Commemorating Community Action's 60th Anniversary: Idea Generator

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1964 Dates

The War on Poverty's Major Legislation and Events

November 22, 1963	President Kennedy assassinated; Vice President Lyndon B. Johnson assumes the U.S. Presidency
January 8, 1964	President Johnson's State of the Union Address declares War on Poverty
February 26, 1964	The Revenue Act of 1964 (P.L. 88-272) dramatically lowers individual income tax rates and slightly lowers corporate tax rates
July 2, 1964	Civil Rights Act of 1964 (P.L. 88-352) signed into law by President Johnson
August 20, 1964	The Economic Opportunity Act of 1964 (P.L. 88-452) created Community Action Agencies to coordinate local antipoverty efforts and funds programs such as Head Start, Job Corps, Community Health Centers, Upward Bound, the Work Experience Program, Neighborhood Youth Corps, Volunteers in Service to America (VISTA), Legal Services, and federal work study programs.
August 31, 1964	The Food Stamp Act of 1964 (P.L. 88-525) creates a permanent, national program out of the food stamps pilot program begun in 1961.
November 3, 1964	Lyndon Johnson wins landslide victory in Presidential Election; Democrats win two-thirds majority in both the Senate and House— the most Democratic Congress since the New Deal

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In Less Than 100 Days!

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WEDNESDAY, NOVEMBER 25, 1964

The first funds to fight poverty in local communities throughout the United States were announced today by Sargent Shriver, director of the Office of Economic Opportunity, the new federal agency coordinating the War on Poverty.

This initial attack on poverty involves more than $13,000,000 of which $12,032,616 is in federal grants.

The rest will be contributed by communities which must provide at least 10 percent of the cost. In some cases, communities are contributing more than 10 percent.

(The Federal government pays up to 90 percent of the cost of Community Action Programs in the first two years and after that assists on a 50-50 matching basis.)

Aimed at helping communities plan, develop, and operate Community Action Programs in the War on Poverty, today's grants were made to nine states, 12 cities, six rural areas, and an Indian reservation.

The projects range from teaching English to Piman-speaking children of Arizona's Papago Tribe, to a comprehensive $2,836,172 anti-poverty program for Detroit.

The states receiving grants are Alabama, Colorado, Georgia, Michigan, Missouri, New Jersey, New Mexico, North Carolina, and Wisconsin.

The cities are Atlanta, Chicago, Corinth, Miss.; Denver, Detroit, Los Angeles, New Haven, New York, Pittsburgh, St. Petersburg, San Francisco, and Washington, D. C.

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EXECUTIVE OFFICE OF THE PRESIDENT
WASHINGTON, D.C. 20506

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WEDNESDAY, NOVEMBER 25

119 PROJECTS LAUNCH POVERTY WAR
IN ALL SECTIONS OF THE NATION

The War on Poverty today launched its first major assault on ignorance, want and deprivation on six different fronts that involved 119 separate anti-poverty projects in two-thirds of the states in the nation.

Fifty days after President Johnson signed legislation providing money for the poverty war, six federal agencies in this cooperative effort simultaneously announced their battle plans. This opening assault involves almost $35 million and will affect impoverished Americans ranging from unemployed parents to school children.

The projects, varied in size and scope, will be located in every section of the country.

In Detroit a $2,836,172 federal grant will launch a comprehensive local anti-poverty program....in Corinth, Mississippi, a Neighborhood Youth Corps will employ 1,500 young men and women in either part or full-time jobs while providing training....on the Papago Indian Reservation in Arizona children who speak the Piman tongue will receive English instruction....in Yell County, Arkansas, unemployed parents on relief will be trained as food handlers, stenographers and construction workers.

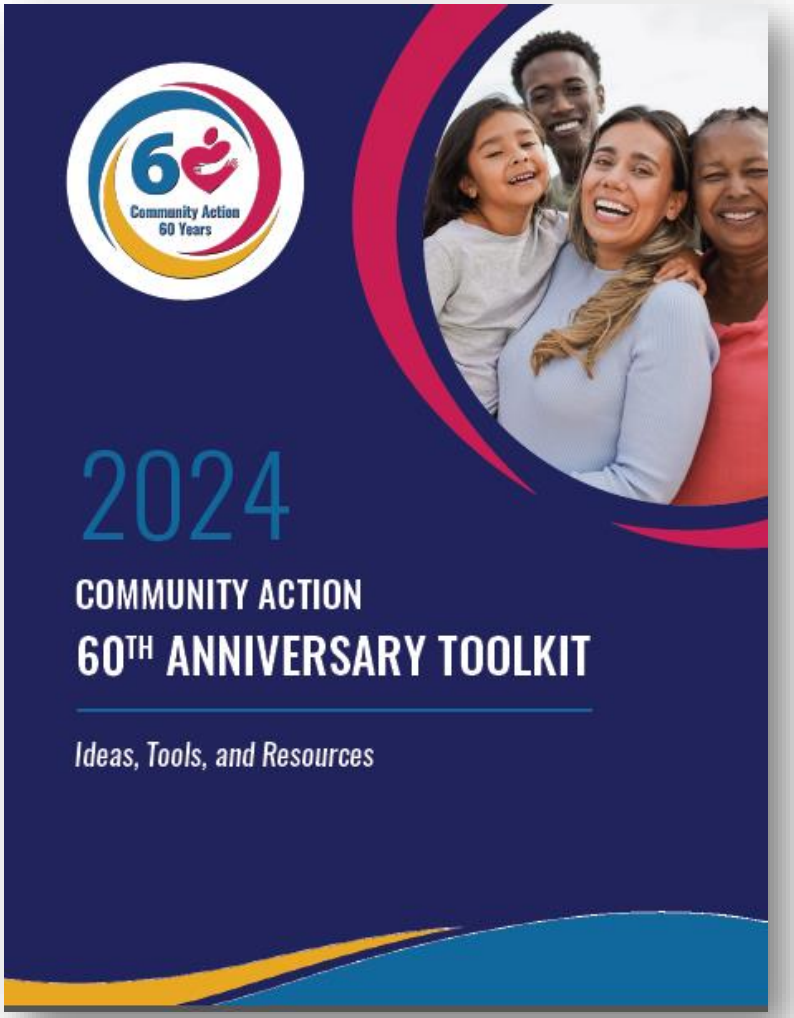
Details of this initial full-scale poverty attack were announced by Sargent Shriver after conferring with President Johnson. Mr. Shriver is director of the Office of Economic Opportunity, the new federal agency coordinating the country's fight against poverty.

The highlights are:

---The first Community Action grants to fight poverty in localities throughout the nation. The programs will involve more than $13 million of which $12,032,616 will be in federal funds. Grants to help communities plan, develop and operate Community Action programs were made to nine states, 12 cities, six rural areas, and an Indian reservation. Community Action programs are under the direction of the Office of Economic Opportunity.

2024-2025 Timeline







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Do you know your agency's origin story?

What have you done to commemorate the 60th anniversary of Community Action?

What are you planning to do this year and into next year?

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Goals of the 60th Anniversary

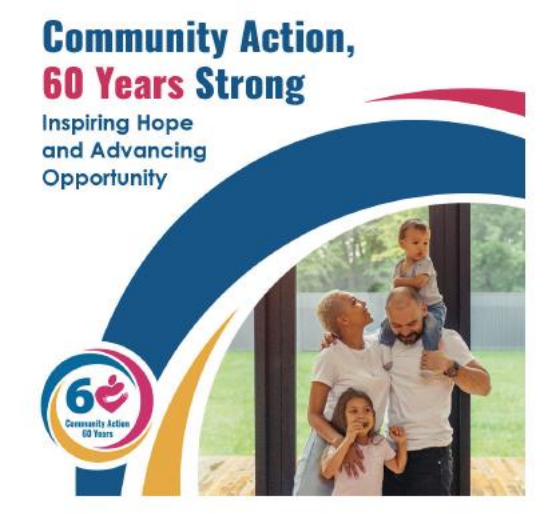
- Strengthen the Network's capacity to effectively advance social and economic mobility for all people in America and propel Community Action into a new era responsive to future challenges and opportunities.
- Use the anniversary to create new opportunities to raise awareness of Community Action's role and impact at the national, state, and local levels.
- Create safe spaces in the Network and local communities for listening and dialogue about Community Action's role and vision for a more equitable society.
- Ignite passion and commitment among new staff and invigorate seasoned Community Action staff, board, and volunteers. Through reflection, recognition, celebration, and fun, energize Community Action customers, staff, boards, volunteers, and partners to meet future challenges.

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60th Anniversary Toolkit



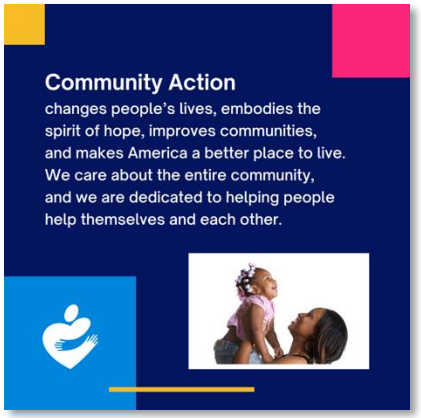






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Social Media Graphics

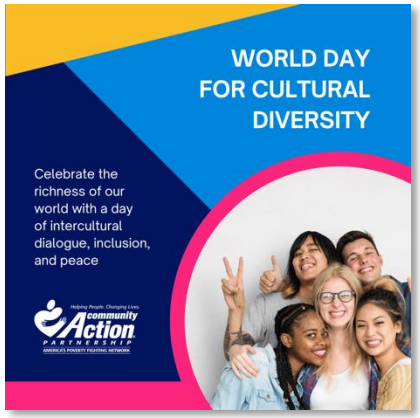
















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60+ Activities
to Commemorate Community Action's
60th Anniversary

Media Activities	Increased Awareness	Increased Fund Development	Improved Board, Staff, and Volunteer Recruitment, Retention, or Development	Narrative Change
	Benefit of Activity			
Post 60th anniversary logo to agency website	✓			
Use 60th anniversary hashtag on social media	✓			
Use 60th anniversary virtual meeting background	✓		✓	
Launch a social media campaign	✓	✓	✓	✓
Write bog posts	✓	✓		✓
Submit a newspaper opinion/editorial	✓	✓	✓	✓
Schedule newspaper interviews	✓	✓	✓	✓
Schedule radio interviews	✓	✓	✓	✓
Schedule television interviews	✓	✓	✓	✓
Host a podcast series featuring voices from your local community	✓	✓	✓	✓
Produce a special 60th anniversary annual report	✓	✓	✓	✓
Community Engagement/Advocacy Activities				
Secure a 60th anniversary proclamation from your city, county, or state	✓			
Organize a 60th anniversary gala event	✓	✓	✓	
Hold community poverty/equity dialogue events	✓	✓	✓	✓
Use National Head Start Awareness Month (October) to highlight the history and relationship of Community Action and Head Start	✓		✓	
Use Weatherization Day (Oct. 30) to highlight the history and relationship of Community Action and Weatherization (Note: October is Energy Awareness	✓		✓	

Activities List

Planning Guide

SETTING YOUR 60TH ANNIVERSARY GOALS

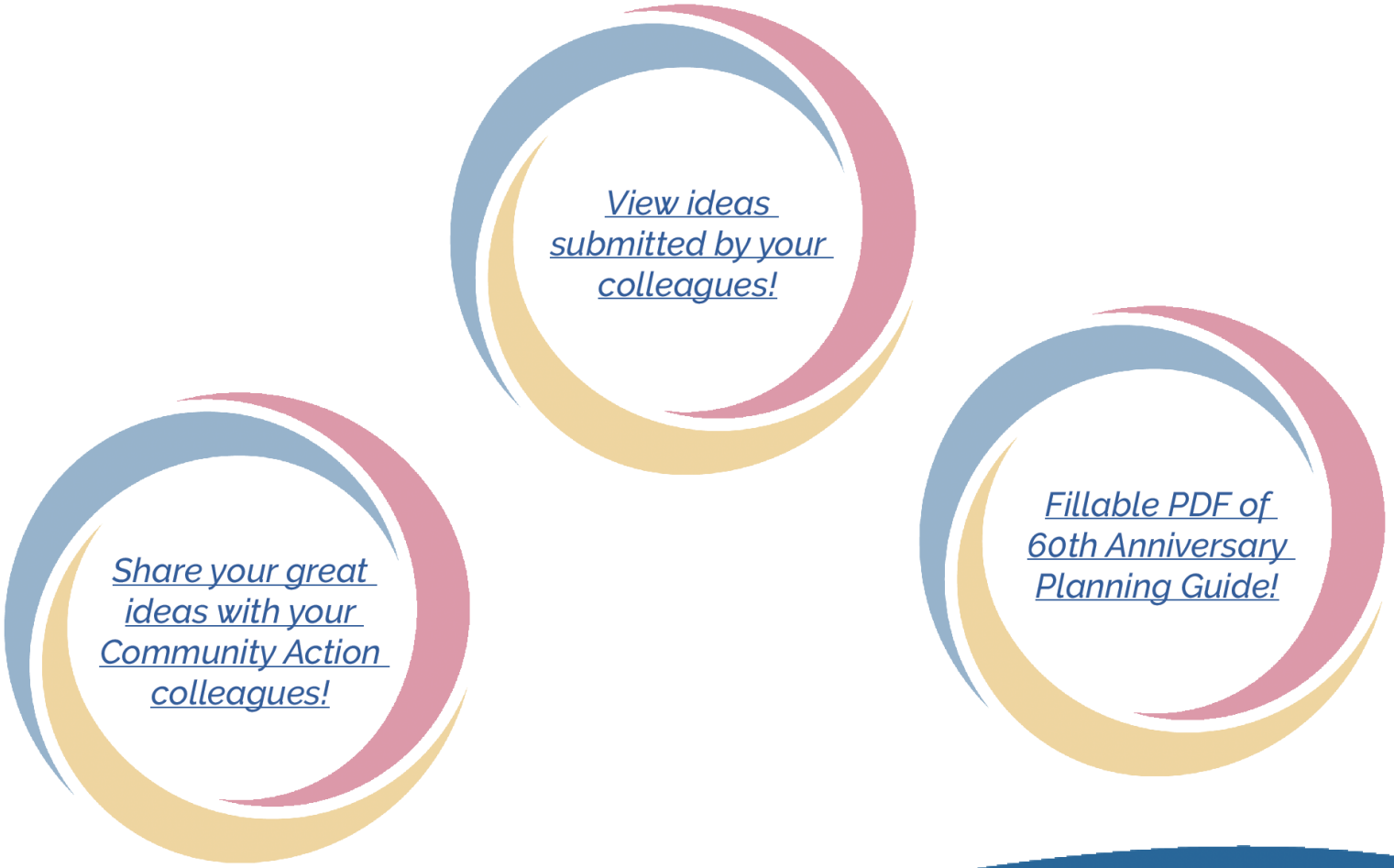
After reviewing and analyzing your thoughts above, write down the 2 or 3 primary goals you want to keep at the center of your Community Action 60th anniversary commemoration efforts/campaign. *(Important Note: After assessing and contemplating, you may find it makes perfect sense to use some of the current strategic plan goals (e.g., "Increase the number of volunteers"; "Increase the visibility of the agency in X community as evidenced by X.")*

Goal 1.

Goal 2.

Goal 3.

Crowdsourcing



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Crowdsourcing

Share Your Activities

60th Anniversary of Community Action Activities/Event Submissions to NCAP

Community Action, 60 Years Strong: Inspiring Hope and Advancing Opportunity

The 60th anniversary provides the Network with the opportunity to raise awareness of the contributions and achievements of Community Action while also reflecting on what we have learned from our six decades of work. CAAs and State Associations will be undertaking a wide variety of activities in 2024 and beyond as CAAs commemorate their individual agency anniversaries.

Don't Be Shy! Share Plans, Writings, and Photographs from Your Events with the Network

We will all benefit from agencies sharing their activities, tools, resources, and documentation with NCAP. Help us highlight the commemoration activities across the Network and elevate messages nationally.

As you are planning your activities—or once they have occurred—please take the time to submit a written record of your event(s) using this SurveyMonkey form. You can complete this form as many times as needed to document each of your events and activities.

Reports
Pictures
Tools

Survey Monkey Link Found in Toolkit

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Questions?

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Thank you!