESDAY

Sample tweets provided. #TrainingTuesday

25 — IMPACT WEDNESDAY

Share our sample graphics and tweets or promote your own data and success stories with our customizable templates. #ImpactWednesday

AFRICA DAY

26 — throwback thursday

Share our graphic honoring Lyndon B. Johnson and/or post your own #TBT photo.

27 — fun friday

Post "I love Community Action" selfies on social media #FunFriday

28 — Shoutout Saturday

Shoutout local partners on social media. #SaturdayShoutout

29 — Sunday Success

Celebrate your customer success stories on social media. #SundaySuccess

Super Soul Saturday

Shoutout faith-based leaders and initiatives that are providing needed access to resources and opportunity in local communities.

30 — Memorial Day

Sample graphic provided.

31 — Last Day of Community Action Month

Use our Social Media Creator to thank folks for participating in Community Action Month!

Celebrate Heritage Months

Asian/Pacific American Heritage Month, Haitian Heritage Month, Jewish-American Heritage Month, South Asian American Heritage Month

Sample graphics provided.



Older American's — Month —

Sample graphics and tweets provided.



Nurses Week

Sample graphics and tweets provided.

Policy Platform

- **Community Services Block Grant** (CSBG) Funding & Reauthorization
- Creating **an Economy that Works** for All with Sufficient Income for Family Well-Being
- Expanding Safe & Affordable **Housing**
- Ensuring High Quality **Education & Workforce Readiness** Regardless of Circumstance
- Promoting Universal **Health & Well-Being**
- **Addressing Climate Change and Strengthening Community Resilience**
- Providing Equitable Access to Clean, Affordable **Energy, Water, & Infrastructure**
- Encouraging **Civic Engagement** that Allows Every Voice to be Heard
- Establishing Structural **Equity in the Criminal Justice System**
- Protecting **Immigrant** Community Members



Community Action Code of Ethics

We, as Community Action professionals, dedicate ourselves to eliminating poverty in the midst of plenty in this nation by opening to everyone the opportunity for education and training; the opportunity for work; and the opportunity to live in decency and dignity; and with respect for cultural diversity, commit ourselves to:

Remain Focused on Mission

Recognize the chief function of the Community Action movement at all times is to serve the best interests of people with lower incomes which, in turn, serves the best interests of the entire community. Seek to empower people and revitalize communities. Engage in activities that move us closer to mission achievement and further our positive outcomes.

Be Outspoken Advocates and Educators

Actively inform the community and decision-makers about issues affecting those with lower-incomes. Courageously confront and dismantle myths about social and economic inequality. Participate in promoting policies that support social and economic mobility, which reinforce the values of an equitable society.



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Community Action Code of Ethics

Inspire Confidence and Trust in the Community Action Movement

Lead and serve with professional competence and be up to date on emerging issues in our field. Practice the highest standards of personal integrity, confidentiality, respect, honesty, and fortitude in all we say and do. Bravely confront any behavior or practice that could erode public trust in Community Action or disregard the struggle of people living with low incomes.



Practice Service Above Self

Acknowledge service to the mission, vision and collective values of Community Action is beyond service to oneself. Avoid real and perceived conflicts of interest and ensure undue personal gain is not realized from the performance of professional duties.

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Community Action Code of Ethics

Be Leaders, Support Leaders, and Create Leaders

Actively engage people with low incomes in realizing and developing their own leadership skills. Respect and support other leaders, particularly the Community Action board of directors, by providing facts and advice as a basis for policy decisions and upholding and dutifully implementing policies adopted by the board. Personally practice open-mindedness, effective communication, inclusiveness, and self-care. Encourage and facilitate the professional and personal development of associates.

Strive for Performance Excellence

Habitually opt for moving beyond mere compliance. Exercise our influence to inspire excellence through implementation of best practices, maximizing efficiencies, practicing innovation, providing outstanding, trauma-informed customer service, and honestly and robustly evaluating the outcomes of our work.

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CCAP@CommunityActionpartnership.com

The Premier

Professional Certification for Leaders

in America's anti-poverty movement

- Verified, professional recognition of your knowledge & ability to apply that knowledge effectively
- Attractive to Community Action and other Employers nationwide
- Valid for 4 years and can be renewed with continued Community Action engagement

Learn More: https://communityactionpartnership.com/ccap/

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Where Will Your Excellence Journey Begin?

With the National Community Action Partnership's Pathways to Excellence Program, you can start your journey toward Excellence in the place that's best for you and your Agency.

HERE?

Bronze Tier

The place to explore the Standards of Excellence and start building excitement among your team. Enroll anytime. The Bronze Tier can usually be completed in 3 months.

Silver Tier

The place to learn how to do a self-study, build knowledge, and explore the peer-feedback process. Enroll in February or July. The Silver Tier can usually be completed in 9 months.

HERE?

OR HERE?

Gold Tier

The place to do a full self-study, receive peer-feedback, and see how you perform in every Excellence Standard. Enroll in February or July. The Gold Tier can usually be completed in 14 months.

Platinum Tier

The place to do a full self-study, on your own, and see if your peers judge your agency worthy of The Community Action Award for Excellence. The Platinum Tier usually requires 2 years to complete.

Start Here if You Know You're Exceeding All 35 Standards

Learn More

communityactionpartnership.com/pathways-to-excellence/

SCAN ME

TOOLS AND RESOURCES

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CAPLAW
Mastering the A-B-CSBGs Series

- Tripartite Board Selection and Composition
- Uses of CSBG Funds
- Mechanics of CSBG
- Monitoring and Termination



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NCAF: History of the War on Poverty

- April 24-25, 2023
- $200
- https://act.myngp.com/Forms/-3839880532775141376
  - *https://tinyurl.com/NCAFHistory*
    - *Temporary tiny url link*
- Led by David Bradley, NCAF
- Join NCAF as a member
  - https://www.ncaf.org/join-ncaf
  - Free!



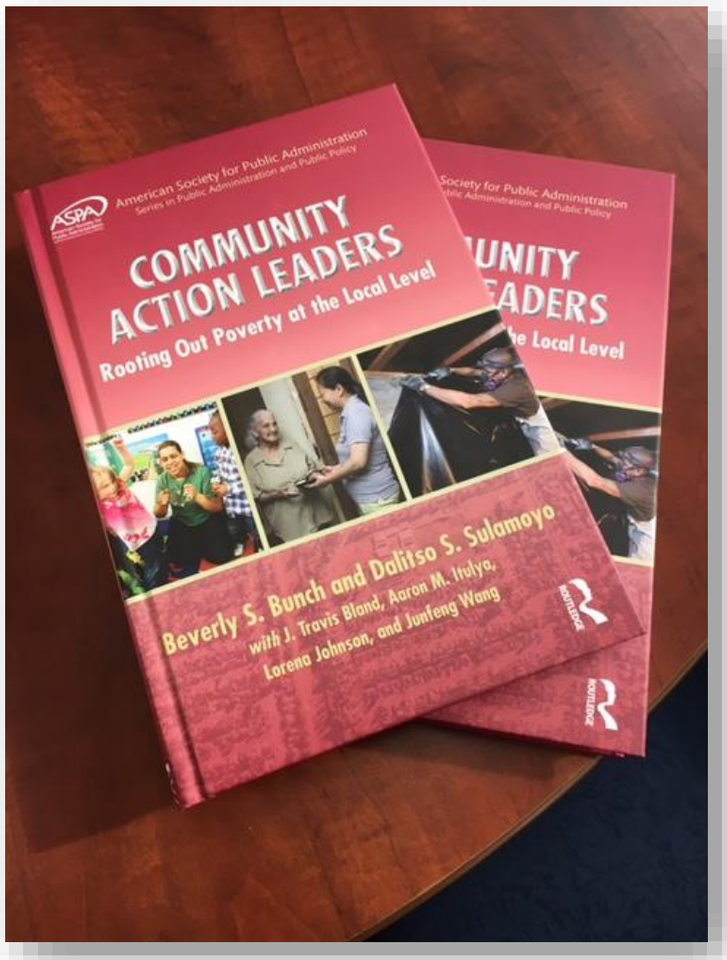
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CSBG Organizational Standards Tools

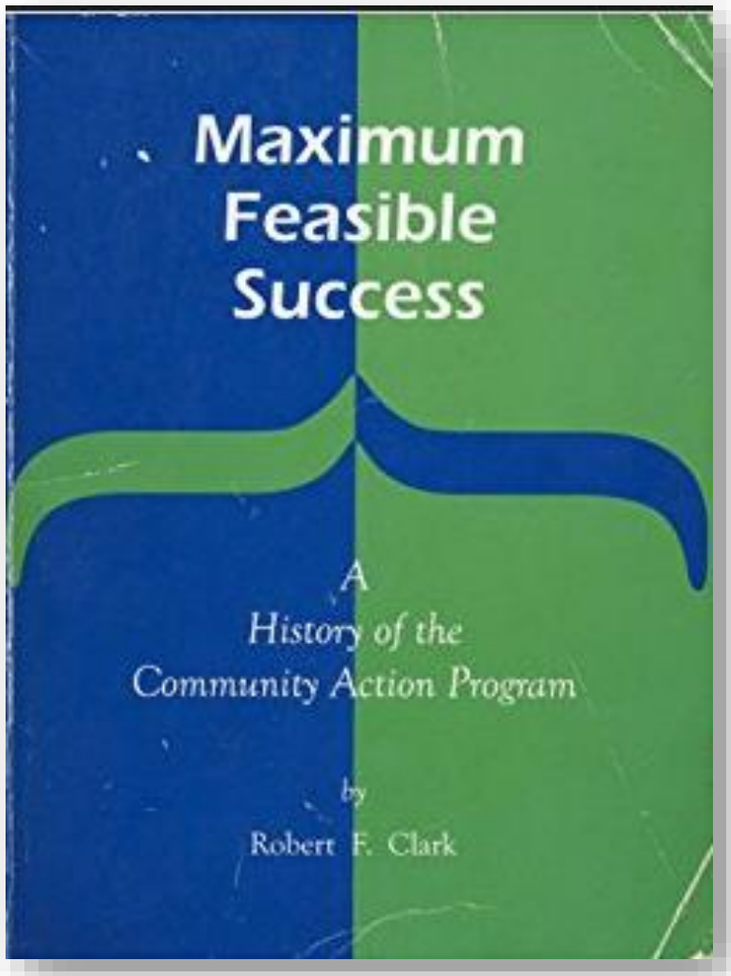


https://communityactionpartnership.com/organizational-standards/

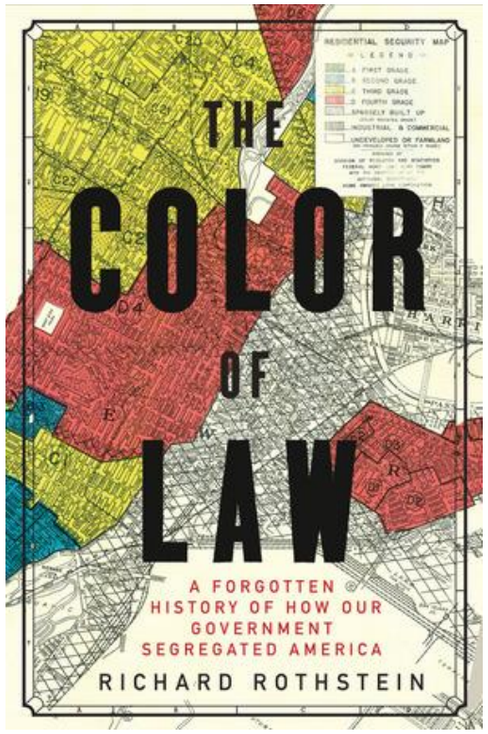
Community Action Body of Knowledge

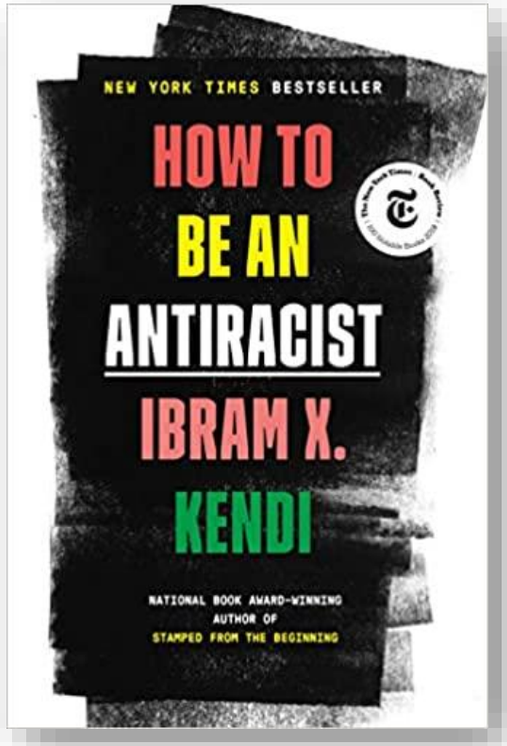


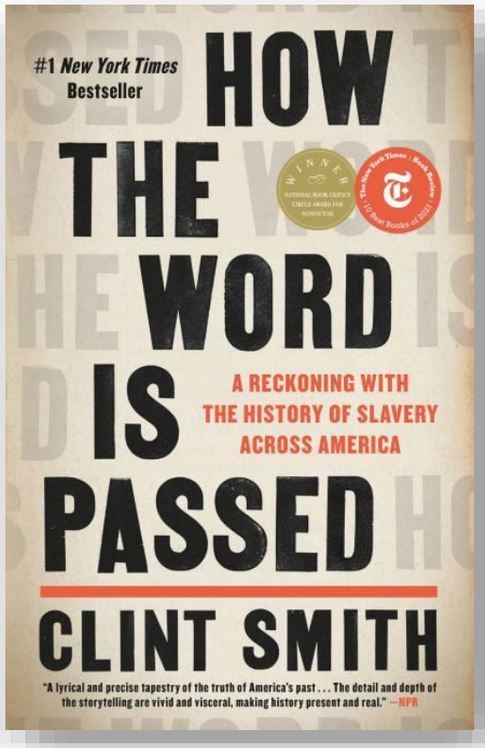




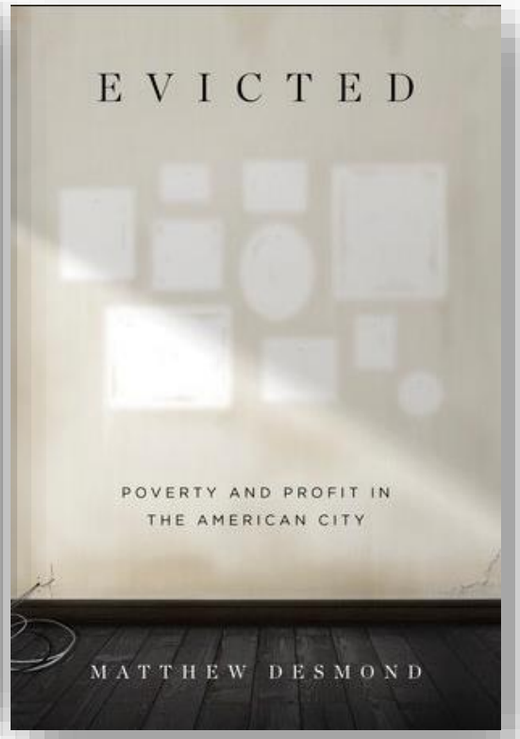
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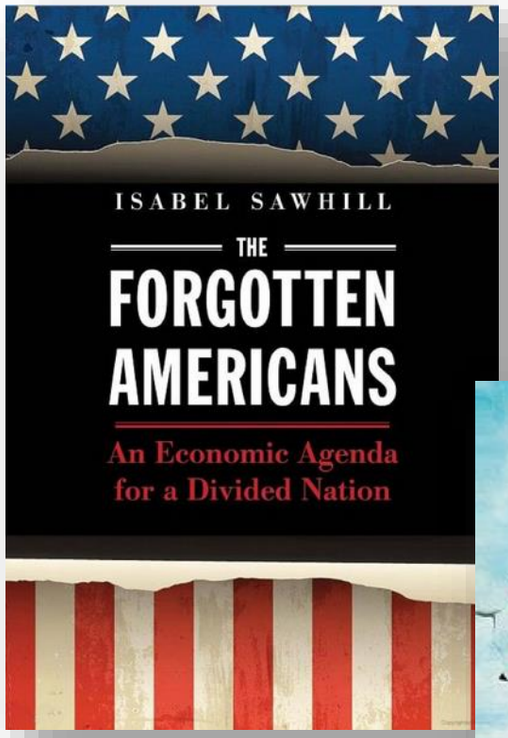




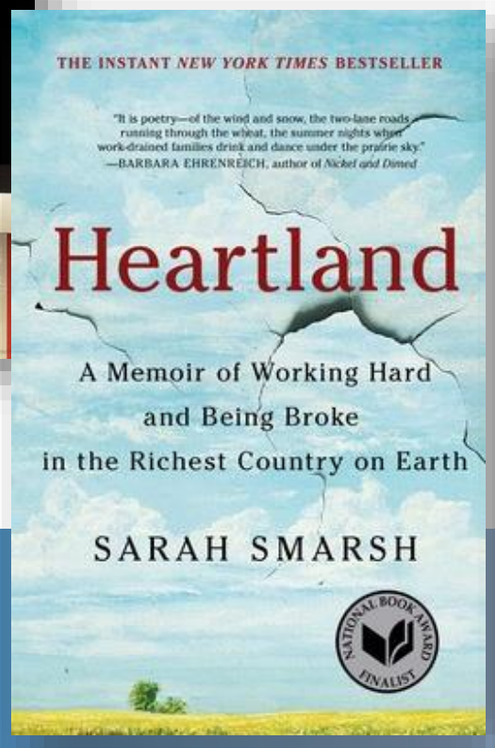


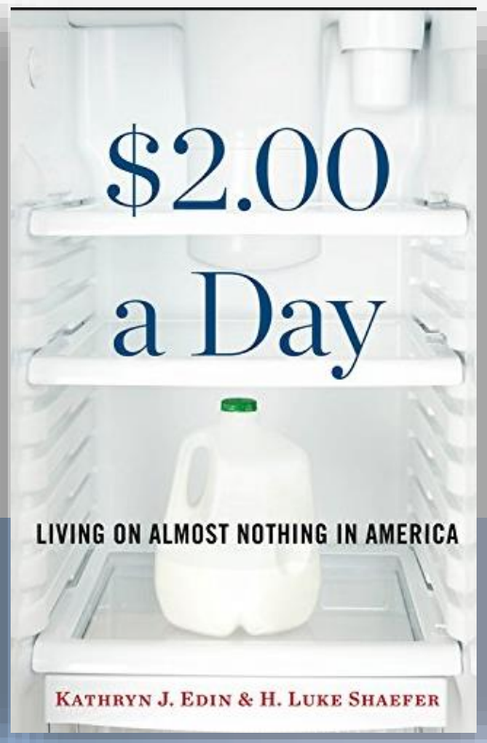


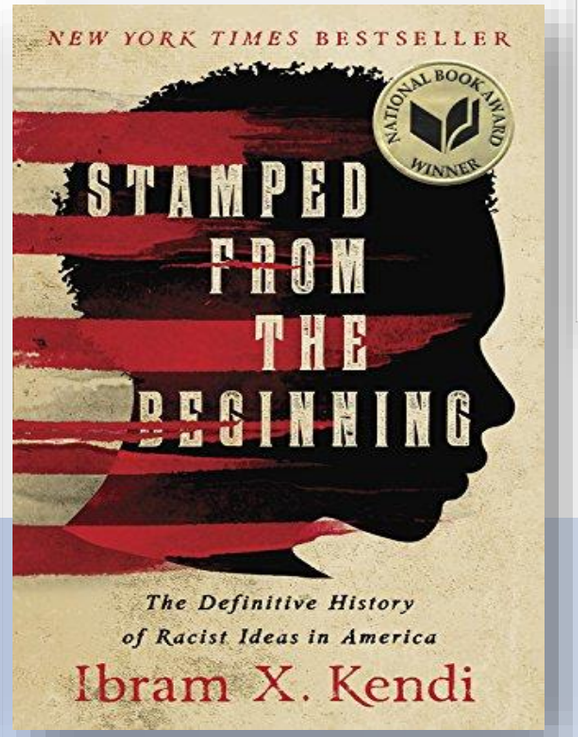


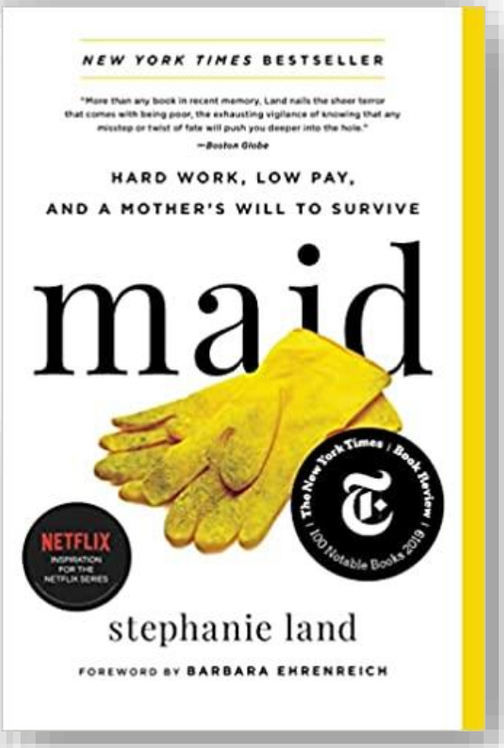


Build YOUR Toolbox









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WE ARE HERE FOR YOU!

CUSTOMIZED SOLUTIONS FROM THE NATIONAL COMMUNITY ACTION PARTNERSHIP

CONSULTING | TRAINING | TOOLKITS | CONVENINGS | LEARNING COMMUNITIES



We Know Community Action
Because
We Are Community Action

- Community Action Agencies face a variety of complex challenges and opportunities.
- NCAP provides customized training and technical assistance, eCourses, cohort facilitation, and more,
- Trust NCAP to help your organization achieve maximum impact with customized solutions.

Your success is our mission.

Contact: tmarley@communityactionpartnership.com

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Upcoming Learning Opportunities

- Wednesday, December 13th-*Getting Ready to Commemorate Community Action's 60th Anniversary Webinar: NCAP Toolkits, Resources, and More*
- Tuesday, January 9th - *Community Action: 60 Years Strong, National Partner Webinar*
- February 14-16 - *NCAP Management and Leadership Training Conference, Las Vegas, NV*
- August 28-30 - *NCAP Annual Convention, Seattle, WA*



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@CommunityActionPartnershipNationalOffice