

Community Action 101: Community Action History and Overview



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The Promise of Community Action

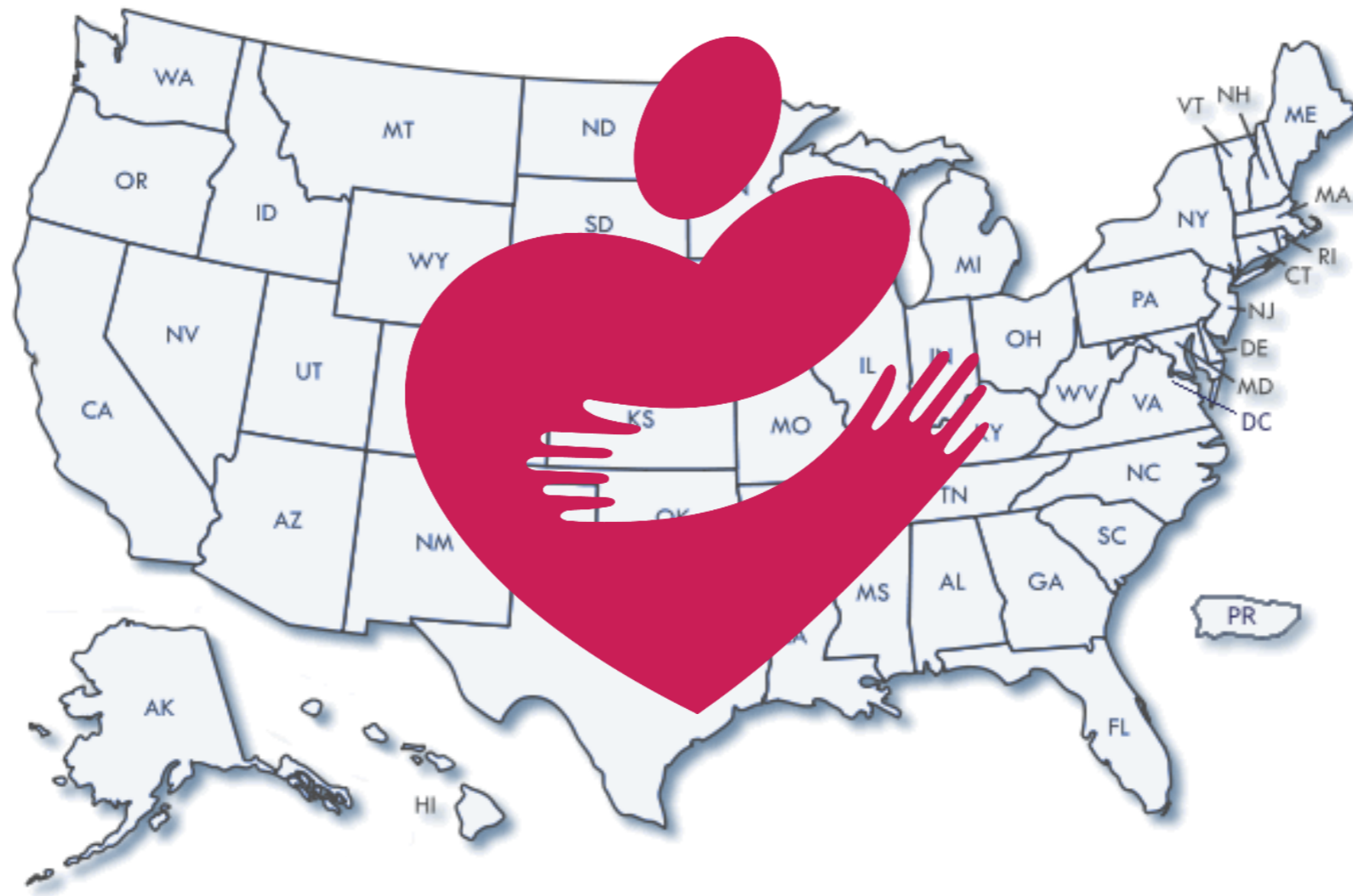
*Community Action changes people's lives,
embodies the spirit of hope,
improves communities, and
makes America a better place to live.*

*We care about the entire community and
we are dedicated to helping people
help themselves and each other.*

Community Action Network

*Red, Blue,
Purple States*

*Board and Staff
on All Sides of
the Aisle*



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

We work together to promote workable solutions that connect more families to opportunity



What can change the world today is
the same thing that has changed it
in the past-an idea and the service
of dedicated, committed individuals
to that idea.

— Suspect Striver —

AZ QUOTES

Community Action Agencies

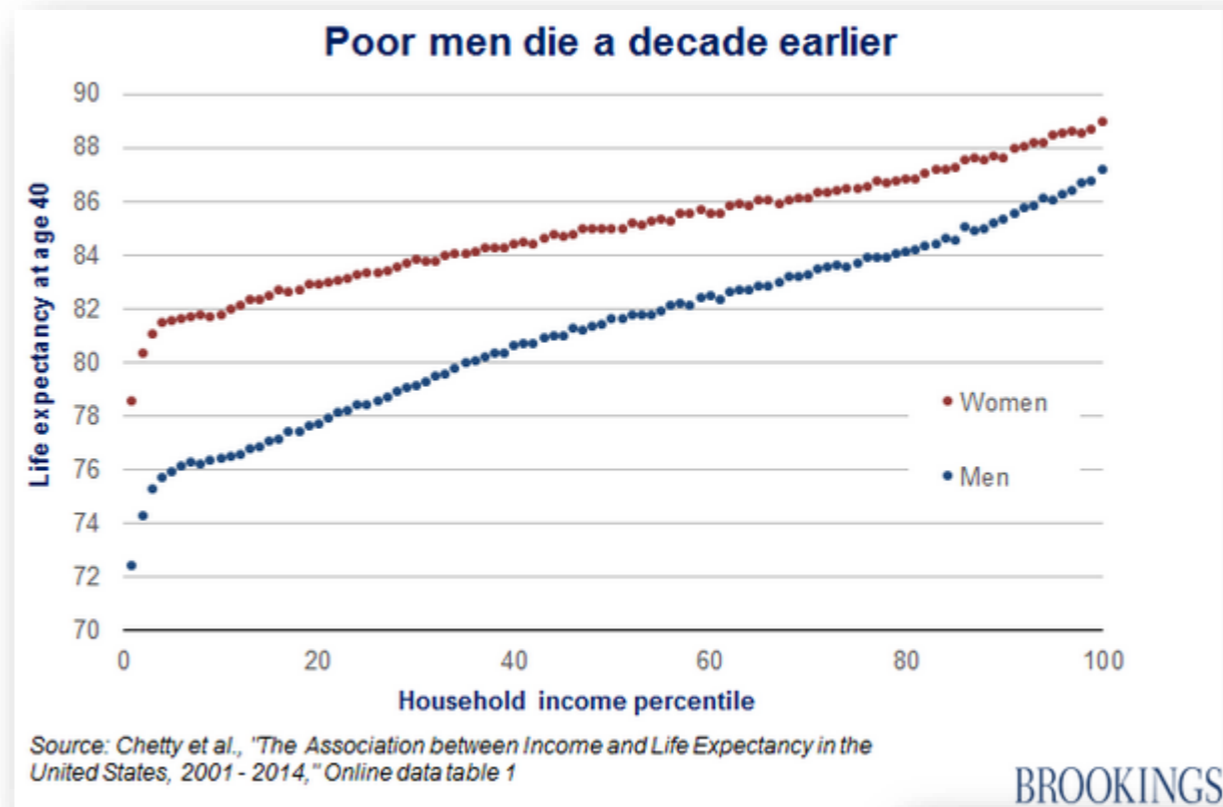
- **Connect individuals and families to approaches that help them succeed** – including high quality education programs for children, job retraining for adults, stable and affordable housing for families, utility assistance for seniors, and so much more.
- **Promote community-wide solutions to seemingly stubborn challenges** throughout our cities, suburbs, and in rural areas – whether it's the lack of affordable housing or the need to promote economic growth that benefits all families.
- **Share expertise with national, state, and local leaders looking for evidence on what works** to promote greater economic opportunity for children and families.



**“The opposite of poverty isn’t wealth.
The opposite of poverty is justice”
Bryan Stevenson**

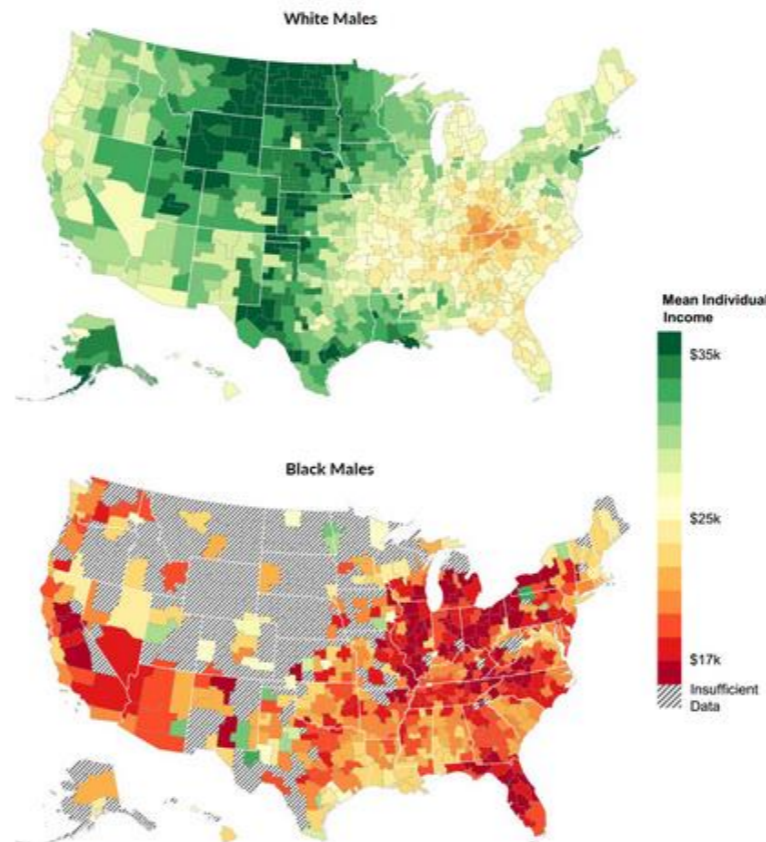
Poverty Today

- Income Disparities
- Wealth Disparities
- Racial Inequality
- Education Disparities
- Health Disparities
- Affordable Housing
- Aging of America
- Opioid Epidemic



Two Americas: Upward Mobility for White vs. Black Children

Average incomes of children growing up in low-income (25th percentile) families



115
AMERICANS

die every day from an **opioid overdose** (including prescription and illicit opioids.)

CDC

Source: Equality of Opportunity Project



National Association for State Community Services Programs



Community Action Program Legal Services CAPLAW

- Lawyers on Staff
- News Alerts
- Annual Conference (June)
- Webinars
- Toolkits and Resources
- Allison Ma'luf, Esq. Executive Director



National Community Action Foundation

NCAF

- David Bradley, CCAP
- Legislative Action
- Our Lobbyist
- Hill Visits
- CSBG Reauthorization
- Annual Convention



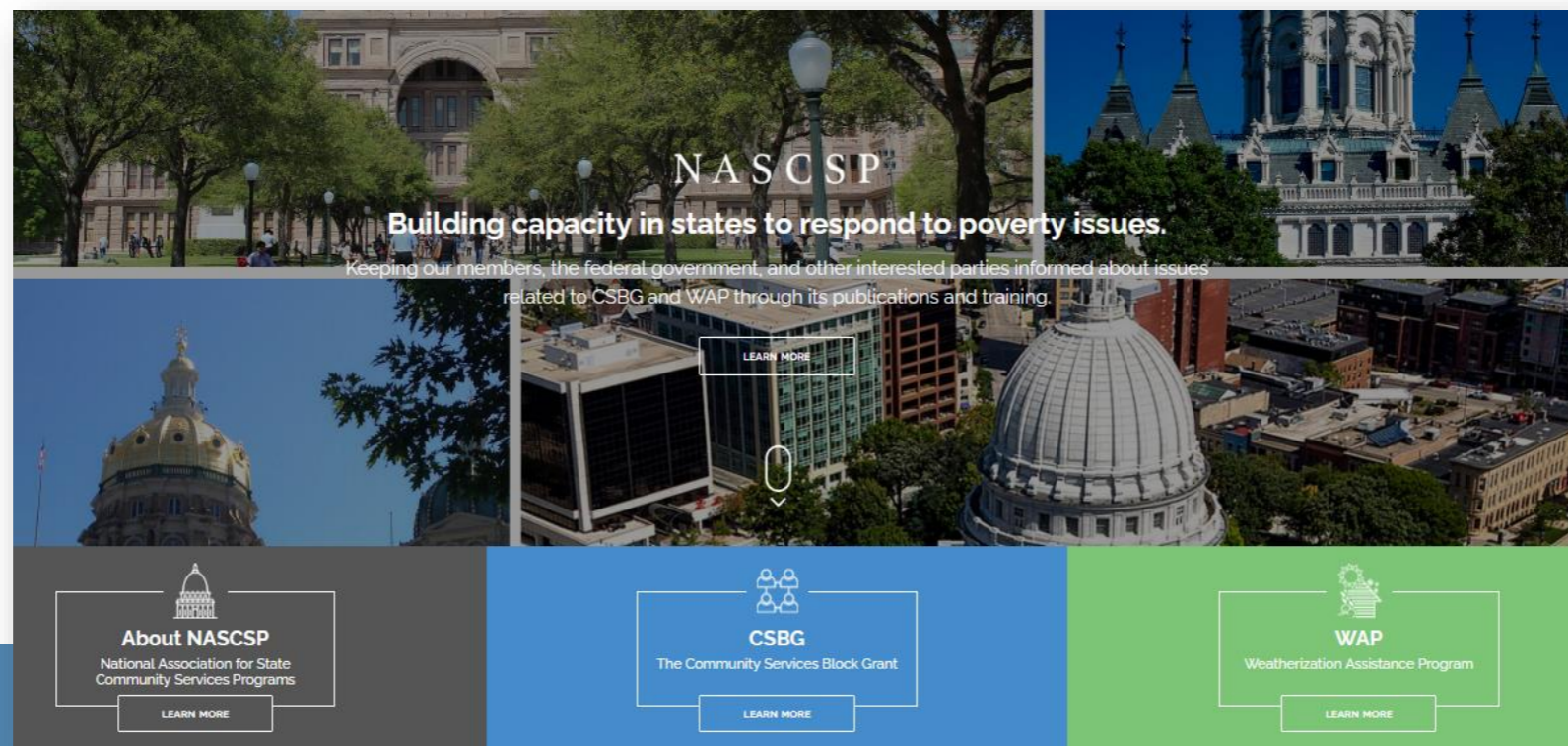
Federal Office of Community Services-OCS

- HHS-ACF-OCS-
 - CSBG
 - LIHEAP
 - SSBG
 - CED
- CSBG/Community Services Block Grant
 - Flows to state CSBG Offices
- Monitors States, Issues IM/Dear Colleague Letters
- Clarence Carter, Acting OCS Director
- Charisse Johnson, Director, Division of Community Assistance



National Association for State Community Services Programs NASPCSP

- State CSBG Offices
- State Weatherization Offices
- CSBG Annual Report
- Conferences
- Webinars
- Jenae Bjelland,
Executive Director



National Community Action Partnership

- Conferences and Webinars
- Community Action Month
- Learning Cohorts/Communities of Practice
- Public Policy Platform
- Leveraging Energy
- Human Capacity and Community Transformation
- Denise Harlow, CCAP, CEO



Mission Statement

The mission of the Community Action Partnership is to ensure the causes and conditions of poverty are effectively addressed and to strengthen, promote, represent, and serve the Community Action Network.



Value Statements



We believe all people should be treated with dignity and respect and recognize that structural race, gender, and other inequities remain barriers that must be addressed.



We believe that this nation has the capacity and moral obligation to ensure that no one is forced to endure the hardships of poverty.



We believe that with hope, adequate resources and opportunities, everyone can reach their fullest potential, and we are committed to achieving that vision.



We pledge ourselves to creating an environment that pursues innovation and excellence through multi-sector partnership and collaboration.

Equity • Respect • Commitment • Excellence • Hope
Community • Caring • Innovation • Opportunity



OUR VISION:

A NATION THAT CREATES OPPORTUNITIES FOR ALL PEOPLE TO THRIVE, BUILDS STRONG, RESILIENT COMMUNITIES, AND ENSURES A MORE EQUITABLE SOCIETY.

BLACK LIVES MATTER



Taking Action

"The ultimate measure of a man is not where he stands in times of comfort or convenience, but where he stands in times of challenge and controversy."
Reverend Dr. Martin Luther King, Jr.

"In the end we will remember not the words of our enemies, but the silence of our friends."
Reverend Dr. Martin Luther King, Jr.

Perhaps you are wondering what you can do to learn and bring about real change. It all starts with us as individuals. The Partnership has compiled a short list of things we can all do today. It is not exhaustive and there are many good lists out there. Some of these are for you individually, and others are for your Community Action Agency. They take work, time, and practice. Some are hard...but things in life worth doing are hard. We won't be perfect, but we must try and work to better ourselves, our communities, and our country. Racism must end and it starts with us.

- Boldly denounce racism and white supremacy.** Not just quietly, but outwardly and publicly.
 - Issue a formal Statement approved by the CAA's Board of Directors.
 - Review agency mission, vision, and values and ensure that they recognize the role structural racism has on poverty.
 - State it publicly: **Black Lives Matter.**
 - Use the meme below (or other relevant memes) on your social media pages to denounce racism and show public support that Black Lives Matter.



- Speak truth to power.** Easier said than done. In both our professional and personal lives, we must speak the truth. The narratives used in private are those that are carried to the public space and can be the hardest to counter.
 - Challenge and hold your colleagues and groups you interact with accountable for their language, their ideals, and their systems.
 - Check your friends and family members who continue to use racist and supremacist rhetoric. You can do it in a loving manner but let them know you are uncomfortable and will not tolerate it. The power of friends and family to silence us is real and we cannot allow our silence to make us complicit.
- Use direct terms in your speaking and writing.** Get comfortable and use words like *oppression, marginalization, institutional racism, equity, white supremacy.* Know what they mean, understand the distinction, and speak them out loud.



National Community Action Partnership Affirms Its Core Values

(Washington, DC, May 29, 2020)—Our world is reckoning with a pandemic for which there is currently no cure. Already, COVID-19 has taken 100,000+ lives in the US and it has consumed millions more. We mourn for all who have been infected and affected by this crisis. In a very short time, the pandemic has shifted everyone's reality and none of us will ever be the same. While COVID-19 has unleashed a threat on the health and economy of our nation, it has also revealed a pre-existing condition that places all of us at greater risk. The hierarchy of human value and to be more specific, **RACISM**, has served as an activator that has accelerated the loss of life and disproportionate losses to important populations in our country. Persons of color, who are in many cases, workers with low incomes and live in places that were already struggling are suffering great physical, economic, and social harm.

During this very trying era, we feel it is important to *put a marker down*, especially given the racially charged events that have played out in recent weeks and months. Murders in the African American community, attacks on Asian American owned businesses, increasing numbers of murdered and missing indigenous women and girls, and the marginalization and displacement of immigrants seeking refuge weigh on our already weakened hearts. Some actions are recorded and shared via social media allowing many to bear witness; while others remain unknown and unseen. While many have engaged in social media activism in response to the atrocities, we are calling for everyone to move beyond the keystrokes of media devices and to do more. It's not enough to feign verbal and distant support for non-racist causes. We must move beyond that into constructive anti-racist action that might even cause us to have to sacrifice the comfort or advantage that some of us have. **RACISM MUST END!**

Currently there is no cure to the health pandemic nor the social pandemic. While we are one human family, both conditions aim to separate us, both aim to weaken us, both aim to dehumanize us and threaten our well-being. During this season of heightened social anxiety, Community Action affirms that our healing as a nation is tied to strengthening our connections as neighbors, family members, co-workers, and communities. Our values assert, "We believe that all people should be treated with dignity and respect and recognize that structural race, gender and other inequities remain barriers that must be addressed." If we truly believe this, we must live it.

We commit ourselves to the health and well-being of everyone and to problem-solving systems and structures that will dismantle disparities and social determinants.

Almost 56 years ago, Community Action was born as part of the civil rights movement, and we continue to denounce all forms of violence and any acts that dehumanize anyone. The words of the Community Action Promise articulate who we are and what we believe, "We care about the entire community". And, in love and unity, we will interrupt the darkness of this time and will continue to "embody the spirit of hope".

Community Action Promise: 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.

National Community Action Partnership Board of Directors

Bryan Duncan CCAP, Board Chair • Dalitso S. Sulamoyo, CCAP, 1st Vice Chair • Elizabeth "Biz" Steinberg, 2nd Vice Chair
Rick Baker, CCAP, 3rd Vice Chair • Peter Kilde, CCAP, Secretary • Dreama Padgett, CCAP, Treasurer
Steve Geller, Region 1 Representative • Amy Turner, CCAP, Region 2 Representative
Robert Goldsmith, CCAP, Region 3 Representative • Paul Dole, CCAP, Region 4 Representative
Andrew (Joe) Devany, CCAP, Region 5 Representative • Karen Swenson, CCAP, Region 6 Representative
Cenia Bosman, CCAP, Region 7 Representative • Willy Soderholm, Region 8 Representative
Leslie Colbrese, Region 9 Representative • Susan Grindle, Region 10 Representative
Denise Harlow, CCAP, Chief Executive Officer

The [National Community Action Partnership](#) is the hub for the nation's 1,000+ local Community Action Agencies that provide life changing services to individuals and families in 99% of America's counties. The Partnership's mission is to ensure the causes and conditions of poverty are effectively addressed and to strengthen, promote, represent and serve the Community Action Network.



Selected Resources for Community Action to Understand, Communicate, Strategize and Take Action to Eliminate Structural Racism

Structural racism in America is not an accident. It has been intentionally woven throughout the fabric of our society. It is complex and persistent. Eliminating racism requires understanding its impacts and selecting effective strategies to combat them. The following resources have been identified to assist the national Community Action network in better understanding how it can take effective action to eliminate racism in every community.

Resources for understanding how structural racism and the othering of people of color has made the COVID-19 pandemic especially deadly and economically devastating for communities of color:

- [A Wider Lens on the Impact of COVID-19](#) - W.K. Kellogg Foundation
- [Caring for Mental Health in Communities of Color During COVID-19](#) - Robert Wood Johnson Foundation
- [Coronavirus Equity Considerations](#) - NAACP
- [Coronavirus in African Americans and Other People of Color](#) - Johns Hopkins Medicine
- [COVID-19 in Racial and Ethnic Minority Groups](#) - Centers for Disease Control and Prevention

Honor Juneteenth

by committing to fight structural racism and **injustice**



Are we different?

- Salvation Army
- NeighborWorks
- Red Cross
- Catholic Charities
- Lutheran Social Services
- Other multi-service nonprofits

Are we different?

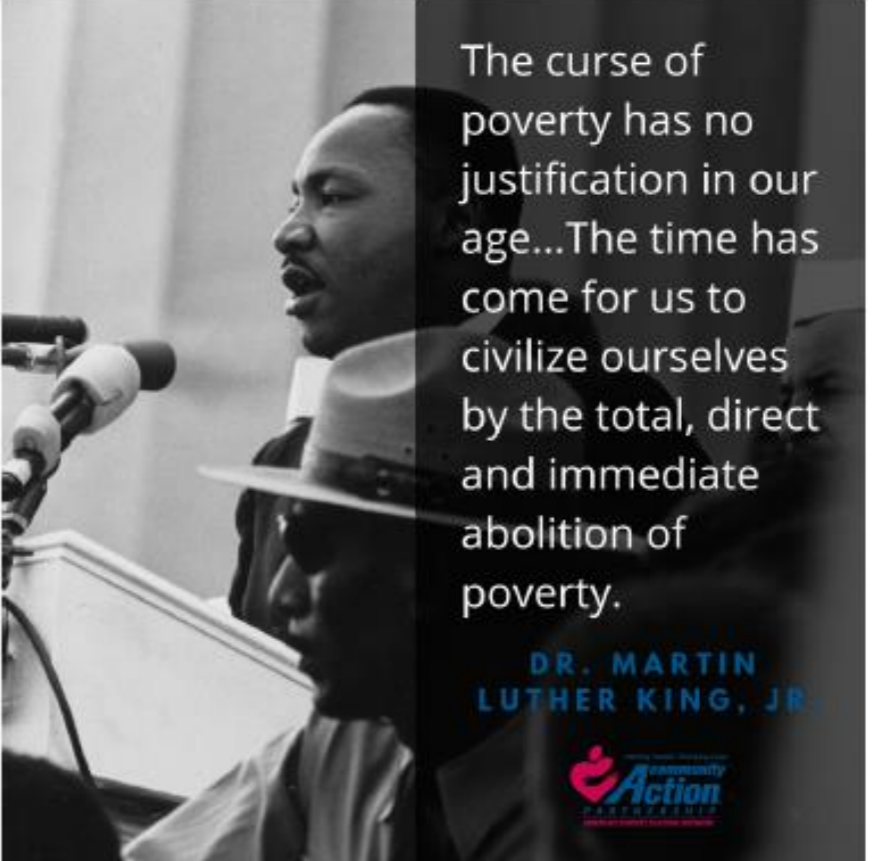
- Yes, while addressing similar community challenges as other nonprofits, Community Action is different. It has a unique history, a federal mandate to address poverty, and is a network that serves 99% of America's counties engaging local communities to address local challenges. **We are the national infrastructure across the US to fight poverty where and how we find it.** We are called to fight poverty, not provide a specific program or service.

Community Action is Different

- Flexible
- Accountable
- Tripartite Board Structure
 - 1/3 Democratically selected from the low-income community-Maximum Feasible Participation
 - 1/3 Elected Officials
 - 1/3 Private Sector
- Local Needs Assessment


Addressing Poverty...

- Settlement Houses
- Field of Social Work/Hull House
- Aid to Widows
- Depression
- WWII
- New Deal
 - Social Security
 - ADC
- GI Bill/Mortgage Insurance Program



The curse of poverty has no justification in our age...The time has come for us to civilize ourselves by the total, direct and immediate abolition of poverty.


DR. MARTIN LUTHER KING, JR.



Motivation Monday, May 13
#MotivationMonday

Points in Time Across the Decades

- 1960's
- 1970's
- 1980's
- 1990's
- 2000's
- 2010's
- 2020 and Beyond



*THERE ARE NO PROBLEMS WE
CANNOT SOLVE TOGETHER, AND
VERY FEW THAT WE CAN SOLVE BY
OURSELVES.*

- Lyndon B. Johnson

#CommunityActionWorks
#WeR1000Strong

community
Action
PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

Throwback Thursday, May 9
#TBT

Back in the day...

- Ford Foundation funding other “gray areas projects
- Michael Harrington’s book *The Other America* caused a stir at the White House.

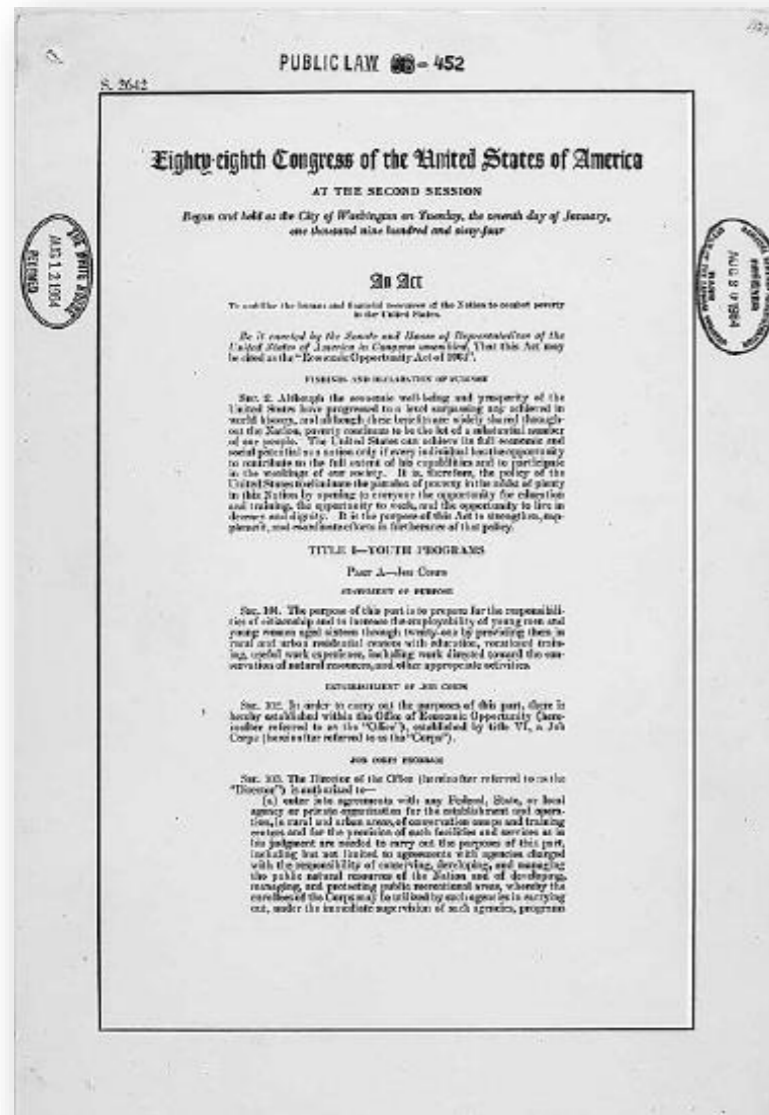


January 1964-State of the Union

President Johnson

- “Let us carry forward the plans and programs of John F. Kennedy, not because of our sorrow or sympathy, but because they are right....This administration today, here and now, declares an unconditional War on Poverty in America....Our joint federal-local effort must pursue poverty, pursue it wherever it exists.”

August 1964-Signing of the Economic Opportunity Act



Foundation of Community Action

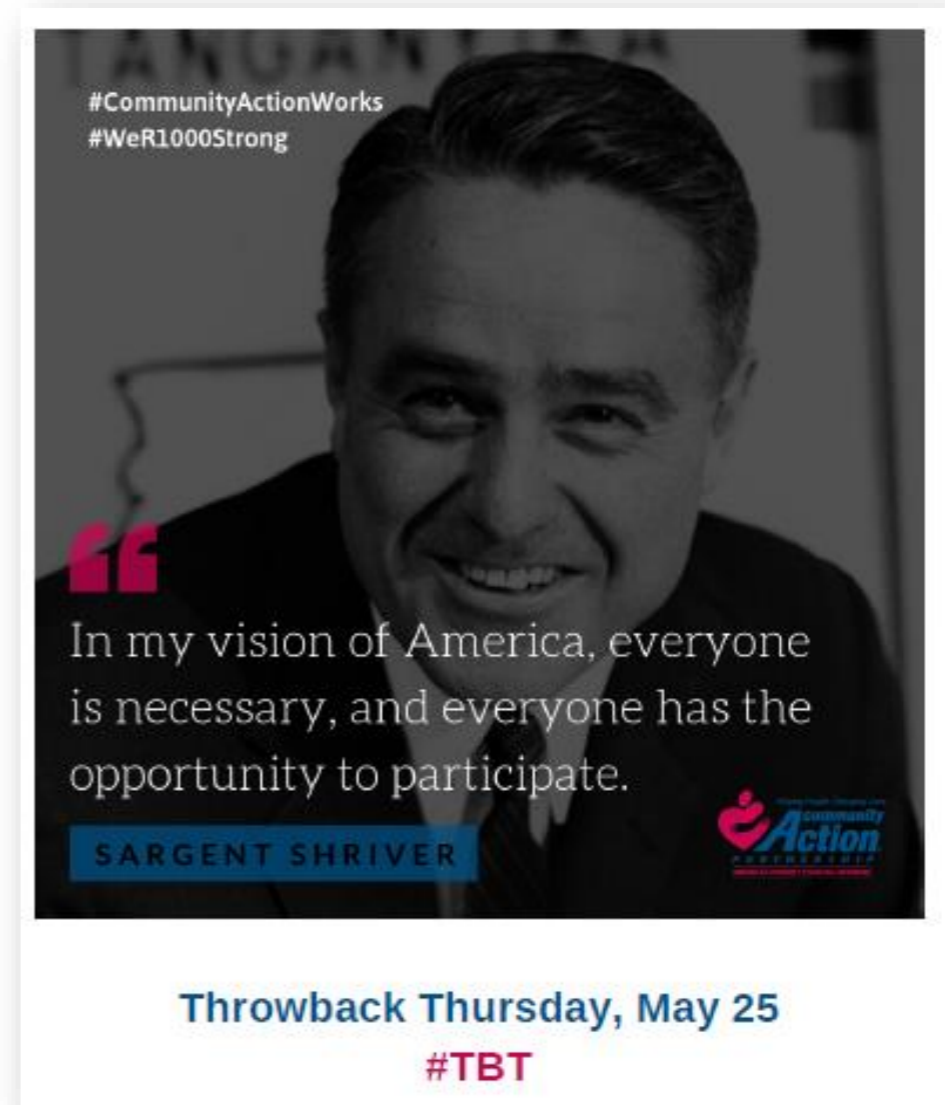
Economic Opportunity Act of 1964

“Although the economic well-being and prosperity of the United States have progressed to a level surpassing any achieved in world history, and although these benefits are widely shared throughout the Nation, poverty continues to be the lot of a substantial number of our people. The United States can achieve its full economic and social potential as a nation ***only if every individual has the opportunity to contribute to the full extent of his capabilities and to participate in the workings of our society.*** It is, therefore, the policy of the United States to eliminate the ***paradox of poverty in the midst of plenty*** in this Nation by opening to everyone the opportunity for education and training, the opportunity to work, and the Opportunity to live in decency and dignity.

It is the purpose of this Act to
Strengthen, Supplement, and Coordinate efforts in furtherance of that policy.”

Also Created as Part of the EOA

- VISTA
- Job Corps
- Neighborhood Youth Corps
- Head Start
- Adult Basic Education
- Family Planning
- Community Health Centers
- Congregate Meal Preparation
- Economic Development CDCs
- Foster Grandparents
- Legal Services



- RSVP
- Legal Services
- Neighborhood Centers
- Summer Youth Programs

Two Big Ammendments to Address Influence of Communtiy Action

GREEN Amendment

- 1967: stipulated that local elected officials had authority to designate the official CAA for their areas. Most were certified but a few big cities took control and replaced the existing CAA.

QUIE Amendment

- 1967: stipulated that 1/3 of board must be composed of elected officials and 1/3 would be private sector representatives. This limited “maximum feasible participation” of the poor on the boards to 1/3 of the membership

1969

- Nixon appoints Donald Rumsfeld as Director of the OEO. Rumsfeld surprises and is basically supportive of OEO and works to improve its efficiency. Rumsfeld hires Dick Cheney and Christy Todd Whitman as assistants. Rumsfeld publishes CAA mission guidance.



Foundation of Community Action

OEO Instruction 6320-1 (1970)

“The Act this gives the CAA a primary catalytic mission: to make the entire community more responsive to the needs and interests of the poor by mobilizing resources and bringing about greater institutional sensitivity. A CAAs effectiveness, therefore, is measured not only by the services which it directly provides but, more importantly, by the improvements and changes it achieves in the community’s attitudes and practices toward the poor and in the allocation and focusing of public and private resources for antipoverty purposes.” (DR)

Nixon Administration

- Attempted to shut down Community Action
- Network responded and sued the Nixon Administration and won
- Charles Braithwaite



1973-1974

- In 1974, during President Gerald Ford's administration, the Economic Opportunity Act was terminated.
- However, Congressional support swelled and funding for Community Action activities was included in the **Community Service Act of 1974**. With this change, the Office of Economic Opportunity (which was a cabinet level office) was terminated and a replacement agency was created under the Department of Health, Education and Welfare: the **Community Services Administration (CSA)**.

1981: The Block Grant Was Born

- Omnibus Reconciliation Act of 1981 created two block grants: Social Services Block Grant, under Title XX of the SSA; and CSBG which included activities administered by the CSA
- States administer block grant
- By 1983, all 50 states assumed administrative responsibility
 - Greater local autonomy
 - Decreased administrative complexity
- States tried to achieve a more equitable geographic distribution of funds
- Political activities and voter registration still restricted

Community Services Block Grant (CSBG) was Born

- State offices were now installed as recipients of the Block Grant funding and therefore as intermediaries for local Community Action Agencies.
- 90% of the CSBG funds were to be used at the local level
- Eligible CAAs were the same organizations previously eligible under OEO and CSA determinations. They were “Grandfathered.”
- States had the responsibility for monitoring CAAs and could spend up to 5% of the State’s CSBG allocation for administrative purposes. The remaining 5% was designated for State discretionary anti-poverty funded activities.

The Block Grant has been Reauthorized 5 Times

- CSBG has been reauthorized 5 times:
- 1984
- 1986
- 1990
- 1994
- 1998
- 2020??



1994

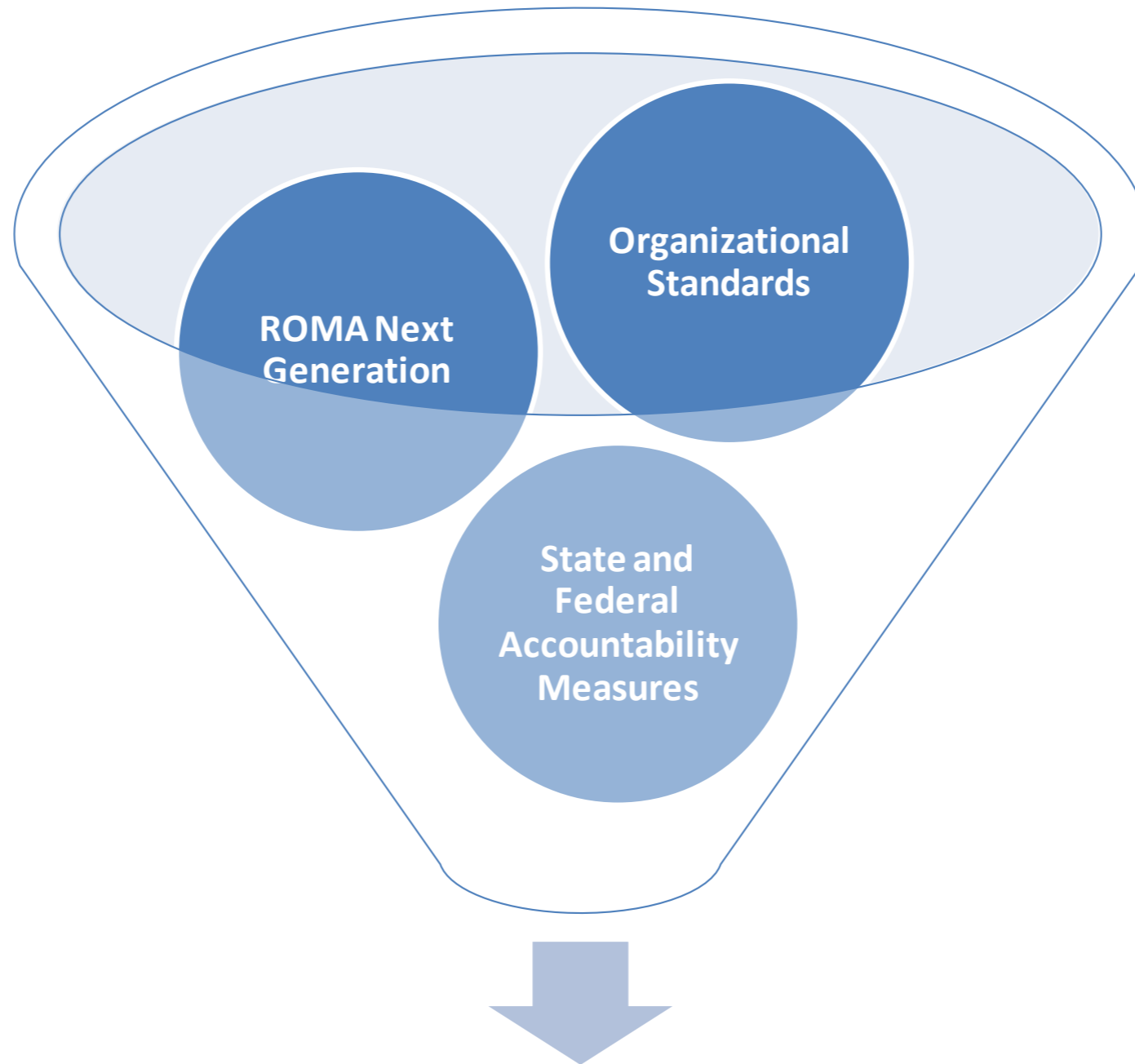
- 1994 -- The Monitoring and Assessment Task Force (MATF) was created by the Office of Community Services (OCS) to explore the results that had been identified by various CAAs across the country.
 - The MATF included local CAA directors, state office staff, Association staff and others working in the field.
 - The purpose of the task force was to find ways to talk about the work of CAAs.
 - The MATF produced the Six National Goals

2000-2011

- 2000: Network undertakes re-branding initiative
- 2001: Information Memo 49 clarifies ROMA and the need for it to “tell the story” of CSBG
- 2004: Program Assessment and Rating Tool (PART): CSBG has “no discernable outcomes”
- 2005: National Indicators of Community Action performance
- 2007: The Great Recession
- 2009: ARRA
- 2011: President Obama’s State of the Union and Community Action Responds!



2012-2019 Modernized Community Action Performance Management and Measurement System



Updated CSBG Performance Management and Measurement Systems

ROMA Next Generation

- National Theory of Change and Support for local Theories of Change
- Renewal of necessity to work toward community change as well as individual and family outcomes
- Focus on improved data collection and analysis
 - New Annual Report
 - Increased use of data
 - National Theory of Change
- Integration of all phases of the ROMA Cycle

The National Community Action Network Theory of Change

Community Action Goals

Goal 1: Individuals and families with low incomes are stable and achieve economic security.

Goal 2: Communities where people with low incomes live are healthy and offer economic opportunity.

Goal 3: People with low incomes are engaged and active in building opportunities in communities.



Services and Strategies

Employment



Education & Cognitive Development

Income, Infrastructure & Asset Building



Housing

Health/Social

Behavioral Development



Civic Engagement & Community Involvement

Core Principles

- Recognize the complexity of the issues of poverty
- Build local solutions specific to local needs
- Support family stability as a foundation for economic security
- Advocate for systemic change
- Pursue positive individual, family, and community level change
- Maximize involvement of people with low incomes
- Engage local community partners and citizens in solutions
- Leverage state, federal, and community resources

Performance Management

How well does the network operate?

What difference does the network make?

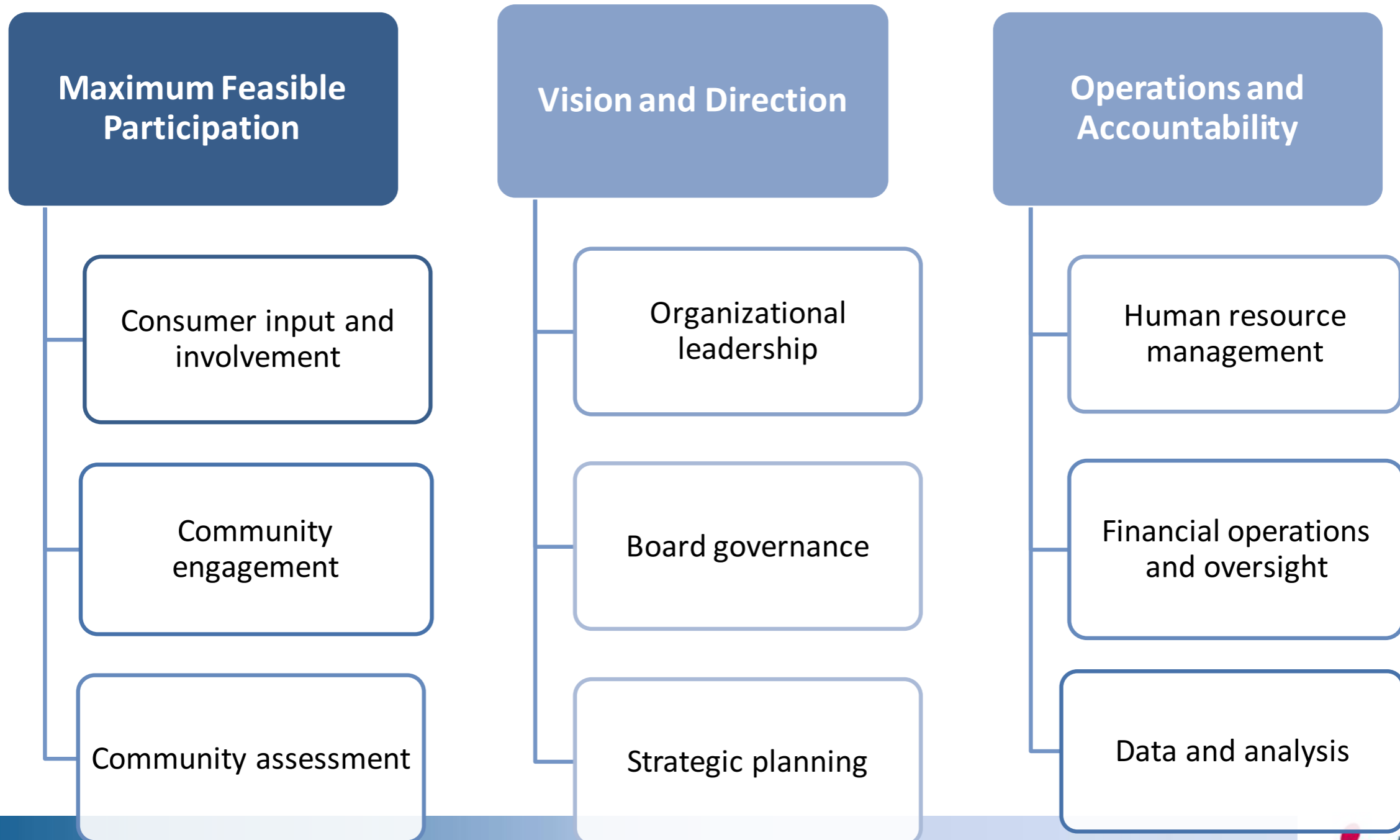
- Local Organizational Standards
- State and Federal Accountability Measures
- Results Oriented Management and Accountability System

- Individual and Family National Performance Indicators
- Community National Performance Indicators

A national network of over 1,000 high performing Community Action Agencies, State Associations, State offices, and Federal partners supported by the Community Services Block Grant (CSBG) to mobilize communities to fight poverty.

CSBG Organizational Standards

Organized into three thematic groups



2020 and Beyond



RESPONSE

- Safety of staff & customers secured
- Needs assessed
- Continuity of services arranged
- Emergency services expanded
- New services created
- Coordination with partners enhanced
- New funding secured

RECOVERY

- Community needs monitored
- Workplace safety procedures implemented
- Access to emergency services ensured
 - Food
 - Housing
 - Utilities
- Staff connected to customers via technology & internet
 - Virtual applications
 - Virtual Services
 - Virtual Case Management

RESILIENCY

- Individuals return to work
- Economic growth
- Social & economic mobility accelerated
- Health & Well-being Improved
- Transformed Systems and Policies
- Equity
- Apply learning
- ???





Community Action Census Webpage

www.communityactionpartnership.com/census2020

THE CENSUS COUNTS.

#countmein

COMMUNITY ACTION WILL ENSURE THE ENTIRE
COMMUNITY COUNTS IN CENSUS 2020.

This graphic features a white background with a blue header bar containing the text "THE CENSUS COUNTS." in blue. Below the header is a collage of various people's faces. A large, stylized red heart icon is overlaid on the collage, with a hand reaching into it from the left. At the bottom, the hashtag "#countmein" is written in red, followed by a dashed teal line and the text "COMMUNITY ACTION WILL ENSURE THE ENTIRE COMMUNITY COUNTS IN CENSUS 2020." in red.

CENSUS 2020

**WE CARE ABOUT
THE ENTIRE
COMMUNITY**

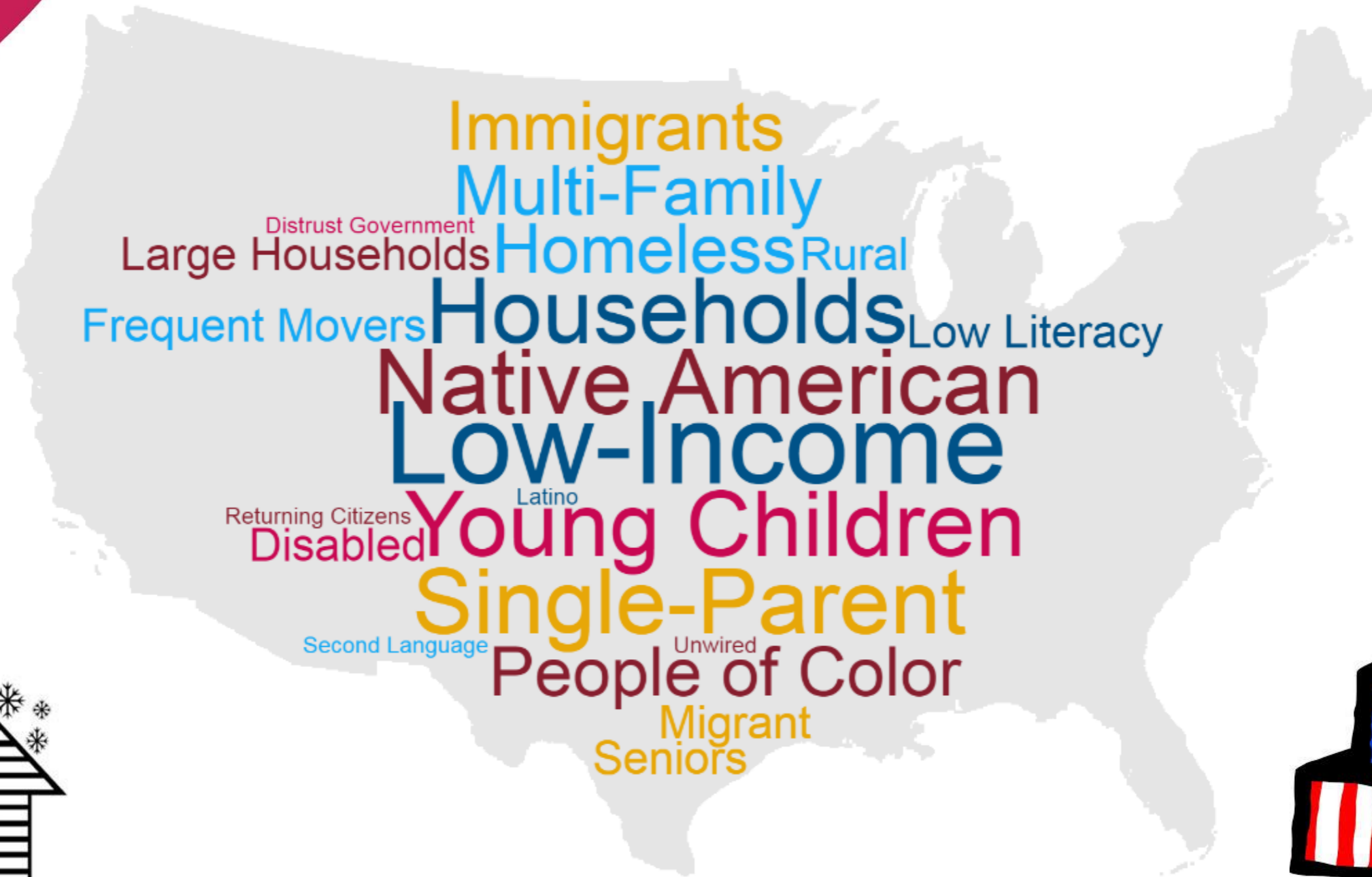
**WE COUNT THE
ENTIRE
COMMUNITY**

#communityactioncounts
#countmein

This graphic has a blue and red background with abstract circular shapes. At the top left, it says "CENSUS 2020" in light blue. Below that, the text "WE CARE ABOUT THE ENTIRE COMMUNITY" is written in white, followed by a horizontal yellow line and "WE COUNT THE ENTIRE COMMUNITY" also in white. On the right side, there is a circular inset image of a diverse group of people celebrating with their arms raised. At the bottom, the hashtags "#communityactioncounts" and "#countmein" are listed in white.



The Hard-To-Count Are:

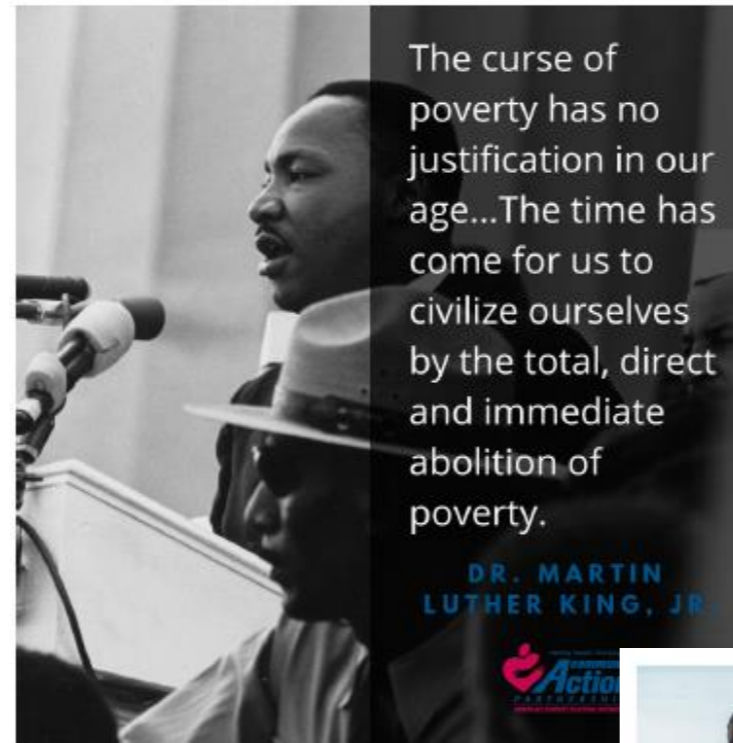


May is Community Action Month



COMMUNITY ACTION MONTH
TOOLKIT | MAY 2019

HELPING PEOPLE, CHANGING LIVES



The curse of poverty has no justification in our age...The time has come for us to civilize ourselves by the total, direct and immediate abolition of poverty.

DR. MARTIN LUTHER KING, JR.



Motivation Monday, May 13
#MotivationMonday



#CommunityActionWorks
#WeR1000Strong

“In my vision of America, everyone is necessary, and everyone has the opportunity to participate.”

SARGENT SHRIVER



Throwback Thursday, May 25
#TBT



#MOTHERSDAY #COMMUNITYACTIONWORKS

HAPPY MOTHER'S DAY



Mother's Day, May 12
#MothersDay



 <h1>MAY 2019</h1> <p>USE THESE ALL MONTH!</p> <p>#WeR1000Strong #CommunityActionWorks #BeCommunityAction</p>		<p>First day of Community Action Month</p> <p>1</p> <p>Share the Promise meme</p>	<p>2</p> <p>Huggy Heart Day</p>	<p>3</p> <p>#factfriday</p> <p>- Sample Tweets Provided -</p>	<p>4</p> <p>STAR WARS DAY</p> <p>Share our #Maythe4thBeWithYou meme</p>	
<p>5</p>	<p>6</p> <p>National Nurses Day</p>	<p>7</p> <p>National Teacher's Day</p> <p>Share National Teacher's Day meme</p>	<p>8</p> <p>IMPACT WEDNESDAY</p> <p>Share Impact Meme Sample Tweets Provided</p>	<p>9</p> <p>THROWBACK THURSDAY</p> <p>Share our LBJ meme</p>	<p>10</p> <p>Provider Appreciation Day</p> <p>Honor providers with posts & photos on social media</p>	<p>11</p> <p>Stats Saturday</p> <p>- Tweets Provided -</p> 
<p>MOTHERS DAY</p> <p>Share the meme!</p>	<p>13</p> <p>Motivation Monday</p> <p>Share our #MLK meme</p>	<p>14</p> <p>#training tuesday</p> <p>tweets provided</p>	<p>15</p> <p>WE CARE WEDNESDAY</p> <p>INTERNATIONAL DAY OF FAMILIES</p>	<p>16</p> <p>Thankful Thursday</p> <p>Thank National Partners</p>	<p>17</p> <p>NATIONAL PIZZA PARTY DAY</p>	<p>18</p> <p>#ARMEDFORCESDAY</p> <p>Recognize & thank those serving in the armed forces Share our meme</p> 
<p>19</p>	<p>20</p> <p>mission monday</p> <p>Use our meme creator to feature your mission</p>	<p>21</p> <p>World Day of Cultural Diversity</p> 	<p>22</p> <p>IMPACT WEDNESDAY</p>	<p>23</p> <p>#Throwback Thursday</p> <p>Share our Shriver meme</p>	<p>24</p> <p>FACT FRIDAY</p> <p>Sample Tweets Provided</p>	<p>25</p> <p>#Shoutout Saturday</p> <p>Shoutout local partners</p> 
<p>26</p> 	<p>27</p> <p>MEMORIAL DAY</p> <p>Share our Memorial Day meme to honor those who served & sacrificed</p>	<p>28</p> <p>TRANSFORMATION TUESDAY</p> <p>- Tweets Provided -</p>	<p>29</p> <p>Weatherization Wednesday</p> 	<p>30</p> <p>thankful thursday</p>	<p>31</p> <p>FUN Friday!</p> <p>Post "I Love Community Action" Selfie</p>	

#WeR1000Strong

#CommunityActionWorks



Branding Toolkit and Style Guide

National Community Action Partnership

• Toolkit & Style Guide



This updated Community Action Toolkit and Style Guide aims to provide the necessary tools and guidance for Community Action Agencies and State Associations to enhance the national brand and maintain a unified presence across the country. Whether agencies choose to fully adopt the national logo, use logo components or taglines, or maintain a unique local brand, this guide will provide tools necessary to strengthen our network's connection to each other and to our collective audiences across America.

Updated 6/2019



WEBSITE

Whether or not you are using the national brand it is vital that our network maintain our connection. To do that, we request that all Community Action Agencies and State Association members of the National Community Action Partnership visually connect with the Partnership on their website and other media outreach where possible. Suggestions include adding the national brand logo to your agencies' website footer and/or homepage and adding text to build the connection. This is especially important for agencies that do not have "Community Action" in their organizational name. Adding links to the Partnership, your state association, and other national CAA partners also strengthens our connection as a network illustrating that we are "1000 Strong."

- XYZ Community Action Agency is a member of the Community Action Partnership, which is the national hub that links the nation's 1,000+ local Community Action Agencies and State Associations to each other and to leaders looking for solutions that connect families to great opportunity.
- We are a proud member of the National Community Action Partnership
- A Community Action Agency

Updated 6/2019

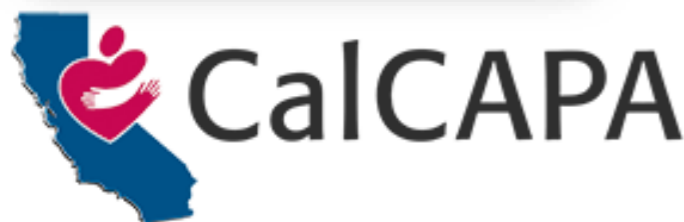
National Community Action Partnership • Toolkit & Style Guide

5

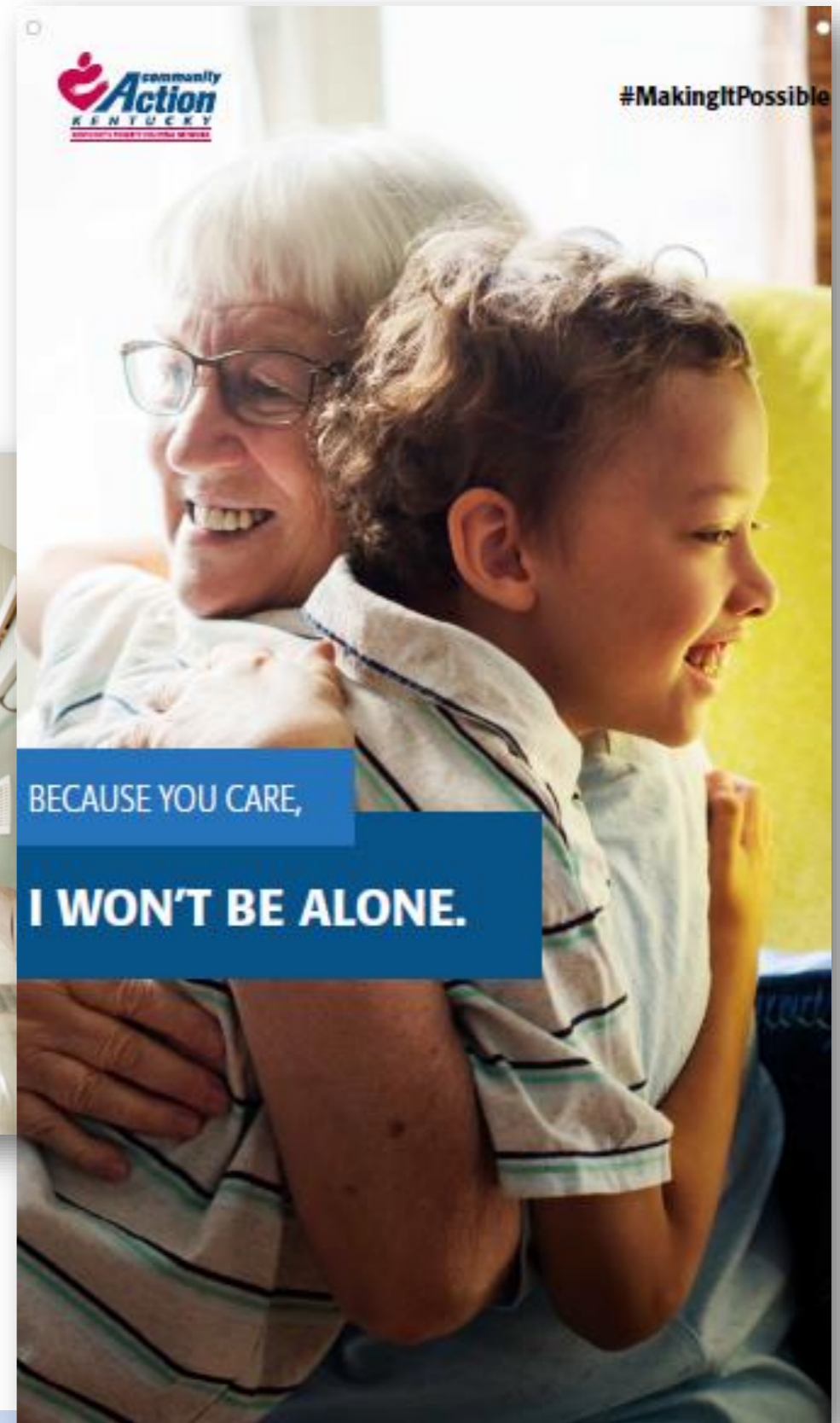
Using National Branding Devices



LITTLE DIXIE
Community Action Agency



Engaging Through State Associations





Community Action Academy

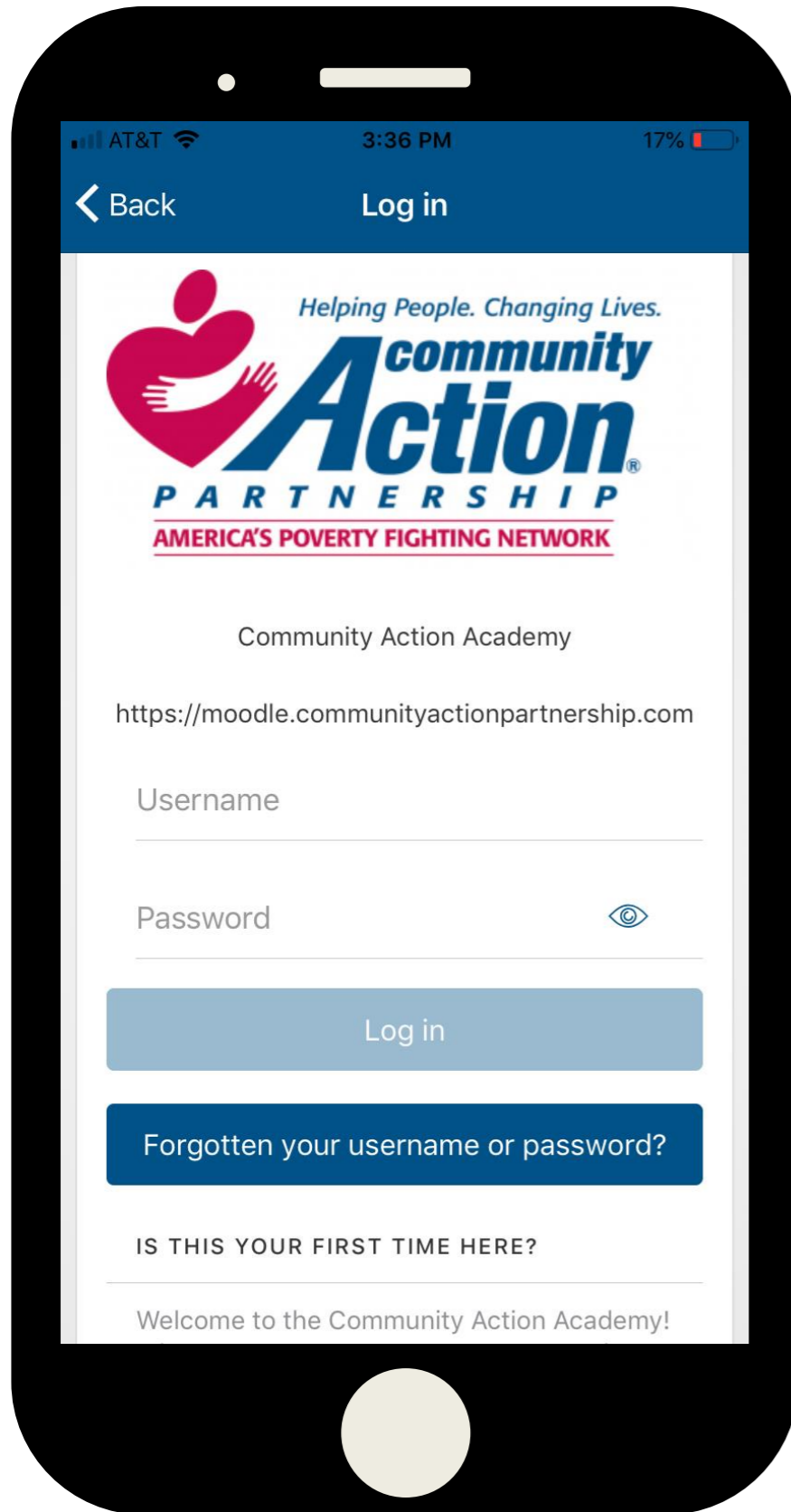


Moodle is an online learning platform designed to provide trainers and learners with a single robust, secure, and integrated system to create personalized learning environments. <https://moodle.communityactionpartnership.com>

Free & Accessible
to the entire
Community Action
Network!

- ✓ On-demand courses, videos & resources
- ✓ Peer Engagement & Virtual Networking
- ✓ Virtual space for Learning Community Groups

Mobile App for Community Action Academy



- 1) Search your **App Store** (Apple) or **Google Play** (Android) for the official moodle app (can simply type "moodle").
- 2) Once the app is downloaded to device, enter URL:
moodle.communityactionpartnership.com
- 3) Login on the moodle app using your same credentials for Community Action Academy on the computer.

For more information, you can visit this [link](#).

On-Demand Learning

*eCourses available to the entire CSBG Network through
Community Action Academy*

- Health Intersections
- Results at the Community Level
- Cultivating Data-Centered Organizations
- Advancing 2Gen in the Rural Context
- Family-Centered Coaching
- Creating a Local Theory of Change
- Understanding Community Level Work
- Data Collective, Analysis, and Use
- ROMA for Boards Training Series (7 eCourses)

more coming soon!

Community Action National Impact Report





COMMUNITY ACTION PARTNERSHIP

Building Opportunity for All

The National Need

Despite America's economic recovery, millions are still living in poverty and even more are just one missed paycheck away from hardship. Whether our neighbors are experiencing a temporary set back or have been priced out of affordable housing - too many struggle to achieve a good quality of life.

Nearly **40** million people in America live poverty.
People of color are disproportionately impacted

1 in 6 children go hungry at some point during the year

6.1 million Americans are unemployed

44% of Americans can't cover a \$400 emergency expense

Community Action's Reach

The nation's 1,000+ Community Action Agencies are a robust, national, state, and local force, reaching children and families in **99% of America's counties** with life changing services that create pathways to opportunity and prosperity. Annually, we reach:

15 million low-income individuals



3.9 million children

2.3 million seniors



6.2 million families



1.7 million people with disabilities



January 2019

Our Impact

America's Community Action Agencies embody our nation's spirit of hope, change people's lives, and improve communities. We promote workable solutions that connect more families to opportunity - and make America a better place to live for everyone.

Community Action Agencies:

- Connect individuals and families to approaches that help them succeed - including high quality education programs for children, job retraining for adults, stable and affordable housing for families, utility assistance for seniors, and so much more.
- Promote community-wide solutions to seemingly stubborn challenges throughout our cities, suburbs, and in rural areas - whether it's the lack of affordable housing or the need to promote economic growth that benefits all families.
- Share expertise with national, state, and local leaders looking for evidence on what works to promote greater economic opportunity for children and families.

As a result, each year:

800,000 households increased their financial **Assets** or skills



More than 8 million people received food, healthcare services and more to increase family **Health & Well-Being**



4 million **Children & Families** accessed childcare, after school programs, and more



339,000 people

obtained safe, affordable **Housing** - and millions more received emergency help with heat or energy assistance

5.8 million people were put on a pathway to good **Jobs** through employment support



1.2 million people engaged in **Community Building**



Community Action Agencies are locally run but receive a range of public and private resources for their work. This includes funding from the federal Community Services Block Grant (CSBG) which provides the Community Action Agency designation. **For every \$1 of CSBG funds, the Network annually leverages \$7.70 from state, local, and private sources.**



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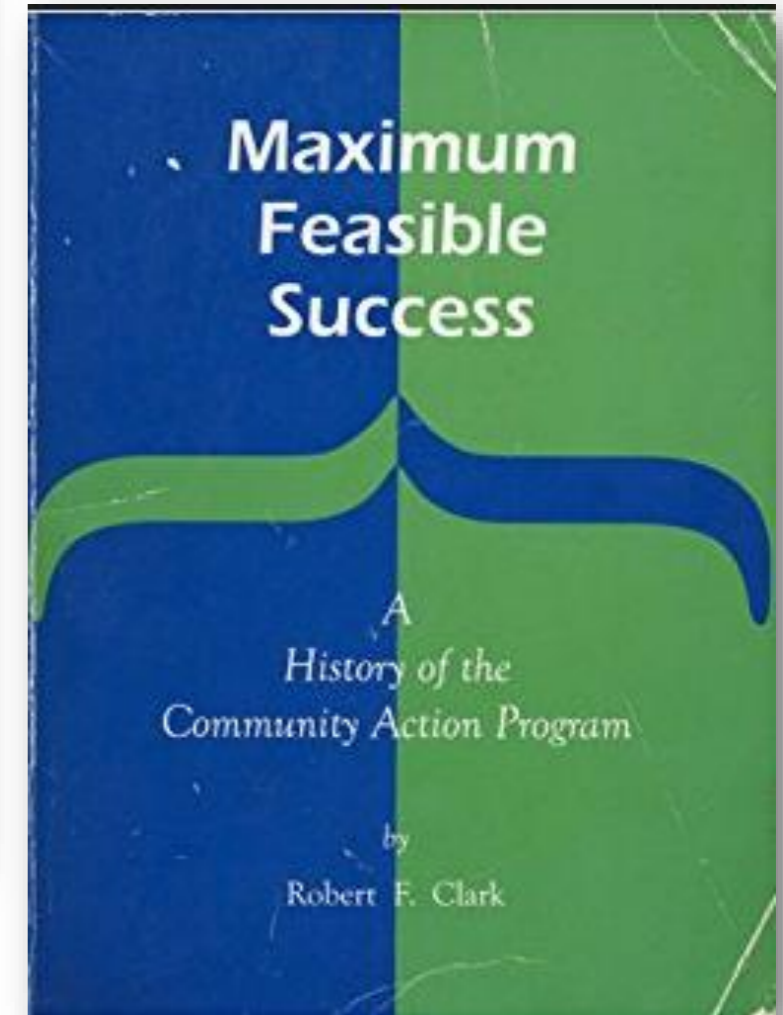
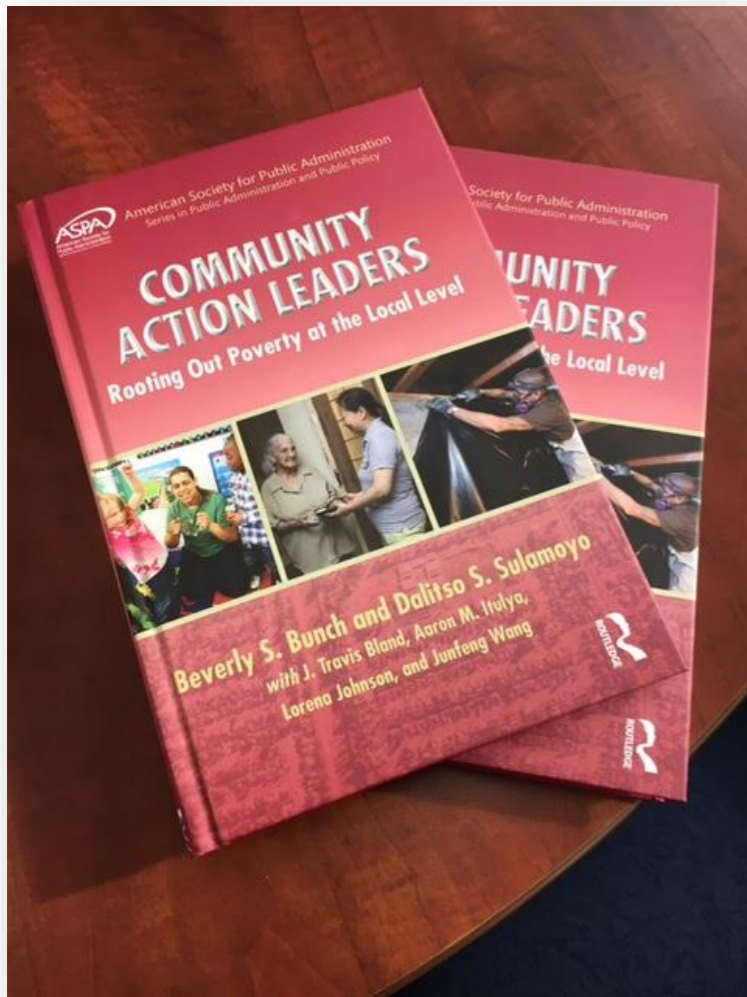
Community Action Podcast Series



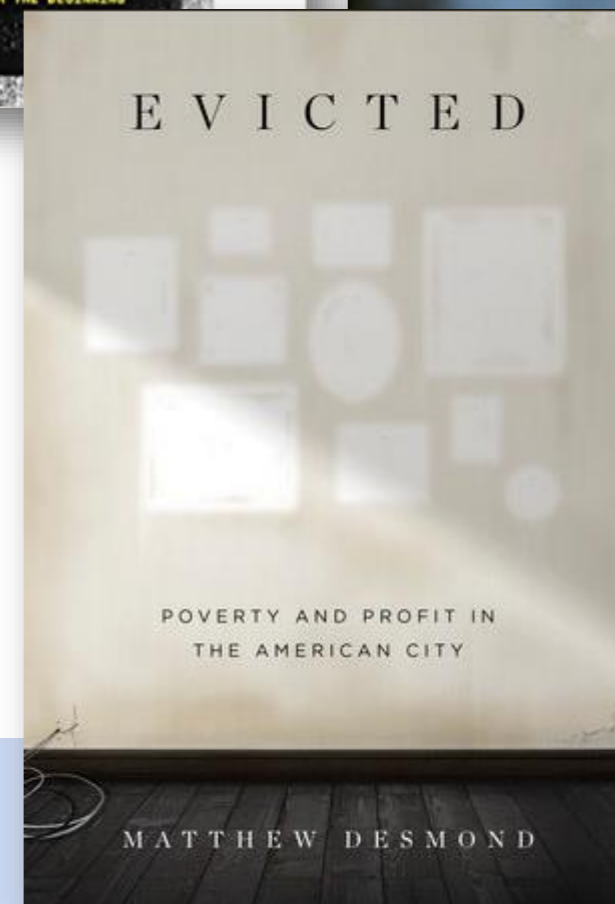
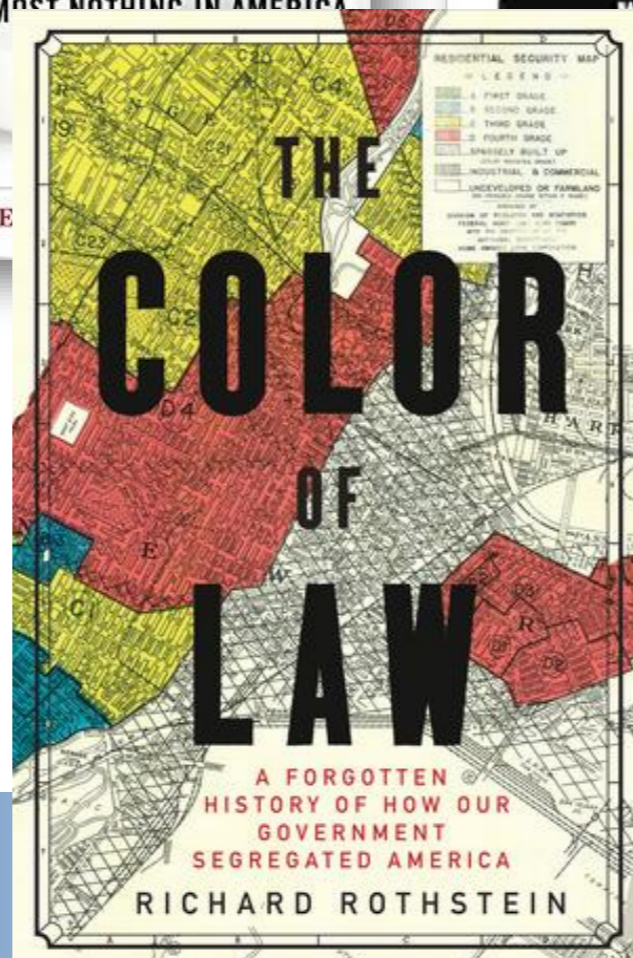
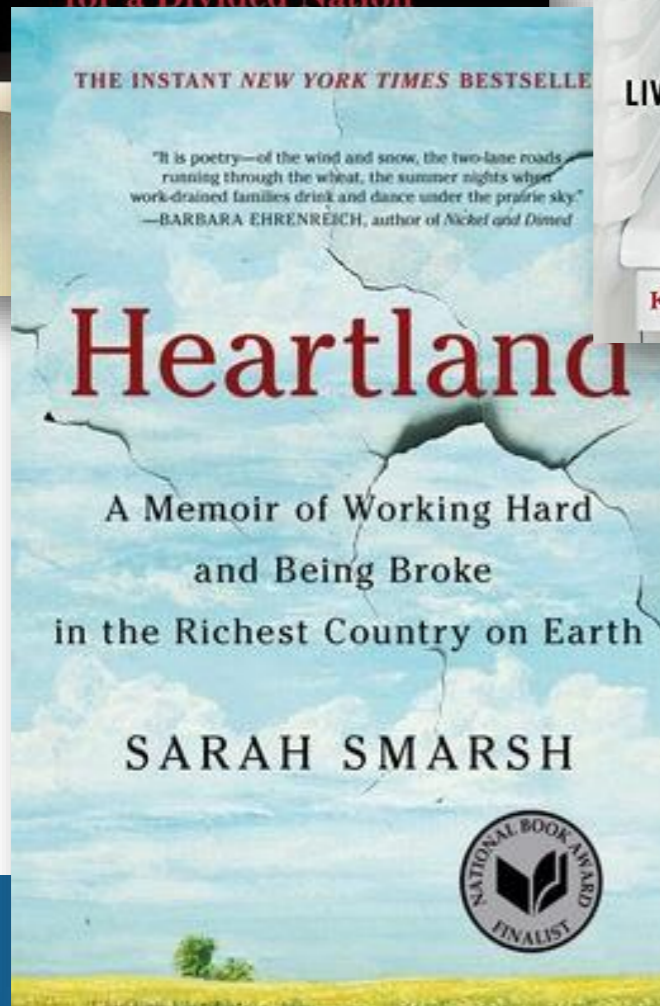
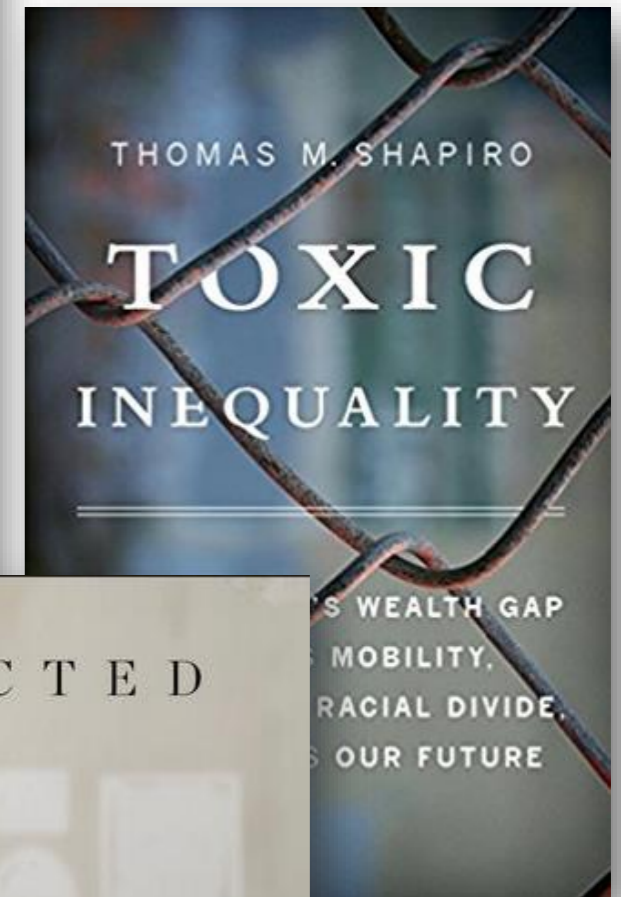
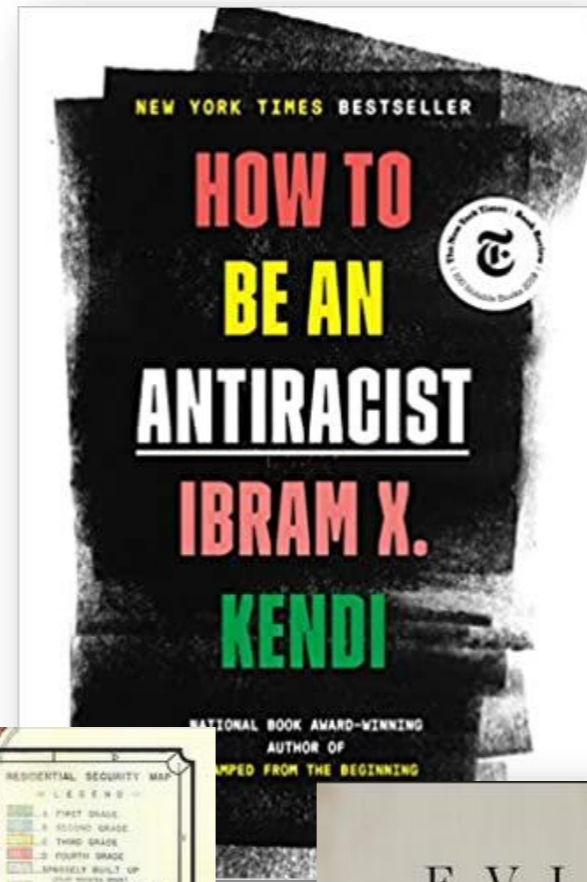
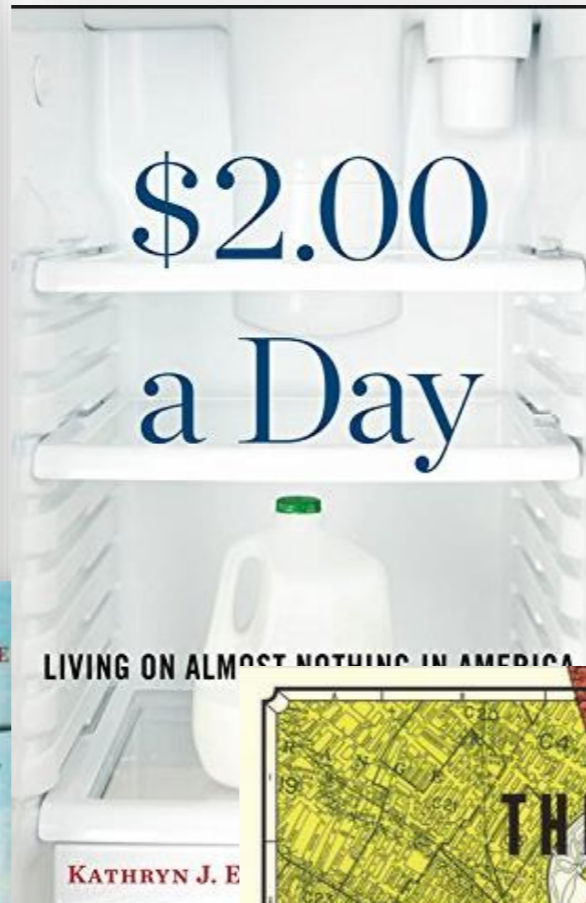
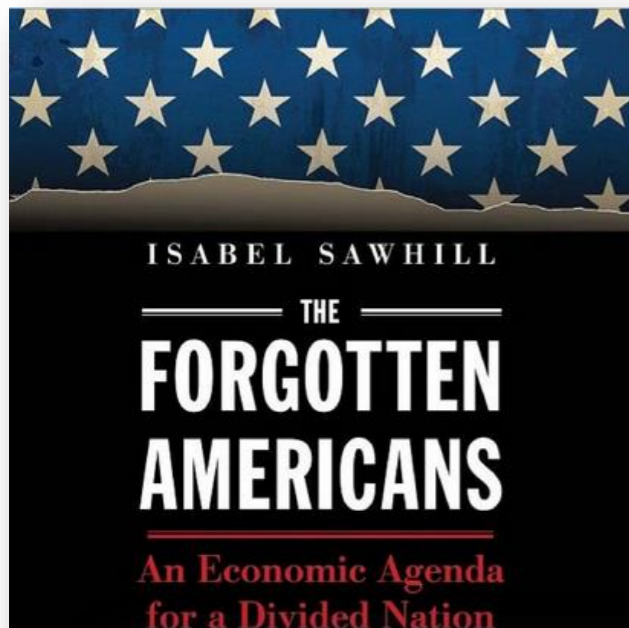
Six-part series featuring our CEO Denise Harlow in conversation with nationally recognized experts and leaders in Community Action

Advocacy - Innovative Practices - Racial Equity - The State of CSBG - How to Use the Impact Report - Convening to Make a Difference

Community Action Body of Knowledge



Books Reflecting Today's Poverty



Questions?

Contact

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