



THE ELEVATE & INNOVATE TOOLKIT

A Collaborative on Economic
Mobility (CEM) Resource for
State Associations



About this Resource Guide

The Elevate & Innovate Toolkit is designed to make it easier than ever for State Associations to access and share resources from the Collaborative on Economic Mobility with local Community Action Agencies. The Collaborative on Economic Mobility resources are focused on workforce development, high-quality education, community-asset building, whole family approaches, and innovation. Resources include the Fresh Finds Newsletter, webinar series, and accompanying companion guides. For each resource, you will find sample text for sharing in newsletters and on social media, as well as a variety of ready-to-use graphic options. Join the Collaborative on Economic Mobility in amplifying emerging and promising practices to advance economic mobility by sharing these transformative resources with your local network!

This toolkit will be updated as new resources become available!





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Access the Resources

Explore the tools and resources available on the Collaborative on Economic Mobility website.

communityactionpartnership.com/collaborative-on-economic-mobility/



Fresh Finds Newsletter



Sample Newsletter Text

Option 1

Stay ahead of emerging practices in economic mobility. The Collaborative on Economic Mobility distributes the Fresh Finds Newsletter each quarter, sharing new tools, resources, and success stories from across the CSBG Network. Focuses include workforce development, whole family approaches, education, and more. Subscribe and explore strategies that will strengthen outcomes for the people you serve: tinyurl.com/FreshFindsSubscribe

Option 2

The Fresh Finds Newsletter is a new quarterly resource from the Collaborative on Economic Mobility. Tailored to help Community Action Agencies build capacity and enhance services, it highlights practical tools, promising programs, and peer-led innovations across the CSBG Network. Key topics include workforce development, community assets, and family-centered approaches. Don't miss your chance to learn from leaders in the field and bring fresh ideas into your local work – subscribe today! tinyurl.com/FreshFindsSubscribe



Sample Social Media Posts

Option 1

Fresh Finds is a new quarterly newsletter spotlighting key economic mobility strategies for the CSBG Network. Stay informed with tools and resources on workforce development, family support, and more. Subscribe today! tinyurl.com/FreshFindsSubscribe

Option 2

We're excited to share the Fresh Finds Newsletter, a resource tailor-made for Community Action Agencies and CSBG Network partners. Discover innovative programs, capacity-building tools, and proven practices that strengthen local impact. Join the list: tinyurl.com/FreshFindsSubscribe

Option 3

Looking to grow your agency's capacity and learn from other leaders' experiences? The Fresh Finds Newsletter delivers quarterly insights into effective strategies, highlighting workforce development, asset building, and whole family approaches. Don't miss out! Sign up: tinyurl.com/FreshFindsSubscribe

Option 4

From state offices to tribal organizations, everyone in the CSBG Network benefits from shared wisdom. The Fresh Finds Newsletter offers resources and stories that will help you advance economic mobility. Subscribe: tinyurl.com/FreshFindsSubscribe

Option 5

The Fresh Finds Newsletter curates bold ideas to help CSBG partners lead change. Learn from fellow leaders, discover high-impact programs, and access new tools. Sign up for your quarterly briefing today: tinyurl.com/FreshFindsSubscribe



Fresh Finds Newsletter



Sample Graphics

Just tap or click an image to access the file!



The Fresh Finds Newsletter is full of emerging practices for the economic mobility space.

tinyurl.com/FreshFindsSubscribe

PEER LEARNING. DEEP INSIGHTS.

Get the Fresh Finds Newsletter.
Shared wisdom, once per quarter.



Looking to grow your agency's capacity and learn from other leaders' experiences?



Subscribe to the Fresh Finds Newsletter.

Free and delivered quarterly.

tinyurl.com/FreshFindsSubscribe

BOLD IDEAS.
PROVEN
INITIATIVES.
REAL CHANGE.

The Fresh Finds Newsletter is full of emerging practices for the economic mobility space.

tinyurl.com/FreshFindsSubscribe

Innovative Approaches to Workforce Development: Webinar Series & Companion Guides

Sample Newsletter Text

Option 1

Explore cutting-edge workforce development practices in this new webinar series featuring local Community Action Agencies. Learn how others are driving economic mobility with innovative strategies, and discover tools you can adapt for your community's needs. You can also view user-friendly Companion Guides to get top-level takeaways. Take a look today! tinyurl.com/InnovativeWorkforce

Option 2

This webinar series spotlights Community Action leaders who are shaping workforce development through bold, responsive strategies. Gain valuable lessons and replicable methods to strengthen services and outcomes for individuals and families in your region. The accompanying Companion Guides provide even more insight! Check it out: tinyurl.com/InnovativeWorkforce

Sample Social Media Posts

Option 1

Explore innovative workforce development in action. This series highlights real strategies from local CAAs that drive economic mobility. Learn what's working and how to adapt it locally: tinyurl.com/InnovativeWorkforce

Option 2

Looking for proven ways to strengthen your workforce programs? This webinar series features practical insights and replicable strategies from CAAs across the country. Explore now and bring home fresh ideas: tinyurl.com/InnovativeWorkforce

Option 3

Stay ahead of the curve in the workforce development space. Check out this webinar series to hear directly from peers about emerging trends and how they're building economic opportunity in their communities: tinyurl.com/InnovativeWorkforce

Option 4

Innovative workforce strategies are helping CAAs meet unique local needs. This webinar series shares successes and challenges to inform your own approach. Take a look! tinyurl.com/InnovativeWorkforce

Option 5

Advance your agency's mission with fresh workforce solutions. This webinar series offers actionable, community-tested strategies for building economic mobility. Whether you want to watch the webinars or just view the user-friendly Companion Guides, check it out today! tinyurl.com/InnovativeWorkforce



Innovative Approaches to Workforce Development: Webinar Series & Companion Guides



Sample Graphics

Just tap or click an image to access the file!

Explore cutting-edge workforce development practices

New Webinar Series +
Companion Guides

tinyurl.com/InnovativeWorkforce



CAAs can help build new career pathways for the people they serve.

New Webinar Series + Companion Guides

tinyurl.com/InnovativeWorkforce

WHAT DREAMS ARE MADE OF



Apprenticeships and job trainings build economic mobility. Learn how your Agency can take part.

tinyurl.com/InnovativeWorkforce

New Webinar Series +
Companion Guides

BUILD OPPORTUNITY THROUGH WORKFORCE DEVELOPMENT

Innovative Approaches to Workforce Development

Webinar Series + Companion Guides

tinyurl.com/InnovativeWorkforce

Building & Sustaining Strategic Partnerships: Webinar Series & Companion Guides

Sample Newsletter Text

Option 1

Strategic partnerships are driving innovation across the Community Action Network. The Building and Sustaining Strategic Partnerships webinar series features local CAAs who are building cross-sector relationships to expand workforce development and strengthen community assets. No time to watch the webinars? Learn your way by digging into the accompanying Companion Guides. Check it out today! tinyurl.com/CEMPartnerships

Option 2

Discover how Community Action leaders are turning partnerships into impact. This webinar series offers real-world examples of trusted collaborations in workforce and asset development, sharing replicable strategies and lessons learned. Accompanying Companion Guides provide even more info in an easy-to-read format. Take a look and bring new insights back to your team! tinyurl.com/CEMPartnerships

Sample Social Media Posts

Option 1

Learn how CAAs are building relationships that deliver real results! This series explores successful cross-sector collaborations in workforce and asset development. Explore now: tinyurl.com/CEMPartnerships

Option 2

Strong partnerships drive stronger outcomes. Learn directly from CAAs advancing economic mobility through collaboration. This webinar series offers actionable lessons and proven strategies. In a rush? View the Companion Guides for top-level takeaways instead. Check it out: tinyurl.com/CEMPartnerships

Option 3

Community Action leaders nationwide leverage partnerships for lasting impact. Gain insights into strategies you can adapt locally. View the Building and Sustaining Strategic Partnerships series today: tinyurl.com/CEMPartnerships

Option 4

Effective collaboration begins with intentional strategy. Hear how CAAs are working across sectors to coordinate services and support families. This series offers practical takeaways and informed insights: tinyurl.com/CEMPartnerships

Option 4

Strategic partnerships are key to advancing community goals. This engaging series spotlights how CAAs are aligning efforts to achieve greater outcomes. Don't miss this opportunity to learn: tinyurl.com/CEMPartnerships



Building & Sustaining Strategic Partnerships: Webinar Series & Companion Guides



Sample Graphics

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TURN PARTNERSHIPS INTO **IMPACT**

tinyurl.com/CEMPartnerships

Webinar Series +
Companion Guides

How do CAAs build partnerships that deliver lasting results?

Building & Sustaining
Strategic Partnerships

Webinar Series + Companion Guides

tinyurl.com/CEMPartnerships



STRONG PARTNERSHIPS



= **STRONG
OUTCOMES**

Building & Sustaining Strategic Partnerships
Webinar Series + Companion Guides

tinyurl.com/CEMPartnerships

Strategic partnerships are
driving innovation across the
Community Action Network.

Keep up with the latest
trends and insights.

Building & Sustaining
Strategic Partnerships

Webinar Series +
Companion Guides

tinyurl.com/CEMPartnerships



Advancing Economic Mobility Through Financial Empowerment: Webinar & Companion Guide

Sample Newsletter Text

Option 1

A new webinar, “Advancing Economic Mobility Through Financial Empowerment,” explores how Community Action Agencies are transforming lives through integrated financial empowerment strategies, from boosting credit scores to building lasting savings. No time to watch? Check out the accompanying Companion Guide, which lets you explore key takeaways at your own pace. Learn more: tinyurl.com/Collaborative-EM

Option 2

What does it take to move from financial stress to financial strength? This new webinar breaks down the strategies that empower individuals and families to take control of their financial journey. Learn how education, coaching, and access to safe financial products can drive lasting change! Check it out and discover related resources, including companion guides and more: tinyurl.com/Collaborative-EM

Sample Social Media Posts

Option 1

Check out this new webinar and companion guide to learn how Community Action Agencies can help families take control of their financial lives and build a prosperous future: tinyurl.com/Collaborative-EM

Option 2

Smart financial strategies can change lives. Explore how education, coaching, and access to safe financial services help drive long-term success for the people we serve. Watch this new webinar – and if you’re in a rush, check out the accompanying guide: tinyurl.com/Collaborative-EM

Option 3

Debt reduction, credit improvement, and savings growth are pathways to opportunity. Learn how integrated financial empowerment services at Community Action Agencies are making a difference! New webinar and guide now available: tinyurl.com/Collaborative-EM

Option 4

Financial setbacks happen. The right support can make recovery possible. In this new webinar and guide, discover how Community Action Agencies are helping families build resilience and plan for the future: tinyurl.com/Collaborative-EM

Option 5

Financial empowerment starts with knowledge and access. See how agencies are reimagining support to help families thrive across generations. Watch the webinar and get the guide to learn more today! tinyurl.com/Collaborative-EM



Advancing Economic Mobility Through Financial Empowerment: Webinar & Companion Guide



Sample Graphics

Just tap or click an image to access the file!



Advancing Economic Mobility
Through Financial Empowerment

New Webinar + Companion Guide

tinyurl.com/Collaborative-EM



Discover how CAAs can
help transform families'
financial futures.

New Webinar + Companion Guide

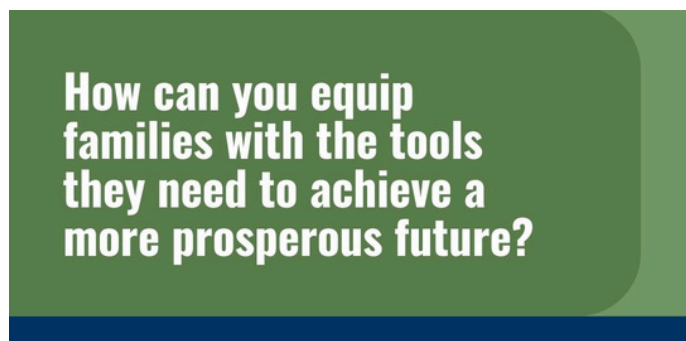
tinyurl.com/Collaborative-EM



Discover tangible solutions that help
families develop financial resilience and
chart a path to prosperity.

tinyurl.com/Collaborative-EM

New Webinar +
Companion Guide



Discover this exciting
new webinar & guide.

Advancing Economic Mobility
Through Financial Empowerment

tinyurl.com/Collaborative-EM



Case Study: Workforce Development

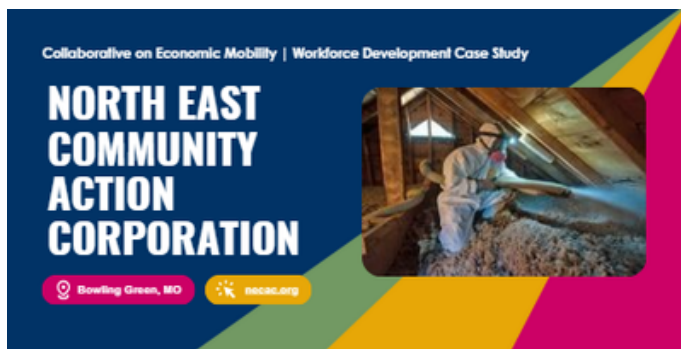
Sample Newsletter Text

Option 1

How did a rural agency in Missouri respond to staffing shortages without new funding? North East Community Action Corporation (NECAC) launched a Registered Apprenticeship Program that turned in-house training into a formal workforce pipeline, resulting in new career pathways, stronger staff retention, and better service delivery across 12 counties. Read the full report today: tinyurl.com/Collaborative-EM

Option 2

A new report highlights how North East Community Action Corporation (NECAC) in Bowling Green, Missouri built a successful apprenticeship program that trains local talent, meets growing service demand, and offers nationally recognized credentials. This is a practical, people-centered solution for rural communities facing workforce gaps. Explore now by checking out the full report: tinyurl.com/Collaborative-EM



Agency Context

Organizational Capacity

North East Community Action Corporation (NECAC) is a Community Action Agency, a Rural Local Initiatives Support Corporation (Rural LISC) grantee, and a NeighborWorks chartered agency located in Bowling Green, Missouri. The service area spans across 12 counties in Northeast Missouri, including three counties that are part of the metropolitan statistical area adjacent to St. Louis, as well as nine rural counties. The agency's annual budget

include an Elected Official Representative, a Civic Interest Representative, and a Low-Income Representative. The agency has approximately 95 full-time staff and 100 part-time staff. The management team is comprised of 10 individuals including the President/CEO, Deputy Director of Housing Development Programs, Finance Operations Director, Personnel Officer and Assistant Deputy Director, Executive Secretary and Office Manager, Public Relations Officer, Information Technology (IT) Operations Director, Rent Assistance Programs Director, Community Services Block Grant (CSBG) Operations Director, and Weatherization Director.

Sample Social Media Posts

Option 1

A new report details how a Community Action Agency in Missouri launched a registered apprenticeship program that formalized in-house training, improved retention, and created long-term career paths: tinyurl.com/Collaborative-EM

Option 2

How can rural organizations expand services while navigating staffing shortages and funding uncertainty? A new report showcases how one CAA strengthened internal systems, formed strategic partnerships, and created innovative programs to meet local needs. tinyurl.com/Collaborative-EM

Option 3

A apprenticeship initiative promoted by a CAA in Missouri demonstrates the power of investing in people. Learn how it all came together in this report! tinyurl.com/Collaborative-EM

Option 4

Discover how collaboration between local, state, and federal partners helped NECAC, a Community Action Agency in Missouri, launch an apprenticeship program: tinyurl.com/Collaborative-EM

Option 5

When a CAA faced rising demand and a limited workforce, leadership saw an opportunity to innovate. By launching a registered apprenticeship program, they increased service capacity, strengthened recruitment, and provided career-building opportunities for local residents. Get the full story today! tinyurl.com/Collaborative-EM

Case Study: Workforce Development



Sample Graphics

Just tap or click an image to access the file!

AGENCY CASE STUDY: NORTH EAST COMMUNITY ACTION CORPORATION

Discover how one CAA
developed an innovative
apprenticeship program.

tinyurl.com/Collaborative-EM



CHANGING THE GAME IN WORKFORCE DEVT.

A new case study focuses on North East Community
Action Corporation's workforce development programs.

tinyurl.com/CEMPartnerships



Dive into a workforce development success story.

New Report Out Now!

tinyurl.com/Collaborative-EM



How do CAAs develop successful apprenticeship programs?

Learn more in a
new report!

tinyurl.com/Collaborative-EM

Case Study: High-Quality Education

Sample Newsletter Text

Option 1

How can colleges help more low-income students graduate? A new report about Bucks County Opportunity Council in Doylestown, PA highlights a breakthrough solution: putting Economic Self-Sufficiency coaches directly on the campus of Bucks County Community College. Read how this innovative partnership is breaking down barriers to higher education and ensuring students' long-term success: tinyurl.com/Collaborative-EM

Option 2

An innovative “Coaches on Campus” program at Bucks County Opportunity Council in Doylestown, PA is proving to be a model for systemic change. By embedding trained coaches into student services, Bucks County Community College is now helping students overcome housing, food, and financial barriers while staying on track to graduate. Discover more about this approach today! tinyurl.com/Collaborative-EM

Sample Social Media Posts

Option 1

What happens when you embed the mission of Community Action into higher education? Bucks County Opportunity Council in Doylestown, PA partnered with a local college to support students beyond the classroom, leading to stronger retention, graduation, and economic stability. Check out the report today! tinyurl.com/Collaborative-EM

Option 2

Students can't succeed in school if they're facing housing instability or hunger. Learn how one CAA's new Coaches on Campus program is meeting students where they are and connecting them with critical support. Read: tinyurl.com/Collaborative-EM

Option 3

Bucks County Opportunity Council in Doylestown, PA placed self-sufficiency coaches on a college campus to help low-income students stay enrolled and graduate. Discover more about this innovative approach: tinyurl.com/Collaborative-EM

Option 4

When students are at risk of dropping out due to unmet basic needs, support must be accessible. The Coaches on Campus program makes it easier for students to get the help they need without leaving campus. Read: tinyurl.com/Collaborative-EM

Option 5

Many students face barriers to completing their education. One CAA created a coaching program that provides hands-on support, right on campus. Read: tinyurl.com/Collaborative-EM



Collaborative on Economic Mobility | High-Quality Education Case Study

BUCKS COUNTY OPPORTUNITY COUNCIL

Doylestown, PA | boc.org

Agency Context

Organizational Capacity

Bucks County Opportunity Council (BCOC) is a local Community Action Agency located in Doylestown, Pennsylvania. They serve over 56,000 people annually through five program areas including: Housing, Weatherization, Food, Income Tax Preparation, and Economic Self-Sufficiency. The annual budget is approximately \$15 million which consists of 67% public funding and 33% from private and other funding sources. The work is led by a 21-person

Communications and Development, and Weatherization Program). Additionally, there are 60 employees on staff and over 1,700 volunteers who contribute over 100,000 hours of volunteer service per year.

Service Delivery

Bucks County is a suburb of Philadelphia, with a population of approximately 650,000. The county's population has grown by 3.4% since 2010 and the current poverty rate is 5.9%. This includes nearly 17% of children under the age of 18, and 5% of senior citizens over the age of 65. The community's needs vary depending on

Case Study: High Quality Education



Sample Graphics

Just tap or click an image to access the file!

Find out how CAAs partner with colleges for shared impact.

New CAA case study available now!

tinyurl.com/Collaborative-EM



COMMUNITY ACTION: CREATING A MORE RESILIENT EDUCATIONAL SYSTEM.

tinyurl.com/Collaborative-EM



COMMUNITY ACTION BUILDS BRIDGES.

A new case study explores partnerships between CAAs and higher ed.



AGENCY CASE STUDY: BUCKS COUNTY OPPORTUNITY COUNCIL

Discover how a Pennsylvania CAA partnered with a local college for shared impact.

tinyurl.com/CEMPartnerships

Resource Brief: Youth Apprenticeship

Sample Newsletter Text

Option 1

What does career readiness really look like for today's youth? A new resource on Youth Apprenticeship explores an emerging model that pairs paid employment, mentorship, and hands-on learning to open doors for young adults ages 16-24, well beyond the traditional college track. Read how this "earn and learn" approach is expanding pathways to economic mobility: tinyurl.com/Collaborative-EM

Option 2

For many families today, a four-year college degree feels like the only route to success, but the workforce is changing. A new one-pager breaks down the Youth Apprenticeship model and how Community Action Agencies can play a critical role as workforce intermediaries, connecting young adults to paid work experience, industry credentials, and wraparound supports. Explore this innovative approach today: tinyurl.com/Collaborative-EM

Sample Social Media Posts

Option 1

What if young adults could earn a paycheck, build real skills, and stay on track toward a credential all at the same time? Youth Apprenticeship is doing exactly that for people ages 16-24. Learn how CAAs are making it happen: tinyurl.com/Collaborative-EM

Option 2

College isn't the only path to economic mobility. Youth Apprenticeship programs create pathways combining paid work, mentorship, and recognized credentials. Discover how this "Options Multiplier" model is reshaping career readiness: tinyurl.com/Collaborative-EM

Option 3

Many young adults face barriers to education and employment, including transportation, housing, and financial pressures. Learn how Community Action Agencies are stepping in to provide the wraparound support today's youth need to succeed: tinyurl.com/Collaborative-EM

Option 4

When young people can earn while they learn, barriers to participation drop — and outcomes improve for youth, employers, and communities alike. Read about the Youth Apprenticeship model: tinyurl.com/Collaborative-EM

Option 5

Youth ages 16-24 deserve pathways that meet them where they are. One emerging model combines paid employment, hands-on learning, and mentorship to open doors that traditional education alone can't. Read: tinyurl.com/Collaborative-EM



Resource Brief: Youth Apprenticeship



Sample Graphics

Just tap or click an image to access the file!

Discover how youth apprenticeships transform lives & build hope.

Resource Brief

tinyurl.com/Collaborative-EM



RESILIENT CAREERS FOR RESILIENT YOUTH.

New Resource Brief
about youth apprenticeship

tinyurl.com/Collaborative-EM

PATHWAYS TO OPPORTUNITY RUN THROUGH COMMUNITY ACTION

Youth Apprenticeship

Resource Brief

tinyurl.com/Collaborative-EM

AN OPTIONS MULTIPLIER FOR YOUTH

Youth apprenticeships build economic mobility and optionality. Learn how your Agency can take part.

tinyurl.com/Collaborative-EM

New
Resource Brief

Webinar Series & Companion Guides: Turning Ideas Into Impact



Sample Newsletter Text

Option 1

What does it take for a Community Action Agency to build innovation that lasts? Two new on-demand webinars break it down. The first looks at creating the conditions for innovation to thrive, from making it a core value to aligning resources and partnerships. The second shows how to design, implement, evaluate, and scale initiatives that deliver real results. Watch both recordings, and download the companion guides here: tinyurl.com/CEM-Ideas-Impact

Option 2

Two new webinars on innovation at Community Action Agencies are now available on demand. One covers building a culture where new ideas can take root, the other shows how to turn those ideas into measurable, sustainable outcomes. Together they offer a full picture for leaders looking to grow their agency's impact. Watch the recordings and download the companion guides here: tinyurl.com/CEM-Ideas-Impact



Sample Social Media Posts

Option 1

Innovation doesn't happen by accident. It takes the right culture, the right partners, and leaders who know how to make space for new ideas. Watch these webinars on building a culture of innovation at your CAA: tinyurl.com/CEM-Ideas-Impact

Option 2

Got a great idea but no plan to get it off the ground? These webinars shows CAAs how to design, implement, and evaluate initiatives that actually stick. Grab the companion guides and watch here: tinyurl.com/CEM-Ideas-Impact

Option 3

From executive leaders to emerging managers, everyone has a role to play in building innovation at their agency. Learn how to align resources and form strategic partnerships that make new ideas possible: tinyurl.com/CEM-Ideas-Impact

Option 4

Measuring impact means knowing what to measure and using it to grow. Discover how CAAs are turning good ideas into sustainable, scalable outcomes through new webinars and companion guides from the Collaborative on Economic Mobility: tinyurl.com/CEM-Ideas-Impact

Option 5

Two webinars, one goal: helping Community Action Agencies build innovative programs that last. Start with building the right culture, then learn how to turn those ideas into measurable results. Companion guides included: tinyurl.com/CEM-Ideas-Impact



Webinar Series & Companion Guides: Turning Ideas Into Impact



Sample Graphics

Just tap or click an image to access the file!



INNOVATION THAT GOES THE DISTANCE.

Discover how CAAs create the conditions for innovation and design and implement solutions to ensure it thrives.

tinyurl.com/CEM-Ideas-Impact

Turning Ideas Into Impact: How CAAs Innovate

New Webinar Series +
Companion Guides

tinyurl.com/CEM-Ideas-Impact



DREAM BIG. INNOVATE.

New Webinars + Companion Guides
on Innovation in Community Action

tinyurl.com/CEM-Ideas-Impact

DISCOVER HOW CAAs TURN IDEAS INTO **INNOVATION.**

tinyurl.com/CEM-Ideas-Impact

Webinar Series +
Companion Guides

Case Study: Community Asset-Building

Sample Newsletter Text

Option 1

How does a large public agency turn financial empowerment into a true prevention strategy? A new case study looks at Louisville Metro Office of Social Services, whose Financial Empowerment Center has served over 2,000 residents, reduced non-mortgage debt by \$3.3 million, and helped clients buy homes, boost credit scores, and build savings. See how they built and scaled the model: tinyurl.com/CEM-Asset-Building

Option 2

What happens when financial empowerment becomes part of an agency's DNA rather than a standalone program? A new case study on Louisville Metro Office of Social Services shows how they embedded these services across departments, from homeless services to the police department, and built partnerships with over 150 community organizations along the way. Read how they did it: tinyurl.com/CEM-Asset-Building

Sample Social Media Posts

Option 1

What does financial empowerment look like when it's built into every corner of an agency? Louisville Metro's Office of Social Services has the answer. Read the case study: tinyurl.com/CEM-Asset-Building

Option 2

Since 2022, Louisville Metro's Financial Empowerment Center has served over 2,000 residents and helped reduce non-mortgage debt by \$3.3 million. This new case study breaks down how they built the model and what they learned along the way: tinyurl.com/CEM-Asset-Building

Option 3

From a 400 credit score to nearly 800, real client stories show what's possible when financial counseling meets real community trust. See how Louisville Metro is putting economic mobility into practice: tinyurl.com/CEM-Asset-Building

Option 4

Financial empowerment doesn't have to live in one office. Louisville Metro has woven it into homeless services, senior nutrition, and even the police department. Check out the case study: tinyurl.com/CEM-Asset-Building

Option 5

Thinking about building or strengthening financial empowerment services at your agency? Louisville Metro's case study offers real lessons on funding, partnerships, and staying flexible along the way: tinyurl.com/CEM-Asset-Building



Collaborative on Economic Mobility | Community Asset-Building Case Study

LOUISVILLE METRO OFFICE OF SOCIAL SERVICES

Louisville, KY | louisvilleky.gov/government/office-social-services

Agency Context

Organizational Capacity

Louisville Metro Government's Office of Social Services is a public Community Action Agency in Louisville, Kentucky that serves all the Louisville-Jefferson County Metro area. The agency's annual budget is approximately \$46.1 million with primary funding sources including Housing and Urban Development (HUD), Metro Government Fund, Low-Income Home Energy Assistance Program (LIHEAP), Capital Project Fund, AmeriCorps, and the Emergency Rental

Advocacy and Outreach, Administration, Homeless Services, Neighborhood Places, Financial Empowerment, Housing and Support, Senior Nutrition, and Planning and Compliance.

This case study will focus on the Office of Financial Empowerment, a branch of the Office of Social Services, which is led by a team of six including a Social Service Policy and Advocacy Manager, a Policy and Advocacy Supervisor, a Social Service Supervisor, and three Financial Counselors. The Social Service Policy and Advocacy Manager and the Policy and Advocacy Supervisor are both Certified Community Action Professionals (CCAP) with

Case Study: Community Asset-Building



Sample Graphics

Just tap or click an image to access the file!



New Case Study Available Now

tinyurl.com/CEM-Asset-Building



Financial empowerment, interwoven agency-wide.
Learn how it's done in this new case study.

tinyurl.com/CEM-Asset-Building



Discover how in a new case study on a CAA in Louisville, Kentucky.

tinyurl.com/CEM-Asset-Building



NEW CASE STUDY:
Community Asset-Building

tinyurl.com/CEM-Asset-Building



Case Studies: Whole Family Approach

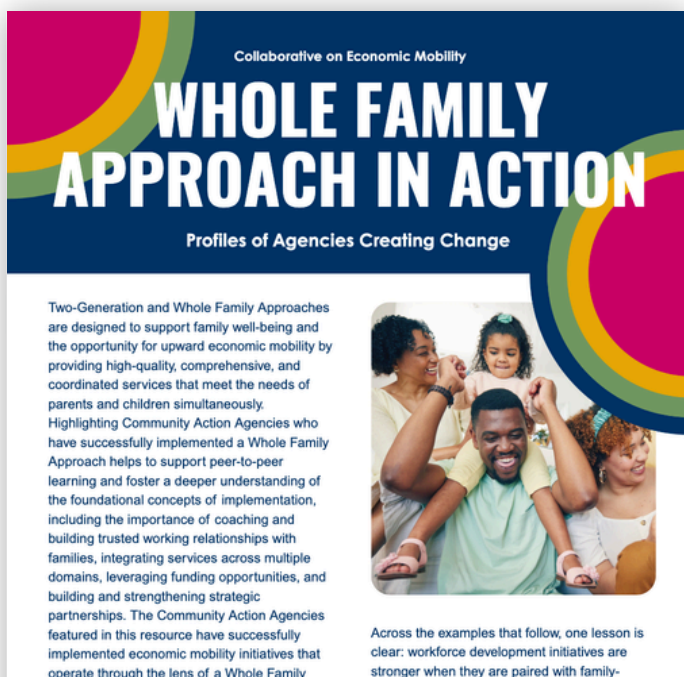
Sample Newsletter Text

Option 1

What does it really take to support a family's full path to economic mobility? A new resource profiles three Community Action Agencies putting the Whole Family Approach into practice, pairing workforce development with family-centered coaching to help parents earn credentials, secure jobs, and build stability while their children thrive alongside them. See how it works in Detroit, Newport News, and rural Maine: tinyurl.com/CEM-Whole-Family.

Option 2

Workforce development goes further when it's paired with real support for the whole household. A new set of case studies looks at three Community Action Agencies who built coaching models to help families move from crisis toward long-term stability, with real results in employment, housing, and financial wellbeing. Read their stories and learn from their success at this link: tinyurl.com/CEM-Whole-Family.



Sample Social Media Posts

Option 1

What happens when workforce development and family coaching work hand in hand? A new set of case studies shows how three Community Action Agencies are helping parents earn credentials and build careers while their children thrive alongside them: tinyurl.com/CEM-Whole-Family.

Option 2

Real families, real progress. From a mother earning her nursing credential to a young mom rebuilding her life after relocating with nothing, these case studies show what's possible with the right coaching and support: tinyurl.com/CEM-Whole-Family.

Option 3

Supporting a family's economic mobility means looking at the whole picture, not just one program at a time. See how three Community Action Agencies redesigned their services around coaching and coordination: tinyurl.com/CEM-Whole-Family.

Option 4

Credential pathways work best when paired with real support: transportation, childcare, housing help, digital access. These case studies break down how agencies are removing barriers to help families reach their goals: tinyurl.com/CEM-Whole-Family.

Option 5

Urban, regional, rural: three different communities, one shared lesson. Listening to families and staff, building trusted coaching relationships, and staying flexible make all the difference. See how it plays out across three agencies: tinyurl.com/CEM-Whole-Family.

Case Studies: Whole Family Approach



Sample Graphics

Just tap or click an image to access the file!

**WORKFORCE
DEVELOPMENT +
WHOLE FAMILY
APPROACH =
SUCCESS.**



Discover how three agencies
build economic mobility
through a holistic approach.

tinyurl.com/CEM-Whole-Family



**How do CAAs use a Whole
Family Approach to drive
economic mobility?**

Learn more in a
new case study!

tinyurl.com/CEM-Whole-Family

**IT TAKES
THE
WHOLE
FAMILY.**



To help Community Action customers
build economic mobility, three agencies
adopted innovative practices. Learn how:

tinyurl.com/CEM-Whole-Family

**Looking to level up
your Whole Family
Approach?**



Dig in to a new case study
on the intersections between
WFA and economic mobility.

tinyurl.com/CEM-Whole-Family

Case Studies: Innovation in Action

Sample Newsletter Text

Option 1

What does innovation actually look like on the ground at a Community Action Agency? A new resource profiles agencies tackling housing, transportation, and health challenges in creative ways, from a construction training program that builds homes and careers at once to a volunteer driver network covering rural counties. See how these approaches are expanding economic mobility: tinyurl.com/CEM-Innovative-Programs

Option 2

Limited resources often spark the most creative solutions. A new case study collection highlights Community Action Agencies finding innovative ways to address housing, transportation, and healthcare access, with real results like reduced job vacancies, hundreds of thousands of rides completed, and families moving from crisis to stability. Read their stories at this link: tinyurl.com/CEM-Innovative-Programs



Sample Social Media Posts

Option 1

From building homes to driving neighbors to doctor appointments, Community Action Agencies are finding creative ways to remove barriers to economic mobility. See how innovation is playing out across housing, transportation, and health: tinyurl.com/CEM-Innovative-Programs

Option 2

A married couple who once relied on Head Start now owns a home built by the same agency that helped them find careers. Read this inspiring story and more: tinyurl.com/CEM-Innovative-Programs

Option 3

Transportation, housing, and healthcare access are some of the biggest barriers to economic mobility. See how Community Action Agencies across the country are tackling them with practical, replicable solutions: tinyurl.com/CEM-Innovative-Programs

Option 4

Innovation just takes a willingness to think differently. These case studies show how CAAs turned limited funding into new construction crews, volunteer driver networks, and healthcare career pathways: tinyurl.com/CEM-Innovative-Programs

Option 5

What happens when Community Action Agencies listen closely to their communities and get creative with the resources they have? These case studies show the results, from new affordable housing to hundreds of thousands of rides to work: tinyurl.com/CEM-Innovative-Programs

Case Studies: Innovation in Action



Sample Graphics

Just tap or click an image to access the file!

NEW RESOURCE FOR CAA INNOVATORS!

tinyurl.com/CEM-Innovative-Programs



CASE STUDIES IN INNOVATION

Discover how three very different CAAs
all innovated to build economic
mobility in their communities.

tinyurl.com/CEM-Innovative-Programs

How have CAA innovations helped advance economic mobility?

Learn the answer in
“Innovation in Action,” a
new free resource.

tinyurl.com/CEM-Innovative-Programs



Get inspired by innovative CAA peers.

New Free Resource Available Now!

tinyurl.com/CEM-Innovative-Programs

The Economic Mobility Toolkit

Sample Newsletter Text

Option 1

How can local agencies better coordinate services to help families achieve long-term financial stability? The Economic Mobility Toolkit brings together proven tools, case studies, and strategies across five core focus areas: Workforce Development, High-Quality Education, Community Asset Building, Whole Family Approaches, and Innovative Programs. Explore how this comprehensive guide can help strengthen partnerships and expand local impact: tinyurl.com/CEM-Eco-Mobility-Toolkit

Option 2

What strategies effectively build multi-generational financial success for families facing economic barriers? A new resource on Community Asset Building outlines how integrating financial empowerment coaching into everyday programming creates lasting stability and credit growth. Discover steps to enhance financial services in local communities: tinyurl.com/CEM-Eco-Mobility-Toolkit

Sample Social Media Posts

Option 1

What if a single guide could help streamline workforce, education, and financial support services all in one place? The Economic Mobility Toolkit delivers practical strategies across five key areas to help communities thrive. Access the full toolkit here: tinyurl.com/CEM-Eco-Mobility-Toolkit

Option 2

How can organizations build stronger relationships with schools and colleges to support student success? Discover how strategic campus partnerships and personalized coaching are expanding educational pathways: tinyurl.com/CEM-Eco-Mobility-Toolkit

Option 3

Looking for proven ways to integrate financial coaching into existing community programs? Learn how financial empowerment strategies are helping families build credit, reduce debt, and prepare for the future: tinyurl.com/CEM-Eco-Mobility-Toolkit

Option 4

What happens when community programs address the needs of parents and children at the same time? Explore how whole family approaches are creating multi-generational pathways out of poverty: tinyurl.com/CEM-Eco-Mobility-Toolkit

Option 5

How can local agencies transform innovative ideas into measurable community solutions? Check out real-world examples of data-driven approaches to housing, transit, and healthcare supports: tinyurl.com/CEM-Eco-Mobility-Toolkit



THE ECONOMIC MOBILITY TOOLKIT

A Collaborative on Economic Mobility (CEM) Resource

The Economic Mobility Toolkit



Sample Graphics

Just tap or click an image to access the file!



Get the all-new Economic Mobility Toolkit, your guide to adopting an economic mobility approach agency-wide.

tinyurl.com/CEM-Eco-Mobility-Toolkit

THE ECONOMIC MOBILITY TOOLKIT.

Implement a economic mobility lens across five critical focus areas.

tinyurl.com/CEM-Eco-Mobility-Toolkit



Discover how CAAs build economic mobility across five critical areas.

tinyurl.com/CEM-Eco-Mobility-Toolkit

New Toolkit,
Available Now!

New tools, resources, tips, and case studies help you develop customers' economic mobility.

Access them in the new Economic Mobility Toolkit, available now for free.

tinyurl.com/CEM-Eco-Mobility-Toolkit





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