FOCUS TOPIC
Collective Impact: Moving the Needle for Community Change

VirtualCAP RoundUP is a project of:
Ohio Association of Community Action Agencies
Focus Topic: Collective Impact: Moving the Needle for Community Change

Getting Started: What is Collective Impact?

Advancing Your Work through Collective Impact

The Five Conditions of Collective Success

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Focus Topic

Collective Impact: Moving the Needle for Community Change
Collective impact...is an approach that can lead to measurable results in solving societal problems beyond what any "single organization, however innovative or powerful, could accomplish...alone."

Getting Started: What is Collective Impact?
View a brief video from the Greater Cincinnati Foundation to get a quick overview of the framework for collective impact. GCF has moved to an even more intentional focus on achieving greater impact to solve our community's most complex issues. The Foundation does this by focusing on "collective impact." See more on Collective Impact from GCF.

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Advancing Your Work through Collective Impact
Collective Impact has been used to address many complex issues as shown through the examples below. Resources for Collective Impact and Community Change are available through Tamarack, An Institute for Community Engagement. Once you learn the basics, here are some worksheets from Tamarack's workshop on Collective Impact & Community Change to help you get started.

The Five Conditions of Collective Success
From FSG: Our research shows that successful collective impact initiatives typically have five conditions that together produce true alignment and lead to powerful results: a common agenda, shared measurement systems, mutually reinforcing activities, continuous communication, and backbone support organizations. Source: Collective Impact, Stanford Social Innovation Review, Winter 2011
The Five Conditions of Collective Success

Collective Impact Forum

The Collective Impact Forum is an initiative of FSG and the Aspen Institute Forum for Community Solutions. The CI Forum is the place for those practicing collective impact to find the tools, resources, and advice they need. It’s a network of individuals coming together to share experience and knowledge to accelerate the effectiveness and adoption of collective impact.

A large library of Collective Impact Resources and Collective Impact Shared Resources can be accessed through the CI Forum. You’ll find a select group of these related to the five conditions of collective impact under How Do You Implement a Collective Impact Approach in the Collective Impact section of the Community Tool Box from the University of Kansas. The Readiness Assessment is a good place to start.

Additional Collective Impact Resources

Needle-Moving Collective Impact: Three Guides to Creating an Effective Community Collaborative, The Bridgespan Group


CAAs and Collective Impact

Here are three examples of CAAs providing leadership with collective impact work in their community.

- Read by Third! – Mid-Iowa Community Action (IA)
- Erie Together – Greater Erie Community Action Committee (PA)
- OneCranston – Comprehensive Community Action Program (RI)
Successful CAA Funding Initiatives

WRAP Community Action Alliance

Additional $1.6 million for Water Residential Assistance Program for 2,000 low-income Detroit residents

Michigan Chronicle – Detroit, MI – WRAP, which is administered by Wayne Metropolitan Community Action Agency, provides qualifying customers at or below 150 percent of the federal poverty threshold with help in paying current and past-due water bills...

Community Action Alliance WRAP – Partners with Wayne Metro are Macomb County Community Action, OLHSA, MCOP and EcoWorks. Program benefits include assistance up to $1,000 per year, home water audit for households above 120% of average usage, home repairs up to $1,000 per household to fix minor plumbing issues leading to high usage, water savings kits and consumer training classes, and supportive WRAP-Around-Services.

Neighborhood Enhancement Grants

MSHDA awards $400,000 in neighborhood enhancement grants

Michigan.gov – Eleven communities around Michigan will benefit from Neighborhood Enhancement Program grants this summer that will create high-impact activities directly tied to enhancing and stabilizing the area.

Two CAAs received funding

Community Action Agency, $30,000 for the Partnership Park Neighborhood adjacent to the southern border of the downtown business district to make improvements to Partnership Park, create a community orchard and enhance the local community garden – see Partnership Park Neighborhood Revitalization Project, VirtualCAP.org.

Menominee-Delta-Schoolcraft Community Action Agency/Human Resources Authority, $30,000 to provide single-family owner-occupied homeowners in Escanaba with porch improvements, exterior paint, windows, doors, minor repairs and accessibility ramps via SHARE/CARE.

State of the Art Head Start Facility

New Head Start Center in A.C. built to last

Press of Atlantic City - Pleasantville, NJ – It took a hurricane to get the new Gateway Head Start Early Education Center built, but the new site will do more than withstand a storm. The $22 million center, which was dedicated Tuesday, includes more than 400,000 pounds of steel and a roof designed to withstand winds up to 165 mph...The 43,747-square-foot center replaces five centers damaged in 2012’s Hurricane Sandy and will house about 300 children in the Early Head Start and Head Start programs starting in July. Gateway Community Action Partnership, based in Bridgeton, received the grant for the site...

Gateway Head Start Ribbon Cutting
Summer Youth Employment Services plus Summer Camp Program
Grants to provide summer employment, camp for Canton youth
Canton Repository - Canton, OH – The Stark County Community Action Agency has received a $90,997 grant from the city to assist 100 youth in kindergarten through grade 6 through the camp program...[and] a $94,019 grant from the city to assist 15 youth ages 16 to 24 through the employment program...

Youth Employment Services, SCAA

Foster Grandparent Program Expands
Foster grandparent program comes to Sauk County
The Eagle Sauk - Prairie, WI – The Southwestern Wisconsin Community Action Program was recently awarded $27,000 to expand a national service endeavor called the Foster Grandparent Program to include Sauk County... The program pairs limited-income senior adults with schools and youth programs. “They work with children and give them one-on-one attention to help enhance their abilities,” Gehr-Decket said.

Foster Grandparent Program, SWCAP

National Foster Grandparent Program
Corporation for National & Community Service

Innovative CAA Programs
Scholar House: An Asset for Single-Parent Families Pursuing Higher Ed
Lincoln Grant Scholar House seeks to help single parents obtain post-secondary degrees
Spectrum News - Louisville, KY – The Northern Kentucky Community Action Commission is looking to change outcomes for some single parents and their children by providing a viable outlet for parents to work on obtaining a degree without worrying about any financial burdens and providing the family with a stable place to live while the parent is working to obtain a degree...

Also see: Scholar House: A Two-Gen Approach Linked with Affordable Housing, RoundUP, November 2015

Lincoln Grant Scholar House
Spectrum News KY
NC Community Action Association: Catalyst in Recharging NEW Reentry Council

Support sought for reentry council

The Wilson Times - Wilson, NC – The North Carolina Community Action Association wants to reintroduce the Nash, Edgecombe and Wilson Reentry Council to Wilson County. Sharon Goodson, executive director of the association, a statewide membership group of 37 nonprofits across the state, addressed members of the Ex-Offenders Advisory Group Monday in Wilson. The reentry council assists residents in the tri-counties who are reentering society following a period of incarceration...

NEW Reentry Council

Missouri CAN MVPs

Missouri Community Action Network – Recognition is given to a Missouri CAN member who goes above and beyond for their clients, community, and/or agency? Nominate them as a Missouri CAN MVP! Missouri CAN MVPs will be recognized in our Network Quarterly newsletter, on the website, and social media. They will also receive a Missouri CAN mug.

- Nomination Form, which can serve as a model for your agency or association
- Missouri CAN MVP blog postings – Dennis Bartels, JFCAC ... Shanna Yount, EMAA

Free Books for Kids Program

CHANGE Inc.’s pediatricians offer free book program for their patients

The Times Leader - Martins Ferry, OH – The new pediatric team at CHANGE Inc.’s Family Medical Care Community Health Center is treating children by the book — or more precisely, treating them to a book — with an initiative aimed at creating lifelong readers... By the time children graduate from the program, they will have a home library of 15-20 classic children’s books...CHANGE Inc. has committed fully to the program, recently purchasing 750 children’s books to kick off the Free Books for Kids. The eventual goal will be to give out 1,500 books a year to the children of West Virginia and Ohio.

Free Books for Kids Program, CHANGE, Inc.

Summer Meals and Family Enrichment Program

Summer dinner program to support needy families

Deseret News - Salt Lake City, UT – Utah Community Action’s summer dinner program is offering free meals to families to address summer food loss and nutrition needs. The program offers free dinners to children 18 and under, and adults can purchase a meal for $3... Family enrichment is also a part of the program with activities planned daily to engage everyone and to create a more inviting atmosphere...

Nutritional Security for Utah’s Low-Income Children, Utah Community Action
Community Action News

Families of Distinction Awards

2017 Families of Distinction Booklet (includes a profile of each recipient)

Illinois Association of Community Action Agencies – IACAA celebrates the stories of families who have overcome various barriers along their path to self-sufficiency. These families have been nominated by Community Action Agencies from across the state as a way of recognizing their achievements in navigating through great personal and social obstacles. This year’s Families of Distinction Banquet, held during IACAA’s Annual Conference, included an inspiring short video featuring six families who received specific awards focused on various areas of self-sufficiency.

2017 IACAA Families of Distinction – 2016 video

Community Action and Impact Forum

37% of our State’s population is living in poverty. Many of these folks are termed “the working poor.” Working a full time job at minimum wage is earning at the poverty level in NJ.

Source: New Jersey ALICE report (Asset Limited, Income Constrained, Employed), United Way ALICE Project

Burlington County social services agency holds forum on anti-poverty

Burlington County Times - Willingboro, NJ – Social services agencies and nonprofits from around the state came together Thursday to talk strategies on how to help low-income populations. The Burlington County Community Action Program held the region’s first Community Action and Impact Forum...The event brought together advocates from every level of the fight against poverty, including social services agencies as well as workforce development, affordable housing, education and policy reform officials. Representatives from other community action agencies, such as Bergen and Monmouth counties, also attended the forum, which featured five separate panels...

Quality of Life Survey: Benchmarking Community Revitalization

Upside Allentown collects quality of life surveys

WFMZ - Allentown, PA – The group plans to use the results of the survey as benchmarks to compare to results of a similar survey in the same area in three to five years. In between the surveys, the donors and volunteers of Upside Allentown will implement projects to help build small business development, housing, community action, public safety, arts and neighborhood events. The Community Action Development Corporation of Allentown (CADCA), which is sponsoring the survey, wants to complete survey activity by the end of June and have the report with its findings available in the fall.

- Quality of Life Survey (web page) – full survey – Spanish version, City of Allentown
- Upside Allentown – Facebook page
- Community Action Development Corporation of Allentown
Myths and Stereotypes about Poverty (video)
Central Missouri Community Action – Poor people are lazy. They don’t care about education. They’re alcoholics and drug abusers. They don’t want to work; instead, they are addicted to the welfare system. Unfortunately, these are not outlier views. Most people in the U.S. believe that poor people are poor because of their own deficiencies rather than inequitable access to services and opportunities. Throughout the month of May, we'll be sharing information and statistics to help fight these common stereotypes and misconceptions about poverty.

Race Against Poverty
Fun with a purpose: JLI participants devise creative fundraiser to address poverty – photos
Watertown Daily Times - Watertown, NY – On a rainy Saturday, the Jefferson Leadership Institute Class of 2017 raised more than $20,000 to support a joint initiative to combat poverty. The group organized the Race Against Poverty on May 6 and modeled it after the popular CBS show “Amazing Race.” The proceeds benefit a collaborative effort among the Watertown Urban Mission, Community Action Planning Council and Volunteer Transportation Center which, according to a story published March 2 by the Watertown Daily Times, will bring a series called “Getting Ahead in a Just Getting By World” to Jefferson County...

- Race Against Poverty, Facebook page
- Jefferson Leadership Institute plans “Amazing Race” style fundraiser, Watertown Daily Times

Feed the Funnel Party
MVCAA 'feeds the funnel' to make 20K meals in an hour
The Marshall Democrat-News - Marshall, MO – That’s what staff members with Missouri Valley Community Action Agency did Friday afternoon, May 12, when they partnered with The Pack Shack to package 20,000 meals for people in the region...According to The Pack Shack's website, 73,086 people in 25 states have packed more than 13.3 million meals through a “Feed the Funnel party."

Feed the Funnel Party, The Pack Shack inc. how to work with The Pack Shack
Did You See?
More highlights from the Community Action Network and others concerned with poverty in the U.S.

Learning Communities Resource Center Corner
LCRC, Community Action Partnership
Take advantage of these great resources shown below from the Partnership's LCRC to further the work of your agency! Keep up with the LCRC Blog.

- Your Money Your Goals Community Action Affinity Group
- Learning Community Webinar Series Recordings – Rural IMPACT ... Bundling Services ... Financial Empowerment ... Trauma Informed Approaches
- Upcoming Webinar – Health Intersections Session 2: Housing (May 31)
- Resource - A Model for Upending Health Inequity, LISC

Community Action Branding
Branding in Community Action
Ohio Association of Community Action Agencies blog by Kathryn Clausen, Communications Director (excerpts) – Last month, I had the pleasure of joining Community Action Partnership, and several colleagues from across the country, at the 2017 Branding Summit. Together, with Nathalie Laidler-Kylander and Julia Shepard Stenzel, authors of The Brand IDEA, we discussed the impact managing our brand could have on the communities we serve.

According to the authors, the brand IDEA framework includes three components: Brand Integrity, Brand Democracy, Brand Affinity... Brand management has shifted away from a single departmental responsibility to all levels of an organization. We are no longer managing just a logo, but together we are managing our brand and how we are viewed by those we encounter. As we shift our stakeholders to also act as brand ambassadors, we can “free the brand” and open ourselves up to possibilities beyond our current reach. Whether your agency uses the national Community Action “huggy heart” logo, or a logo unique to you, we can also maintain our strong connection to the Community Action Network’s history and heritage through the relationships we build and the stories we share...

DON’T MISS Branding overview

Community Action Month Videos
Tri-County Community Action - Harrisburg, PA – Check out this Virtual CAP blog showcasing two videos produced by TCA. One provides a brief summary of Community Action’s history and ties that history into TCA’s agency history. The other features a TCA Family Self-Sufficiency Case Management Program client. Staff identified clients and stories, and worked closely with a professional video producer and the clients. There’s also the video shown on the next page and two more that can be accessed on the agency’s website.

Neighborhood Revitalization in South Allison Hill
Community Action Month Poverty Fighters
Community Action, Inc. – Topeka, KS – A series of Community Action profiles reflecting each person’s dedication to fighting poverty. The photos with accompanying stories provide recognition to board and staff and help bring together all the “pieces” of Community Action working to fulfill the overall mission.

Community Action, Inc.’s #MissionMoment profiles have been appearing throughout the month of May to celebrate Community Action Month. Staff and board are encouraged to share the posts on their own Facebook timelines to help extend the agency’s reach. Feedback has been incredible and individuals profiled have received great community support. Mission Moments will continue to be collected throughout the year in preparation for next May. A collection of the profiles is being created, which can be re-purposed as hallway posters, presentation inserts, and legislative postcards.

Poverty Fighter Profiles

Advancing Internal Communication (videos)
Defining the mission and outreach
Ironton Tribune - Ironton, OH – The Community Action Organization has initiated a new internal email outreach, designed to improve communication and feedback with staff. CAO director D.R. Gossett produces short video messages about things like providing feedback and adhering to organizational goals and values, which are then distributed via an email link. Staff can then watch the videos at their leisure, rather than having to go into a meeting that might disrupt the flow of their workday...

With 30 sites, and up to 11 different departments, it also helps create consistent messaging throughout the organization, which Gossett said is critical to meeting their goal of addressing poverty related issues, especially related to health and early education, and explaining to the public what it is they can provide. “If we want to do a better job of explaining to the community what we do,” Gossett said, “we should start with the staff. Start with communication internally, and work out.”

ILCAO Video Updates
These videos work together to articulate and advance the agency’s mission and values.

View the first four ILCAO video updates
The Bad Kids (movie screening)

Free Screening of “The Bad Kids”

Ozarks Area Community Action Corporation – At a remote Mojave Desert high school, extraordinary educators believe that, more than academics, it is love, empathy and life skills that give at-risk students command of their own futures. This coming-of-age story watches education combat the crippling effects of poverty on the lives of these so-called “bad kids.”

OACAC, in partnership with the Moxie Theater, sponsored a free screening of the documentary, The Bad Kids, on Saturday, May 6th at 1 pm. A 20-minute discussion was held following the movie.

- Brief OACAC summary on putting together the event
- The Bad Kids (movie website) includes an Educators Toolkit with a discussion guide and information on purchasing the film
- The Bad Kids, Netflix
- Principal Vonda Viland and 10 of the Most Unforgettable “Bad Kids”, PBS Independent Lens
- Short video clips on various issues for discussion from the film, PBS LearningMedia

Transform Your Approach to Hiring

Five Ways You Can Transform Your Organizational Hiring (see additional tips below)

CompassPoint – Blog posting on five strategies CompassPoint has adopted to shift our organizational approach to hiring and help us better reach the applicants we seek. They're strategies focused not on fanning out to more job sites and more contacts, but, rather, focusing inward and honing our outreach, communications, and internal processes to ensure we're reaching the right people with the right information.

Also see: 19 tips for making your job posting so amazing, unicorns will weep tears of joy, Nonprofit AF

Brighten Your Day!

Summer Travel Adventure: No Airport Security & No Crowds – Guaranteed!

Hiking in Yosemite National Park for three days was where I found myself on 9/11. Without a doubt, Yosemite is one of the best places to connect with the natural wonders of the universe. I hope you enjoy taking a Virtual Vacation by viewing these time-lapse photography videos from Project Yosemite to “Brighten Your Day!” Ken Ackerman, Virtual CAP Manager

Yosemite time-lapse video

Full screen recommended

Learn more and view another time-lapse video