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NC Empowered

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North Carolina Community Action Association / 2016 / NOVEMBER EDITION

NCCAA Rapid Response to the Rescue

In a recent article posted to NC State's Philanthropy Journal News, Susan Danish, Executive Director of The Association of Junior Leagues International, Inc., makes a powerful argument for the ways in which community based non-profits are uniquely positioned to help after civic trauma. In the wake of Hurricane Matthew here in North Carolina, we have seen that community action agencies are also uniquely positioned to serve after a natural disaster.

Even though the flood waters have receded, life has still not returned to normal for many families throughout Eastern North Carolina, and in truth, it will be a long road back to normal life. However, community action agencies across North Carolina have shown they are ready to step into the gap and support communities as they try to recover.

Recently NCCAA deployed its Community Action-Rapid Response team to help meet the immediate needs of flood victims. With the help of NEED, Inc. and Telamon Corporation, we were able to establish



a distribution center to help with the basic needs of the people in one of the hardest hit areas.

With so much devastation and national response agencies lamenting the lack of available resources, particularly housing - the work of community action agencies will be more important than ever to support these suffering communities.

Families have lost everything. The goal of community action is to help low-income people gain self-

sufficiency and there are times when we must first help pick people up after a disaster has knocked them down. This is one of those times. Even families who were not struggling with poverty are now suffering after the devastation of the hurricane and floods. With so many people hurting right now the best thing we can do is simply help.



In her article Ms. Danish speaks

about the importance of community based non-profits engaging with the community and making its presence known to the people so that they are seen as a part of the community. This is vital to recovery.

After a disaster like Hurricane Matthew and the catastrophic flooding that occurred in its wake, it is important for all community action agencies to come together and support our fellow agencies. There are staff members who have also been affected, but show up to work because of their dedication to their communities and community action. Please visit www.nccaa.net and click on 'Hurricane Relief' to find out how you and your agency can help. Recovery after this level of devastation will require support from our entire network for many months to come.

Philanthropy Journal September eNews
[https://pj.news.chass.ncsu.edu/category/pj-features/Helping Our Communities Deal With Civic Trauma](https://pj.news.chass.ncsu.edu/category/pj-features/Helping%20Our%20Communities%20Deal%20With%20Civic%20Trauma)

WAGES – A Legacy of Excellence

Wayne Action Group for Economic Solvency, Inc. or WAGES provides services primarily in Wayne County. WAGES was chartered by a resolution of the Wayne County Commissioners in 1965 and the agency held its first Board of Directors meeting on November 19, 1965. The first programs operated by WAGES were the Neighborhood Youth Corps and Head Start. WAGES celebrated its 50th anniversary October 17, 2015 with a Gala Event attended by more than 200 community members, city, county, state and national officials, staff and other dignitaries.

Today, WAGES operates 10 diverse human services programs serving economically disadvantaged children, youth, families and seniors. **These programs include: CSBG Self-Sufficiency Project, Early Head Start, Early Head Start Child Care Partnerships, Foster Grandparent Program, Head Start, Meals on Wheels, Nutrition Program for the Elderly with Congregate Services, Senior Companion Program, Wayne County First Steps and the Weatherization Assistance Program.** The Weatherization Assistance Program serves residents in Greene, Lenoir and Wilson Counties, in addition to Wayne County.

WAGES has a “legacy of excellence in service to others” and has extensive collaborative relationships designed to help influence change, galvanize resources, advocate for

those in poverty, enhance community capacity and encourage economic self-sufficiency. These collaborative relationships include: partnerships with educational, social services and health agencies, municipal, county, state and national entities as well as relationships with private industry and the business community.



Recently, the service area served by WAGES was devastated by Hurricane Matthew and the after effects. Fifty four percent (54%) of the county lost power for an extended period of time. One third (1/3) of the county was underwater and millions of dollars in damages was sustained to homes and businesses. Many of WAGES’ staff, participant families and seniors were evacuated and displaced. Even so, WAGES worked hand in hand with local officials to provide support to victims of the storm by providing meals and services to those in the shelters and first responders.



WAGES collected donations of non-perishable food, clothing and household items and held two giveaways during the first two weeks after the storm and continues to collect donations (including financial contributions) for disbursement to Hurricane Matthew victims. WAGES also provided mental health counseling and support to children and families who faced the stress of the storm and its aftermath. **We salute you, WAGES!!**

Patricia Beir is the new Executive Director of WAGES. She is also currently President of the NC Head Start Association.

With Snacks and a Smile

Disaster Relief Inspiration from A 7-Year Old

Meet Lily.



She is seven years old and lives in Weaverville, NC. During the weekend of Hurricane Matthew, Lily’s cousins visited to escape the storm. Although her cousins escaped without much injury, she saw on the news just how many people were affected.....and wanted to help.

After convincing her dad to let her raise money at the family business to help victims of Hurricane Matthew, the family spent all day baking cookies and brownies to sell the next day.

With snacks and a smile, she manned her booth for hours. She sold cookies, brownies and coffee.... and even collected donations from customers.

Lily raised \$300. She couldn’t believe everyone was so generous to people they didn’t even know.

This photo is now proudly posted in the family business – Broken Arch Auction Gallery – and shows the community the money raised and how it will benefit hurricane victims through the North Carolina Community Foundation Disaster Relief Fund.

Lily hopes her story will help inspire more people to give.



National Events

Save the Date! 2017 Partnership Management and Leadership Training Conference
January 11-13, 2017
Long Beach, CA

NCAF 2017 Legislative Conference
March 14-17, 2017
Washington, DC

2017 NASCSP Mid-Winter Training Conference and Orientation
March 27-31, 2017
Arlington, VA

State & Regional Events

Introduction to ROMA Training

When: December 6, 2016

Where: Mountain Projects
2251 Old Balsam Road Waynesville, NC 28786

The training will demystify ROMA for Community Action Agencies and CSBG eligible entities.

Case Management Training

When: December 7, 2016 and December 8, 2016

Where: Mountain Projects-Senior Resource Building
81 Elmwood Way • Waynesville, NC 28786

The workshop will focus on items such as the impact of poverty on brain development and the components of empowerment based work.

NCCAA 2017 Annual Conference

Embassy Suites Concord/Charlotte • Concord, NC
May 8-12, 2017

SEACAA 2017 Annual Conference

Beau Rivage • Biloxi, MS • October 31-November 3, 2017



2017 NCCAA Annual Conference

We are excited to announce this year's Conference theme, "Thrive: Facing the Future and Embracing Change." This theme recognizes the changing landscape in North Carolina and challenges us to consider how we can use these changes to our advantage as we work to improve the lives of low-income people. Conference registration will open soon. In the meantime, you are invited to submit a workshop proposal and to make your hotel reservation.

Embassy Suites Charlotte-Concord/Golf Resort & Spa
5400 John Q. Hammons Dr. NW • Concord, NC 28027
704-455-8200

May 9-12, 2017



SEACAA Certification Modules

SEACAA Certification Module: History & Philosophy of Community Action, Kentucky Career Center (LKLP CAC), Hazard, KY • November 21-22, 2016
Click here for more information.

SEACAA Certification Module: Becoming an Extraordinary Problem Solver, Marina Bay Resort, Fort Walton Beach, FL • December 5-6, 2016
Click here for more information.

BOD Meetings

NCCAA Board of Directors Meeting, Raleigh, NC • November 17, 2016

NCCAA Council of Executive Directors Meeting, Raleigh, NC • November 18, 2016

NEWSWORTHY BRIEFS

The 2016 federal poverty guideline for a family of three was \$20,160.

See: <https://aspe.hhs.gov/poverty-guidelines>.

Scholarly Research on Children's Savings

A growing body of evidence documents the potential of children's savings, including those saved in special college savings accounts, known as Children's Savings Accounts, or CSAs. These savings expand educational and economic opportunity for low- and moderate income youth. Some of the studies featured here examine the impact of CSA programs specifically, while others examine the relationship between college savings and future educational and economic success.

FACT: CSAs improve early childhood development and academic performance.

Finding #2: The most disadvantaged children gained the most from the social-emotional benefits of CSAs; effects were particularly pronounced for children whose mothers have low education levels, low incomes, receive welfare benefits or rent their homes.

FACT: Parents and children with early savings have greater college expectations. Children from low-income households often have lower expectations of completing college than their higher-income peers, but research indicates that CSAs can change that trajectory.

Finding #6: Parents with no college education whose children received a CSA and college coaching were thirteen times more likely to expect their child to attend college than other similar parents.

FACT: Children with college savings are more likely to go to and graduate from college.

FACT: Children's savings increases a child's future financial capability and reduces the racial wealth gap.

NUMBERS TO KNOW

Children with just **\$500 or less** saved for college are **3 times** more likely to go to college and **4 times** more likely to graduate than those without savings.

Source: Center on Assets, Education & Inclusion (2013)

Affinity Fundraising Registration

NC Nonprofit's Newest Money-Saving Partner

Compliance is complex, and charitable solicitation registration in multiple states gets messy, time-consuming, and potentially very expensive. The Center has partnered with Affinity Fundraising Registration to offer Members expert resources and exclusive discounts for this challenging requirement.

Affinity provides nonprofits of all sizes a full range of registration services in all 40 requiring states. Its singular web-based portal streamlines the registration process and adapts to meet unique customer needs. With three different levels to choose from and free resources and webinars, Affinity has registration solutions that will fit your organization and your budget. **Learn more.**

FEEDBACK?

We want to hear from YOU! • Was this newsletter informative? • What should we add or remove?
Please email Endia.hall@nccaa.net or info@nccaa.net with your comments.

NC - One of the States in The Coverage Gap for Uninsured Poor Adults

Nationally, more than two and a half million poor uninsured adults fall into the “coverage gap” that results from state decisions not to expand Medicaid, meaning their income is above current Medicaid eligibility but below the lower limit for Marketplace premium tax credits. These individuals would have been newly-eligible for Medicaid had their state chosen to expand coverage.

Adults left in the coverage gap due to current state decisions not to expand Medicaid are concentrated in states with the largest uninsured populations. More than a quarter of people in the coverage gap reside in Texas, which has both a large uninsured population and very limited Medicaid eligibility (Figure 2). Eighteen percent live in Florida, twelve percent in Georgia, and eight percent in North Carolina.

The ACA Medicaid expansion was designed to address the high uninsured rates among low-income adults, providing a coverage option for people who had limited access to employer coverage and limited income to purchase coverage on their own. However, with many states opting not to implement the Medicaid expansion, millions of uninsured adults remain outside the reach of the ACA and continue to have limited, if any, option for affordable health coverage: they are ineligible for publicly-financed coverage in their state, most do not have access to employer-based coverage through a job, and all have limited income available to purchase coverage on their own.

As a whole, more people—and in particular more poor uninsured adults—reside in the South than in other regions.⁴ Further, the South has higher uninsured rates and more limited Medicaid eligibility than other regions.⁵ Southern states also have disproportionately opted not to expand their programs, and more than half (10 out of 19) of the states not expanding Medicaid are in the South. These factors combined lead to more than 90% of people in the coverage gap residing in the South (Figure 2).

The majority of people in the coverage gap are in poor working families—that is, either they or a family member is employed either part-time or full-time but still living below the poverty line. Given the characteristics of their employment, it is likely that many will continue to lack access to coverage through their job even with ACA provisions for employer responsibility for coverage.¹² Even if they do receive an offer from their employer that meets ACA requirements, many will find their share of the cost to be unaffordable. Because this population is generally exempt from the individual mandate, and because firms will not face a penalty for these workers remaining uninsured, they will continue to fall between the cracks in the employer-based system.

Notes:

Population and demographic data on are based on analysis of the Census Bureau’s March 2016 Current Population Survey (CPS; Annual Social and Economic Supplement) and may differ from other population estimates published yearly by the Census Bureau. U.S. and state population data displayed on this site are restricted to the non-institutionalized population. Data may not sum to totals due to rounding. Population numbers are rounded to the nearest 100.

Sources:

Kaiser Family Foundation estimates based on the Census Bureau’s March 2016 Current Population Survey (CPS: Annual Social and Economic Supplement).

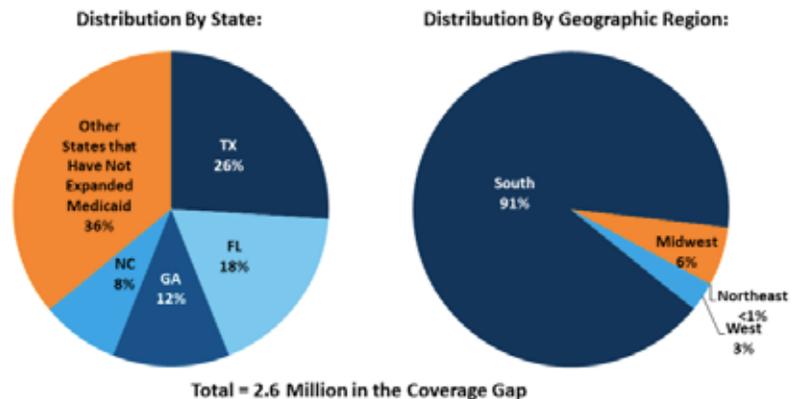
Definitions:

N/A: Estimates with relative standard errors greater than 30% are not provided.

Persons of Hispanic origin may be of any race; all other racial/ethnic groups are non-Hispanic.

Figure 2

Distribution of Adults in the Coverage Gap, by State and Region



Note: Totals may not sum to 100% due to rounding.

Source: Kaiser Family Foundation analysis based on 2016 Medicaid eligibility levels and 2016 Current Population Survey.



“As long as poverty, injustice and gross inequality exist in our world, none of us can truly rest.” — Nelson Mandela, Former President of South Africa

Social Media & Community Action: Let's all jump in!

"Social media is becoming a real part of people's everyday lives (all people, not just social media marketers)." PEG FITZPATRICK Social Media Strategist and Co-Author, The Art of Social Media: Power Tips for Power Users

There is no denying that the world connects through social media. Over 2.3 billion (that's Billion with a B!) people around the globe use social media. Everyone uses social media, from grandmothers on Facebook to millennials on Instagram and snapchat, the world



connects with each other on social media. Most importantly, everything that we consume has a social

media presence. From Starbucks and Dunkin Donuts, to Walmart and Target, to the gas we put in our cars, to the latest breaking news across the world - they are all on a social media platform.

As an inexpensive yet wide reaching platform, it presents a no-brainer for companies trying to position themselves right where their consumers are with timely reminders to buy their products. Today you can even use a company's Instagram page to purchase products showcased on users who have tagged their products right in the app. If you are new to social media there may have been a few words in that last sentence that read like a foreign language.

But don't let social media scare you or turn you off as solely a consumer driven platform. One of the most significant and visible uses of social media that proved to the world the significance of the medium was the Arab Spring uprisings across North Africa and the Middle East a few years ago. People around the world were updated faster than CNN or Fox News could ever imagine because we were all on twitter reading live tweets and seeing live photos and videos of young people on the ground in those countries. They set the narrative and garnered the attention and support of people around the world.

This is the power of social media and presents a really important way that community action could and should take advantage of this new way to communicate with the world. We know from the ROMA cycle that in order to properly evaluate our progress we have to establish standards that we can use to measure our

progress. If CAA's collectively worked together to set the standard of what progress in the fight against poverty looks like we could have a powerful impact.

With the power of a popular hashtag or a viral meme CAA's across the country could show the progress we make and easily raise funds to continue doing even more for low income people. In May of this year the national partnership started a hashtag that gained popularity. During community action month they promoted the hashtag #becommunityaction. It caught on with several partners and CAA's across the US using the hashtag. Rather than dismissing social media as too difficult and scary, let's jump in now and establish community action's presence! Social media is here to stay and now is the time to jump into the fray and use this powerful new tool to broaden our work for low-income people.

Commentary by Nafia Speech, NCCAA Communications Fellow

Download The Definitive Guide to Social Media Marketing to learn:

- How to create a social media marketing strategy
- How to choose what social media platforms are right for your brand
- What content you need to support your social media marketing
- How often to post on social media (and how to create an editorial calendar)
- How to measure the effectiveness of your social media campaigns
- What team and tools you need to support your social media strategy

WHY SHOULD I READ THE DEFINITIVE GUIDE TO SOCIAL MEDIA MARKETING?

Social media is one of the most powerful ways to reach and engage with your buyers today. Because it's almost universally used—by consumers and brands—social media is one of the most effective (and perhaps cost-effective) channels to connect with your audience. There are 2.31 billion people in the world who are active social media users and 1.97 billion who are active mobile social media users, according to We Are Social.