

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 40th 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.

2004-2007 Key Strategic Directions

Mid-Term Report

July 2004 - December 2005

STRATEGY	RESULTS
<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.



04-07 Key Strategies

Mid-Term Report

January 19, 2005



2004-2007 Key Strategic Directions:

- 1. Bridge the Gap Between Poverty and Economic Self-Determination**
- 2. Increase Our Capacity to Address Issues of Poverty**
- 3. Lead Efforts to Strengthen the Community's Understanding of and Response to Poverty**

1. Bridge the Gap
Between Poverty and Economic Self-Determination

- a. **Lead the effort to define the gap between poverty and self-determination.**

1. Bridge the Gap
Between Poverty and Economic Self-Determination

- a. **Lead the effort to define the gap between poverty and self-determination.**

1. Bridge the Gap
Between Poverty and Economic Self-Determination

- b. Pursue sustainable growth that builds on our core service areas of early childhood, emergency needs, and self-sufficiency.**

1. Bridge the Gap

Between Poverty and Economic Self-Determination

- c. Take reasonable risks in making program and infrastructure investments to increase effectiveness.**

**2. Increase Our Capacity
to Address Issues of Poverty**

- a. Focus and clarify our message on poverty and our mission.**

2. Increase Our Capacity
to Address Issues of Poverty

- b. **Diversify and increase resources, including appropriate income-producing strategies.**

2. Increase Our Capacity
to Address Issues of Poverty

- c. **Expand community partnerships with a focus on faith-based organizations.**

3. Lead Efforts to Strengthen the Community's Understanding of and Response to Poverty

- a. **Serve as a knowledgeable resource to policy makers and opinion leaders considering poverty related initiatives and issues.**

3. Lead Efforts to Strengthen the Community's Understanding of and Response to Poverty

- b. Leverage the leadership power of board and staff to create a supportive mindset on issues of poverty.

3. Lead Efforts to Strengthen the Community's
Understanding of and Response to Poverty

c. Increase educational efforts to improve community response to poverty.

3. Lead Efforts to Strengthen the Community's
Understanding of and Response to Poverty

- d. Build public awareness and support that result in public policies that effectively address poverty.