

# Mid-Year Report

## Year 1 of the 2020 Plan

A collective impact initiative designed to reduce poverty by 30% in South St. Petersburg, Florida, by the year 2020

JUNE 2015

REVIEW COPY FOR 2020 PLAN TASK FORCE  
MEMBERS & PARTNERS



**To learn more about the 2020 Plan:**

[www.pcul.org](http://www.pcul.org) (select 2020 under "What We Do")

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# The key to results: leaders who stepped outside the box to try new things

Dear City leaders –

Thanks to the **inspired and often unexpected** contributions of local government, foundations, businesses, churches, nonprofits and individuals, **2020 Plan partners have already moved the poverty needle for South St. Petersburg.**

The results of the past 6 months, on the whole, exceeded expectations, even in the face of setbacks that strained our small staff.

## Well ahead of schedule.....

- 27 people have exited poverty, and another 106 parents have begun or will begin their journey to exit poverty in 2015 through the financial and service commitments of 2020 partners (we await funder decisions that could increase the total before year’s end);
- By working together, City leaders have achieved the largest increase in youth employment in the history of City funding to this vital area (since at least 1993); and
- Community organizations have collaboratively raised over \$1.2 million toward family and economic development services that will continue to move the needle.

## Who & what made the difference

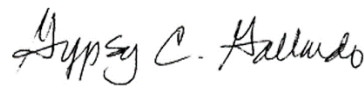
I believe it critical to recognize the people whose actions and decisions gave life to the 2020 vision during this critical “first half” of year 1.

As readers will see in the following pages, 2020’s greatest successes spring from two ingredients:

1. Key leaders who courageously stepped outside the box to try new approaches, and
2. Small groups of people and individuals, each doing their part (big or small) toward a collective goal

Their contributions added up, and for posterity sake as well as gratitude, their names are captured in the final two pages of this report (see *Special Thanks to people who helped move the needle this half-year*).

In Service to the 2020 Goals,



Gypsy C. Gallardo, CEO  
The 2020 Plan

## HIGHLIGHTS OF RESULTS & IMPACT

<b>SERVICE IMPACT</b>	<b># Achieved</b>	<b># in Process</b>
<b>Family Wrap Around</b>		
Parents exiting poverty	6	106
Family, children exiting poverty	21	318
<b>TOTALS:</b>	<b>27</b>	<b>424</b>
<b>Bridging people into Jobs</b>	<b>Paid For</b>	<b>Raising For</b>
Teens being put-to-work	172	28
Adults bridged into school/work	92	
<b>TOTALS:</b>	<b>262</b>	<b>28</b>
<b>Helping employers grow</b>		
Capital/support to 500 small biz.	15	40
Capital/support to 12 developers	3	
Grants/support to 12 employers*		2
Grants/support to 12 social enterprises	4	
<b>TOTALS:</b>	<b>22</b>	<b>42</b>
<b>RESOURCE IMPACT</b>	<b>Committed</b>	<b>In Pipeline</b>
<b>Raising resources for vital svcs</b>		
Family Wrap-Around Services	\$392,300	\$1,170,000
Employment Services	\$221,001	\$20,000
Business Capital & Dev. Services	\$558,489	\$2,855,000
Faith Community Organizing	\$16,800	\$0
Other 2020 team operations	\$14,502	\$310,000
<b>GRAND TOTALS:</b>	<b>\$1,203,092</b>	<b>\$4,355,000</b>
<b>Increasing income</b>	<b>Actual</b>	<b>Targeted</b>
Community workers	To be calc.	To be calc.
Community businesses	To be calc.	To be calc.

[See also Appendix I **Progress & Poverty Dashboard**]

## Service Impact

### TEENS ON PATH OUT OF POVERTY

#### City, 2020 & partners achieve historic increase in youth employment



Over 170 added youth will earn work experience this year (a 62% increase over last year) thanks to City leaders who've spent months "raising jobs and funds" toward an historic hike in youth employment.

The windfall stems from the **200 in 2015 campaign** to increase youth employment by 200 this summer and fall. In 2014, employment programs serving the area enrolled roughly 277 teens and young adults.

As of June 10<sup>th</sup> the campaign had reached 86% of the goal, with 3 months left on the clock to recruit new sponsors and supporters. August 15<sup>th</sup> is the cut-off.

The Kriseman administration had already committed a 20% increase in City funding to youth employment for 2015, which would help 35 additional youth to enter jobs this summer and fall.

The 2020 team asked the City of St. Petersburg to invest an added 3% into a collective push that could potentially put 165 more youth to work.

"Deputy Mayor Dr. Kanika Tomalin has been instrumental in crafting the city budget. For Fiscal Year 2016, the Kriseman Administration is seeking \$560,000 for youth employment efforts. These dollars will fund Summer Youth Employment, After School Youth Employment, the Read to Me program, and much more," says Gypsy Gallardo, 2020's CEO.

The United Way Suncoast also lent support, with \$5,000 toward youth stipends, plus funding services of an experienced evaluator to track results. In all, dozens of business and non-profit leaders, as well as everyday citizens have pitched in to reach the goal. A June gift of \$15,000 from Bon Secours Health Systems takes the effort very close to the finish line.

### BRIDGING WORKERS INTO JOBS

#### CareerEdge to help "bridge" 75 workers into jobs paying \$14 per hour

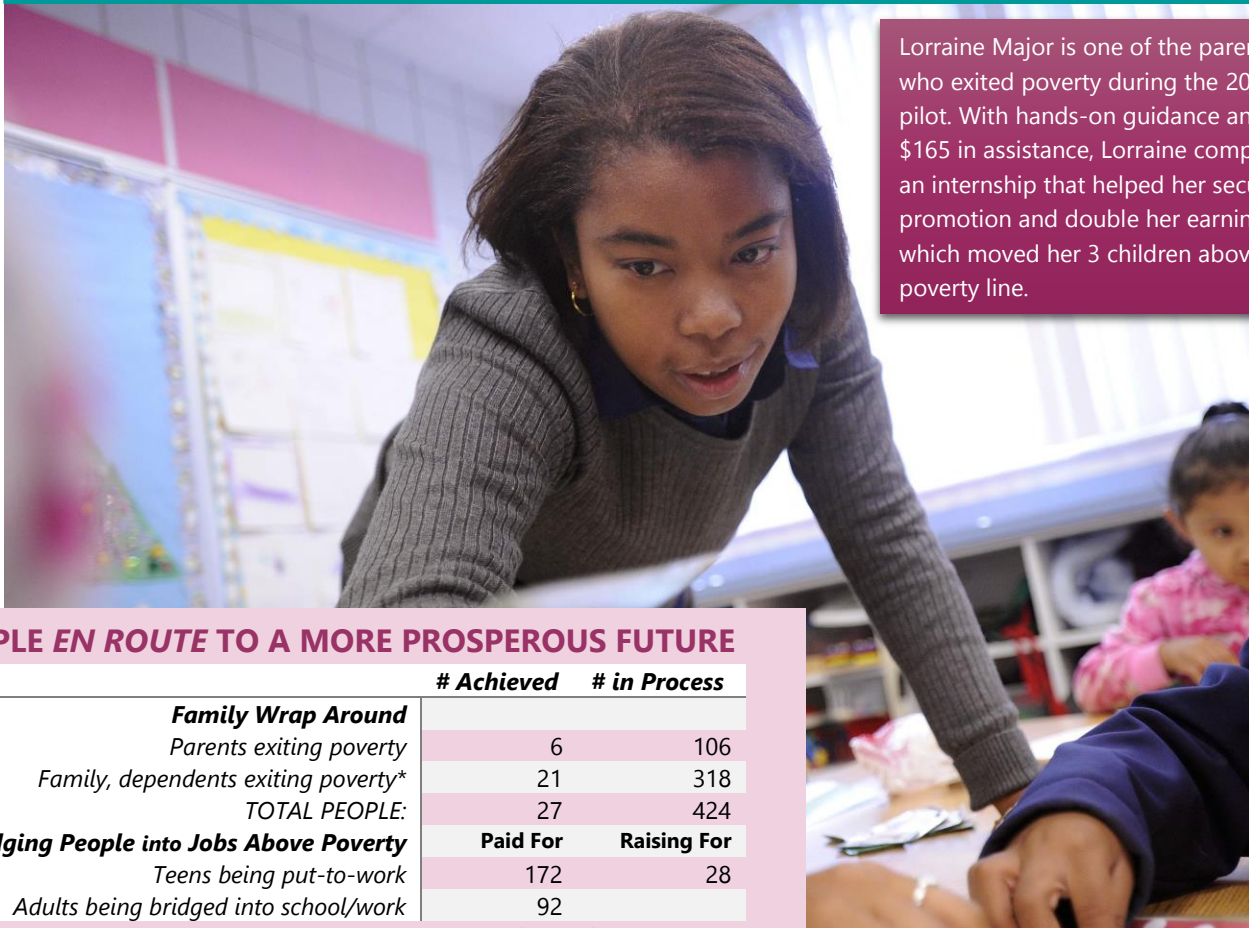
After 5 years of award-winning work in neighboring counties, CareerEdge Funders Collaborative of Manatee & Sarasota is spreading its wings to serve employers and workers in Pinellas and Hillsborough, and will anchor its work, in part, to help reach the 2020 goals for South St. Petersburg.

With new funding from the national *Jobs for the Future* program, CareerEdge has allocated funds to help 75 Southside job seekers to complete training and enter full-time jobs paying \$14/hour+. CareerEdge awaits a decision from a second funder who will invest \$50,000 in grants to employers to accelerate the advancement of community workers.

CareerEdge opened doors in 2010 as the first (and still only) Florida affiliate of the National Fund for Workforce Solutions, backed by 300 funders who've invested \$35 million to advance low-wage workers into higher-paying jobs. Since then, CareerEdge has invested \$5.8 million to train 2,565 workers who earned a combined 5,612 new credentials and 3,319 raises (totaling \$22 million in new annual earnings) while helping employers create 825 new jobs.



CareerEdge Executive Director Mireya Eavey (left) working with employers to accelerate promotions & hiring of low & middle-wage workers



Lorraine Major is one of the parents who exited poverty during the 2014 pilot. With hands-on guidance and \$165 in assistance, Lorraine completed an internship that helped her secure a promotion and double her earnings, which moved her 3 children above the poverty line.

### PEOPLE EN ROUTE TO A MORE PROSPEROUS FUTURE

	# Achieved	# in Process
<b>Family Wrap Around</b>		
Parents exiting poverty	6	106
Family, dependents exiting poverty*	21	318
<b>TOTAL PEOPLE:</b>	<b>27</b>	<b>424</b>
<b>Bridging People into Jobs Above Poverty</b>	<b>Paid For</b>	<b>Raising For</b>
Teens being put-to-work	172	28
Adults being bridged into school/work	92	

\*Includes total household estimate; table does not yet include figures for one 2020 partner.

#### BRIDGING PARENTS OUT OF POVERTY

##### POC, set to help more parents exit poverty this summer

The successful 2020 Family Wrap Around program will continue this year, with renewed funding from the City of St. Petersburg and an investment by Bon Secours Health Systems. POC will work with 24 parents this summer, and is developing plans for the fall. Once again the program’s focus is helping parents to plan and begin a journey to exit poverty. To that end, parents will receive assistance to enter training programs, internships and new jobs.

Last year’s pilot of the model surpassed expectations in two remarkable ways. For one, pilot designers did not anticipate that parents would be able to exit poverty within the 4-month pilot (it was designed to help parents *begin* the journey). Yet 3 parents did exit poverty during or within a month of the pilot’s end.

Second, by November 2014, parents had secured pay increases of a combined \$74,900. If this single cohort of parents remains on track, the pilot may generate \$1.05 million in added income to families by 2020.

#### STRENGTHENING MEN AS FATHERS

##### Family Study Center re-starts father/co-parenting program in South St. Pete

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 – will open doors in South St. Petersburg to help as many as 72 young parents – fathers and mothers to become better co-parents, regardless of whether they are or will ever be romantically involved. This newest phase of work is funded by the National Institutes of Health.

As part of its partnership with the 2020 Plan (whose CEO was a co-creator of the program model), FIOC parents who fall below the poverty line will also benefit from the 2020 Next Level Life Planning Tool, which – with the help of a life coach – will enable them to plan and start their journey to exit poverty.

2020 has committed \$1,000 to help FIOC parents along the road as part of 2020’s Tuition, Childcare & Transportation Fund to cover the range of small costs parents encounter as they enter school or new jobs, such as gas money, testing fees, books, and “other.”

# Raising resources for vital services

## 2020 supported partners to help raise \$1.2 million in new funding for vital services

Since January 1<sup>st</sup>, the 2020 team has worked with community organizations to write and support funding proposals that have so far raised just over \$1.2 million in new funding toward 2020 goals. In addition 2020 and partners have submitted proposals and await decisions on potential funding of over \$4.3 million.

	<b>Committed</b>	<b>In the Pipeline</b>
<b>Family Wrap-Around Services</b>		
>Parents in Poverty	\$357,300	\$400,000
>Ex-offender Parents in Poverty	\$20,000	\$770,000
Tuition, Childcare & Transport. Fund	\$15,000	\$0
<b>SUB-TOTALS:</b>	<b>\$392,300</b>	<b>\$1,170,000</b>
<b>Employment Services</b>		
Parents/Adults	\$66,000	
Youth	\$155,001	\$20,000
<b>SUB-TOTALS:</b>	<b>\$221,001</b>	<b>\$20,000</b>
<b>Business Dev. Services</b>		
Grants to commercial developers	\$245,489	\$800,000
Capital & dev. services for small bizs	\$263,000	\$2,005,000
Grants to employers	\$50,000	\$50,000
<b>SUB-TOTALS:</b>	<b>\$558,489</b>	<b>\$2,855,000</b>
<b>Faith Community Organizing</b>		
Faith community leader convention	\$9,300	
Pilot of tithe marketing program	\$7,500	
<b>SUB-TOTALS:</b>	<b>\$16,800</b>	<b>\$0</b>
<b>Other 2020 team operations</b>		
Research, coordinator + other	\$7,502	\$10,000
Rites of Passage Convocation	\$7,000	
Exec. Director & Coordinator-3 yrs		\$300,000
<b>SUB-TOTALS:</b>	<b>\$14,502</b>	<b>\$310,000</b>
<b>GRAND TOTALS:</b>	<b>\$1,203,092</b>	<b>\$4,355,000</b>

### STRENGTHING MEN AS FATHERS

## PERC, USF St Pete, Mt. Zion develop proposal for \$420,000 in funding

A local team – led by the Pinellas Ex-Offender Re-Entry Coalition (PERC), Mt. Zion Human Services, the USF Family Study Center and 2020 worked in early spring to design a program replicating the famous “Baby Elmo” model of increasing fathers’ involvement, even before their release from prison or jail.

The group submitted a proposal March 2<sup>nd</sup>, requesting \$420,000 under the “Second Chance Act” program to strengthen relationships between young fathers and their children. The program is run by the U.S. Office of Juvenile Justice & Delinquency Prevention. If funded, the program will serve 100 young dads existing prison, jail or juvenile detention.



### EMPLOYMENT FOR EX-OFFENDERS

## BBIC, 2020 join with PERC to pursue \$800,000 in funding

Twenty partners were represented in the proposal that went to federal officials this April, requesting \$800,000 in Community Economic Development funding to complete a full renovation of the 9,000 square foot David Welch Plaza, on 16<sup>th</sup> Street South.

The project is designed to help 6 tenant organizations expand operations, and in the process, create 32 new full-time jobs over the next 4 years. And because 4 of the tenants have a mission of helping ex-offenders enter the workforce, the project could help place 180 ex-offenders into jobs by 2019.

The plaza’s anchor tenant and owner is the Pinellas Ex-offender Re-entry Coalition. A second planned tenant will replicate the Café Reconcile restaurant model founded in New Orleans as a way to bridge ex-offenders into decent paying jobs.

The CED grant, if awarded, will make investments of loans and zero-cost equity dollars to complete financing for the project; as well as provide capital and business development services to plaza tenants.

# Increasing incomes for workers & business owners

## “Opportunity Agreement” seals 30+ jobs, \$4.5 million in contract opportunities



City Development Administrator Alan DeLisle sealed a major “win” for the community when he stopped-the-presses on the release of a Request for Proposals from developers, in order to include the “opportunity clauses” recommended by Rev. Louis Murphy and the 2020 team that DeLisle met with early this May.

The RFP will elicit proposals from developers able to bring new businesses to the 14-acre *Commerce Park* area (formerly known as the Dome Industrial site). Using conservative estimates, new projects at the Park will create at least 64 new jobs and develop as much as 75,000 square feet of commercial space.

The “opportunity clauses” DeLisle included in the RFP will target 30% of construction contract opportunities to small businesses, and 51% of new jobs created to low-to-moderate income workers. This could equate to roughly \$4.5 million in contracting opportunities and new employment income of \$721,000 per year.

Equally important, DeLisle will architect a new City-led process for rigorously promoting and connecting opportunities to community workers and firms – one he successfully implemented in a prior position.

“As we’ve seen in years past, just “*building buildings*” is not enough to stimulate income to the community. We have to be diligent in connecting businesses and workers to those income opportunities,” says Rev. Murphy, who convened the meeting with DeLisle.

## Raising Business Capital

The City Urban Affairs division and Greenhouse, Tampa Bay BBIC and 2020 have charted 3 victories in the quest to raise \$10 million for business capital & development for community businesses over the next 5 years.

### BBIC invests \$263,000 to re-launch presence

After a three-year hiatus, the BBIC is back in business in South St. Petersburg. The agency operated a satellite office in the City for years before closing doors in 2007. Last November, the BBIC re-established its presence, opening a new office on 22<sup>nd</sup> Street and booking its first loan in the area in 3 years. Since, BBIC President Albert Lee and Business Consultant Tahisia Scantling have closed 2 loans. Two more are in process, which may soon bring the deployed total to \$215,000.

The BBIC is the only U.S. Treasury-certified Community Development Financial Institution (CDFI) in the City. A non-profit loan fund created in 1987 to meet the needs of African American entrepreneurs, the BBIC today serves entrepreneurs of all races, providing small or starter loans for borrowers who are not yet ready to access bank loans, or who don’t need to.

### City to ink new agreement with U.S. SBA

It was an inspired idea by Senator Bill Nelson’s Regional Director Shahra Anderson that sparked one of the biggest wins yet. In response to a 2020 dialogue about the urgent need for capital among area businesses, Shahra said “I know someone who can help.”

That *someone* turned out to be **Cassius Butts**, the man appointed by President Obama in 2011 to lead an 8-state territory, including Florida, for the U.S. Small Business Administration. **Butts is pictured here.** ▼



Since his appointment in 2011, Cassius has led 4 record-breaking years for SBA lending totaling \$15 billion (and counting).

In a May 15<sup>th</sup> meeting with City and 2020 Plan leaders – arranged by Shahra Anderson and the City Urban Affairs Director Nikki Gaskin-Capehart - Cassius agreed to help bring that same energy to St. Petersburg. The gathering resulted in Cassius’ commitment to develop two new agreements with the City and BBIC.

*ATTENDEES PICTURED BELOW (L to R):*

- Gypsy Gallardo, CEO, The 2020 Plan
- Mabelle Maner, SVP, Wells Fargo Bank
- Karl Nurse, Chair, 2020 Financial Reinvestment Council
- Cassius Butts, Regional Administrator, U.S. SBA
- Shahra Anderson, District Director, Senator Nelson
- Dick Pierce, Icehouse Training leader
- Albert Lee, President, the BBIC
- Pastor Louis Murphy, Sr., Mt. Zion Progressive



Also present but not visible in this photo: Roy Binger, Founder, Binger Financial Services and Alan DeLisle, City Development Administrator

**Small Business Salon a smash hit**

On May 15<sup>th</sup>, the City’s Urban Affairs Division and Greenhouse, in partnership with the BBIC and 2020 Plan Task Force, co-hosted their first installment of *The Small Business Salon*, a new networking event designed to connect business owners and entrepreneurs with growth resources and relationships.

The Salon welcomed a full-house audience of 100, including 50 business owners, and featured a one-on-one “Oprah-style” interview with Cassius Butts, before welcoming a panel discussion with top lending and business development executives.

The audience showed their appreciation for the info-rich format with a peppering of questions about how they can take advantage of resources at hand.

Post-event, Brian Lamb, President & CEO, Fifth Third Bank (North Florida) said “This was truly outstanding. This is the way you start people down the path to not only accessing capital but wisely putting it to work.”



*PANELISTS PICTURED ABOVE (L to R):*

- Albert Lee, President, Tampa Bay BBIC
- Gypsy C. Gallardo, CEO, The 2020 Plan (Moderator)
- Brian Lamb, President & CEO, Fifth Third Bank
- Dr. Cynthia Johnson, Director, Pinellas County SBDC
- Eric Sharpe, Business Banking Manager, Southwest Florida/Pinellas County, Wells Fargo
- Kenneth Pratt, SVP, Florida Bankers Association
- Cassius Butts, Regional Administrator, US SBA

**HELPING BUSINESSES GROW, CREATE JOBS  
2020 & partners help 22 organizations  
access growth resources**

The goal over the next 5 years is to help over 500 businesses (including micro & small businesses) to access resources that can accelerate their growth and job creation for South St. Petersburg workers.

In all, 2020 and partners have lent support to 22 organizations (including businesses, developers and social enterprises) to support their growth.

	# Achieved	# in Process
Capital/support to 500 small biz.	15	50
Capital/support to 12 developers	3	
Grants/support to 12 employers*		2
Grants/support to 12 social enterprises	4	4
<b>TOTALS:</b>	<b>22</b>	<b>56</b>

# 2020 connects with national anti-poverty leaders

## The Circles Movement

When Urban League CEO Watson Haynes received the call from a colleague about a meeting to help bring the highly-publicized Circles movement to South St. Pete, he connected 2 key partners to the group – the 2020 Task Force and Pinellas Opportunity Council, which has lead the county’s anti-poverty offensive for 50+ years.

Circles operates in communities across the country, providing hands-on help to people-in-poverty. Major funders include the Annie E. Casey Foundation, Joyce Foundation and the US Office of Community Services.

The group will conference next on June 22<sup>nd</sup> with Circles founder Scott Miller. Other participants include the Day Star Life Center and Catholic Charities.

## Nation’s top poverty-reduction policy leader serves as co-panelists 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 and programs. Greenberg is currently 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 19<sup>th</sup> 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 has continued to connect 2020 with federal colleagues whose research and resources can help our local cause.

## Chicago-based CCDA to anchor South St. Petersburg Conference

On Saturday, August 15<sup>th</sup>, the inaugural One Vision Conference (8 am to 4 pm) will bring together dozens of leaders from the faith, business, government, and philanthropic sectors, for an historic day of dialogue, fellowship and capacity-building and training by the Christian Community Development Association.

CCDA trainers include Dr. Mary Nelson, the woman credited with training President Obama as a community organizer, along with Pastor Jonathan Brooks, Dr. Bethany Harris and our very own Dr. Deborah Austin.



The event is a first step in the 2020 vision to strengthen “The Church” as a force in reducing poverty - a mission that requires that we confront the brokenness of families and the widespread absence of men in their vital roles as husbands, breadwinners and fathers.

“We’re bringing the CCDA team in town for this event because we know first-hand what it takes to win hearts and minds to a new, collective approach for the faith community,” says Chloe Coney, Co-Pastor of Spirit of Truth along with her husband Pastor Ernest Coney, who are lead organizers for the Conference.

The Juvenile Welfare Board is a major sponsor of the day. Co-sponsors so far include Mt. Zion Progressive, Seven x 7, Habitat for Humanity, Bethel Community Baptist, Bethel AME, Parent Support for Education Council, St. Augustine Episcopal Church and others.



# New Knowledge

For 2020 research [www.pcul.org](http://www.pcul.org) & select 2020 under *What We Do*

The 2020 team continues to release ground-breaking research on undetected facets of the poverty problem in South St. Petersburg. New insights this half-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 rate 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
- **Media Images Targeting Young People in South St. Petersburg** – An on-going study of the culture

surrounding youth-in-poverty in South St. Petersburg will release later this year. **Here is an excerpt:**

**Human flesh** is on display more often for South St. Petersburg youth than any other category of image they see via social media, at local mega events such as the “parade after the parade” on MLK Day each year, and in print media that circulate year-round.

The Power Broker magazine collected a sample of 20 event flyers targeting youth in South St. Pete in May 2015, and found 73 lewd, semi-nude, and criminal images and messages, 6 positive messages and one faith-related message (**see tiles below**).

Releasing next quarter - “From Rock Bottom to a Fighting Chance: The Status of Black Men & Boys in Florida’s 4<sup>th</sup> Largest City (St. Petersburg, Florida)”



# Special thanks to people who helped moved the needle this half-year

## Leaders who stepped outside the box to support the vision

- Deputy Mayor Dr. Kanika Tomalin
- Emery Ivery, United Way Suncoast Tampa Bay President
- Cheri Wright Jones, VP, Allegany Franciscan Ministries – Tampa Bay
- Chitra Naidu, Bon Secours Health Systems
- George Hardy, CFO, Community Foundation of Tampa Bay
- Carolyn King, Executive Director, Pinellas Opportunity Council
- Alan DeLisle, City Development Administrator
- Rev. Louis M. Murphy, Sr.
- Albert Lee, President, BBIC
- Brian Auld, Tampa Bay Rays
- Dr. James McHale & Jenny Hughes, USF St Petersburg Family Study Center ,
- Art O'Hara, R'Club Child Care

## Financial contributors to 2020 priority initiatives this half-year

- Allegany Franciscan Ministries
- City of St. Petersburg
- Bon Secours Health Systems
- United Way Suncoast
- The Power Broker Foundation
- CareerEdge Funders Collaborative (using Jobs for the Future funding)
- Tampa Bay Rays
- Mt. Zion Progressive MB Church
- Tampa Bay Black Business Investment Corp
- Pinellas Opportunity Council
- R'Club Child Care
- Pinellas Ex-Offender Re-Entry Coalition
- University of South Florida St. Petersburg Family Study Center
- The Juvenile Welfare Board of Pinellas County
- Jan Johnson, Philanthropist
- Attorney Will Conroy, Johnson Pope Bokor Ruppel Burns

- Attorney Darryl Rouson, Dolman Law Group
- The Turnquist Family
- The Webb Family
- St. Augustine's Episcopal Church

## People who bridged valuable connections

- Beth Houghton, CEO, St. Petersburg Free Clinic
- Professor Elisa Minoff, USF St Petersburg
- Mark Greenberg, Acting Assistant Secretary, U.S. Dept Health & Human Services
- Trenia Cox, Juvenile Welfare Board
- Dr. Yvonne Scruggs-Leftwich, Planning Director, 2020
- Julie Klavans, Board Chair & Mike Sutton, CEO, Habitat for Humanity
- Dr. Bill Law, President, St. Petersburg College
- Elizabeth – new connections corner
- Raechel Garafalo, League of Women Voters
- Julia Lewis, ASPEC
- Kelly Kirschner, Dean, Eckerd College
- Dr. Marie Nelson
- Dr. Julie Kessell, President, League of Women Voters St. Petersburg
- Anne McMullen, EVP, Doyle Wealth Management
- Kurt Donley, Citizen activist

## Contributors to projects to raise business resources

- Cassius Butts, Regional Administrator, U.S. SBA
- Shahra Anderson, District director, U.S. Senator Bill Nelson
- Councilman Karl Nurse
- Askia Muhammad-Aquil, CEO, Collective Empowerment
- Dick Pierce, Icehouse Training\*

- Mabelle Maner, SVP, Community Development, Wells Fargo
- Rev. Louis Murphy, Sr., Mt. Zion Progressive MB Church
- Roy Binger, Binger Financial Svcs
- Nikki Gaskin-Capehart, City Urban Affairs Director
- Gypsy Gallardo, CEO, The 2020 Plan
- LaSalle Turnquist, 2020 mentee
- Ondria McDonald, City Greenhouse
- Tracy Smith, City Greenhouse
- Pastor Claude Williams, City Greenhouse
- Jessica Eilerman, City Small Business Liaison

## Leaders of the 200 in 2015 campaign

- Campaign Chair Deborah Figgs-Sanders, Executive Director, Childs Park YMCA
- Carolyn King, CEO, Pinellas Opportunity Council (POC)
- Eleanor Brooks, Program Director
- Francis Cato, Special Projects Coordinator
- Curtis Anderson, Boley Centers
- John Muhammad, Comm. Dev. & Training Center (with support from Frank Wells, Venture House)
- Gershon & Pacherrah Faulkner, Market Maker Project
- Deacon Will Johnson, Youth Anchors Media Corps
- Nikki Gaskin-Capehart, City of St. Petersburg Urban Affairs Director
- Susie Ajoc, City Neighborhood Partnership Director
- Janis Ford, City Neighborhood Coordinator

## Contributors to 2020's 1<sup>st</sup> "Opportunity Agreement"

- Pastor Louis M. Murphy, Sr.
- Alan DeLisle
- Rick Smith, City CRA Coordinator
- Ken Jones
- Rev. Charles Ray

## Cont'd - Special thanks to people who helped moved the needle this half-year

- Carl Lavender, Jr.
- Dr. Yvonne Scruggs-Leftwich
- Gypsy C. Gallardo

### Support to 2020-written & support grant proposals

- State Rep. Darryl Rouson
- Rev. Ken Kirby, Bethel AME
- Patricia Ervin
- Ernest Coney, CDC of Tampa Bay
- Larry J. Newsome, CEO, Urban Development Solutions
- Michael Jalazo, CEO, Pinellas Ex-Offender Re-Entry Coalition
- Jennifer Trivoli, COO, PERC
- Rick Smith, City CRA Coordinator
- Brenda Williams, Administrator, Mt. Zion Progressive (MZPMBC)
- Christina Brown, Administrator, MZPMBC
- Dr. Tonjua Williams, Board Chair, Mt. Zion Human Services
- Toni Walker, Board Member, MZHS
- Angela Merck, Office Manager, MZHS
- Deacon William McClendon, MZPMBC
- Jerel McCants, Jerel McCants Architecture
- Andy Hayes, Principal, Hayes Cumming Architects
- Nikki Gaskin-Capehart, City Urban Affairs Director
- Carl Lavender, Jr., Co-Chair, 2020
- Gypsy Gallardo, CEO, 2020

### Volunteer Hours of Services to 2020 projects/initiatives

- Joyce Robinson, Case Manager II, Pinellas Opportunity Council
- Dr. Deborah Austin
- Urban Market Analytics
- Briana Hankins
- Retia McAdory
- Erik Smith
- Mrs. Eula Perry
- Oweta Terry
- Maya Tyson
- Bianca Tyson
- Julia Welch

- LaSalle Turnquist, 2020 mentee
- Jeremy Farnum, 2020 mentee
- Arkia Williams, 2020 mentee

### Staff of our fiscal agent & operating home

- Wendy Lane
- Charlotte Anderson
- Pattye Sawyer
- Lorna McWatt
- Vonda Ford
- Van Nguyen

### The 2020 Plan Task Force

#### EXECUTIVE TEAM:

- Carl Lavender, Jr., Taskforce Co-Chair
- Harvey Landress, Taskforce Co-Chair
- Gypsy Gallardo, CEO, 2020, Inc.
- Dr. Yvonne Scruggs-Leftwich, 2020 Planning Director
- Alfredo Anthony, Enterprise Management Systems

#### STAFF TEAM:

- Brother John Muhammad, Coordinator (temporary post)
- Gershom & Pacherrah Faulkner, Program Directors
- Dr. Angela Horvath, Research Director (recently re-located)
- Pastors Ernest & Chloe Coney, Sr.

#### ADVISORS:

State Representative Darryl Rouson  
County Commissioner Ken Welch  
School Board Member Rene Flowers  
City Councilmember Karl Nurse  
Councilmember Amy Foster  
Councilmember Darden Rice  
Councilmember Wengay Newton

#### MEMBERS:

Pastor Louis M. Murphy, Sr.  
Deborah Figgs-Sanders  
Nikki Gaskin-Capehart  
Larry J. Newsome, Sr.  
Watson Haynes  
Emery Ivery  
Winnie Foster

Dr. Marie Nelson  
Dr. Kevin Gordon  
Lounell Britt  
Pastor Frank Peterman, Jr.  
Pastor Deborah Greene  
Randolph Lewis  
Dr. James McHale  
Lisa Negrini, MSW  
Trenia Cox  
Delquanda Turner  
Carolyn King  
Pastor Manuel Sykes  
Gwendolyn Reese  
Askia Aquil  
Rick Smith (FL Public Service Union)  
Rick Smith (City of St. Petersburg)  
Sharon Joy Kleitsch  
Art O'Hara  
Shahra Anderson  
Chitra Naidu  
Michael Jalazo  
Charlotte Anderson  
Pattye Sawyer  
Eleanor Brooks  
Dr. Ron Sheehy  
Alfredo Anthony  
Ann McMullen  
Albert Lee  
Dick Pierce  
Pastor Martin Rainey  
LaSalle Turnquist  
Jabaar Edmonds  
Deborah Scanlan  
Jan Johnson  
Frances Cato  
Chris Steinocher  
Kelly Kirschner  
Kurt Donley  
Father Robin Whitlock  
Jewel Murphy  
James & Joyce Robinson  
Glenn Wilder  
Cherin Stover  
Rachel Garafalo  
Attorney Jacqueline Hubbard  
Ebony Miller  
Dewey Caruthers  
Sean Kennedy

**LEGEND:** ➡ Over 100% of goal achieved for time period  
 ★ 85-100% achieved ■ 70-84% achieved ◀ <75% achieved

# Appendix 1: Progress & Poverty Dashboard [partial view; DRAFT]

## Reduce poverty by 30% by the year 2020

START	GOAL BY 2020	ACHIEVED	# OF PEOPLE	IN PROGRESS
21.8%	15.3%	0.5%	27	8.5% ➡

POVERTY RATE

## Help 500+ employers to grow revenue & jobs

START	GOAL BY 2020	ACHIEVED	# ACHIEVED	IN PROGRESS
0	540	4.5%	24	12% ➡

NO. OF EMPLOYERS

## Help 1,000 people enroll in skills training to increase earnings

START	GOAL BY 2017	ACHIEVED	# ENROLLED	IN PROGRESS
0	1,000	2.5%	25	12% ➡

NO. OF PEOPLE

## Increase Income to Community Workers & Businesses

START	GOAL	ACHIEVED	\$INCOME RAISED	IN PROGRESS
\$1.8b	\$1.97 bil	1%	\$1,861,287	6% ➡

AGGREGATE ANNUAL INCOME

## Engage Service Providers in Serving More People & Orgs

START	GOAL BY 2020	ACHIEVED	# PROVIDERS	IN PROGRESS
0	102	26%	27	61% ★

NO. OF PROVIDERS

## Work with Funders to Raise New Standards

START	GOAL	ACHIEVED	# FUNDERS	IN PROGRESS
0	48	15%	7	38% ■

NO. OF FUNDERS ENGAGED

## Increase Employment by 3,000

START	GOAL BY 2020	ACHIEVED	INCREASE	IN PROGRESS
35,697	38,697	1.9%	57	3.9% ★

NO. OF PEOPLE EMPLOYED

## Increase Youth Employment by 200 in 2015

START	GOAL IN 2015	ACHIEVED	# OF YOUTH	IN PROGRESS
277	477	62%	172	38% ➡

NO. OF YOUTH ENROLLED

## Engage 500 youth in Rites of Passage programs

START	GOAL IN 2015	ACHIEVED	# OF YOUTH	IN PROGRESS
0	500	2.4%	12	9% ◀

NO. OF YOUTH ENROLLED

## Collaboratively Raise Resources for Vital Services

START	GOAL	ACHIEVED	\$ RAISED	IN PROGRESS
\$0	\$78 mill	1.5%	\$1,203,092	7% ■

RESOURCES RAISED

## Engage Corporate/Business Partners in Targeting Opportunities

START	GOAL	ACHIEVED	IN PROGRESS
0	140	23%	32 56% ■

NO. OF PARTNERS

## Help diverse groups work "as a team"

START	GOAL	ACHIEVED	# HUBS*	IN PROGRESS
0	40	43%	17	113% ★

NO. OF GROUPS