

#awiseinvestment



Helping **People.**
Changing **Lives.**
Growing
Strong Communities.

Community Action

2018 Advocacy Mini Toolkit

#CSBG #AWiseInvestment

Online Advocacy Days: March 7th and 28th

National Community Action Partnership

1020 19th Street NW, Suite 700

Washington, DC 30036

www.communityactionpartnership.com



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Helping **People.**
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Join us for

**VIRTUAL COMMUNITY ACTION
ADVOCACY DAYS**

Wednesday March 7th and Wednesday, March 28th

#awiseinvestment is a nationwide campaign for community action agencies to share successes and local impact to members of Congress by inviting program participants, community and faith-based leaders, board members, business owners and locally elected officials to join us in telling Congress the valuable role community action plays in your **COMMUNITY** via Twitter, Facebook & Email.

Tweet or post news clips/articles on your CAA's client success stories, job training, workforce development, economic development, community revitalization, recognitions received by your agency, etc.

Thank your Congressional Representatives for their service and support of the locally-driven work community action agencies do to help low-income families become self-sufficient and independent of public programs, while making the entire community better for all people.

Sponsored by the National Community Action Partnership and the Southeastern Association of Community Action Agencies (SEACAA).

Get Engaged!

1. Sign the CSBG Support Statement
2. Discuss and Pass the Board Resolution
3. Engage in the Online Advocacy Days
 - March 7th
 - March 28th
4. Be Ready for the NCAF Conference and David's Calls to Action!
5. Visit your Congressional Member(s) and Invite Them to Your CAA

Sample Memes



Sample Tweets

#CSBG #awiseinvestment

Data Driven Tweets

1. Finding a job in today's economy can be a struggle. But did you know that the #CSBG Network helped 165,530 unemployed people with low-incomes obtain a job? Community Action is #awiseinvestment
2. The #CSBG Network helped 29,394 people with low-incomes achieve "living wage" jobs. The #CSBG Network is #awiseinvestment and needs your support. #awiseinvestment
3. Rents are rising & thousands of Americans are struggling to keep up with costs, but the #CSBG Network helped 219,699 people with low-incomes obtain safe & affordable housing last year. Community Action is #awiseinvestment #CSBG
4. Helping struggling families with tax preparation is important for the #CSBG Network. Last year, CAAs helped get families \$444,711,840 in tax credits through tax preparation programs. #awiseinvestment
5. Saving money on utility bills helps struggling families all across the U.S. Last year, the #CSBG Network helped families with low-incomes save \$97,242,211 in utility savings. #awiseinvestment
6. Every day thousands of Americans go hungry, but the #CSBG Network made sure that 6,093,893 people received Emergency food last year. Investing in #CSBG is #awiseinvestment

Generic Tweets

The #CSBG Network knows what works to help create opportunities for struggling families in local communities. #awiseinvestment

Without access to quality housing & jobs, struggling families face difficult barriers to a decent quality of life. The #CSBG Network creates thousands of jobs, entrepreneurship opportunities & affordable housing. #awiseinvestment

The #CSBG Network mobilizes to benefit communities in counties all across America, providing effective responses to predatory lending or capital for local businesses. CSBG also develops partnerships that support community-wide improvements. #awiseinvestment

Many struggling families live in communities suffering from disinvestment. The #CSBG Network invests in projects that revitalize neighborhoods - creating jobs, housing, & financial empowerment. #awiseinvestment

Success Story Tweets

1. The #CSBG Network is proud to announce that it helped 513,321 people with low-incomes obtain health care services for themselves or a family member last year. #awiseinvestment

2. When a child gets adequate nutrition, they do better in school and the long-term impact helps society. Did you know that the #CSBG Network helped 2,260,856 infants & children receive adequate nutrition, assisting in their growth & development #awiseinvestment
3. Working families struggle to pay for child care, but last year successful #CSBG Network programs helped 487,311 infants & children participate in pre-school activities, assisting them in developing school readiness skills #awiseinvestment
4. Some low-income seniors in America cannot thrive without the #CSBG Network. In fact, 1,853,810 seniors received services and maintained an independent living situation last year as a result of Community Action services. Investing in #CSBG is #awiseinvestment
5. Living with a disability can make it difficult to find employment, but the #CSBG Network offers programs & services that truly transform lives. Invest in the #CSBG Network. Last year, we helped 1,125,875 individuals with disabilities thrive. #awiseinvestment

Elected Officials:

A big thank you to _____ (enter in the @ of YOUR ELECTED OFFICIAL) for your support of #CommunityAction and #CSBG #awiseinvestment

Client Success Stories to Share via Twitter / Facebook:

A working mother talks about how the #CSBG Network helped her gain greater self-sufficiency. #CSBG #awiseinvestment <http://bit.ly/2suYygs>

After receiving help from the #CSBG Network, a working mother has transitioned to a career in dentistry. Hear her story via IMPACT Community Action –<http://bit.ly/2suYygs> #CSBGWorks #awiseinvestment

The #CSBG Network assisted nearly 2 million seniors last year & helped them maintain an independent living situation. Hear from a senior in Massachusetts who says the help she received was vital! <http://bit.ly/2Cp8h7W> #CSBGWorks #awiseinvestment

Hundreds of thousands of people receive job training and educational training thanks to the #CSBG Network. Check out how #CSBG-funded agency helped people start businesses and reinvigorate the local economy. <https://www.youtube.com/watch?v=fql6tPncNyM&t=4s> #CSBGWorks

Annual Reports:

In Connecticut alone, 313,534 people benefited from #CSBG Network-funded programs last year. Check out CAFCA's Annual Report & learn more about the wonderful programs that are transforming communities, changing lives. #awiseinvestment <http://bit.ly/2Ctc30c>

CAPNA helped nearly 3,000 children in 15 counties - offering Pre-K, Head Start & other #CSBG-funded services. Learn about CAPNA's success in their annual report. #awiseinvestment <https://www.capna.org/menus/annual-reports.html>

Facebook Video Posts: (hashtags are not necessary for Facebook)

What resources are needed to move a person toward self-sufficiency? CAAP shares stories from individuals who are now thriving thanks to programs offered by #CSBG. <https://vimeo.com/238628799>

Millions of people are helped by the #CSBG Network every year. Hear from two people who are now self-sufficient thanks to Community Action programs. CAAP interviewed them for a special video series: Journey to self-sufficiency. <https://vimeo.com/238628799>

Millions of working families struggle at or below the poverty line, but thanks to #CSBG-funded programs many struggling families have gained self-sufficiency. Hear from one family who is now thriving. Watch this video. <https://www.youtube.com/watch?v=pTiMugqlWTc>

Hear the incredible story of how the #CSBG Network transformed one person's life. <https://www.youtube.com/watch?v=pTiMugqlWTc>

Hundreds of thousands of people receive job training and educational training thanks to the #CSBG Network. Check out how this #CSBG-funded agency helped these individuals start businesses. <https://www.youtube.com/watch?v=fql6tPncNyM&t=4s> #CSBGWorks #awiseinvestment

Complete online at <https://www.surveymonkey.com/r/CSBGSupport>



FY 2019 BUDGET COMMUNITY ACTION STATEMENT OF SUPPORT FOR CSBG

COMMUNITY ACTION

Community Action believes that our country can't thrive unless our communities and families do. The future of America depends on everyone in urban, suburban, and rural places doing well. Our communities are stronger when all people can realize their full potential and contribute to their local community.

At some point in their lives everyone needs a helping hand. Community Action, through its 1,000 plus local agencies, both private and public, is a trusted source of support for over 15 million people in more than 6 million families annually across America.

Community Action's local control and flexibility form a solid foundation for generating solutions to address the complex causes of poverty in local communities.

Community Action uses sophisticated management and accountability practices to integrate a wide array of federal, state, and private resources in the creation of healthy and vibrant communities that provide opportunities for individuals and families to succeed.

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.

ADMINISTRATION'S FY2019 BUDGET PROPOSAL

Community Action rejects the Administration's FY2019 budget proposal to eliminate funding for the Community Services Block Grant. We support funding at \$750 million.

COMMUNITY SERVICES BLOCK GRANT (CSBG)

The CSBG Act, the federal legislation governing Community Action Agencies (CAAs), requires states to work through the Community Action Network—the nationwide system of over 1,000 local CAAs—to connect families and individuals to opportunities to move from poverty to economic security. CAAs are trusted local organizations uniquely positioned to address the causes of poverty specific to their individual communities.

- *Through grants to states and local agencies, the CSBG Act defines, supports, and enforces the unique features of Community Action. Local agencies must meet federal requirements to be formally designated as a Community Action Agency and receive CSBG funds. These requirements ensure that low-income individuals and others in the community have a voice in planning and oversight of local programs, that initiatives respond to locally identified needs, and that resources are coordinated and used*

effectively. States use their portion of CSBG funds to monitor local agency performance and coordinate antipoverty resources statewide.

- *CSBG is the only dedicated funding source that supports core Community Action functions.* CAAs are highly successful at leveraging their small CSBG allotments to obtain a wide array of other public and private resources that address local causes and conditions of poverty. This success results from the agencies' formal designation as Community Action Agencies and from the extensive efforts of their staff and board members in conducting needs assessments, developing innovative strategies, coordinating with community partners, identifying public and private resources, and securing competitive grant funds. CSBG funds support these critical activities, along with fundamental agency operations and infrastructure.
- *CSBG provides flexible funds to support gap-filling activities that address unmet needs, innovative initiatives to combat poverty and promote self-sufficiency, and rapid response to urgent community needs.* CAAs identify causes and conditions of poverty that may not be addressed through an existing program or for which existing resources are not adequate. CSBG funds are used alone and in combination with other resources to support important antipoverty initiatives that would not otherwise be possible.

COMMUNITY ACTION AND OUR PARTNERS SUPPORTING A BRIGHT FUTURE FOR ALL AMERICANS

Community Action and its many partners believe future American progress depends on families constructing stable and strong foundations so everyone in the family—young children, teens, parents, and seniors alike—can reach their full potential. Providing supports that help stabilize a family creates hope and builds well-being. Opening to everyone the opportunity for education and training, the opportunity to work, and the opportunity to live in decency and dignity is both in America's best interest and a smart investment; it prevents the need for future services and contributes to stronger, more vibrant communities and economies.

We, the co-signing organizations below, support Community Action and call for funding the Community Services Block Grant at \$750 million for FY 2019.

List of Co-Signing Organizations

National Community Action Foundation

National Community Action Partnership

Email this back to csbg@communityactionpartnership.com

**[Community Action Board Resolution Template
Please delete this header and edit as needed for your CAA.]**

[Insert your agency's logo here]

**[agency name] ([agency acronym])
BOARD OF DIRECTORS RESOLUTION NUMBER [#]**

**To Draw Attention to the Administration's
Fiscal Year 2019 Proposed Budget and Its Effect on
the [agency acronym] Service Area**

Whereas, [agency acronym], a [select public or private] Community Action Agency, is a trusted source of support for individuals and families in [service area description, e.g., city, county, region of the state].

Whereas, [agency acronym] creates opportunities for people to move from poverty to economic security by addressing the causes of poverty specific to our communities. [Either use this language or replace the above paragraph with your agency's specific mission.]

Whereas, [agency acronym] believes the future of our area depends on everyone doing well, and that our communities are stronger when all people can realize their full potential and contribute to their community.

Whereas, [agency acronym] helps families construct stable and strong foundations so everyone in the family—young children, teens, parents, and seniors alike—can reach their full potential.

Whereas, [agency acronym] understands helping individuals and families build well-being is a smart investment; it prevents the need for future services and contributes to stronger, more vibrant communities.

Whereas, [agency acronym] deploys the Community Services Block Grant (CSBG) to build pathways to prosperity for families in [service area description, e.g., city, county, region of the state], which has been recommended for elimination in the Administration's Fiscal Year 2019 Proposed Budget.

Whereas, the [agency acronym] utilizes CSBG funding to support agency activities that help individuals and families [relevant goals, e.g., obtain jobs, complete skill training, secure safe housing, graduate from high school] and promote community solutions by [relevant community benefits, e.g., developing affordable, safe housing, creating jobs,

IF YOUR CAA OPERATES LIHEAP AND/OR WEATHERIZATION, CONSIDER ADDING ONE OF BOTH OF THESE CLAUSES

[Use if your agency is a LIHEAP provider...]

Whereas, the [agency acronym] administers the LIHEAP and provided energy assistance to [##] households in Fiscal Year *[either 2016 or 2017, whichever data are being used]* to resolve or prevent energy crisis situations for seniors, individuals with disabilities, and hardworking families with young children.

[Use if your agency is a WAP provider...]

Whereas, the [agency acronym] administers the WAP and provided weatherization services to improve energy efficiency, affordability, and the health and safety of [##] homes of individuals with low incomes in Fiscal Year *[either 2016 or 2017, whichever data are being used]*.

NOW, THEREFORE, BE IT RESOLVED that [agency acronym] rejects the Administration's Fiscal Year 2019 Budget proposal to eliminate vital community programs such as CSBG and calls on Congress to support funding for CSBG at \$750 million and [agency acronym] endorses the Community Action FY 2019 Statement of Support for CSBG.

OR this version may be used for agencies that wish to include Weatherization and LIHEAP in their resolutions

NOW, THEREFORE, BE IT RESOLVED that [agency acronym] rejects the Administration's Fiscal Year 2019 Budget proposal to eliminate vital community programs such as CSBG, Weatherization, and LIHEAP and calls on Congress to support funding for CSBG at \$750 million, Weatherization at \$250 million, and LIHEAP at \$3.8 billion. [agency acronym] endorses the Community Action FY 2019 Statement of Support for CSBG.

This Board Resolution was adopted at a regular board meeting of the [agency acronym] on [date].

BOARD MEMBERS:

[name], Board Chair

[representation, e.g., County Commissioner, representative of low-income, Principal of XYZ School]

[name], 1st Vice-Chair