

## **CAAP BOARD OF DIRECTORS MEETING**

### **CEO REPORT ON CAAP ACTIVITIES**

#### **FOR THE PERIOD**

**JULY 17, 2019 – OCTOBER 7, 2019**

### **1) KEY FOCUS AREAS**

#### **Public Policy and Partnerships**

- CAAP continues to be an active member of the Coalition for Low-Income People (CLIP).
- CAAP continues to be an active participant of the “PA Choice” and the “We the People” coalitions which advocates for a state budget that favors low-income families. The Pennsylvania Budget and Policy Center (PBPC) runs both coalitions. Coalition members have put together a “Fair Share Tax” plan that helped impact budget negotiations.
- CAAP continues to participate with the PA Hunger Action Coalition.
- CAAP continues to participate with the LIHEAP Advisory Committee and the Weatherization Assistance Program Committee.
- CAAP is an active participant with the EFSP State Set Aside Committee.

#### **ROMA**

#### **CAAP ROMA**

#### **Community Needs Assessment Tool**

#### **Member Support**

- Continuing monthly Executive Forum calls
- Continuing monthly Work Ready calls
- Continuing monthly Development/Communications calls
- Responded to multiple member and non-member requests for information.

- The third year of the CAAP Public Engagement Toolkit project is in full swing. The toolkit will empower CAAP members to more effectively communicate the value of Community Action and the impact of poverty in their communities and with community leaders.
  - A master toolkit is finished. The master toolkit is comprised of one-pagers covering different aspects of poverty, PowerPoint presentations, sample social media posts, and infographics.
  - CAAP has recruited the 2019/20 VISTA for the final year of this project. She began at the end of August.

**Conference(s) and Special Events:**

**CAAP Strategic Plan Progress and Update:**

***Mission Statement:** The mission of the Community Action Association of Pennsylvania is to strengthen, advocate for, and empower the state network of Community Action Agencies to effectively address issues of poverty.*

**1a: Big Question: How do we financially sustain the organization?**

CAAP’s funding sources break down roughly as follow: 77% government, 13% membership dues and 10% investment return and other miscellaneous income. Until recently, CAAP was entitled to be funded through the CSBG formula as an eligible entity; however, effective January 2019, CAAP will no longer receive CSBC funding but will, instead, provide desired services to DCED through an annual contract. CAAP will continue to receive some CSBG funding through the RPIC grant.

CAAP is heavily reliant upon government support. Without it, CAAP cannot sustain itself. It is unrealistic to raise membership dues which, although not increased in many, many years, seem to be right-priced. CAAP must find ways to diversify and expand its revenue sources.

**Strategy Screen Criteria:**

We require that any strategy we adopt must meet the following criteria:

- Benefit the Network
- Be financially feasible

- Advance CAAP's mission
- Be ethically sound
- Support the dignity and well-being of Community Action clients
- Consider the impact on partnership relationship
- Capitalize on competitive advantages

**Proposed Strategy:**

We will create a video production program which will help its member agencies tell their stories to broaden public understanding of specific agencies as well as enhance understanding of poverty in general. We will market our expertise to member agencies, national and local partners and organizations whose missions align with community action. We will create a fair fee schedule that will provide a steady source of income.

**Testing the Strategy:**

The strategy meets the criteria of the Strategy Screen.

**LensCAAP Update**

CAAP's Social Enterprise, LensCAAP is up-and-running. We have completed or are finishing the following projects:

**May 2019 Projects**

- CAAP Symposium
- United Way of PA
- Virginia Community Action Partnership

**August 2019 Projects**

- Bucks County Community Action
- CAP Conference (Chicago)

**September 2019 Projects**

- Central Susquehanna Opportunities Inc.

**October 2019 Projects**

- CAAP Conference
- Langan Financial Group

**Filming Dates TBD from Paying Clients**

- STEPs Inc. (planning to film in 2019)

Following are contacts who have expressed interest and whom we have reached out to thus far:

1. Tri County Community Action	Proposal Sent Out 4/23	Maybe 2020
2. Community Action Lancaster	Proposal Sent Out 4/16	Maybe 2020
3. <a href="#">Union-Snyder Community Action</a>	<a href="#">Proposal Declined</a>	Maybe 2020
4. <a href="#">Latin American Doctor's Association</a>	<a href="#">Proposal Declined</a>	no
5. Big Brothers Big Sisters Capital Region	Proposal Sent Out 5/30	no
6. CAP Systems	Discovery Meeting Held	Still in talks
7. Dasher Inc.	Proposal Sent Out 5/6	no
8. Harrisburg University	Proposal Sent out 6/19	no
9. Community Progress Council	Proposal Sent out 6/19	Maybe 2020
10. Quin Rivers Community Action	Proposal Sent out 6/26	no
11. Virginia Cares	Proposal Sent out 8/2	no
12. Tri County Community Action (VIRGINIA)	Proposal Sent out 8/12	unlikely
13. CAP Ramsey and Washington Counties	Proposal sent out 7/10	unlikely
14. NCAF	Proposal Sent out 7/26	In talks
15. Maryland Community Action Partnership	Proposal Sent out 10/1	likely
16. New River Community Action	Proposal sent out 7/29	likely
17. United Way of Northern New Jersey	Proposal sent out 9/19	likely

### NEXT STEPS WORK PLAN

#### STRATEGY 1a: Create Video Production Program/Company

Activity	Responsible Person(s)	Timeframe	Description of tasks; comments
Create a revenue model for Lens CAAP	Steven Martinez	July 2018	Completed
Develop a business plan for CAAP's board of directors to review	Steven Martinez	August – September 2018	Completed
Present a business plan to CAAP's board	Steven Martinez	October 2018	Completed

<b>of directors</b>			
<b>Obtain funding for Lens CAAP</b>	<b>Steven Martinez</b>	<b>January 2019</b>	<b>Completed</b>
<b>Startup Lens CAAP</b>	<b>Steven Martinez</b>	<b>January – March 2019</b>	<b>Completed</b>
<b>Solicit Lens CAAP clients</b>	<b>Steven Martinez</b>	<b>Ongoing</b>	<b>Ongoing</b>
<b>Hire one videographer and purchase equipment</b>	<b>Steven Martinez</b>	<b>February 2019</b>	<b>Completed</b>
<b>Begin Operations</b>	<b>Steven Martinez</b>	<b>April 2019</b>	<b>Completed</b>

**#1b: Big Question: How do we financially sustain the organization?**

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- Capitalize on competitive advantages

**Proposed Strategy:**

We will aggressively seek out and market Affiliate Membership to vendor organizations whose missions and business practices align with community action. Affiliate members pay substantial dues but require little from CAAP other than initial access to its membership. Expanded Affiliate membership will enhance revenue.

**Testing the strategy:**

The strategy meets the criteria of the Strategy Screen.

**NEXT STEPS WORK PLAN**

**STRATEGY 1b: Enlist more Affiliate Members**

<b>Activity</b>	<b>Responsible Person(s)</b>	<b>Timeframe</b>	<b>Description of tasks; comments</b>
<b>Engage current Affiliate Members with Collaborative Conference</b>	<b>Steven Martinez</b>	<b>July – September, 2018</b>	<b>Completed</b>
<b>Continue strong communication with current Affiliate Members</b>	<b>Steven</b>	<b>October – December, 2018</b>	<b>2 of the three Affiliate members have signed up for a second year</b>
<b>Develop stronger relationships with this year’s Conference Sponsors</b>	<b>Susan</b>	<b>July – October 2019</b>	<b>Will reach out to ORS and MoA following Conference in October 2019</b>

<b>Connect with Member Agencies to generate leads for prospective Affiliate Members</b>	<b>Susan</b>		<b>CAAP has retained two Affiliate Members.</b>
<b>Connect with National Partner Event Sponsors</b>	<b>Susan</b>		<b>No other affiliates are known at this time</b>

**#2: Big Question: How do we support agencies through the increasing challenges?**

Community action agencies are facing many new and ongoing challenges such as the opioid epidemic, diminished funds at federal/state/regional levels, regionalization and shifting resources, collaboration, mergers, and shared services, and administrative burdens and cost of administering programs.

**Strategy Screen Criteria:**

We require that any strategy we pursue must meet the following criteria:

- Benefit the Network
- Be financially feasible
- Advance CAAP’s mission
- Be ethically sound
- Support the dignity and well-being of Community Action clients
- Consider the impact on partnership relationship
- Capitalize on competitive advantages

**Proposed Strategy:**

We will strengthen and advocate for our member agencies through continued advocacy with DCED and national partners and through serving in leadership positions on national boards. We will ensure that Symposium and Conference offerings are relevant and focus on issues geared towards strengthening the CAAs and will maintain robust communication. Additionally, CAAP will support and advocate for individual agencies as needed.

**Testing the strategy:**

The strategy meets the criteria of the Strategy Screen.

## NEXT STEPS WORK PLAN

### STRATEGY 2: Support Member Agencies

Activity	Responsible Person(s)	Timeframe	Description of tasks; comments
Symposium	Susan, Dan, Deb	September - April	Annually
Annual Conference	Susan, Dan, Deb	January - October	Annually
Newsletters	Dan	Twice Monthly	See notes in newsletter section above.
Social Media	Dan	Weekly	See notes in social media section above.
Regional Meetings	Susan, Dan	Twice Yearly	The most recent regional meeting occurred during the 2019 symposium.
Matrix	Dan	Every two years	Will update Matrix in late fall 2019 to reflect agency changes.
Public Engagement Toolkit	Dan, Susan	Currently in final year of the three-year project.	Recruited VISTA for final year of a 3-year project
Videos		Ongoing	Currently have 9 videos, 3 more during 2019 are scheduled.
Advocacy on statewide coalitions	Dan, Susan	Throughout the year	LIHEAP, PA Budget and Policy Center, PA Choice Coalition Leadership Team, PA Hunger Action Coalition meeting, SNAP subcommittee, EFSP state set aside committee. Task is ongoing.
National Advocacy	Susan	Throughout the year	Participated in National Community Action month. Task is ongoing.
Website	Dan	Ongoing	Regularly update and refresh content. Task is ongoing.



## **2) COMMUNICATIONS**

### **3) VISTA PROGRAM**

During this quarter all 2018-19 VISTAs completed their year of service. A summary of their progress is listed below:

Allegheny County: Opioid Epidemic Outreach Coordinator VISTA: As a part of the Vista Assignment Description, the VISTA organized a fourth Certified Recovery Specialist training that currently has 15 participants. With the help of Pennsylvania Recovery Organization Alliance, the participants can be trained according the standards for certification from the Pennsylvania Certification Board. Once the training series is concluded everyone will be given the opportunity to take the Certified Recovery Specialist Examination. There will also be a professional development course to help with resume building and interviewing techniques for the participants. A career fair has been organized to help the participants gain employment as soon as possible. Since the beginning of her Vista term Denija has assisted 89 individuals in becoming certified recovery specialists. With the help of the PCB, the VISTA has established a peer bank of over 100 Certified Recovery Specialists and peers that are in the Allegheny County. The hope is to connect DHS's Drug and Alcohol providers to the peer bank to help with the process of the warm handoff.

The VISTA has also continued to attend the Walk in Ministry food pantry and community lunch at the First Presbyterian Church of Pittsburgh to help volunteer serve meals to the community as often as she can. She also volunteers at the Cellar which is an after school hang out for children ages 13-17. She was able to meet with the students and learn about what other activities they would be interested in doing as well as any D&A treatment that they believe is necessary in their schools or communities. Lastly, as a part of the Vista Assignment Description and Project Plan she has visited several provider sites and community meetings to talk to staff and clients to see if they had any ideas on ways that stigma, treatment gaps and barriers could be eliminated.

Blueprints: The VISTA completed her VAD and she finalized a social media plan that she had been working on for a few months as part of an overall communications plan. She was seeking sponsors

and donations for a fall clay shoot fundraising event. She was praised by Darlene Bigler on her phenomenal skills for getting donations and her eager spirit when given new tasks. She was also able to complete her Exit Binder for the incoming VISTA Member.

CAAP: Communications and Marketing Associates VISTAs: In the past year, the two VISTAs have developed and completed a comprehensive master toolkit for Tri County Community Action that includes double-sided resource pages on the key contributing issues of poverty, and developed corresponding social media posts, PowerPoint presentations, infographics, newsletters and a full source page. Each toolkit topic has been reviewed and vetted by key opinion leaders in the field pertaining to the topic, ensuring accuracy and inclusion of key points on each topic. They have also developed customization guides for the next VISTAs; and, in the future, guides for CAAP's member agencies to utilize for customizing and updating the toolkits. They have additionally strategized how to distribute and package the various toolkit materials for agency use, including the creation of an introductory toolkit letter to summarize the purpose and potential uses of the toolkit. They also completed an "exit Binder" for the incoming VISTA as well as planned 8 hours of shadowing time with her prior to their last day of service.

CAPLANC: All three of the CAPLANC VISTA members were able to complete their VADS in addition to the following:

VISTA one was finalizing her exit binder and the logistics for an upcoming coalition retreat so the next VISTA member could easily pick up where she left off. She was reviewing final notes with each policy action team.

Cheyenne – The annual report she was in charge of creating was finally printed and ready to distribute. She wrote and submitted another grant for the Beaver Street Park project. As of her service year, \$65,000 had been raised which helped to hire a landscape architect. She was also working on getting sidewalk trashcans and trees for the street area.

Addy – She was finalizing her exit binder and a VISTA "how to" guide for Lancaster Equity as well as working with Dan on the next steps with the Southern Market redevelopment project.

2019-2020 Recruitment update: A total of nine VISTAs were successfully recruited for the 2019-20 year.

**The 2019-20 Cohort of VISTA Members and where they are serving are:**

Carolina Nicholson- CAAP

Nicole Peterson – Union-Snyder

Isabell Blumenthal- Tri-County

Keilah Gussie- Holy Family

Shayna Canty & Dane Fallon -Friends of the Poor

Chelsey Tennis, Patrick Monahan and Joseph Sorkin-CAPLANC

**For the 2019-20 VISTA year projects that are continuing are:**

CAAP: Communications and Marketing Associates VISTAs (Toolkit)

CAPLANC: Coalition to Combat Poverty Coordinator VISTA, Community Development Coordinator

VISTA and Block CAPtain Coordinator VISTA

**The new VISTA Projects for 2019-20 are:**

Tri-County Community Action : Farmers Market Coordinator VISTA

Union-Snyder: Food Security Coordinator VISTA

Holy Family Institute: Literacy and Tutoring Coordinator VISTA

Friends of the Poor: Volunteer Coordinator VISTA and Program Evaluation Coordinator VISTA

**4) OTHER**

**a) Regional Performance & Innovation Consortium (RPIC) Grant**

**b) CSBG DATA Task Force**

**c) 2019 DCED Service Contract**

**d) Emergency Management Poverty Simulations**

**e) Staff Training**