

# Leveraging Our Past For An Inspired Future



In every corner of America. Helping people,  
changing lives — for 60 years and counting.

**RECOGNIZING 60 YEARS OF  
COMMUNITY ACTION!**



**Wisconsin Community Action Conference**





## **Tiffney Marley**

*Community Action Head Start Graduate*



## **Tiffney Marley, CCAP, NCRT**

*Senior Vice President, Practice Transformation*

*National Community Action Partnership*

*Washington, DC*

# 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.*

# NCAP Mission and Vision

## Mission

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

## Vision

A nation that creates opportunities for all people to thrive, builds strong, resilient communities, and ensures a more equitable society.

Community Action

# VALUES



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.

Community Action Month

Community Action

VALUES



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

Community  
60 Year

Community Action Month

Community Action

VALUES



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

60  
Community  
60 Year

Community Action Month

Community Action

# VALUES



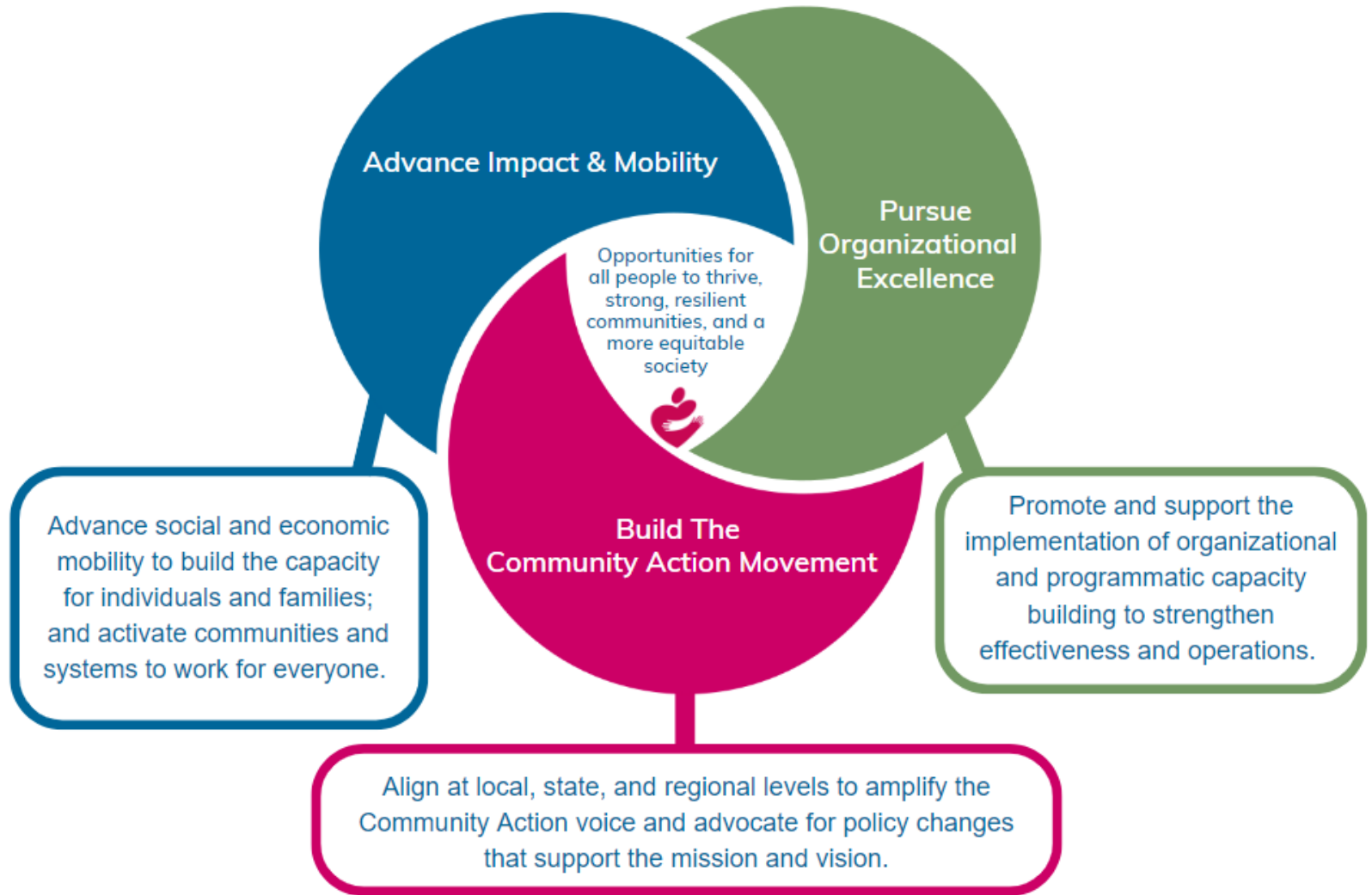
We pledge ourselves to creating an environment that pursues innovation and excellence through multi-sector partnership and collaboration.



Community  
60 Year



# We Achieve Our Mission If We:



# Drivers for Mission & Vision Alignment



# NCAP's Work

## Connecting, Strengthening, and Leveraging the Expertise of the Nation's 1000+ CAAs

- Training, Convenings, Tools, and Resources Specifically for Community Action
- Equity
- Practice Transformation & Innovations Hub (**Peer-to-Peer Learning Cohorts-SEM/Systems Change, Whole Family Approach, and Equity**)
- Organizational Capacity & Excellence

# NCAP's Work

## Connecting, Strengthening, and Leveraging the Expertise of the Nation's 1000+ CAAs

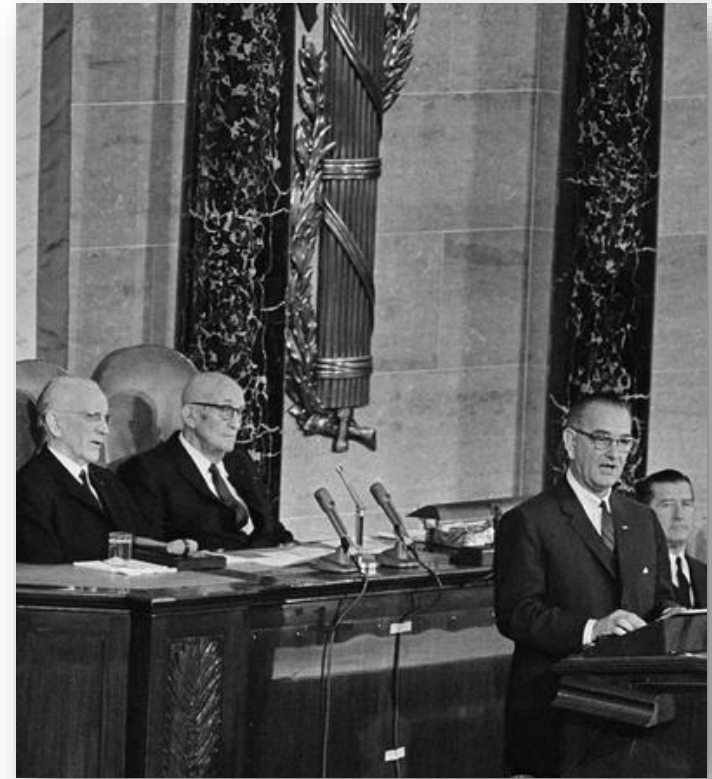
- Energy Partnerships (Weatherization, eCAP Solar, Climate)
- Public Policy & Advocacy
- Leadership Development
- Movement Building (Equity & Economic Mobility Commission, Excellence Commission, CCAP Commission, Head Start Taskforce, Energy/Climate Taskforce, and CSBG Advisory Committee)

# President Lyndon B. Johnson

*“The administration today, here and now, declares unconditional war on poverty in America, and I urge this Congress and all Americans to join me in that effort. It will not be a short or easy struggle, no single weapon or strategy will suffice, but we shall not rest until that war is won.*

*The richest nation on earth can afford to win it. We cannot afford to lose it.”*

*-State of the Union, January 8, 1964*



# Strong Roots: Community Action

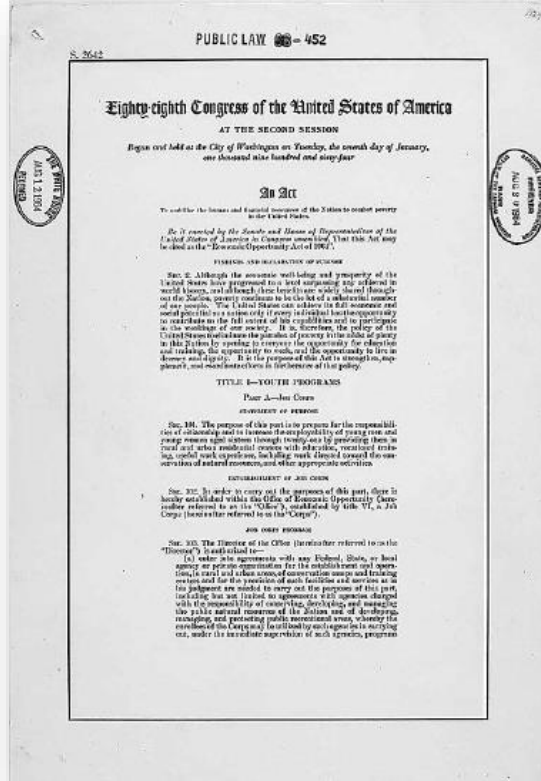
The National Community Action Network has had boots-on-the ground in fighting poverty for low-income children and families in local communities since 1964 when the **Economic Opportunity Act** was ratified.

The Economic Opportunity Act was a policy with a purpose that asserted, “.....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“.

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# August 1964-Signing of the Economic Opportunity Act



# Defining Community Action

The EOA and subsequent legislation have gone on to charge Community Action with:

... stimulating a **better focus of all available local, State, private, and Federal resources** for the reduction of poverty, the revitalization of low-income communities, and the empowerment of families and individuals with low incomes of all ages in rural and urban areas, to attain the skills, knowledge, hope, and opportunities needed to overcome poverty.



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

**-Bryan Stevenson**



# 1963-1968

- November 22, 1963 - President Kennedy assassinated; Vice President Lyndon B. Johnson assumes the U.S. Presidency
- January 8, 1964 - President Johnson's State of the **Union Address** declares **War on Poverty**
- July 2, 1964 - **Civil Rights Act of 1964** (P.L. 88-352) signed into law by President Johnson
- August 20, 1964 - The **Economic Opportunity Act** of 1964 (P.L. 88-452) **created Community Action Agencies** to coordinate local antipoverty efforts and funds programs such as Head Start, Job Corps, Community Health Centers, Upward Bound, the Work Experience Program, Neighborhood Youth Corps, Volunteers in Service to America (VISTA), Legal Services, and federal work study programs.

*Source: Legacies of the War on Poverty, Edited by Martha J. Bailey and Sheldon Danziger  
Russell Sage Foundation, 2013*

# 1963-1968

- August 31, 1964 - The **Food Stamp Act of 1964** (P.L. 88-525) creates a permanent, national program out of the food stamps pilot program begun in 1961.
- November 3, 1964 - Lyndon Johnson wins landslide victory in Presidential Election.
- April 11, 1965 - The **Elementary and Secondary Education Act of 1965** (P.L. 89-10) signed into law. Title I distributes funding to schools and districts with high percentages of students from low-income families
- April 26, 1965 - The **Manpower Act of 1965** (P.L. 89-15) expanded funding under the 1962 Manpower Development and Training Act to retrain displaced workers
- July 14, 1965 - The **Older Americans Act of 1965** (P.L. 89-73) provides for grants to help fund various support services such as caregiver support, nutritional services, and social services.
- July 30, 1965 **Medicare and Medicaid** are signed into law as part of the 1965 Amendments to the Social Security Act (P.L. 89-97)

*Source: Legacies of the War on Poverty, Edited by Martha J. Bailey and Sheldon Danziger  
Russell Sage Foundation, 2013*

# 1963-1968

- August 6, 1965 - The **Voting Rights Act** (P.L. 89-110) abolished literacy tests and other barriers used by state and local governments to disenfranchise voters
- August 10, 1965 - The **Housing and Urban Development Act** (P.L. 89-117) created the Department of Housing and Urban Development
- November 8, 1965 - The **Higher Education Act** of 1965 (P.L. 89-329) created federal loan programs including the Educational Opportunity Grant and Guaranteed Student Loan. It also created the college preparatory program, Talent Search.
- September 30, 1966 - The **1966 Amendments to the Fair Labor Standards Acts** increased minimum wage from \$1.25 to \$1.60 by 1968 and extended coverage to public schools, nursing homes, laundries, and construction and farm workers and large farms.
- October 11, 1966 - The **Child Nutrition Act** of 1966 (P.L. 89-642) increased funding for school lunches and created a school breakfast program.
- November 3, 1966 - The **Demonstration Cities and Metropolitan Development Act** (P.L. 89-754) initiated the Model Cities Program.
- January 2, 1968 - 1967 **Social Security Amendments** (P.L. 90-248) dramatically increased Social Security benefits, mandated work incentive programs for AFDC recipients.
- April 11, 1968 - **Title VIII of the Civil Rights Act** of 1968 (known as the **Fair Housing Act**), prohibited discrimination in the sale, financing, or leasing of housing

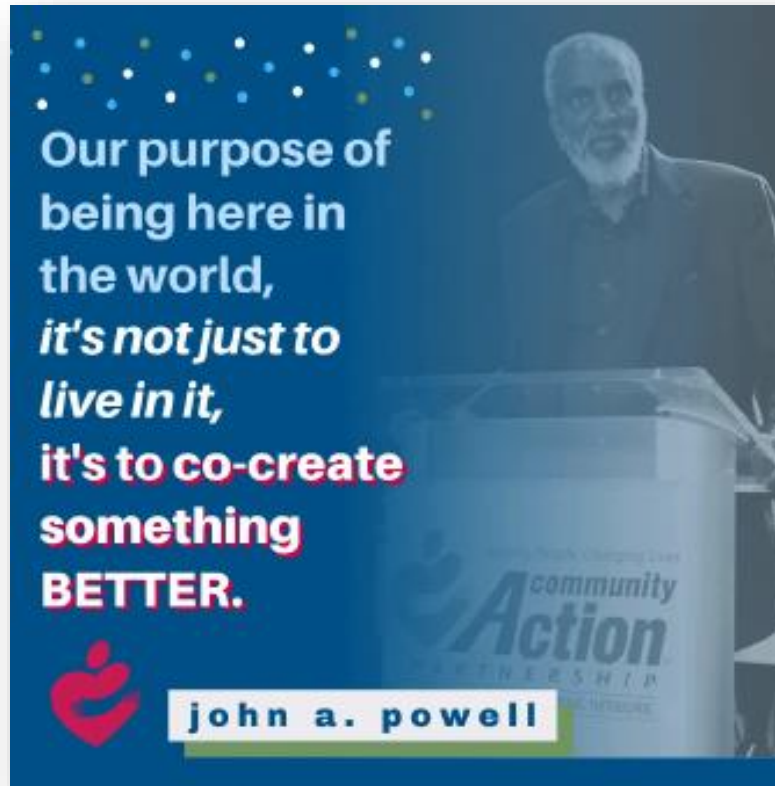
*Source: Legacies of the War on Poverty, Edited by Martha J. Bailey and Sheldon Danziger  
Russell Sage Foundation, 2013*

# For 60 Years...

- The nation's Community Action Network has **inspired a spirit of hope**, helped millions of people each year change their lives, and improved communities all across America.
- The Community Action vision remains clear—we believe in a nation that creates opportunities for **all people to thrive**, builds strong, resilient communities, and ensures a more equitable society



# For 60 Years...



- Community Action **co-designs services and strategies** with individuals who have lived poverty experience.

# For 60 Years...

- Community Action **strategies and solutions have evolved** as the needs of individuals and communities changed.
- Community Action is experienced; we are experts in **advancing opportunity** by coordinating federal, state, local, and private resources to achieve results for people and communities



If we want to have a river of change, we need to make sure that we're flowing together; **we need to make sure that what we're trying to do is support one another.**



**manuel pastor**

# Goals of the 60<sup>th</sup> Anniversary

- Strengthen the Network's capacity to effectively advance social and economic mobility for all people in America and propel Community Action into a new era responsive to future challenges and opportunities.
- Use the anniversary to create new opportunities to raise awareness of Community Action's role and impact at the national, state, and local levels.
- Create safe spaces in the Network and local communities for listening and dialogue about Community Action's role and vision for a more equitable society.
- Ignite passion and commitment among new staff and invigorate seasoned Community Action staff, board, and volunteers. Through reflection, recognition, celebration, and fun, energize Community Action customers, staff, boards, volunteers, and partners to meet future challenges.



2023

2024

2025

# Community Action 60TH ANNIVERSARY Timeline

December

12/13 NCAP 60th Anniversary Campaign Toolkit Release Webinar

January

1/8 Anniversary of LBJ Declaration of Unconditional War on Poverty  
1/9 Community Action 60th Anniversary National Partner Kickoff Webinar  
1/17 NCAP Annual Rev. Dr. Martin Luther King Jr. Commemoration Webinar

February

2/14-16 NCAP Management & Leadership Training Conference

March

3/12-15 NCAF Annual Washington Conference & Fly-In Day!  
3/11-15 NASCSP Winter Training Conference

April

May

**COMMUNITY ACTION MONTH**  
60th Anniversary Special Events and Activities

June

July

August

8/20 Anniversary of the Economic Opportunity Act; Special Network Events  
8/26-27 NCAP Pre-Convention Training  
8/28-30 NCAP Annual Convention; Special 60th Anniversary Events

September

October

November

December

January



**CAA and State Association  
60th Anniversary  
Commemoration  
Activities**



Community Action  
60 Years

# Let's Reflect Together

- Take a moment and think about the future.
- What is your hope for your future and your family's future?
- What is your vision for your customers and the community that you serve?
- What is standing in the way of this future?
- What is one thing that you can do today to bring this future closer to reality?

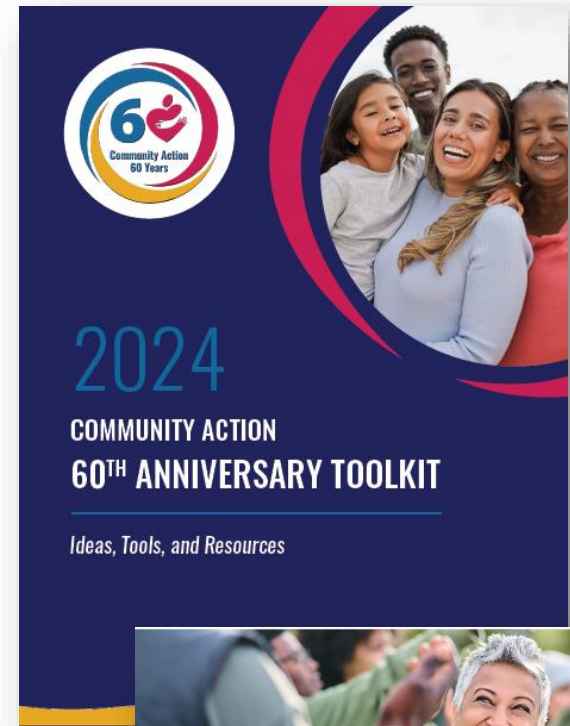
# Conversation

## Q & A

# Resources

# How will you and your CAA engage in 60<sup>th</sup> Anniversary of Community Action?

- Staff and Board Appreciation
- Sharing Impact
- Engaging the Community
- Prepare for CCAP
- Commit to the Refreshed Community Action Code of Ethics
- Review the 60<sup>th</sup> Anniversary Toolkit for ideas!



# Community Action Code of Ethics



## Remain Focused on Mission

- Recognize the chief function of the Community Action movement at all times is to **serve the best interests of people with lower incomes** which, in turn, serves the best interests of the entire community. Seek to **empower people and revitalize communities**. Engage in activities that move us closer to mission achievement and further our positive outcomes.

## Be Outspoken Advocates and Educators

- Actively **inform the community and decision-makers** about issues affecting those with lower-incomes. **Courageously confront and dismantle myths** about social and economic inequality. Participate in promoting policies that support social and economic mobility, which reinforce the values of an equitable society.

# Annual ED/Board Chair Symposium

- Team Attendance
  - ED and Board Chair
- Foster Collaboration
- Strengthen Leadership
- June 26-27, 2024
- St. Paul, MN

## NCAP's Executive Director & Board Chair Symposium



<https://communityactionpartnership.com/ed-board-chair-symposium/>



# Registration Is Open!

# 2024 ANNUAL CONVENTION

*Inspiring Hope and Advancing Opportunity*

August 28-30 (Pre-Con: 26-27) | Seattle, WA







# Where Will Your Excellence Journey Begin?

With the National Community Action Partnership's Pathways to Excellence Program, you can start your journey toward Excellence in the place that's best for you and your Agency.

HERE?



## Bronze Tier

The place to explore the Standards of Excellence and start building excitement among your team. Enroll anytime. The Bronze Tier can usually be completed in 3 months.

## Silver Tier

The place to learn how to do a self-study, build knowledge, and explore the peer-feedback process. Enroll in February or July. The Silver Tier can usually be completed in 9 months.



OR HERE?



## Gold Tier

The place to do a full self-study, receive peer-feedback, and see how you perform in every Excellence Standard. Enroll in February or July. The Gold Tier can usually be completed in 14 months.

## Platinum Tier

The place to do a full self-study, on your own, and see if your peers judge your agency worthy of The Community Action Award for Excellence. The Platinum Tier usually requires 2 years to complete.



Start Here if You Know You're Exceeding All 35 Standards

Learn More

[communityactionpartnership.com/pathways-to-excellence/](https://communityactionpartnership.com/pathways-to-excellence/)



SCAN ME

# Upcoming NCAP Webinars

- Celebrating Community Action Month with a Focus on Results-Oriented Culture - May 29<sup>th</sup>
- Community Action 101 - June 26<sup>th</sup>

<https://communityactionpartnership.com/events-webinar/>

# Know and Engage with the NCAP Board 2021-2023

- Region VI Representative Karen Swenson, Greater East Texas Community Action
- Chair: Dr. Dalitso Sulamoyo, CCAP - IL
- 1st Vice Chair: Ricky Baker, CCAP - KY
- 2nd Vice-Chair: Elizabeth "Biz" Steinberg - CA
- 3rd Vice-Chair: Bryan Duncan, CCAP - NC
- Secretary: Peter Kilde, CCAP - WI
- Treasurer: Dreama Padgett, CCAP - WV





2024

COMMUNITY ACTION  
60<sup>TH</sup> ANNIVERSARY TOOLKIT

*Ideas, Tools, and Resources*



COMMUNITY ACTION  
MONTH TOOLKIT

2024



# Goals of the 60<sup>th</sup> Anniversary

- Strengthen the Network's capacity to effectively advance social and economic mobility for all people in America and propel Community Action into a new era responsive to future challenges and opportunities.
- Use the anniversary to create new opportunities to raise awareness of Community Action's role and impact at the national, state, and local levels.
- Create safe spaces in the Network and local communities for listening and dialogue about Community Action's role and vision for a more equitable society.
- Ignite passion and commitment among new staff and invigorate seasoned Community Action staff, board, and volunteers. Through reflection, recognition, celebration, and fun, energize Community Action customers, staff, boards, volunteers, and partners to meet future challenges.

# 60<sup>th</sup> Anniversary Toolkit

## 60 YEARS OF COMMUNITY ACTION!

Helping people and  
changing lives for 60  
years and counting.



## Sample Community Action 60th Anniversary Proclamation



In every corner of  
America. Helping people,  
changing lives — for 60  
years and counting.

**RECOGNIZING 60 YEARS OF  
COMMUNITY ACTION!**



## Community Action, 60 Years Strong

Inspiring Hope  
Advancing  
Opportunity



# 60+ Activities

## to Commemorate Community Action's

# 60th Anniversary



### Benefit of Activity

	Increased Awareness	Increased Fund Development	Improved Board, Staff, and Volunteer Recruitment, Retention, or Development	Narrative Change
Post 60th anniversary logo to agency website	✓			
Use 60th anniversary hashtag on social media	✓			
Use 60th anniversary virtual meeting background	✓		✓	
Launch a social media campaign	✓	✓	✓	✓
Write blog posts	✓	✓		✓
Submit a newspaper opinion/editorial	✓	✓	✓	✓
Schedule newspaper interviews	✓	✓	✓	✓
Schedule radio interviews	✓	✓	✓	✓
Schedule television interviews	✓	✓	✓	✓
Host a podcast series featuring voices from your local community	✓	✓	✓	✓
Produce a special 60th anniversary annual report	✓	✓	✓	✓

### Community Engagement/Advocacy Activities

Secure a 60th anniversary proclamation from your city, county, or state	✓			
Organize a 60th anniversary gala event	✓	✓	✓	
Hold community poverty/equity dialogue events	✓	✓	✓	✓
Use National Head Start Awareness Month (October) to highlight the history and relationship of Community	✓		✓	

# 60th Anniversary Resources

- Sample social media graphics and messaging provided
  - National impact
  - Local impact, agency success stories
- Facebook cover graphic
- High production 60-second promotional video





# Community Action Month Toolkit



- The toolkit provides:
  - Social media graphics
  - Activities and events
  - Press release and proclamation templates
  - Fundraising ideas
  - Resources for commemorating Community Action's 60th anniversary



<https://communityactionpartnership.com/cam-2024/>

# New Social Media Graphics

**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.


"Make a career of humanity. Commit yourself to the noble struggle for equal rights. You will make a better person of yourself, a greater nation of your country, and a finer world to live in."

— Dr. Martin Luther King, Jr.






**WEATHERIZATION WEDNESDAY**

The Weatherization Assistance Program (WAP) reduces energy burden for families, provides health and safety benefits, and creates thousands of American jobs!



**WORLD DAY FOR CULTURAL DIVERSITY**

Celebrate the richness of our world with a day of intercultural dialogue, inclusion, and peace

**INTERNATIONAL DAY OF FAMILIES**




“Serve, serve, serve. Because in the end, it will be the servants who save us all.”

— Sargent Shriver




“There are no problems we cannot solve together, and very few that we can solve by ourselves.”

— Lyndon B. Johnson



**COMMUNITY ACTION MONTH**



Thank a teacher!


**NATIONAL TEACHER DAY**

**COMMUNITY ACTION MONTH**




# Graphics Available in Spanish

Feliz cumpleaños, Head Start!




EL ALCANCE DE LA COMMUNITY ACTION



Más de 1,000 agencias que cubren el 99% de los condados de Estados Unidos.

MES DE COMMUNITY ACTION



Honrar y reconocer a las personas mayores de nuestra nación.

MES DE LOS ESTADOUNIDENSES DE EDAD AVANZADA

FELIZ DÍA DE LA MADRE




DÍA NACIONAL DEL BEBÉ

Community Action mantiene su compromiso de garantizar que todos los bebés y las familias tengan un comienzo equitativo.



MES DE COMMUNITY ACTION

DÍA INTERNACIONAL CONTRA LA HOMOFOBIA, TRANSFOBIA Y BIFOBIA

Seguimos comprometidos a poner fin a todas las formas de odio, intolerancia y discriminación.



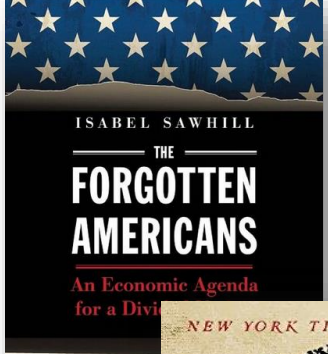
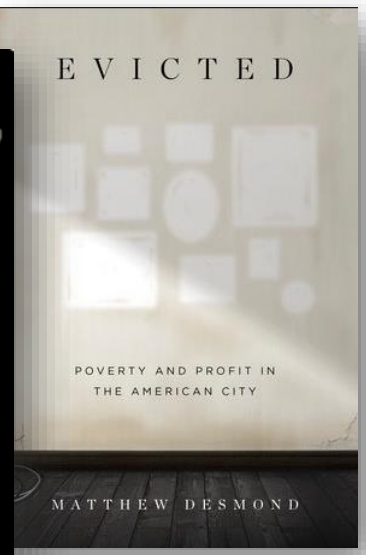
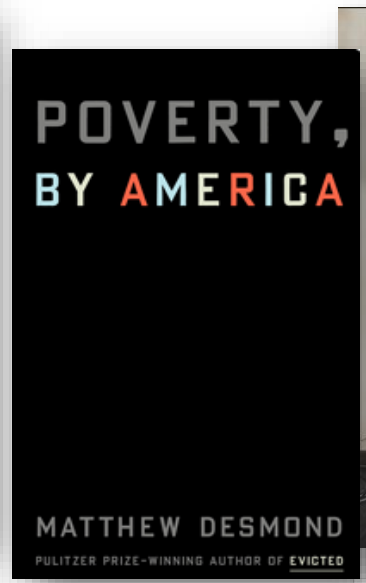
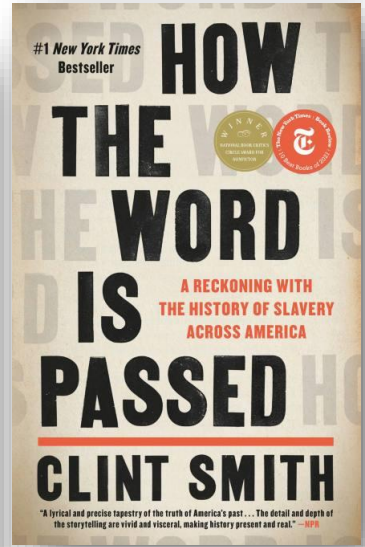
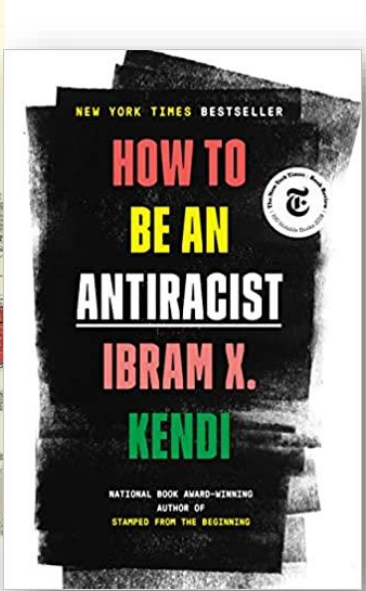
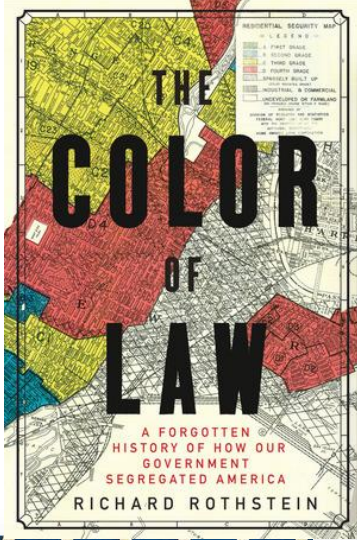


“ Los derechos los ganan quienes hacen oír su voz. — Harvey Milk

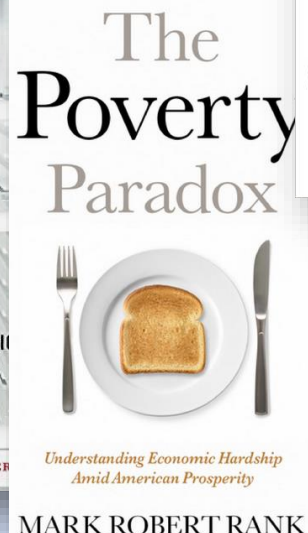
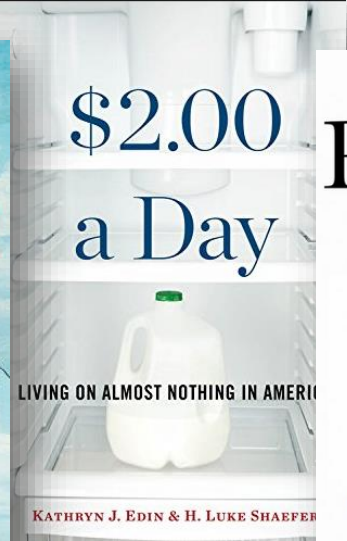
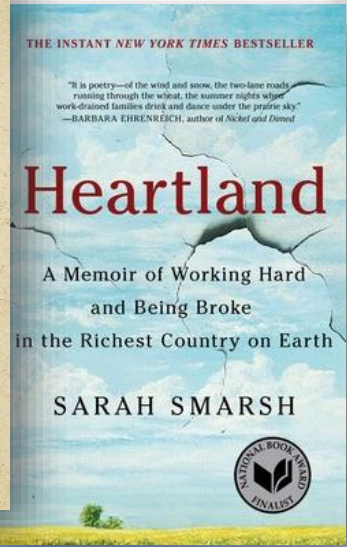
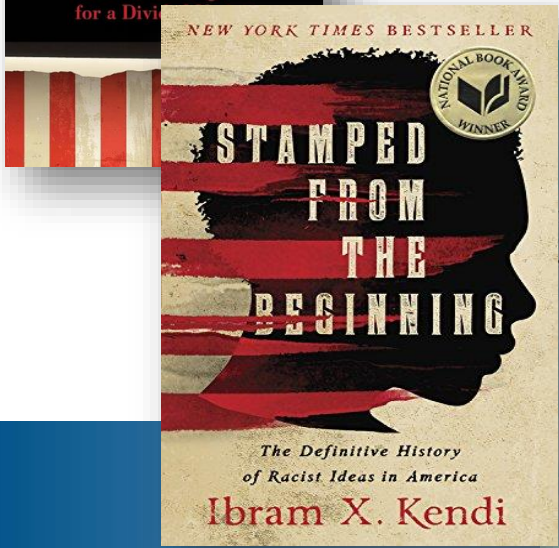
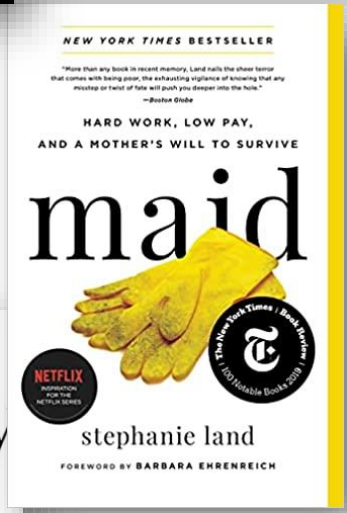



DÍA DE APRECIACIÓN AL PROVEEDOR



# Build YOUR Toolbox

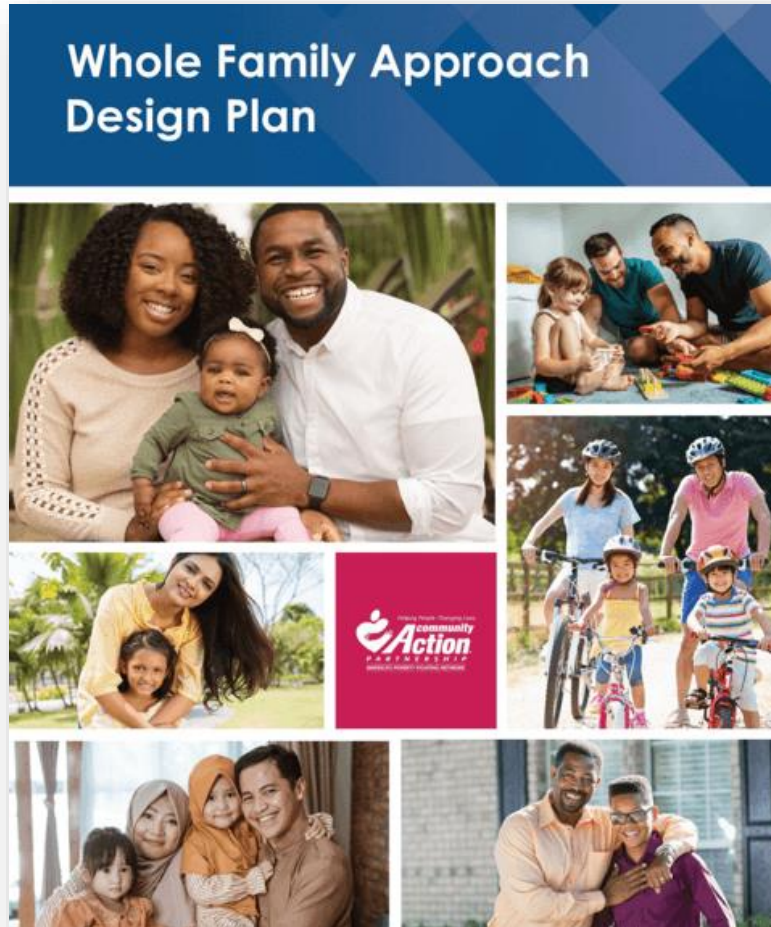


# Working Towards Systems Change Toolkit

**Building Place-Based Opportunity Ecosystems to Advance Social and Economic Mobility**  
A Toolkit for Community Action Agencies Working Towards Systems Change



# Whole Family Approach Design Plan

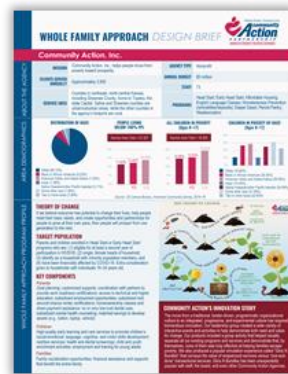


# Whole Family Approach Building Blocks



# Whole Family Approach Design Briefs

Community Action Project of Tulsa County (OK)  
MAHUBE-OTWA Community Action Partnership (MN)  
Aroostook County Action Program (ME)  
Blueprints (PA)  
Community Action, Inc. (KS)





# Community Action Racial Healing Network



# Public Policy Priorities



NATIONAL COMMUNITY  
ACTION PARTNERSHIP

## PUBLIC POLICY PRIORITIES

2023 - 2024



# Community Action Response



## NCAP, CAPLAW, NCAF, and 250+ Community Action Agencies and Associations

January 19, 2024

Office of Head Start  
Attn: Director of Policy and Planning  
330 C Street SW, 4th Floor  
Washington, DC 20201

**Re: Supporting the Head Start Workforce and Consistent Quality Programming (RIN: 0970-AD01)**

Director of Policy and Planning:

The National Community Action Partnership (NCAP), Community Action Program Legal Services, Inc. (CAPLAW), National Community Action Foundation (NCAF), the National Community Action Head Start Task Force, and the over 250 undersigned Community Action organizations write in response to the Office of Head Start's (OHS) notice of proposed rulemaking (NPRM) to update the Head Start Program Performance Standards (HSPPS), entitled "Supporting the Head Start Workforce and Consistent Quality Programming," which was published in the Federal Register on November 20, 2023.<sup>1</sup>

The Community Action Network (Network) is a group of more than 1,000 Community Action Agencies (CAA), state associations, and national partner organizations connecting millions of children and families to greater opportunity, transforming their lives, and strengthening our communities and our nation. CAAs serve 99% of counties in 50 states, the District of Columbia, and Puerto Rico, and annually impact the lives of 8.7 million people experiencing low incomes annually, including 4.4 million families, and nearly one million children under five.<sup>2</sup> Each year, the Network leverages about \$770 million in core funding from the Community Services Block Grant (CSBG) into nearly \$10 billion in public and private resources to assess and address the specific needs of each community. For nearly six decades, CAAs have developed and implemented a robust array of programs and services, uniquely bundled in response to each community's respective needs and resources. CAA programs and services often include Head Start<sup>3</sup>, housing services, weatherization programs, heating and cooling assistance, transportation services, nutrition assistance, tax preparation services, workforce and job training, water assistance, mental health services, broadband access, senior services, and civic engagement initiatives.

<sup>1</sup> Supporting the Head Start Workforce and Consistent Quality Programming, 88 Fed. Reg. 80,818 (proposed Nov. 20, 2023) (to be codified at 45 C.F.R. pts. 1301-5).

<sup>2</sup> Office of Community Services, *FY2021 CSBG Fact Sheet* (2022), available at <https://oceansannualreport.acf.hhs.gov/annual/csbg-fact-sheet>.

<sup>3</sup> For purposes of this comment, the term Head Start means any program authorized under the Head Start Act (42 U.S.C § 9801 et seq.).



Scan me!



# Racism is Public Health Crisis

**Racism is a Public Health Crisis**

*For generations, persons of color have long been denied equal access to opportunity in the United States. Disparities in health between Whites and Black, Indigenous, Latinos and other people of color is one important example. Persons of color are dying at higher rates because of systemic racist policies aimed to exclude persons. It is well documented that social inequities in housing, transportation, education, healthcare, and public safety have caused harm. Racism is a public health crisis, and the remedy requires shifts in policy and systems at the local, state, and federal levels of government.*


*Community Action believes that all people are entitled to human dignity and access to health and well-being. We invite local Community Action Agencies and State Associations to join a host of government and nonprofit organizations in declaring that racism is a public health crisis and pledging to eliminate structural racism and other barriers to health equity through place-based solutions.*

**A RESOURCE GUIDE**



Helping People. Changing Lives.  
**community Action**  
PARTNERSHIP  
AMERICA'S POVERTY FIGHTING NETWORK

NATIONAL COMMUNITY ACTION PARTNERSHIP DECLARATION:



**RACISM IS A PUBLIC HEALTH CRISIS**

June 22, 2021

Whereas since the colonialization of America, Black, Indigenous, Latinx, Asian, and other people of color have experienced economic injustice, social deprivation, and health inequities and barriers to opportunities based on invented racial identifiers created for the sole purpose of hierarchical discrimination and control;


Whereas the structural racism of our society perpetuates racial discrimination through mutually reinforcing systems of housing, education, employment, earnings, benefits, credit, transportation, media, health care, and criminal justice, resulting in systemic, multi-generational lack of opportunity for people of color and reinforcing discriminatory beliefs, values, and distribution of resources;

Whereas, the American Public Health Association finds racism to be a barrier to health equity and has named racism a driving force of how the social determinants of health are distributed. The social determinants of health—defined as the social, environmental, and economic factors that influence health, including employment, housing, education, access to health care, nutritious food, and public safety—are known to impact life-long health outcomes beginning even before birth;

Whereas, racism operates on systemic, institutional, and interpersonal levels, all of which operate throughout time and across generations creating harmful impact on individuals and communities of color;

Whereas, on average, white families have nearly seven times the wealth of Black families and five times the wealth of Latinx families;

Whereas the American College of Physicians has determined that people of color and Black people and Black people in particular have a higher risk of experiencing race-based discrimination and violence, resulting in physical danger and premature death;



Helping People. Changing Lives.  
**community Action**  
PARTNERSHIP  
AMERICA'S POVERTY FIGHTING NETWORK

[https://communityactionpartnership.com/publication\\_toolkit/community-action-declares-racism-public-health-crisis/](https://communityactionpartnership.com/publication_toolkit/community-action-declares-racism-public-health-crisis/)

# For More Info



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*Thank you!*