

2004-2007 Key Strategic Directions

Mid-Term Report

July 2004 - December 2005

STRATEGY	RESULTS
<i>Produce a report on issues of poverty</i>	Updated information has been gathered. An additional poverty issue related to children has been added. Report will be printed February 2006.
<i>Create external communication / education materials</i>	Updated poverty PowerPoints, creating second version based on \$10 per hour wage. Produced Employer Resource Guide. Incorporated economics of poverty message into annual report. Launched new Community Action website (www.communityaction4u.org) and expanded it to include a poverty page specific to Washington County.
<i>Expand homeless services with a focus on singles, youth, and employment.</i>	Successfully advocated for new funds from HUD to support a shelter for mentally ill/chronic homeless singles run by Luke-dorf. The rehabilitation of a facility is currently under way. Actively supported an application by Boys & Girls Aid for a HUD grant to start a youth shelter; it was denied. Partnered with DHS, Lifeworks, and PCC to provide employment, mental health and housing services to people who are unemployed and homeless.
<i>Expand Information and Referral through involvement in the 211 Info partnership.</i>	Partnered with 211Info to create a single, comprehensive database of information to provide referrals to callers, expanding resources by 113% (681 - 1450). Phone service launched.
<i>Advocate for increased partners' commitment to Opening Doors.</i>	Two of five health care partners have increased their annual contribution by a total of \$12,500. An outside evaluation by Tuality and Providence is being prepared.
<i>Implement comprehensive communication plan that integrates fundraising, program services and poverty education.</i>	Communications plan complete and adopted by Resource Development Committee. Distributed 150 copies "When Working is Not Enough". Educated 1,157 community residents about the causes and consequences of poverty via public speaking. Updated tax report (990), integrating program outcomes, poverty education and strategic directions. Produced a Public Services Announcement (PSA) for Cable T.V..
<i>Develop and implement a 40<sup>th</sup> anniversary campaign and begin implementation.</i>	Cash flow restrictions limited the campaign to low-cost activities. Postponed advertising and video project. Added "celebrating 40 years of service" on all agency publications and incorporated anniversary message at all fundraising events. Held public event at the Beaverton Round with a focus on Head Start.
<i>Explore co-marketing strategies that would increase unrestricted cash.</i>	Entered into co-marketing agreements with three entities. New Seasons Market contributes about \$400 monthly to our shelter home. "Do The Math" and Envada are too new to show results yet.

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<i>Lead efforts to increase stable sources of funding for affordable, accessible and quality child care.</i>	Participated on a state-wide Child Care/ Head Start work group that successfully advocated to increase rate paid to child care providers. Worked in partnership with DHS to ensure that income eligible families have access to child care subsidy. Through Child Care Resource & Referral advocated to improve child care funding.
<i>Develop the body of knowledge needed to pursue income-producing strategies.</i>	Attended two national training seminars that included workshops on producing income. One focused on taxes & the other on models. Exploring Charitable Gift Annuities and fee-based services.
<i>Equip faith-based organizations with the information and tools needed to address poverty locally.</i>	Distributed poverty PowerPoint to faith groups. Targeted representatives from faith groups for fundraising lunch to raise awareness. Key presenter at the Inter Religious Action Network conference.
<i>Formalize and strengthen partnerships with Department of Human Services (DHS) and school districts.</i>	School districts: Updated facility use agreements except Beaverton, which needs revision but remains in effect. DHS: Revised and renewed our employment related Child Care contract which pays for full day Head Start services. Developed a Memorandum of Understanding that provides payment for children referred by Child Welfare to be enrolled in Head Start. As part of a collaboration (Family Partners), Head Start and Child Welfare Services staff traveled together to Washington DC.
<i>Resolve Hillsboro building repair issues; determine a course of action to reduce occupancy costs and debt burden; explore ownership options.</i>	Completed building repairs December 2004. Refinanced in November 2005 lowering monthly payments \$1100 and increasing debt burden by \$250,000. Pursuing lawsuit to reclaim construction costs to reduce/eliminate deficits or pay down debt. Pursuing sale of building to county to eliminate debt burden and reduce deficit.
<i>Use available technology more effectively; invest in IT/Web based databases.</i>	Provided Blackberries to key managers & upgraded automatic synchronization of email & calendars. Programs invested in web-based databases. Invested in a new HR system.
<i>Create and distribute regular electronic communication on relevant poverty issues.</i>	Launched one edition of e-news to 600 constituents and a new website which is updated daily. Our poverty page received 800 hits and homepage received 9,000 hits.
<i>Build and maintain a library of poverty information and resources.</i>	Have assembled & begun to organize resource material. Established a resource notebook for grant writing and identified poverty data to utilize for consistency.

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<i>Organize a public education team of board and staff to create effective outreach strategies.</i>	The public education team consisted primarily of the Executive Director & Development Director. Have identified thirteen Board members interested in public speaking, four of them spoke on Community Action's behalf.
<i>Identify and pursue 6 key forums; help shape their agenda to include issues of poverty.</i>	Helped shape the agendas of the first Economic Livability for All Summit geared to business community, the Westside Economic Alliance 2004 & 2005 Annual Meetings, and the Inter Religious Action Network's Annual Conference. Presented poverty information at all. Incorporated economic message into United Way outreach.
<i>Support implementation of the "I Give Where I Live" campaign.</i>	Launched <i>I Give Where I Live</i> web-site. Community Action has received one major gift. Community Newspapers published holiday giving guides in 2004 & 2005. Vision Action Network agreed to provide fiscal services.
<i>Lead efforts to provide Head Start opportunities for all eligible children in the county.</i>	Improved enrollment and wait list tracking to give accurate counts of children waiting, cumulative children served, and actual enrollment in Head Start.
<i>Actively support efforts to pass the County Safety Levy for sustainable funding of homeless shelters and 211.</i>	Our offer of help to promote the Levy was not utilized. The Levy was put before the voters in Nov. 2004 and failed. We are promoting the 2006 Levy with a coalition of homeless service providers.