

P1 / Register Now: 2017  
NCCAA Annual Conference

P5 / Zumba and Toys: Zumba  
participants donate toys to  
Southeastern Community &  
Family Services, Inc.

P8/ Have you Herd?:  
Hope takes the Mannequin  
Challenge

# NEmpowered

North Carolina Community Action Association / 2016 / DECEMBER EDITION

2017 NCCAA Conference • Concord, NC May 9-12, 2017

## “THRIVE: Facing the Future and Embracing Change”

**REGISTRATION NOW OPEN.** Did you know you can register online whether you are paying with a check or a credit card? You can also register several people at one time.

**REGISTER NOW** and take advantage of the early registration rate of \$375. This rate will only be **available until February 17, 2017.** You are also invited to submit a workshop proposal and to make your hotel reservation at the Embassy Suites Charlotte-Concord/Golf Resort & Spa, Concord, NC.

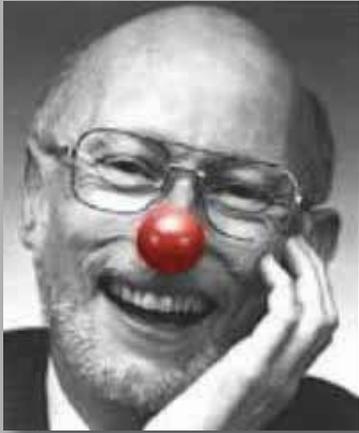
Click [\*here\*](#) to visit the NCCAA Conference website to register and learn more.



### *So what is there to know about Concord?*

Nestled in the center of fast-paced Concord, North Carolina is Downtown Concord, a pedestrian-friendly historic shopping and business district. Discover its quiet charm as you stroll through shops, restaurants, galleries, museums, gardens, event spaces, and more. There you'll discover Cabarrus County's finest collection of independently-owned and surprisingly unique businesses. Conveniently located less than five miles off Interstate 85, Concord is just a short drive from Charlotte.

## 2017 NCCAA Conference Continued...



Joyful author, keynote speaker and renowned *Jollytologist* **Allen Klein**, will take conference participants to another level with his therapeutic humor and uncanny ability to see the brighter side of life. Take a lesson from Klein about how to lighten up while sorting out what lies ahead in the world of community action with your peers at the conference.

**(Allen Klein) is “a noble and vital force watching over the human condition.”**

- Jerry Lewis



The NCCAA Hall of Fame has issued the call for nominations. Click [here](#) for more information.

Mark your calendar and **SAVE the DATE** for “The Indispensable Assistant Summit” preconference event offered the Monday (6-8pm) and Tuesday (9am-5pm) of the conference. Look for registration and event details that will be released soon.

**SAVE THE DATE**

MAY 8, 2017  
&  
MAY 9, 2017



## “The Indispensable Assistant Summit”

When: Monday, May 8 from 6pm to 8pm and  
Tuesday, May 9 from 9am to 5pm

Where: Embassy Suites Charlotte-Concord/  
Golf Resort & Spa, Concord, NC

Registration and event details will be  
released soon.



May 9-12, 2017



## 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

## ROMA Training

### Introduction to ROMA Training at Macon Program for Progress

January 12, 2017 • Franklin, NC 28734

8:30 AM EST - 5:00 PM EST

### Introduction to ROMA Training at WAGES

January 12, 2017 • Goldsboro, NC 27534

8:45 AM EST - 5:00 PM EST

## Mountain Projects, Inc.

Congratulations to Mountain Projects, Inc. Executive Director, Patsy D. Davis, on her unanimous election to a two-year term on the NC Justice Center Board of Directors. The action was taken at yesterday's meeting and you will receive official information from the Justice Center soon. Way to go, Patsy!

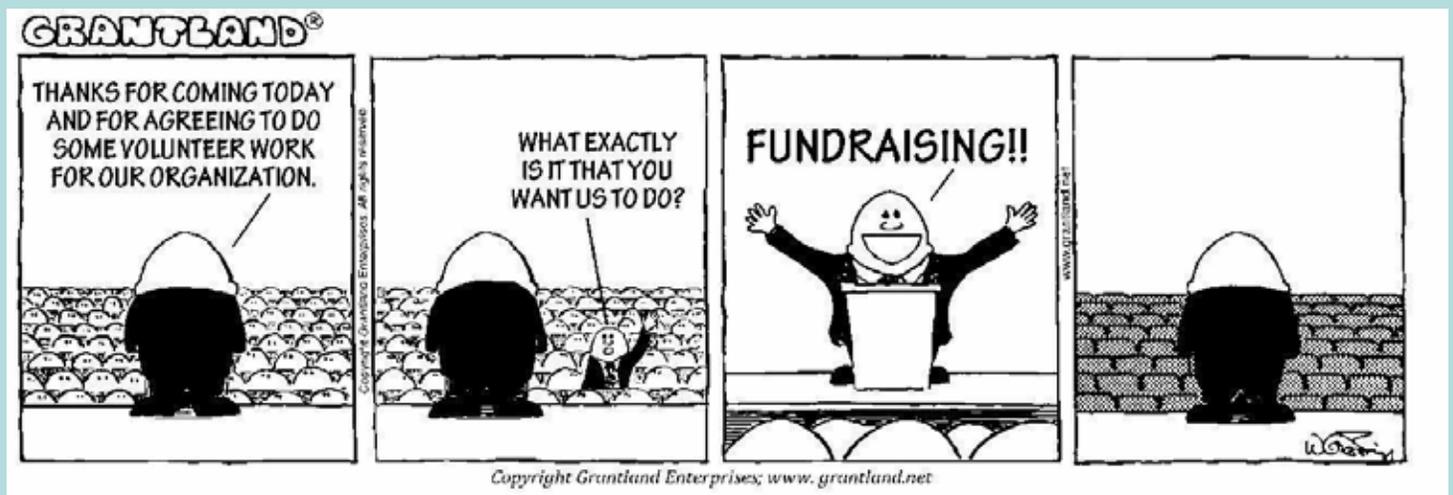
Mayor of Rocky Mt., David D. Combs presents plaque to NEW Reentry Council and declares November 9th, **Returning Citizens Day**.

See tweet here: <https://twitter.com/NCCom-mAction>



## People *don't* like to ask.....

Many nonprofit board members, executive directors and volunteer fundraisers say they hate fundraising. They assume that it's about hearing "no." They feel like they're in unfamiliar, even hostile territory, and that asking for money feels like begging. Luckily, if you've done your homework, people say "yes" more often than not. Fundraising is measurable, too — you know exactly how you're doing, and you meet some really wonderful people. The key is to be personally passionate about what you're "selling." It's not about you; it's about the greater cause you're supporting.



# Rising Together

Winston Salem - Experiment in Self Reliance, Inc., Executive Director, Twana Wellman Roebuck, participated in an impressive agenda with the delivery of her Agency Presentation during the Eleventh Annual Luncheon of The Women's Fund of Winston-Salem, "Rising Together." More than 700 people attended this event. This passionate group of women seeks to improve the lives of women and girls by building a community of female philanthropists who provide grants to local programs and initiatives that address the root causes of social issues impacting women and girls in Forsyth County. The luncheon on November 13th celebrated the power of women's philanthropy.

*Since its founding in 2006, the Women's Fund of Winston Salem has brought together women who care deeply about the economic and social well-being of women and girls in Forsyth County. Whether passionate about education, economic security, health and safety, or leadership, over 1,400 of the Fund's members have come together to translate their passion into positive action through the power of collective giving. The Fund takes a multi-faceted approach to achieving their vision by investing in research on women's circumstances and needs, raising awareness of key issues impacting women and girls through education and engagement, and grant making. Using the pooled resources of its members, the Women's Fund makes grants to programs that support women and girls. In the past five years of grantmaking, the Fund has received over \$2,943,000 in requests for funding and has awarded 49 grants, investing nearly \$750,000 in the community.*



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## FEEDBACK?

We want to hear from YOU! • Was this newsletter informative? • What should we add or remove?  
Please email [endia.hall@nccaa.net](mailto:endia.hall@nccaa.net) or [info@nccaa.net](mailto:info@nccaa.net) with your comments.

## Prosperity and Poverty During the Holidays

*Like slavery and apartheid, poverty is not natural. It is man-made and it can be overcome and eradicated by the actions of human beings. And overcoming poverty is not a gesture of charity. It is an act of justice. It is the protection of a fundamental human right, the right to dignity and a decent life. While poverty persists, there is no true freedom.*

– Nelson Mandela

During the holidays, the social divide between prosperity and poverty becomes much more pronounced. New reports about retail sales dominate the news, but what about the retail workers who can barely make ends meet? In her article, about prosperity and poverty during the holidays, Caitlin Endyke, draws our attention to freedom fighters like Nelson Mandela and Pope Francis. In their quest for a more just world, they teach us that holiday giving, shouldn't be just a financial transaction, nor a one time annual event.

The Pope writes,

*To sustain a lifestyle which excludes others, or to sustain enthusiasm for that selfish ideal, a globalization of indifference has developed. Almost without being aware of it, we end up being incapable of feeling compassion at the outcry of the poor, weeping for other people's pain, and feeling a need to help them, as though all this were someone else's responsibility and not our own. The culture of prosperity deadens us.*

The toy drives and bell ringers we see asking for change are a constant reminder that that far too many Americans will not have enough to go around this holiday season. Consumerism and greed often cloud our sensitivity to those who are struggling. The holidays are about giving back and that's just what Erica Dixon, CEO of E-Fit4Life did for Southeastern Community & Family Services' (SCFS) children and families impacted by Hurricane Matthew with a Zumba toy drive.

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Joel Groce with car load of toys.



Ericka Dixon, (left) poses with students



Zumba class



Photo Credits: Alessandro Bianchi/Pool/AFP (L) and Debbie Yazbek/Mandela Foundation/AFP

[http://www.buildingmovement.org/blog/entry/prosperity\\_and\\_poverty\\_during\\_the\\_holidays](http://www.buildingmovement.org/blog/entry/prosperity_and_poverty_during_the_holidays)

## Zumba Toy Drive Benefits Southeastern

When the word got out about the need in Robeson and surrounding counties through SCFS's Social Media efforts, Laura Bethea, a community activist who currently resides in Durham, NC put SCFS in contact with Erica Dixon. Ms. Bethea was raised in Robeson County and has a passion and concern for the well-being of its residents.

Instead of an entry fee, each Zumba participant was asked to donate a new toy. Southeastern Community & Family Services, Inc. was the recipient of the toys and will ensure they are delivered to children in time for Christmas. Southeastern CEO says, Joel Groce, NCCAA Financial Director and Administrator, had contacted her and asked how he could help with their relief efforts. When this opportunity came up, she asked him to represent her because she would be traveling. He graciously accepted and this is the result.

*Southeastern...CEO, Ericka Whitaker, says "We are grateful for the outpouring of support from organizations such as E-Fit4Life and NCCAA. It's amazing to see communities pull together to help those in need...often without even being asked."*

There is no question that making charitable donations as an organization is important as we approach the end of the year, but we also have to be willing – as individuals and organizations – “to do acts of justice, feel compassion and break down the barriers that exclude people.”

## **NCCAA Membership Benefit: Access to Virtual CAP RoundUP**

### **What you'll find in each issue:**

- o Material organized in six sections
  - Focus Topic
  - Successful Funding Initiatives
  - Innovative CAA Programs,
  - CAA News
  - Did You See?
  - Brighten Your Day!
- o Table of Contents – quickly browse for items of interest
- o Easy to digest bite-size coverage of each item
- o Links to more information and resources



### **Share your agency's Username and Password with your staff and board.**

- o A new fringe benefit at no added cost
- o Build identity with larger Community Action network
- o Exposure to new ideas addressing poverty
- o Recognize holistic approach in serving families and communities
- o Access to useful resources
- o Promote thinking outside the box
- o Create relationships with other CAAs
- o Dig deeper and learn more through links included with each item – additional research – email/phone contacts – site visits
- o Strengthen and expand your agency

### ***Put Roundup to use for your agency!***

Please Contact Krystina Dillard at [krystina.dillard@nccaa.net](mailto:krystina.dillard@nccaa.net) or 919-790-5757 if you have questions about your Virtual RoundUP subscription.



### **Nonprofit Internship Opportunities**

Do you know a college student who is looking for a summer internship in the non-profit sector? The Z. Smith Reynolds Foundation's Non-Profit Internship Program is awarding up to 36 paid internships for the summer of 2017. NCCAA is one of the possible host sites as we are seeking a Communications & Marketing intern. **Click here** for internship details and to apply. For more information, please see the NPIP webpage: <http://www.zsr.org/grants-programs/non-profit-internship-program> (insert link for click here).

**Applications due January 23, 2017.**

## Did you know?

Giving Tuesday- often stylized as #GivingTuesday, Tuesday after U.S. Thanksgiving in the United States. It is a movement to create an international day of giving at the beginning of the Christmas and holiday season.

Giving Tuesday was started in 2012 by the 92nd Street Y and the United Nations Foundation as a response to commercialization and consumerism in the post-Thanksgiving season (Black Friday and Cyber Monday).

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration.

Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving.

-<https://www.givingtuesday.org/>



## The Two Generation Approach: A Natural Fit for Community Action

Community action was established as a community based approach to tackling the problem of poverty in the United States. For over 50 years community action agencies across the country have been coming up with innovative new ways to tackle the problems of poverty in their local communities. Some of the methods that many CAA's here in North Carolina have employed over the years are getting noticed on a national level.

The two-generation approach is the latest poverty fighting tool that has gained national recognition as an effective way to fight generational poverty. However after analyzing this new approach it would seem there are many community action agencies that have been taking this very approach with great efficacy for many years.

This *new* approach focuses on working to address the needs of children and their parents together. There are 5 key components of the two generation approach:

- Postsecondary Education & Employment Pathways
- Early Childhood Education
- Economic Supports – asset building, bundled services and housing
- Health and Well-Being – mental health, toxic stress, access to health care
- Social Capital – networks, friends and neighbors

Just a glance at the above bullet points and it is clear that many CAA's, which also oversee Head Start pro-

grams, are already taking this very approach for the families they work with. Many of our CAA's have programs that work with the parents while, working in concert with the children. There are programs that work on strengthening the bonds between parents and children, while also working with parents to build financial literacy in order to propel their families out of poverty.

The two-generation approach is gaining traction across the country, and policy research organizations like The Aspen Institute are taking notice. Because all CAA's use the ROMA cycle to continually improve, why not evaluate the Two-Generation Playbook published by Ascend of the Aspen Institute to see all of their tips and guidance regarding two-generation approaches to fighting poverty. You may be able to assess new approaches that you can to implement the poverty fighting work you do at your agency!

<http://ascend.aspeninstitute.org/pages/the-two-generation-approach>

## Have you heard? NC OEO Has Joined the Herd!!

*Holy Cow! Let's End Poverty* is making its way into more conversations about poverty and helping agencies to raise unrestricted funds to reach their reach their maximum potential of helping people to help themselves and each other. Join the MOOVement! Join The HERD!!!!

[Click here to watch a NC OEO video!](#)



## Hope Takes the #MannequinChallenge!

Hope is taking the MOOVement viral! A group of teens recently posted a quick video of themselves standing still like mannequins with a popular song playing over the clip. That video caught fire on social media and the #mannequinchallenge was born. Since then hundreds of videos have circulated around social media, many highlighting the work of nonprofits and charities, so Hope and the team at #jointheMOOVement decided to shoot their own video to bring awareness to the issue of poverty.



With some help from NCCAA staff and OEO, Hope got to star in her very own #mannequinchallenge video. Check out her website for the full video at [www.jointhemoovement.com](http://www.jointhemoovement.com). Or check out the video posted on the NCCAA youtube page here: <https://www.youtube.com/watch?v=ELoZtUoMFn4e>. You can also follow Hope on all her social media pages to check out a shorter clip of the video. To make it easy, her handle is the same on Facebook, Twitter, and Instagram, @MOOreHope4All.

The most important part of any viral challenge is to get your message out there amongst the deluge of people joining in on the fun. Now we need your help to keep the MOOVement going! Retweet or re-post our video. Add our video to your Facebook page or Twitter feed. Show the video to your colleagues, friends and followers. Be sure to tag Hope @MOOreHope4All and use the hashtag #jointheMOOVement!

**Twitter, Facebook, and Instagram: @MOOrehope4all**



# Change is Coming...



Sadly, the Community Action Network will say goodbye to two Executive Directors at the end of the year – Executive Director, Ms. Sandra Morgan, a 40-year veteran, is stepping down from Central Piedmont Community Action, Inc. (CPCA), in Siler City, NC, formerly known as Joint Orange Chatham Community Action, Inc. (JOCCA). Central Piedmont Community Action Inc. was started in 1966 to serve Chatham and Orange counties in the “War on Poverty.” The agency currently operates the Community Services Block Grant program, Workforce Innovation & Opportunity Act, and the Weatherization Assistance Program in 7 counties. The CSBG program expanded to Randolph County in 2013 and Durham County in 2016. Mrs. Morgan has worked in Community Action at 5 agencies during her tenure. She reopened Davidson County Community Action. Inducted in to the NCCAA Hall of Fame in 2005, Mrs. Morgan came to CPCA 17 years ago in January 2000 as the Executive Director.

*“Wow! Forty years! What a rewarding, challenging journey it has been changing lives, helping people surviving the changing times of the ups and downs of the economy. Thanks Community Action Network for the tireless work you have done and continue to do to help people, help themselves. Yours in the continuous struggle!!”*

– Mrs. Sandra R. Morgan

Mr. Barry Richardson, will also be leaving after four years as the Executive Director of the Nash-Edgecombe Economic Development, Inc. in Rocky Mount.

*“My four years + at Nash Edgecombe Economic Development, Inc. have been rewarding and full of nothing but “opportunities” and satisfaction in knowing that others are helped because of our efforts. I have met some amazing, dedicated people inside and outside the network, and I will always remember the new friendships that I have made. Even though I am retiring from NEED, Inc., I will continue in a smaller way to help those in need and work to strengthen my community.” – Mr. Barry richardson*



On the heels of these resignations, comes that of Ms. Verna P. Best, Director of the Office of Economic Opportunity, NC DHHS. Ms. Best has served at the state level for the past 10 years and has represented North Carolina on numerous national committees in support of Community Action Agencies and Community Services Block Grant (CSBG) funding. She will transition to a new position with Wake County Human Services / NC Cooperative Extension and will continue to support the network in her new role.



...and fittingly she leaves us with a song by Patti Labelle –

*If we are one big happy family, no one would have to beg to eat.  
If we live in a world of dignity, no man would have to live on the street.  
Think of all the possibilities that the eyes of a child can see.  
Think of all the opportunities that float right by you and me.  
If I tell you you're a part of me, there's no need for disbelief.  
Here is my hand, to let you know that what we dream we all can hold.  
Apart we are weak... together we're strong.  
Oh, people... we are writing this song. We're all living these words together forever. There's no reason we can't live and be one...Build the world that we want together. For as long as you stand here by me... we'll live on.*

...to the hardest working network, THANK YOU for your support throughout the years, but mostly for your service to the least of these. Please continue to ensure that low-income families have access to the BEST available resources, until our professional paths should cross again...All the BEST to each of you! – Ms. Verna P. Best, MSA.

During this period of transition, please contact Mr. Freeman Denton, Office of Economic Opportunity, for any CSBG program related issues or questions.

**To all, we celebrate your leadership and wish your continued success! Thank you.**