



Grassroots & Groundwork



Sharing What Works to
Reduce Poverty and
Grow Community Prosperity

Sponsored by
 Northwest Area
Foundation

May 28–30, 2008
Grassroots & Groundwork
Conference

Sheraton Bloomington Hotel
Bloomington, Minnesota



Conference Schedule

TUESDAY, MAY 27

Afternoon Film Series

View compelling documentary films on poverty in America.

Exhibit Hall

Explore resources available to communities across the country through demonstrations of online, interactive tools for reducing poverty and promoting prosperity.

WEDNESDAY, MAY 28

Opening Plenary Breakfast

Poverty-Reduction Models and Tools

The conference's 20 break-out sessions focus on innovative, community-based ideas, proven models and advocacy initiatives from across the country. Come prepared to discover ways you can adapt these efforts to benefit your own community. Choose four of 20 sessions offered (selections repeated Thursday).

Exhibit Hall

Luncheon Speaker: Shifting Paradigms for Lasting Change

As the daughter of migrant farmers, Donna Beegle was immersed in poverty for most of her life. Finally, at age 25, as a high school dropout and single mother with no job skills, she bravely took the first step toward breaking her cycle of generational poverty. Over the next 10 years, she tackled seemingly endless obstacles and earned numerous degrees, culminating with a doctorate in educational leadership from Portland State University. She is now president of Communication Across Barriers, a consulting firm devoted to improving communication and relationships across race, class, gender and generational barriers. We are proud to open our conference with her story and message of hope, which is bound to inspire and invigorate you.

Evening Keynote Speaker

Chip Heath is a professor of organizational behavior in the Graduate School of Business at Stanford University. He is well known for his "How to Make Ideas Stick" course and book that explain why certain ideas survive and prosper – stick – in the social marketplace of ideas, without marketing dollars, PR assistance or the attention of leaders. His research helps companies design more effective messages. Mr. Heath's work has been published in numerous professional journals and popular magazines, and he has appeared on NPR and National Geographic specials.

THURSDAY, MAY 29

Networking Breakfast

Poverty-Reduction Models and Tools

A continuation of our break-out sessions, with an opportunity to attend four of 20 sessions offered.

Exhibit Hall

Luncheon Presentation

Learn about what truly needs to happen to make changes in how poverty is addressed in America.

Evening Film Series

FRIDAY, MAY 30

Exhibit Hall

"How to Change Policy": Interactive Session with a Keynote Speaker

Community-Builder Institute

Back by Popular Demand! This half-day program features two powerful, interactive workshops with proven community processes and activities for reducing poverty long term. Choose to attend one of these two workshops: *Inclusive Decision Making* or *Identifying and Developing Community Assets*. The workshop fee is \$50, which includes lunch. Pre-registration is required. The workshops were filled to capacity at our last conference, so act quickly to reserve your spot.

2008 Break-Out Sessions

Building Community One Cup at a Time

Stomping Grounds
Staples, MN

What started as just an idea by a group of teenagers has percolated into a successful youth-run, community-driven coffee house. High schoolers wrote the business plan, found a location and secured community support in the form of volunteers and donations to get the project started. Through collaboration, support and dedication, the issues surrounding and perpetuating poverty in the community are addressed daily.

Early Learning: A Preventive Approach to Poverty Reduction

Partners for Prosperity
Blackfoot, ID

To take advantage of the strong connection between quality early-learning programs and poverty prevention, Partners for Prosperity created the On-Wheels Learning Mobile Preschool and the Learning Together Literacy Kits projects. These projects are complemented by passionate advocacy efforts for legislation to strengthen the early-learning system and reduce poverty.

Green Enterprise to Build Sustainable Regional Economies

Enterprise for Equity
Olympia, WA

Green enterprise is good for the environment and the economy, providing opportunities to integrate low-income entrepreneurs into existing regional economic clusters. In the South Puget Sound, Enterprise for Equity has developed collaborative partnerships to connect environmentally focused vendors with customers.

Our Community Assessing Social Capital

University of Minnesota Extension
Roseau, MN

Communities with a strong foundation of trust between and among different individuals and groups are healthier and are more likely to take action to improve where they live. Our Community Assessing Social Capital is a process that engages community members and helps them identify ways they can strengthen bonding, bridging and linking networks.

Growing Native Assets

Four Bands Community Fund
Eagle Butte, SD

Four Bands invests in, grows and protects Native assets. By fostering entrepreneurship and financial literacy on the Cheyenne River Reservation, Four Bands encourages economic development and enhances the quality of life for all communities and residents of the Reservation. They offer direct service, create partnerships to leverage other organizations' expertise and resources, and work to improve policies that impact poverty reduction.

ACCESS Miami: Tackling Poverty Alleviation in a Major City

City of Miami
Miami, FL

ACCESS Miami, the second phase of Mayor Manny Diaz's original anti-poverty plan, is based on four cornerstones: access to benefits, access to capital, accumulating wealth and assets, and financial education. This comprehensive and coordinated city-driven strategy brings together the public, private and nonprofit sectors with local, state and federal funds and like-minded faith-based, community-based and private organizations.



Merging Technology and Community Support to Help Latino Entrepreneurs Start and Grow Businesses

ACCION USA
Santa Monica, CA

Many communities want to reach out to support local Latino entrepreneurs, but they face financial and language barriers. ACCION USA's pilot project, supported by the Northwest Area Foundation's Rural Latino Capacity-Building Initiative, combines Internet-based lending and community partners to bring credit and financial literacy education to rural Latino entrepreneurs.

From Poverty to Opportunity: Realizing Human Rights in Illinois

*Heartland Alliance for Human Needs &
Human Rights*
Chicago, IL

Individuals living in extreme poverty are often excluded from the opportunity to put a roof over their head, have food on their table or give their kids a chance at a bright future. The From Poverty to Opportunity campaign works to bring together a broad range of stakeholders to develop and advocate for a poverty eradication strategy anchored to human rights standards. By 2015, the campaign expects to cut Illinois' extreme poverty in half.

Lowering Urban Poverty Through the Tax System

Cuyahoga Employment & Family Services
Cleveland, OH

The Cuyahoga Earned Income Tax Credit (EITC) Coalition brings together governmental, private and nonprofit organizations to ensure that qualified families file for and receive the tax credits they are due. Outreach draws low-income working people to free preparation of income-tax returns and filing for their credits. Follow-on credit counseling, financial planning and other services boost recipients' ability to develop assets and gain financial security.



Act to End Hunger: 40 Ways in 5 Years to Make a Difference

Oregon Hunger Relief Task Force
Portland, OR

The Act to End Hunger is a comprehensive statewide plan to end hunger in Oregon by reducing poverty. Since 2004, the plan has made progress on 26 of 40 actions focused on family economic stability, community food security, federal food program expansion and emergency food services. The Act has inspired involvement from the governor, state legislature, state agencies, community-based organizations, media, foundations, schools, businesses and individuals.

Introduction to Sector Workforce Development

*Insight Center for Community
Economic Development*
Oakland, CA

Embraced by many states, local workforce investment boards and the U.S. Department of Labor, industry-focused strategies help sustain industries and improve worker wages, retention and economic security. Hundreds of sector initiatives are under way in more than 20 industries, and can be adapted for any community.

Enhancing Asset Development With Get Checking™

EFD|eFunds Corporation
Duluth, GA

Get Checking™ targets unbanked populations, providing them with skills and knowledge to successfully manage a deposit account. This proven model fosters personal self-sufficiency skills and community involvement. It guarantees graduates access to mainstream financial institutions, ending the cycle of high transaction and loan fees, providing a safe and trustworthy place to increase personal savings.



Turning the Tides: Communities Tap into Strengths and Share Successes

Northwest Area Foundation
St. Paul, MN

The Northwest Area Foundation's Great Strides Award program identifies communities who develop innovative ways to significantly reduce long-term poverty. Westhope, N.D., and Independence, Ore., 2007 winners, have created a better life for citizens, businesses and neighbors through great entrepreneurial spirit and hard work. These communities are models for positive change and local prosperity.

Community Health Workers Improve Access to Health Care: The Somali CHW Program

Minnesota International Health Volunteers
Minneapolis, MN

The Somali Community Health Workers (CHW) Program is a model of community-based health promotion that builds individual and community capacity. CHWs often come from the very communities they serve, quickly building trust and more effectively delivering services. This low-cost model promotes community self-sufficiency through health education, informal counseling, support and advocacy.

Advocating to Improve Wage Standards: Tools You Can Use

JOBS NOW Coalition
St. Paul, MN

JOBS NOW is the largest employment policy coalition of its kind in the United States. The coalition's groundbreaking Job Gap research answers two questions: What is a family-supporting wage in Minnesota? How many jobs pay this kind of wage? The research was used in a successful campaign to raise the state's minimum wage and brought about the creation of an innovative online financial planning tool: the Family Wage and Budget Calculator.

The Promise and Practice of Children's Savings Accounts

Oakland Livingston Human Service Agency
Pontiac, MI

Saving for Education, Entrepreneurship and Downpayment (SEED) accounts are long-term savings and investment accounts established at birth. They are designed to build lifelong assets, teach financial management and promote economic independence. Funds for SEED accounts come from public and private sources and are intended to help finance education, start a small business or buy a home. The Oakland Livingston HSA is piloting this children's savings program and legislation to support it.

Family Assets for Independence in Minnesota (FAIM): A Financial Fitness Model

Greater Twin Cities United Way
Minneapolis, MN

FAIM is a nationally recognized asset-building model for moving people out of poverty. The program is a unique partnership that provides centralized oversight and administration and works through collaborations with asset-building programs throughout the state. FAIM helps people build their financial knowledge, reduce debt, improve credit, prevent foreclosures, access tax credits and public benefits, and establish relationships with mainstream financial services.

Creating a Nationwide Self-Employment Program to Reduce Poverty

CFED
Washington, D.C.

AccountAbility Minnesota (AAM)
St. Paul, MN

The innovative use of tax code and "tax day" can dramatically scale up delivery of financial services and business literacy to millions of low-income startup businesses. AAM works to combat predatory lending and helps businesses receive federal tax credits. CFED's Self-Employment Tax Initiative works with local, community-based nonprofits to develop new models for using the tax code and the annual tax preparation process as a way to provide financial assistance and advice during a startup's early, precarious years.

David vs. Goliath: Advocacy Strategies for Financial Justice

*Community Reinvestment Association of
North Carolina (CRA-NC)*
Durham, NC

Today's predatory lenders offering subprime mortgages, payday loans and refund anticipation loans use federal banking laws to avoid state regulation. CRA-NC's fight against predatory mortgage lending in Durham led to changes in state law, testimony before Congress and protests at bank headquarters from Charlotte to New York. Their successful multiyear campaigns promote wealth-building strategies, such as financial literacy and community reinvestment, through storytelling, street theater, shareholder advocacy, regulatory and legal challenges, and television production and distribution.

Project REALITY!: From Public Assistance to Self-Sufficiency in 18 Months

*Summit County Department of Job
and Family Services*
Akron, OH

Project REALITY! is an innovative demonstration program designed to move families from public assistance to self-sufficiency within 18 months by eliminating the red tape and inherent barriers of the welfare system. Families will develop the skills necessary for independence and self-sufficiency within a "real world" environment that emphasizes money management and personal responsibility.

Grassroots & Groundwork

In just three years, this national conference has become a “must attend” event for service providers, private citizens, policymakers, business and civic leaders, educators, researchers, faith leaders and more – anyone looking for community-focused strategies to reduce poverty.

Grassroots & Groundwork offers:

- **20 break-out sessions** showcasing successful community-focused models and tools for reducing poverty long term – presented by the people who make it happen.
- A half-day Community-Builder Institute featuring **two interactive workshops** with proven processes and activities that communities can use to reduce poverty and grow prosperity.
- **Insightful speakers.**
- **Documentary films** on poverty in America.
- **Online poverty-reduction tools** demonstrated in a daily exhibit hall.
- **Convenient location** near the Mall of America, several of Minnesota’s famed 10,000 lakes with walking and biking trails, picturesque golf courses and other popular Minneapolis attractions.

Register early! The **first 150 registrants** will receive a **free copy** of “Made to Stick: Why Some Ideas Survive and Others Die,” by featured conference speaker Chip Heath. You’ll receive your book when you sign in at the conference so you can ask Mr. Heath to personally sign your copy!

Find out more and register today at **www.grassrootsandgroundwork.org**.
Save \$50! Register by May 15, 2008.

Don’t miss this opportunity to share, learn and connect!