

Regions 8 & 10 Community Action Conference National Partners Panel



Denise Harlow, MSW, CCAP, NCRT
Community Action Partnership
1020 19th Street NW, Suite 700
Washington, DC 20036

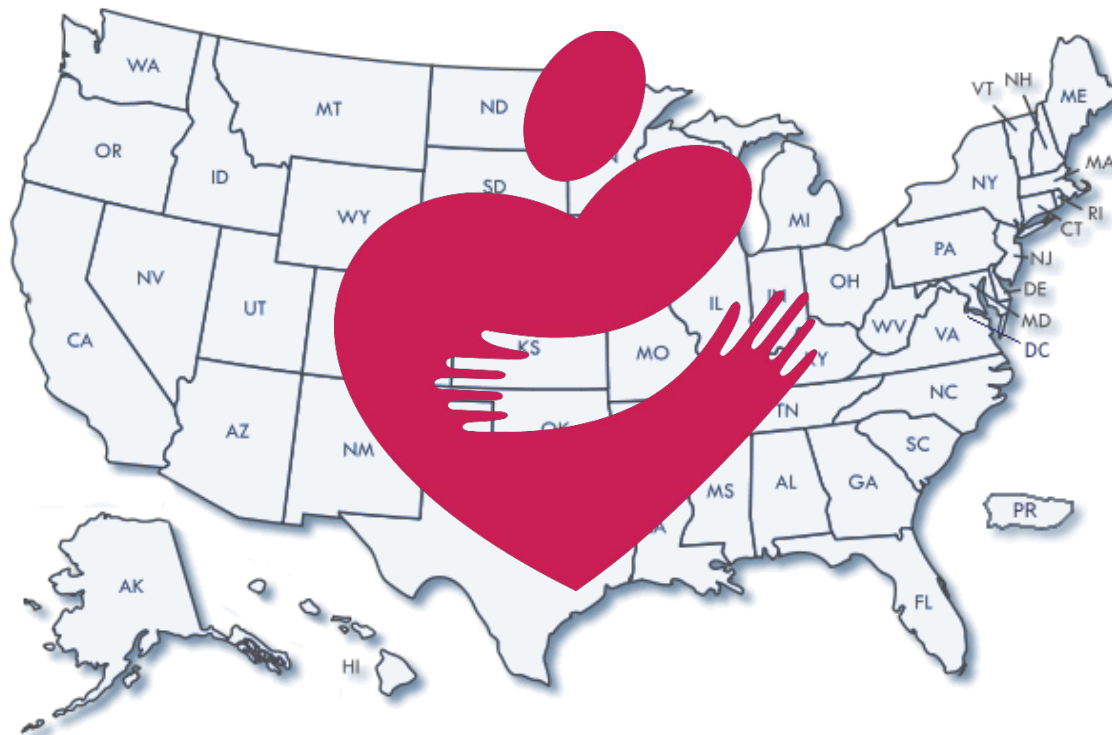
धारlow@communityactionpartnership.com

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.*

Community Action Network

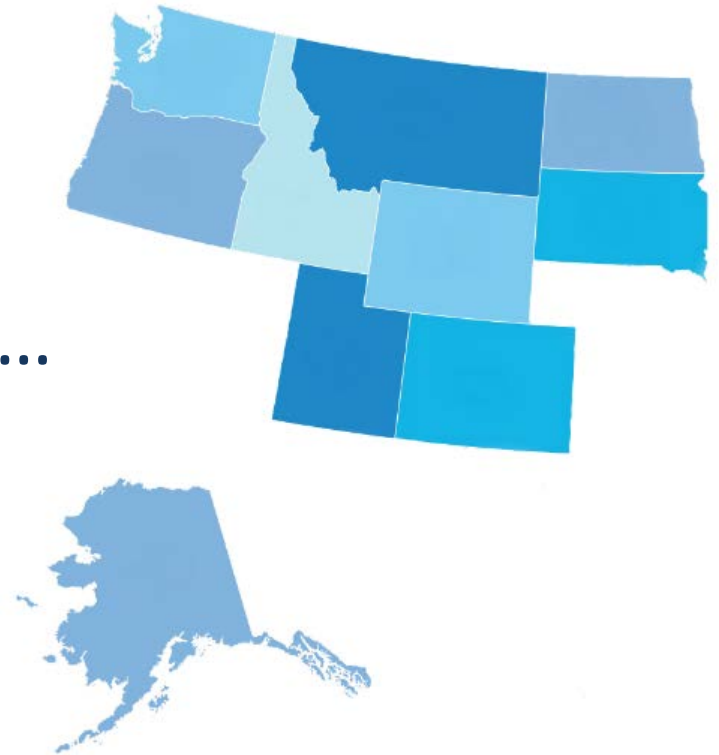


1000+ Agencies | 44 State Associations | 50+ State CSBG Offices | National Partners
More than 15 million served

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.

Maximizing Our Capacity to Serve

- If not us, who?
- If not for CSBG...
- This is our moment in time...



2018 Proposed Budget

Program	Trump's "Skinny Budget"	Current Spending Level
Community Services Block Grant	\$0	\$715 million
Weatherization	\$0	\$215 million
LIHEAP	\$0	\$3.39 billion

- **Head Start** is an unknown
- Health Care passed House....Will the Senate pick it up?

Other Programs/Departments Proposed to Be Eliminated

- CDBG
- Home
- Choice Neighborhoods
- Senior Community Service Employment Program
- Corporation for National and Community Service
- Legal Services Corporation

What You Can Do!

- ***Advocate!*** Educate!
- Invite member of Congress to your CAA
- Visit your member of Congress
 - Bring volunteers, board members, customers
 - Bring data
- Collect stories and data
- Collect contact information of those who are concerned
- Ensure that your ED/CEO's salary is at least 1% funded through discretionary sources (non-governmental).

Deadline Extension & Updated List of Senators

May 15, 2017

Calling All Agencies:
Senate CSBG Dear
Colleague Action
Needed!



What You Can Do (and what we need you to do) Today on CSBG! Deadline: May 22

Dear Chairman Blunt and Ranking Member Murray:

We respectfully request that you support level funding for the Community Services Block Grant (CSBG) program in the Fiscal Year 2018 Labor, Health and Human Services, Education, and Related Agencies (Labor-HHS) appropriations bill.

As you know, the CSBG program is the core funding stream that supports the more than 1,000 Community Action Agencies (CAAs) nationwide. For more than thirty years, CSBG funds have allowed CAAs flexibility to build partnerships and invest in creating opportunities suited to local conditions and the unique needs of low-income citizens. CSBG funds are used to coordinate a broad range of services for low-wage workers, retirees, and their families. Moreover, CSBG funds assist CAAs in leveraging their non-federal funding sources; for every \$1 of federal CSBG funding, CAAs are able to leverage almost \$8 from state, local, and private sources.

The need for CSBG funds remains great. Last year CAAs served nearly 16 million low-income individuals in 7 million families. CAAs provide a critical “first stop” for those in need and help navigate our constituents to resources in the broader community, including: emergency food assistance, job training, housing counseling and health care services. In addition, CAAs serve our homeless veterans and support citizens with disabilities by connecting them to services that help them to maintain their independence.

We believe it is critical to invest our resources in strengthening our local communities and laying the foundations for long-term growth and success. The services funded by the Community Services Block Grant program will help provide economic independence to our most vulnerable citizens. For these

Community Action Core Advocacy Principles

- We support the following federal programs and empower our Executive Director to engage in advocacy on these issues:
 - Community Services Block Grant
 - Weatherization
 - LiHEAP
 - Head Start

From NCAF's Talking Points Memo

As far as funding is concerned, other groups are going into their meetings and asking for increases through cuts to other programs. This approach will fail, but in some cases, it will backfire completely. Right now, with the exception of Weatherization, it is wise to simply ask to hold current funding steady.

Appropriations Subcommittee	Program	Request for the year-long FY2017 CR and for FY2018
Labor-HHS-Education <i>The Labor HHS appropriations bill is expected to be ground zero on 2018 spending. Deep overall cuts are expected.</i>	Community Services Block Grant	Maintain FY2017 (current) funding at \$714.9 million.
	LIHEAP	Maintain FY2017 (current) funding at \$3.39 billion.
	Head Start	Maintain current funding while allowing for Cost of Living Adjustment.
Energy and Water Development	Weatherization Assistance Program	Increase funding to \$230 million.

Talking Points

- CSBG Talking Points
 - **Trust:** *During a time of great distrust of institutions, Community Action remains a trusted and valued community asset.*
 - **Local Control and Flexibility:** *Needs and available resources are different in Topeka, Kansas; Watertown, New York; Seattle, Washington; Fresno, California; and Seymour, Indiana.*
 - **Local Knowledge - Local Needs - Local Solutions:** Every CAA conducts an assessment of the needs in its service area and develops a strategies unique to its community.
 - **Accountability-** Meeting Core Organizational Standards
 - For every \$1 of CSBG, CAAs were able to leverage \$7.70 from state, local, and private sources
 - Local Boards; Members of the community

Facing the Future and Embracing Change

CSBG Organizational Standards:

- Demonstrate accountability across a complex system
- ***Build trust***
- Work together to characterize an effective and healthy organization
- Provide a roadmap for Continuous Organizational Improvement

Facing the Future and Embracing Change

ROMA Next Generation:

- Improves CSBG Performance *Management*
- Improves CSBG Performance *Measurement*
- Demonstrates Continuous Quality Improvement across a complex system.
- Demonstrates a commitment to Outcomes
- Strengthens local solutions for families and communities
- Builds agency capacity for the long term.

Facing the Future and Embracing Change

A National Theory of Change

The National Community Action Network Theory of Change

DRAFT

DRAFT



To learn more, check out the Community Action Theory of Change Report. www.nascsp.org

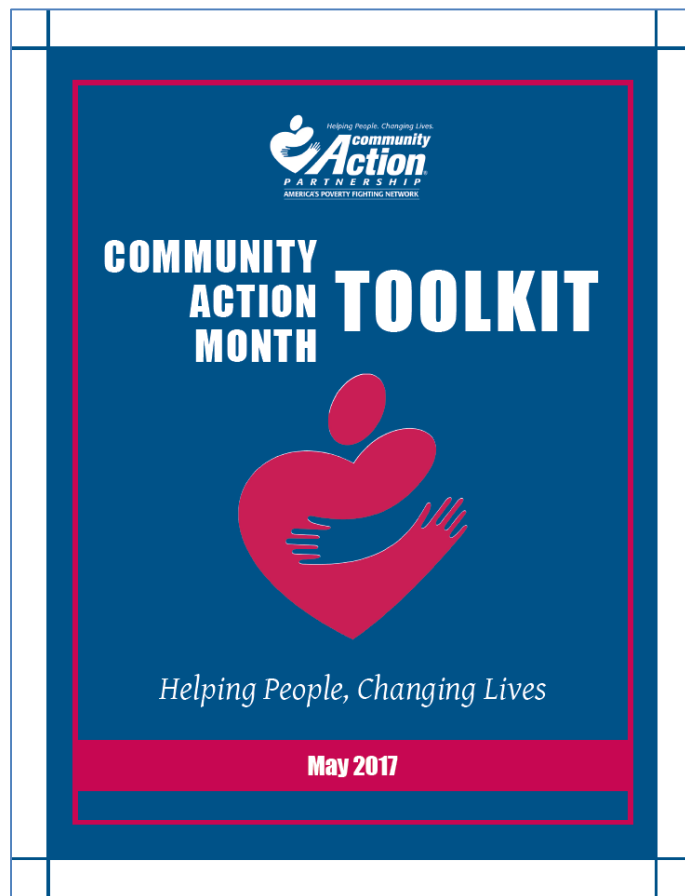


Urban Institute and OPRE

- ***Building Evaluative Capacity through a Focus On Key Components of the Community Services Block Grant/Community Action Agency Model***
- Through interdisciplinary **reviews of literature**, **scans of current practices**, and **consultations with experts**, this project will address key **conceptual issues to support CSBG evaluation** and **provide tools** for enhancing the CSBG Network's **ability to understand the causal effects of their current work**. The project will focus particular attention on:
 - Defining key outcomes and components of the **CSBG model**
 - Identifying promising approaches to **evaluating CAA's community-change efforts**
 - Designing **community needs assessments to support future evaluation efforts** and
 - Understanding the **contribution leveraged funding makes** to meeting CSBG objectives.



May is Community Action Month



COMMUNITY ACTION MONTH TOOLKIT	
#BeCommunityAction	#CommunityAction
Table of Contents	
Welcome from Denise Harlow	3
The Promise of Community Action	4
About and How to Use the Toolkit	5
Community Action Month Activities	6
Community Action Month Calendar	7
Color the Huggy Heart Template	8
Huggy Heart Paper Airplane Template	9
Community Action Social Media Outreach	11
Sample Social Media Text Posts	12
Sample Social Media Memes	13
Other Social Media Suggestions: Selfies, Programs and Activities	16
I Love Community Action Selfie Sign Template	17
Publicizing Community Action Month in the Press	18
Tips for Doing Interviews with the Press	19
Sample Talking Points on Community Action and Its Success	20
Template Community Action Month Press Release	21
Community Action Month Proclamations	22
Sample Community Action Month Proclamation	23
Suggest a Site Visit with Elected Officials and Tips	24
Fundraising During Community Action Month	25
Sample Fundraising Letter/Email	26
Fundraising Appeal Tips	27
Other Community Action Month Resources	28
Community Action Partnership's 2017 Annual Convention	29
2017 Annual Convention Award Nominations	30
Jayne Thomas Grassroots Volunteer Recognition Award	31
Jayne Thomas Award Nomination Form	32
Sargent Shriver Achievement Award	33
Sargent Shriver Award Nomination Form	34
Community Action Partnership Board and Staff	35

MAY 2017

2

First Day of Community Action Month **1**

Share Denise's Kick-Off Video on Social Media

#BeCommunityAction

National Teacher's Day **2**

Honor your Head Start and Early Head Start teachers

#HeadStart

Wisdom Wednesday **3**

Share our meme about President Johnson's Economic Opportunities Act to celebrate #CommunityAction's history

#CommunityAction

International Firefighter's Day **4**

Honor first responders who work with your agency. Invite a firefighter to speak with Head Start.

#HeadStart

#FactFriday **5**

Share our memes highlighting facts about the impact of #CSBG and #CommunityAction

Showcase Saturday **6**

Post key facts that showcase your impact in the community

#BeCommunityAction

World Laughter Day **7**

Post selfies of your smiling faces with our "I Love Community Action" sign

#BeCommunityAction

World Red Cross Day **8**

Post photos of disaster relief efforts your Agency provides

#DisasterRelief

Mental Health Awareness Month **9**

Post success stories about mental health services your Agency provides

#MentalHealth

WeCare Wednesday **10**

Color the Huggy Heart with Head Start and Early Head Start students

Throwback Thursday **11**

Post a picture of your Agency's founders with statistics about how your staff and impact have grown.

#TBT

International Nurse's Day **12**

Honor nurses on your staff if your Agency provides healthcare services

#Nurses

Senior Appreciation Saturday **13**

May Is Older American's Month, so recognize and appreciate the seniors in your programs

#MealsonWheels

14 Mother's Day

Honor the mothers of kids in your programs and mothers on your staff

#MothersDay

Motivation Monday **15**

Recite the Promise with your staff and post our meme to start the week

#BeCommunityAction

16

Invite elected officials to your Agency for a site visit to show them the important services you provide!

#TalkPoverty

Weatherization Wednesday **17**

Post success stories from your latest weatherization projects!

#WAP

Happy Birthday #HeadStart **18**

Head Start is 52 today, so share success stories about your Head Start alumni!

National Pizza Party Day **19**

Host a pizza party for your Head Start students

#HeadStart

Armed Forces Day **20**

Recognize and thank veterans in your programs for their service

#Veterans

Start of Emergency Medical Services Week **21**

Honor #HealthCare workers on your staff

MissonMonday **22**

Post your Misson on social media with a success story about a time when your Agency put it in action

Staff Service **23**

Have your staff participate in a volunteer service project

#BeCommunityAction

Wisdom Wednesday **24**

Post our meme about Dr. Martin Luther King, Jr.'s fight against poverty

Twitter Storm **25**

Participate by tweeting your success stories using #CommunityAction and #BeCommunityAction

National Paper Airplane Day **26**

Make Huggy Heart paper airplanes with your #HeadStart students

27

If you haven't already, register for our 2017 Annual Convention in Philadelphia

#CAPCon17

Snapshot Saturday **28**

Post your favorite photo of an activity or program from your agency!

Memorial Day **29**

Share our Memorial Day meme to honor veterans

#MemorialDay

30

Participate in our Facebook Live video chat with Denise Harlow

31

Thank your volunteers, board, staff and donors for celebrating #CommunityAction Month! #BeCommunityAction

May 2017



Community Action

@CA_Skagit FOLLOWING YOU

The heart of Community Action of Skagit County is creating a spirit of hope by

TWEETS
849

FOLLOWING
207

FOLLOWERS
619

LIKES
126

Following

Tweets Tweets & replies Media



Community Action @CA_Skagit · 2h
Pre-registration for the #LoveAHeartRun closes tomorrow at 11:45 PM! Sign up at:

Who to follow · Refresh · View all

Hootsuite @hootsuite

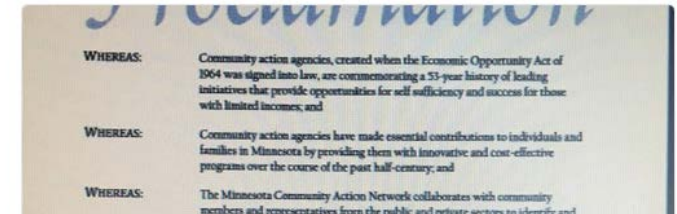
Follow

Kelli Baker @kelliabaker

Social Media Tools

MinnCAP @MinnCAP · 18h

Thank you @GovMarkDayton for proclaiming May as Community Action Month
#BeCommunityAction #CommunityAction



Community Action @CAPPartnership · 4h

@AspenAscend #2Gen Inst highlights @CAP_Tulsa families who hold great strength and resilience. #CommunityAction works!

Wayne Metro CAA @WayneMetroCAA · Apr 20

#ChristaHsStory has a happy ending. #CommunityAction helped her become self-sufficient and financially stable. @CAPPartnership @MCAA4CAAS



IMPACT Community Act @IMPACTCA · Apr 21

The Truth About Poverty: Homelessness affects more than 1.6 million children in the U.S. #impact #communityaction #poverty #facts



www.communityactionpartnership.com

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

About Us Careers Donate Press Room Subscribe Search

Membership Find Your CAA Programs/Initiatives Tools/Resources Events Home

The Promise of Community Action

Community Action changes lives, embodies the spirit of hope 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.

Fighting Poverty

The US Census Bureau estimates that 16% of the population lives in poverty. We work to end poverty across the country.

[Learn More](#)

Community Action Network

We have over a thousand agencies in local communities, as well as state associations and national partners.

[Learn More](#)

Tools and Resources

Find all of our Training and Technical Assistance webinars, toolkits, useful information and other resources.

[Learn More](#)

LATEST NEWS

Stay up to date with all our news!

JOIN NOW!

02/10/2017

COMMUNITY ACTION MONTH

02/10/2017

2017 Annual Convention

02/10/2017

Branding Summit

02/10/2017

2017 Annual Convention



Community Action:
Transforming Communities, Changing Lives

August 29th – September 1st

Join us in Philadelphia for valuable training, legislative information, timely program updates, and unparalleled networking!

Philadelphia Downtown Marriott - Philadelphia, PA

www.communityactionpartnership.com



Thank you for all you do!

