

Impact of 2020 Plan Partners



Year 1 of the 5-Year effort to reduce poverty by 30%
in South St. Petersburg

[Feb 2016 Leadership Council Meeting]



To learn more about the 2020 Plan: www.pcul.org (select 2020 under "What We Do")

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As a result of teamwork, partners in the 2020 vision achieved the following impact in 2015

585 People

Grew their earnings, strengthened their families, and explored career pathways out of poverty, including.....

Resulting in an estimated

\$2,367,736*

in increased annual earnings

*Estimate

196 added young people earned income, experience & training this year, compared to last year, bringing the total to 424 in 2015

206 workers increased their earnings, including 70 City workers who benefited from City's increase in its minimum wage

116 ex-offenders were placed into jobs

44 entrepreneurs secured contracts through new initiatives

Strengthening fathers & families

- **7 young fathers and mothers** began the *Figuring it Out for the Child* program to strengthen their parenting relationships
- **79 families** were helped to plan or begin their journey to exit poverty; including 48 parents who enrolled in post-secondary education
- **38 families** were placed into permanent housing

SOURCES: Figures above are the aggregated results of the City-funded 2020 Family Wrap Around Program at Pinellas Opportunity Council; the County Family Housing Assistance Program; the Tampa Bay Black Business Investment Corporation; the City minimum wage increase and Ban the Box policy; USF St Pete Family Study Center; Pinellas Ex-Offender Re-Entry Coalition; and 2020 initiatives such as the "200 in 2015" campaign for youth employment.

Collaboratively raising resources

In year 1 of the 2020 Plan, **28 partners collaborated** to develop and support 48 funding proposals to raise funding for 26 organizations to expand vital services (e.g., youth & adult employment services, ex-offender re-entry services)

Submitted proposals for **\$6,216,755**

Won funding totaling **\$2,879,755**

Did not win proposed **\$2,550,000**

Proposals in progress **\$1,925,000**

Collaborating to accelerate progress

- **260 people** took actions to support 2020 initiatives & goals
- **91 orgs** supported 2020 collective impact projects
- **983 people** attended convenings & collective impact project meetings hosted or co-hosted by 2020 in 2015

2020 Plan Impact in 2015

In year 1 of the 5-year plan, the 2020 team of partners achieved historic levels of employment, income and investments to help move the poverty needle for South St. Petersburg.

✓ Historic increase in youth employment

The 2020 Plan's "200 in 2015 campaign" to grow youth employment achieved the largest increase ever in the number of youth served in City-supported employment programs. The campaign recruited 14 partner agencies, 16 financial contributors, and 54 community leaders. Together, they increased the number of youth earning experience & income to 424 in 2015, up from 288 in 2014. That's an increase of 196 or 86% over 2014.



Special thanks to the partners who achieved the historic increase

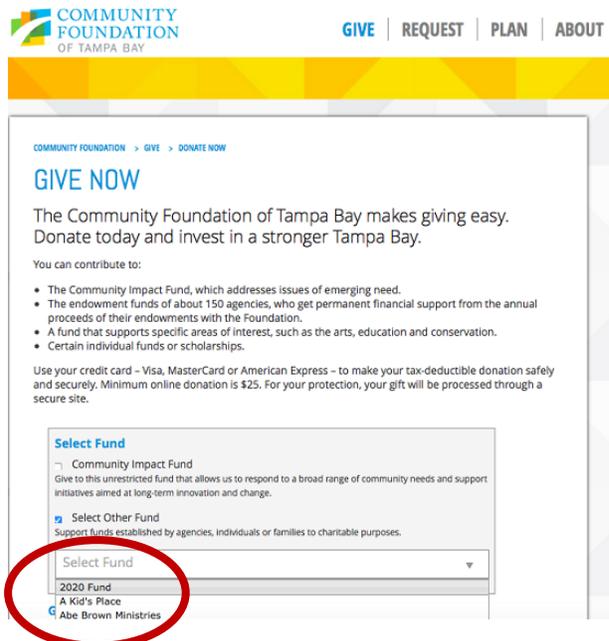
| Partner | Increase |
|---|------------|
| Pinellas Opportunity Council | 70 |
| Childs Park YMCA ^ | 56 |
| City Urban Affairs Reads to Me Prgrm* | 20 |
| City SYIP & After School Prgrms* | 17 |
| Pinellas Ex-Offender Re-Entry Coalition | 15 |
| St. Petersburg College/Mt Zion | 10 |
| Mt Zion Human Services | 8 |
| TOTAL INCREASE: | 196 |

^Includes 3 interns hired by 2020 * Administered by Boley Centers

✓ Launch of the 2020 Fund

The 2020 team made history this June with the launch of a new "community philanthropy" vehicle called *The 2020 Fund*. Housed at the Community Foundation of Tampa Bay, the 2020 Fund has so far gathered contributions ranging from \$50 to \$24,000. The 2020 Fund made 3 sub-grants in the summer of 2015 and 5 in the fall.

Give at www.cftampabay.org



✓ Historic Rise in Business Capital

In 2015, the Tampa Bay Black Business Investment Corporation (BBIC), supported by the City Urban Affairs division, 2020, and Pinellas Opportunity Council, led the way in securing \$1.2 million in loan and equity capital to serve micro & small businesses in South St. Petersburg and other low-income areas of the region. The BBIC increased lending from \$0 in 2014 to \$205,000 in 2015.

✓ Growth in Business Capacity Services

The new Small Business Salon (by the City Urban Affairs division, the BBIC, and 2020) combined with a new PRIME Program by the BBIC, and the evolutionary Ice House Training by Dick Pierce and Eckerd College ASPEC team, connected over 240 entrepreneurs to new relationships, resources, capital or contract opportunities in 2015.





Nikki Capehart interviewing George Tinsley, Jr. at the new Small Business Salon in November 2015

✓ **New Way to Help Parents Exit Poverty**

In October 2015, the Pinellas Opportunity Council (POC), City of St Petersburg and 2020 leaders honored 17 women “who have stepped up their lives to step out of poverty” (Weekly Challenger); the initiative also helped 23 parents enroll in post-secondary education.

Separately, the Pinellas Family Housing Assistance program served 38 families in South St. Pete, helping them secure housing, post-secondary training, and jobs that grew their yearly earnings by a combined \$114,313.

Another class of parents will begin the journey with POC in early 2016, thanks to funding from Bon Secours, and the County program continues its work in 2016 as well.

+ **Push to increase support for more parents to exit poverty**

In September, **7 partners** committed to a collaboration to launch Circles® St. Petersburg – a communitywide implementation of the successful Circles® program model for supporting people to exit poverty. Led by

Impact Pinellas, other partners include the Pinellas Opportunity Council, Pinellas County Urban League, Catholic Charities, Day Star Life Center, Circles® USA and the 2020 Plan Taskforce.

In January 2015, the core group convened 35+ community leaders, representing over 20 organizations to ask for their support of the collective approach.

Over the next six months, the team will be devoted to planning a communitywide Circles initiative to take flight in October 2016, raising sufficient funds to support it, and recruiting partners to a collective impact approach to bridge.



IN THIS PHOTO:

City of St. Petersburg staff and 2020 team members celebrate with families who completed the 2020 Family Wrap Around program at Pinellas Opportunity Council in 2015 (Program Director **Joyce Robinson** is pictured in the top row, on the right).

✓ Increase in ex-offender re-entry services



In February 2015 the Pinellas Ex Offender Re Entry Coalition (PERC) opened its offices at 1601 16th St. S. and began redeveloping the Dr. David T. Welch Center for Progress & Community Development. The goal of the center (after renovation) will be to create businesses and programs for training and employment to ex-offenders.

PERC began the PERC HIRES program in 2015, providing a range of services to 250 St. Petersburg citizens, mostly employment training and development for those recently released from jail or prison. Additionally, PERC and a host of community partners submitted proposals for several million dollars through the course of 2015.

PERC's biggest successes this year beyond the opening of the Welch Center were receiving a \$1.4 million grant to create the Pinellas SHARP program from the Substance Abuse & Mental Health Administration, which will focus on substance abuse and HIV awareness and prevention with youthful offenders, and working towards the creation of an Evening Reporting Center working with high risk, high school youth being overseen by the Department of Juvenile Justice. This last initiative is a result of work done by partners of the Juvenile Detention Alternatives Initiative (JDAI). It will be the first of its kind in the State of Florida.

✓ Getting Fathers more involved, strengthening families



Following a 2-year pilot that won national attention for results, the *Figuring it Out for the Child* program – run by the USF St. Petersburg Family Study Center – opened doors in the summer of 2015 to help young fathers and mothers to become better co-parents, regardless of whether they are or will ever be romantically involved.

The project – which is funded by the National Institutes of Child Health and Development – will serve 175 moms and dads over a four year period. Two dozen parents completed the pilot between 2012 and 2014. Seven parents worked with FIOC staff in 2015; the program aims to serve an additional 33 by July of 2016.

One father said, after completing the program, "I let my guard down and let people in. I don't let people in my life, that's one thing, I've never been one of them type of people, and it actually helped me to let people in."

▼ Building capacity in the faith community

Representatives of 35 faith organizations and 52 other community organizations earned certifications following a full-day of training and vision-sharing by Chicago-based Christian Community Development Association.



One Vision Faith Community Conference
Featuring the Faith in Action Leadership Training
Convened by Spirit of Truth Ministries & 2020
Aug 15, 2015
Sponsored by JWB, Allegany Franciscan Ministries & others

Raising public awareness & building relationships to accelerate poverty reduction

2020 recognized in Urban Affairs Impact Report & Mayor's State of the City speech



In addition to their year-round work toward the goal of poverty reduction, Mayor Rick Kriseman, Deputy Mayor Dr. Kanika Tomalin and City Urban Affairs Director Nikki Gaskin-Capehart recognized 2020 in their remarks and impact reports at the recent State of the City address and Sunday Best Dinner.

At the dinner, Mayor Kriseman also announced his intent to invest an additional \$1 million toward the reduction of crime and other poverty-related erosions to the quality of life in South St. Petersburg

National anti-poverty expert co-panels with 2020 CEO



At the invitation of Dr. Elisa Minoff, Assistant Professor of History at USF St. Petersburg, 2020 CEO Gypsy Gallardo had the honor of serving as co-panelist (and respondent) to a talk by Mark Greenberg, the nation's ranking expert in anti-policy poverty programs and

public investments. Greenberg was then Acting Assistant Secretary of the U.S. Department of Health & Human Services and formerly served as Executive Director for the Center for American Progress Taskforce on Poverty.

The March 19th panel was part of a week-long series to mark the 50th anniversary of the War on Poverty, funded by the Florida Humanities Council.

After returning to Washington D.C., Greenberg helped connect 2020 with federal colleagues whose research and resources support local efforts.

Collective Empowerment Group supports 2020 goals



The March 2015 launch of the new Collective Empowerment Group of Tampa Bay – supported by some 20 faith-based and community organizations – has drafted its commitment to the 2020 Plan goals into its founding by-laws, among other “collective” priorities for the community, including a collective purchasing program.

United Way funds innovation in evaluation

In addition to its funding commitment to the 200 in 2015 youth employment campaign, the United Way Suncoast funded the City's first multi-program evaluation. The United Way engaged the Robertson Consulting Group to gather data across six employment program providers that participated in the 200 in 2015 campaign. Results will be released in 2016.

2020 & Chamber executive teams set priorities for the year ahead

In October 2015, Chamber leaders met with 2020's core team to identify shared priorities in the year ahead, including joint support for workforce development and economic development initiatives that feature prominently in the new Grow Smarter Community Economic Development strategy, which the City & Chamber unveiled earlier in 2015.



2020 welcomes new Executive Director



Beginning February 23rd, 2016, 2020 welcomes Cory Adler as the new full-time Executive Director of the 2020 Plan Taskforce. Cory brings nearly 30 years of business experience to the position.

Since locating in St. Petersburg 20 years ago, Cory has held positions such as Public Affairs

Director for the St. Petersburg Area Chamber (administering programs in Government Relations and Multicultural Diversity among others), founding Executive Director for Habitat for Humanity; and Director of Development at the Morean Arts Center.

2020 helps raise the poverty IQ

2020 continues to "raise the poverty IQ" of the community, city and county, by providing ground-breaking research on undetected dimensions of the poverty problem in South St. Petersburg. New insights this year:

■ **Black Men in the Criminal Justice System** – A first-ever quantification of the number of black males

from St. Petersburg who are incarcerated or involved with the criminal justice system

■ **The Ex-Offender Factor** – Estimate of the impact to the City's unemployment of the number of African American men in St. Petersburg whose employment prospects are dimmed due to prior felony convictions

■ **50 Progress Indicators** – A Dashboard reflecting trends for 50 life-quality indicators African Americans & South St. Petersburg residents

■ **Media Images Targeting Young People in South St. Petersburg** – An on-going study of the culture surrounding youth-in-poverty in South St. Petersburg

■ **13 Facts about Black & White Poverty in St. Petersburg** – A look at the differences in root causes and dimensions of poverty for the two groups

■ **St. Petersburg has highest levels of black fatherlessness, among Florida's 10 largest cities** – Illustrating the City's last place rank in 15 family formation and poverty metrics.

Special thanks to the Pinellas Education Foundation leaders for sharing new insights about the roots of poverty with corporate and government leaders.

Support for collective impact projects

The 2020 team & Taskforce supported emerging collective impact projects led by others whose work is aligned with 2020 goals:

1. **Small Business Salon** led by City Urban Affairs
2. **My Brother's & Sister's Keeper Initiative** led by City UA & Education Directors
3. **Grow Smarter Strategy** led by City & Chamber
4. **Cradle to Career Collective Impact** led by Chamber Education Taskforce
5. **New partnership agreements with the U.S. Small Business Association** led by City & BBIC
6. **City/Chamber Commercial Development Loan Pool** led by City Dev. Svcs. Administrator
7. **Collective Empowerment Group of Tampa Bay Area** led in St Pete by Askia Aquil
8. **South St. Petersburg CRA** led by City Mayor's Office & Economic Development Dept
9. **Rockefeller Resilient Cities Grant Project** led by Sustainability Council & City
10. **Banking on the Future** led by SEIU/United Voices
11. **Ice House Training** led by Eckerd College ASPEC

People who stepped “outside the box” to accelerate poverty reduction

- Mayor Rick Kriseman, St. Petersburg
- Deputy Mayor Dr. Kanika Tomalin, St. Petersburg
- Nikki Gaskin-Capehart, City Urban Affairs Director
- Emery Ivery, United Way Suncoast TB President
- Cheri Wright Jones, Regional VP, Allegany Franciscan Ministries
- Chitra Naidu, Bon Secours Health Systems
- George Hardy, Community Fdtn of Tampa Bay
- Carolyn King, Eleanor King & Francis Cato, Pinellas Opportunity Council
- Deacon Will Johnson, Mt Zion Youth Anchors
- Dr. Tonjua Williams, St. Petersburg College
- Alan DeLisle, City Development Administrator
- Pinellas County Commissioner Ken Welch
- Albert Lee, Tampa Bay BBIC
- Brian Auld & Rafaela Amador, Tampa Bay Rays
- Dr. James McHale, Lisa Negrini & Jenny Hughes, USF St Petersburg Family Study Center
- Art O’Hara, R’Club Child Care
- Michael Audino, Impact Pinellas
- Watson Haynes & Charlotte Anderson, Pinellas County Urban League
- Chris Steinocher, St. Petersburg Chamber
- Lyn Johnson, The Weekly Challenger
- Rick Smith, City CRA Coordinator

Financial contributors to 2020 priorities this year

- Allegany Franciscan Ministries
- City of St. Petersburg
- Bon Secours Health Systems
- United Way Suncoast
- The Power Broker Media Group
- The Power Broker Foundation
- CareerEdge Funders Collaborative
- Tampa Bay Rays
- Mt. Zion Progressive MB Church
- Tampa Bay BBIC
- Pinellas Opportunity Council
- R’Club Child Care
- Pinellas Ex-Offender Re-Entry Coalition
- Univ. of South Florida St. Pete Family Study Center
- Toyota Square Mazda
- Jan Johnson, Philanthropist
- Atty Will Conroy, Johnson Pope Bokor Ruppel Burns
- Atty Darryl Rouson, Dolman Law Group
- Pinellas Technical College
- The Turnquist Family
- The Webb Family
- Habitat for Humanity

- Juvenile Welfare Board of Pinellas County**
- Greater Mt Zion AME**

**Co-sponsors of One Vision Faith Leadership Training

Organizations supporting 2020 collective projects

- Office of U.S. Senator Bill Nelson
- Office of U.S. Representative Kathy Castor
- St. Petersburg Chamber of Commerce
- Foundation for a Healthy St Petersburg
- All Children’s
- Impact Pinellas
- James B. Sanderlin Center
- Childs Park YMCA
- Tampa Bay Healthcare Collaborative
- Caruthers & Associates
- The Sustainability Council
- Service Employees International Union
- St. Petersburg College
- Superfriends Promotions
- Ohana, Inc.
- WAS Collaborative
- Center for Community & Economic Justice
- Louise Graham Regeneration Center
- International Enterprise Development
- Florida Community Loan Fund
- Collective Empowerment Group Tampa Bay
- Spirit of Truth Ministries
- League of Women Voters
- Day Star Life Center
- Seven x 7
- Neighborhood Home Solutions
- Deuces Live Association
- Project Juffure
- Neighborhood Association of Childs Park
- Pinellas County Urban League
- Community Housing Solutions
- St. Augustine’s Episcopal
- Boley Centers
- Community Development & Training Assoc.
- Concerned African Women
- Eckerd College ASPEC
- Robertson Consulting Group (In-Kind Support)

The 2020 Core Leadership Team

- Cory Adler, Executive Director, 2020 Plan Taskforce
- Gypsy C. Gallardo, CEO, The 2020 Plan
- Harvey Landress, Co-Chair 2020 Plan Task Force Carl Lavender, Jr., Co-Chair 2020 Plan Task Force
- Dr. Yvonne Scruggs-Leftwich
- Pastor Louis M. Murphy, Sr.
- Deborah Figgs-Sanders, 2020 Fund Director
- Ret. Lt. Col. Alfredo Anthony
- Research Associate Briana Hankins