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Move the Mountain and  
aha! Process, Inc.

Presents

**The**

**Circles<sup>TM</sup> Campaign**

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# Typical bridge out of poverty in the United States



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# Cost of raising children in poverty

■ Increased health care	\$170B
■ Increased crime	\$160B
■ Reduced productivity and	
■ <u>Economic output</u>	<u>\$160B</u>
<b>TOTAL</b>	<b>\$500B</b>

Cost to us per child raised in poverty  
\$38,000 per year

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# Pilot Phase of Circles Campaign

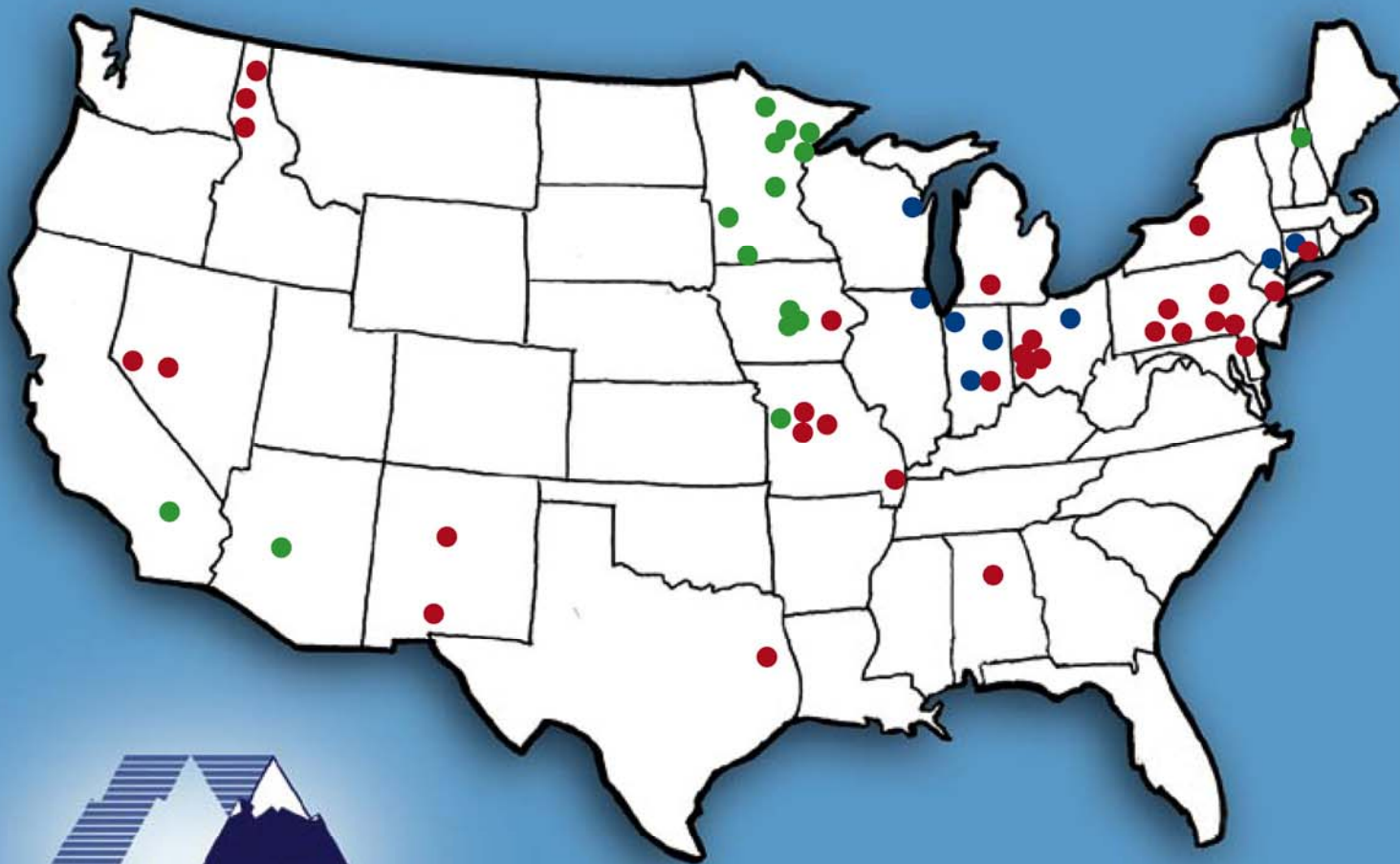
*What does it take for*

**1000**

**Hard-Working, Play-by-the-Rules  
Families**

*to move out of poverty in our nation?*

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**Circles™ Campaign Sites**

State	Communities
Alabama	Birmingham
Connecticut	Waterbury
Idaho	Coeur d'Alene
Idaho	Lewiston-Clarkson
Idaho	Sand Point
Indiana	Muncie
Iowa	Cedar Rapids
Michigan	Battle Creek
Missouri	Columbia
Missouri	Sedalia
Missouri	Marshall
Missouri	Portageville
Nevada	Carson City
Nevada	Lyon County
New Mexico	Las Cruces
New Mexico	Bernalillo
New Jersey	Phillipsburg
New York	Syracuse
Ohio	Columbus
Ohio	Troy
Ohio	Springfield
Ohio	Lima
Pennsylvania	Bucks County
Pennsylvania	Coatesville
Pennsylvania	Fayette County
Pennsylvania	Indiana County
Pennsylvania	Mercer County
Pennsylvania	Gettysburg
Pennsylvania	Westmoreland County
Texas	Longview

*\*Sites who have agreed to pilot the current Circles™ model*

**Independent Sites\*\***

California	Riverside
Arizona	Prescott
Minnesota	International Falls
Minnesota	Grand Rapids
Minnesota	Hibbing
Minnesota	Virginia
Minnesota	Wilmar
Minnesota	Jackson
Minnesota	Duluth
Minnesota	Marshall
Minnesota	Aitkin
Vermont	Burlington
Iowa	Des Moines
Iowa	Ames
Iowa	Altoona
Missouri	Platte City

*\*\*Sites we have helped launch with earlier models*

**Potential Sites\*\*\***

Connecticut	Hartford
Illinois	Zion
Indiana	Bloomington
New York	Ithaca
Ohio	Wooster
Wisconsin	Menominee Tribe

*\*\*\*Sites exploring Circles™ Campaign involvement*

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# Sample List of Investors

The Annie E. Casey Foundation

The Joyce Foundation

Office of Community Services, US Health and Human Services

The Northwest Area Foundation

The Iowa Department of Human Services

The Blandin Foundation

Bremer Banks

Minnesota Community Services Block Grant

Missouri Community Services Block Grant

Minnesota Department of Human Services

Ohio Jobs and Family Services

The Oswald Family Foundation

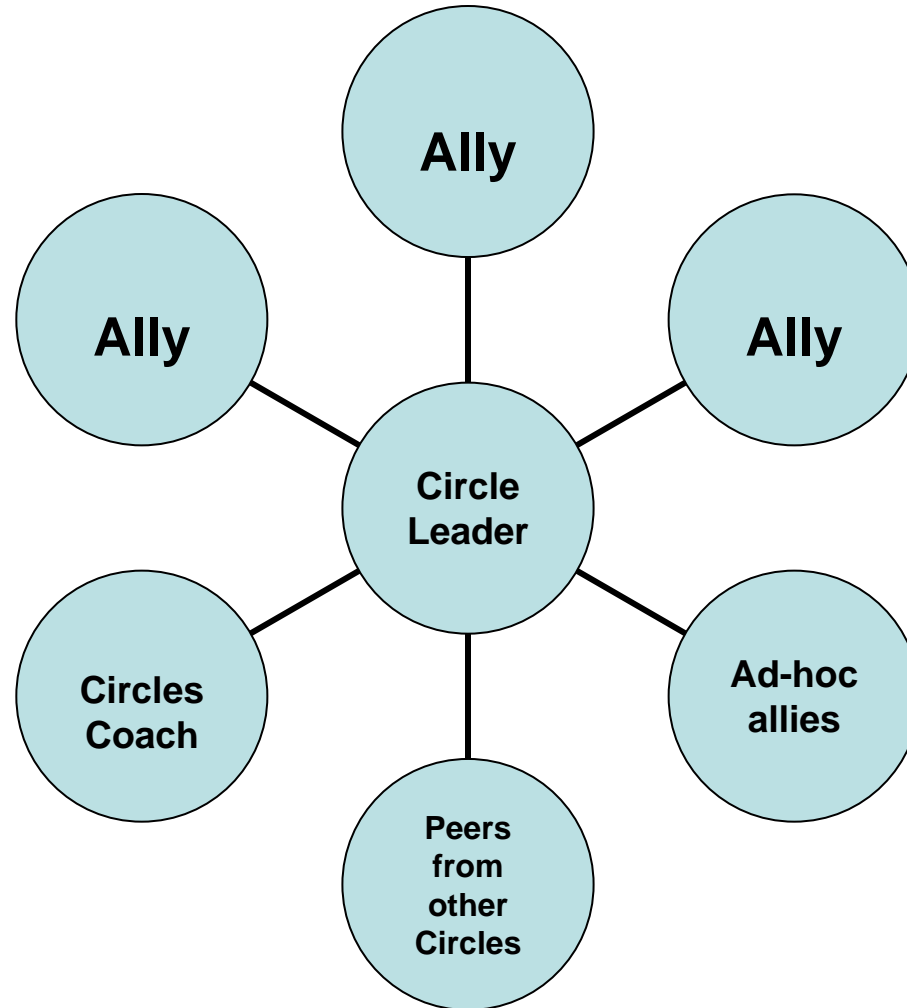
United Way of Central Ohio

Pennsylvania Community Services Block Grant

The Ball Brothers Foundation

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# A Circle is also supported by



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The core of a Circle is 2-4 allies befriending a family leaving poverty



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# Early results from Circle initiatives show

Increased earned income

More education

Reduced welfare benefits

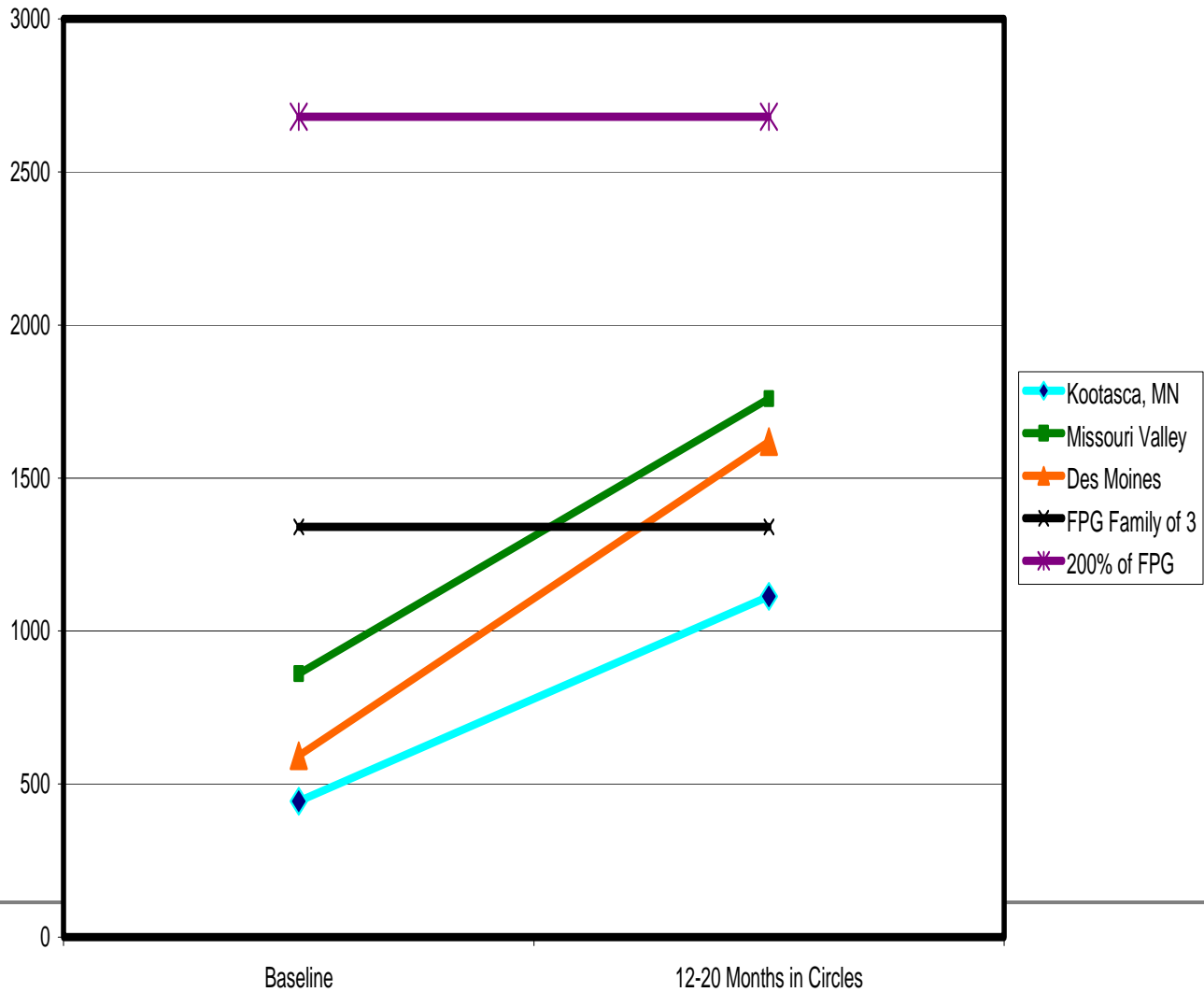
Better transportation, housing, and healthcare

Stronger support system

Better emotional health

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# Change in Average Monthly Income Des Moines, Kootasca, and Missouri Valley Circles



# Basic Needs Budgets

TABLE 1

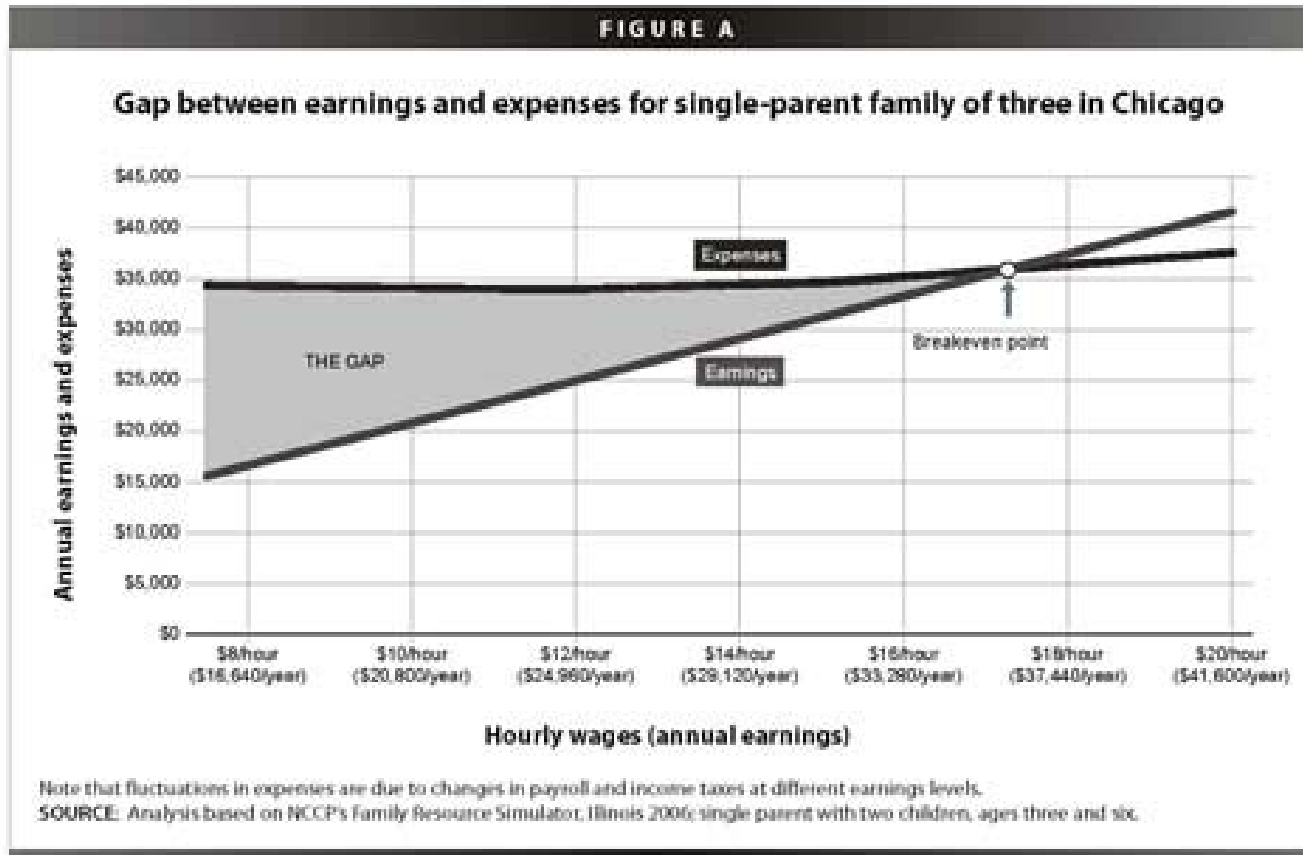
**Basic Needs Budgets for a family of four, in selected urban, suburban, and rural localities\***

	New York, N.Y. (Urban)	Houston, Tx. (Urban)	Aurora, Ill. (Suburban)	Alamosa County, Colo. (Rural)
Rent and utilities	\$13,596	\$ 8,916	\$10,812	\$ 6,228
Food	7,295	7,295	7,295	7,295
Child care	16,896	8,060	9,924	5,481
Health insurance	1,812	2,568	2,212	2,768
Transportation	1,680	3,570	4,618	5,257
Other necessities	5,641	4,377	4,889	3,651
Payroll and income taxes	8,221	716	3,330	775
<b>TOTAL</b>	<b>\$55,140</b>	<b>\$35,502</b>	<b>\$43,079</b>	<b>\$31,455</b>

\*Assumes two-parent family with one preschool-aged and one school-aged child.

**SOURCE:** NCCP analysis of raw data derived from the Family Resource Simulator. Results based on the following assumptions: family has one preschool-aged child and one school-aged child; children are in center-based care settings while their parent(s) work (the older child is in after-school care); family members have access to employer-based health insurance.

# Bridging the Gap



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Research emphasizes it takes

**Social capital  
and education**

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# DRIVING FORCES

## **POVERTY**

Survival, relationships,  
entertainment

## **MIDDLE CLASS**

Work, achievement

## **WEALTH**

Financial, political, social  
connections



# TIME

## **POVERTY**

Present most important

Decisions made for the moment based on feelings or survival

## **MIDDLE CLASS**

Future most important

Decisions made against future ramifications

## **WEALTH**

Traditions and history most important

Decisions made partially on basis of tradition/decorum

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# DESTINY

## **POVERTY**

Believes in fate

Cannot do much to mitigate chance

## **MIDDLE CLASS**

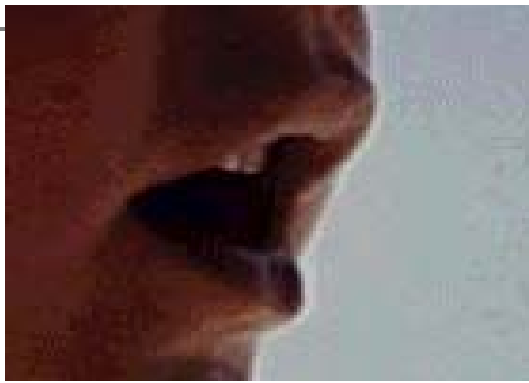
Believes in choice

Can change future with good choices now

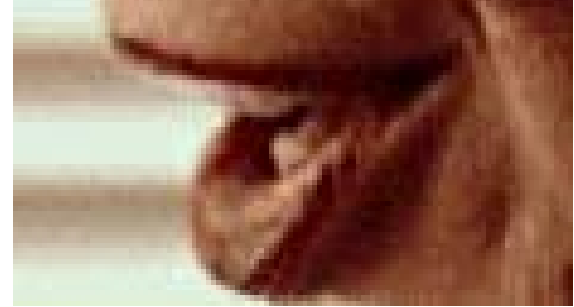
## **WEALTH**

Noblesse oblige

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# LANGUAGE



## **POVERTY**

Casual register

Language is about survival

## **MIDDLE CLASS**

Formal register

Language is about negotiation

## **WEALTH**

Formal register

Language is about networking

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But It Takes More Than Individual  
Change

Community Must Change

Agencies Must Change

Policy Must Change

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# Community Sustainability Grid—Shared Action to End Poverty

	<b>Individual Behavior</b>	<b>Human &amp; Social Capital</b>	<b>Exploitation</b>	<b>Political – Economic Structures</b>
<b>Individual Action</b>				
<b>Agency Action</b>				
<b>Community Action</b>				
<b>Policy</b>				

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# To Ultimately End Poverty

The Community's Mindset Must Change

Which changes the goals

And the rules

And the outcomes

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# The Community's Mindset

From

*Some poverty is normal and tolerable*

To

*No poverty is tolerable or necessary*

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# The Community's Mindset

From

*The full responsibility lies with the individual*

To

*The responsibility is shared with individual,  
community and government*

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# The Community's Goals

From

*Providing piecemeal assistance*

To

*Helping people completely out of poverty*

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# Agencies change

From

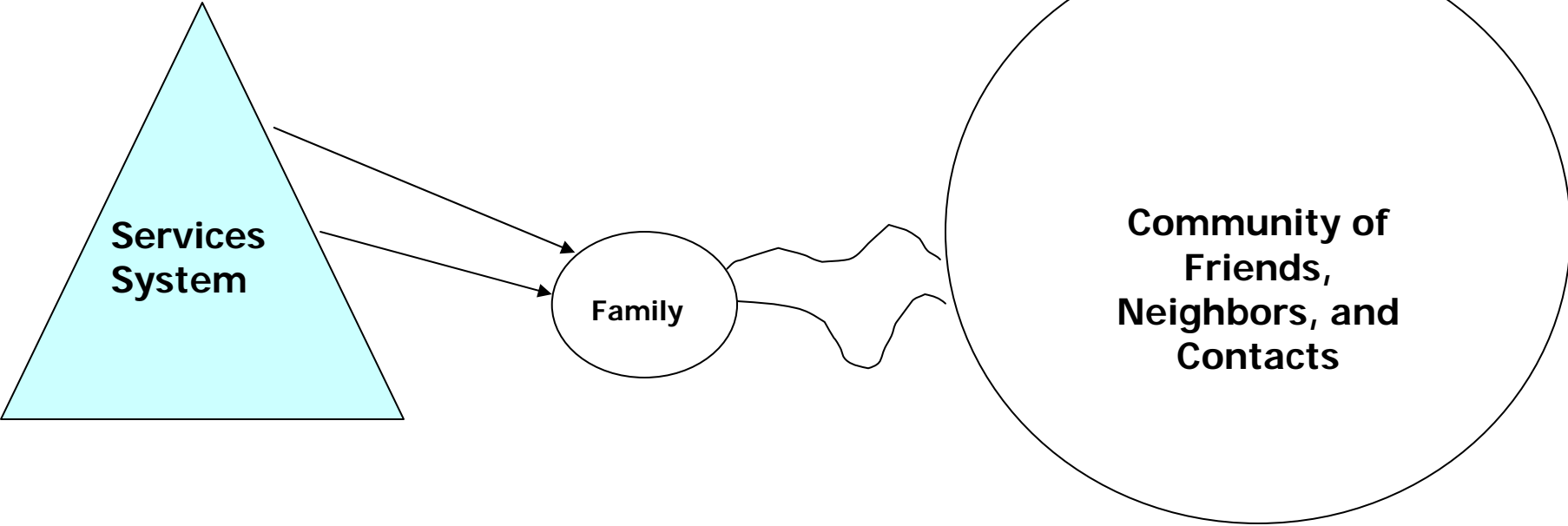
We will deliver services to you on behalf of the  
community

To

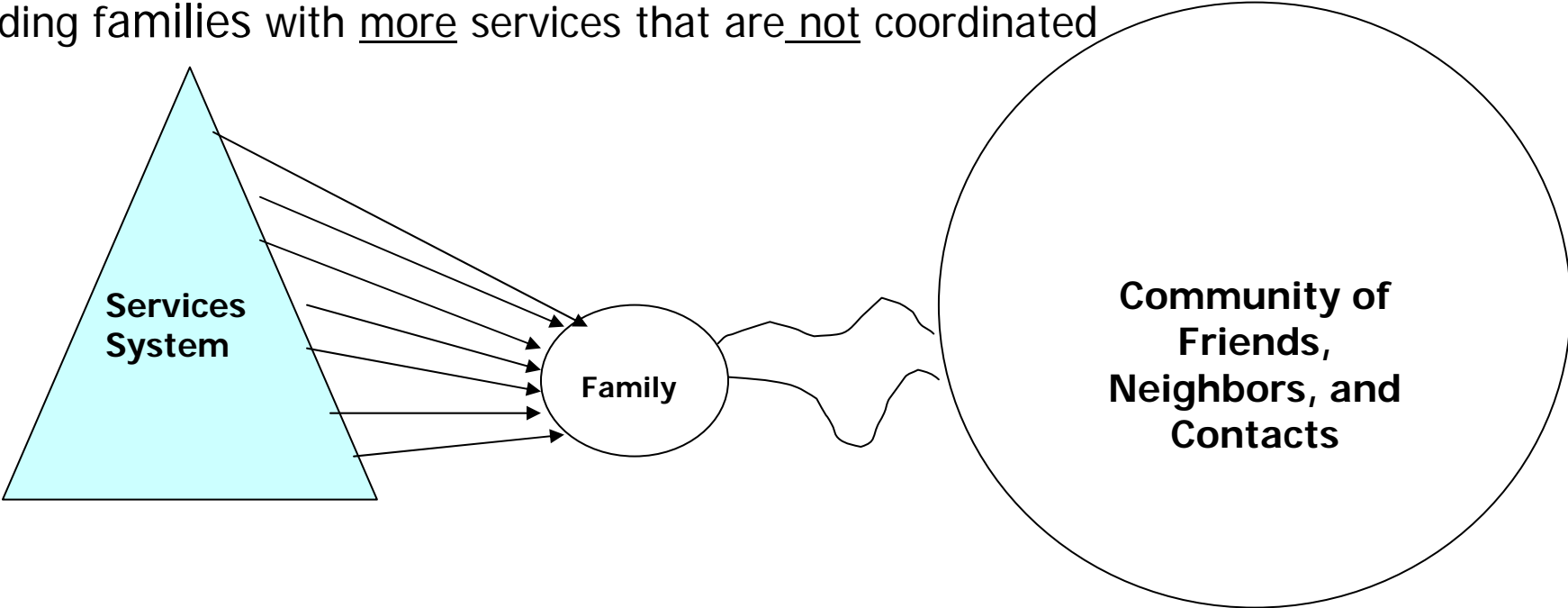
We will help you build community around your  
family and neighborhood so you reach your  
dreams

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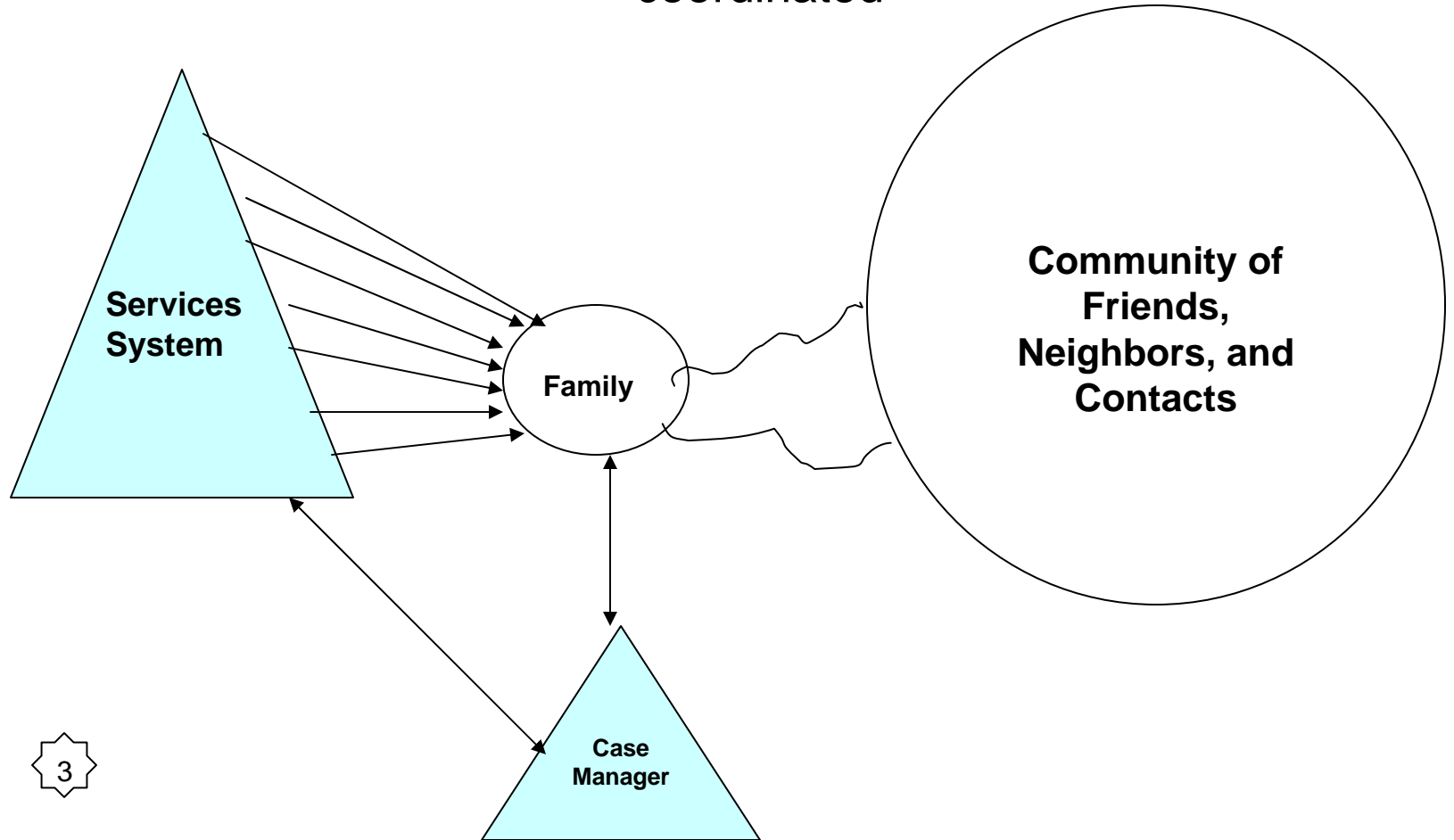
Providing families with services that are not coordinated



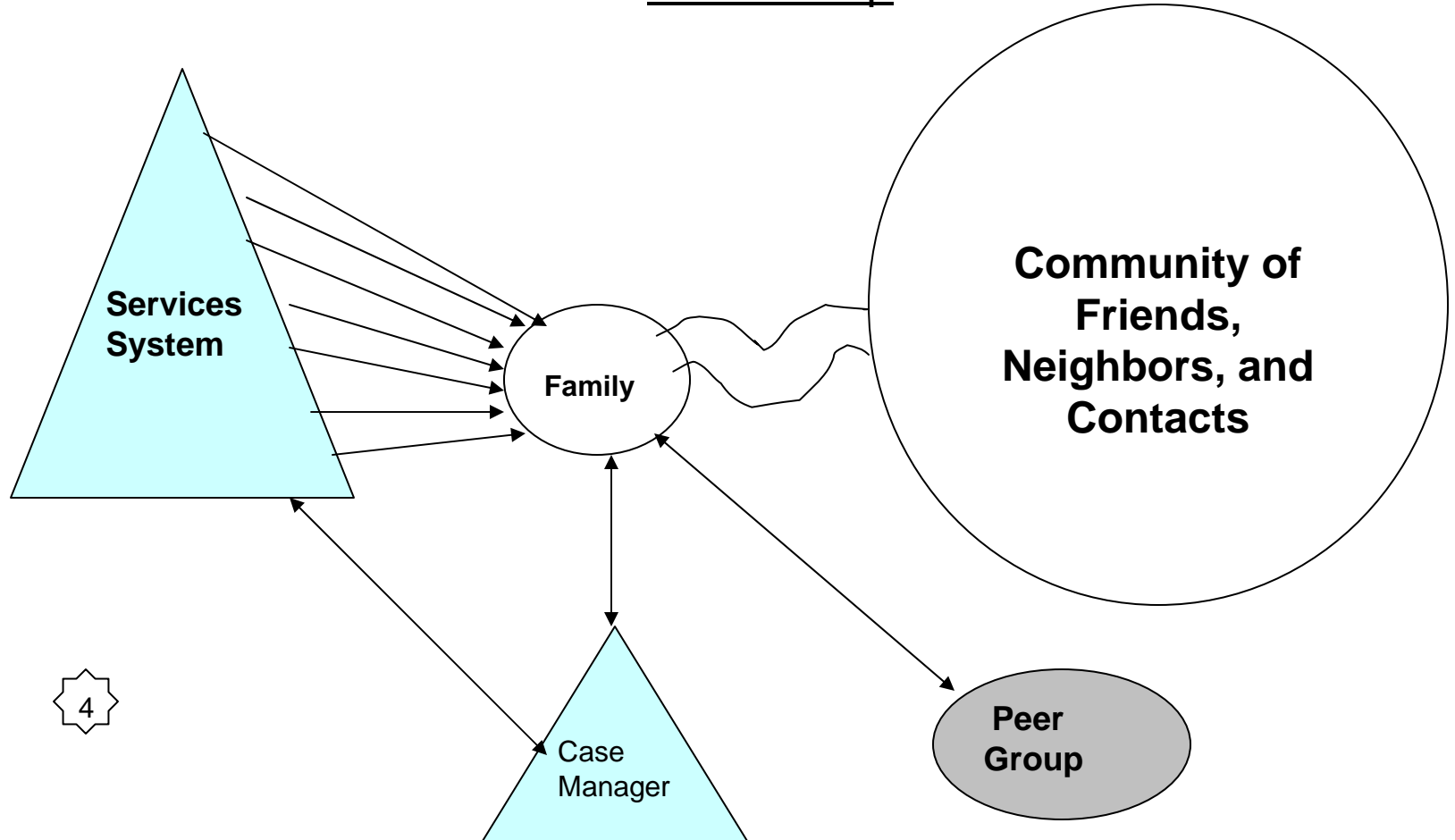
Providing families with more services that are not coordinated



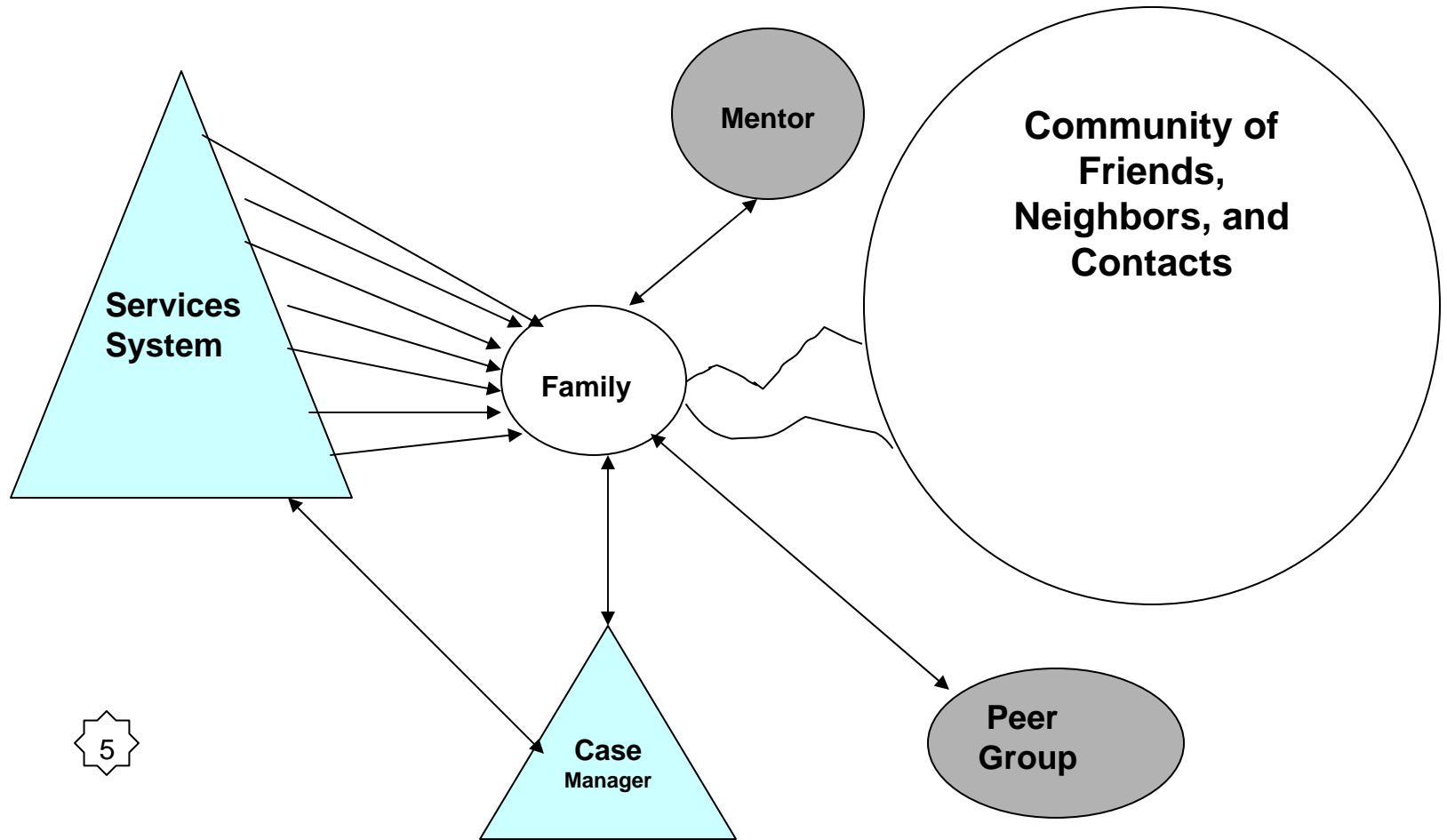
Providing families with services that are  
coordinated



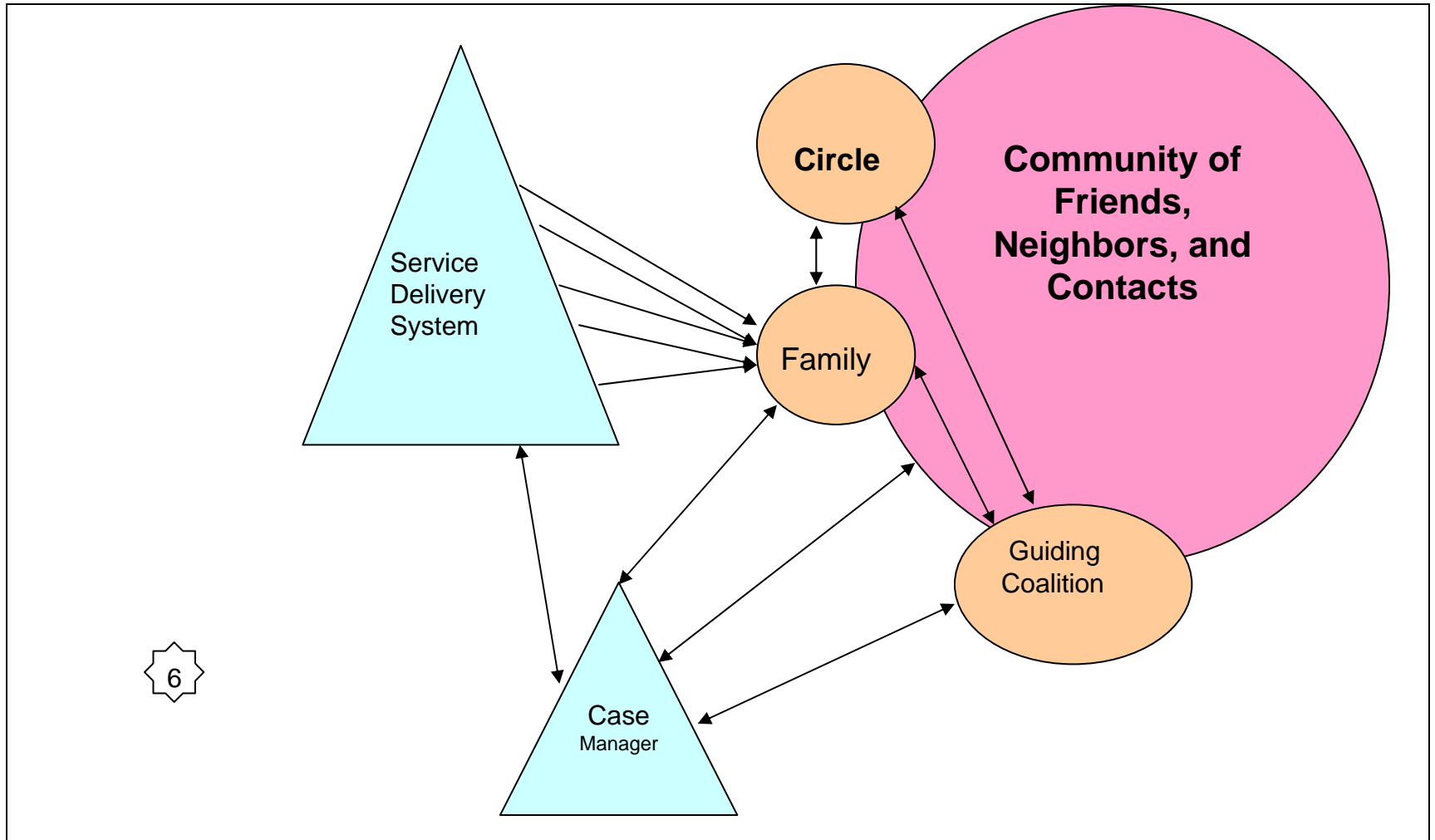
Providing families with services that are coordinated  
and a Peer Group



Providing families with coordinated services, a peer group,  
And mentor



# Providing families with coordinated services and enduring community relationships



**Features****Case management****Self-Sufficiency focused case management****Circles**

Case management focused on crisis intervention and simple goal setting



Referrals to job training and education



Self-sufficiency as goal focused on increasing earned income



Community building—weekly gatherings



Circle with up to 3 allies



Revolving Loans



Donated Cars



Financial Literacy



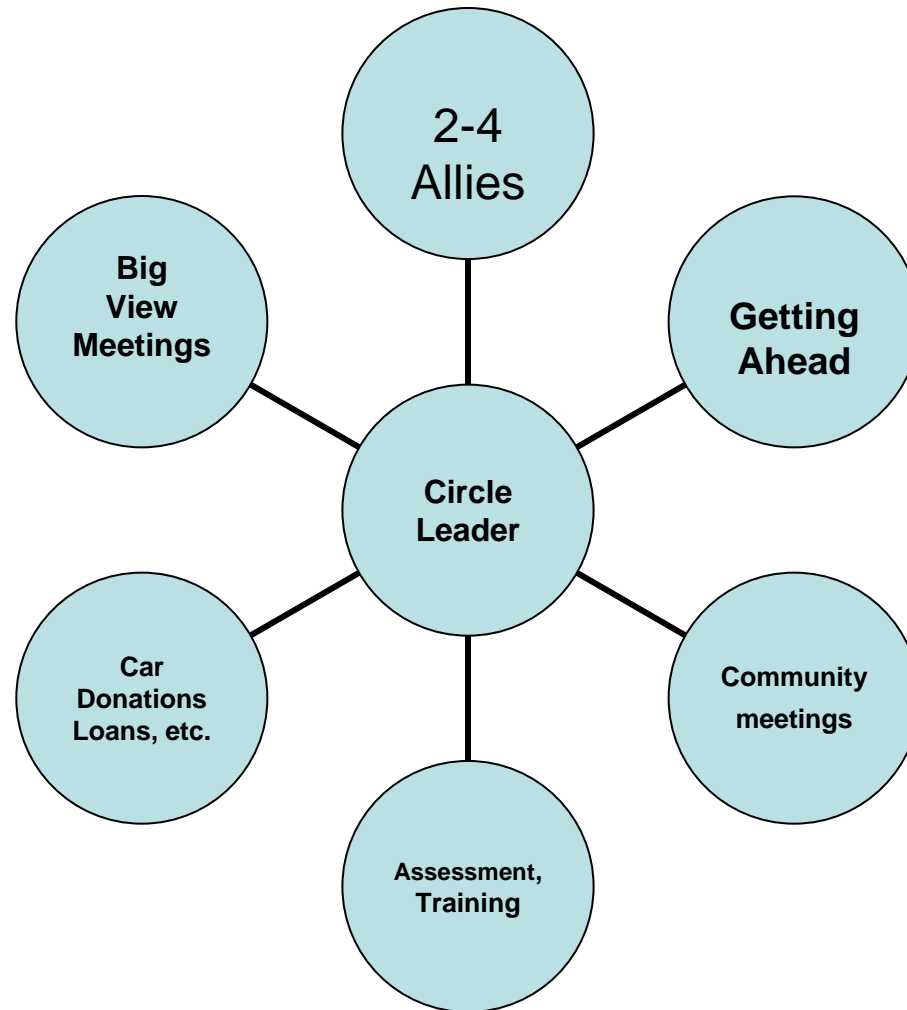
Individual Development Accounts (Matched savings programs)



Community organizing to reduce system barriers



# Features of the Circles™ Model



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# Feature 1

## Getting Ahead

15-week Self-Sufficiency Planning Process

Preparation for Circles

Community Assessment on Poverty

Problem Solving at the Community Level

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**Getting Ahead**  
**Building Your Resources**  
**in a Just-Gettin'-By World**  
**for a Better Life**



PHILIP E. DeVOL

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Feature Two  
**Bridges Out of Poverty**

Mental models

Hidden rules of class

Common language

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# Feature Three

## Weekly Community Meetings



# Feature Four

## Circles



# Feature Five

## Big View Meetings



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# Feature Six

## **Other Resources**

Car Donations

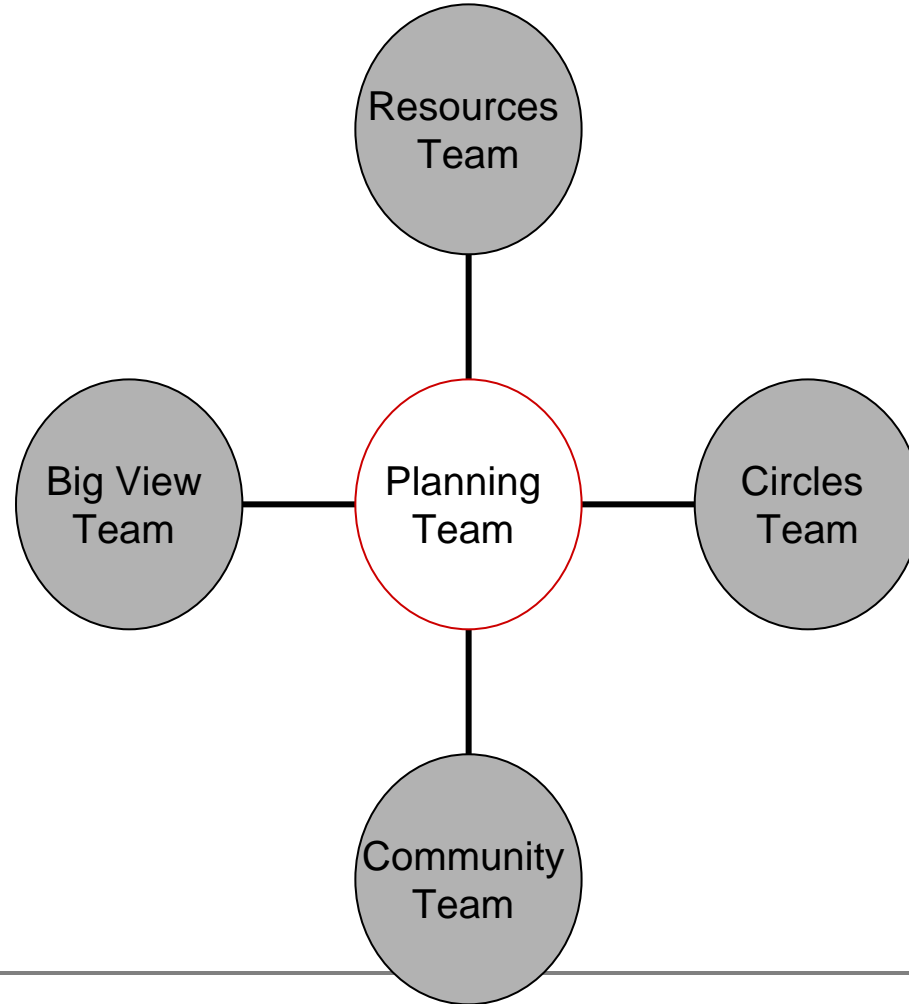
Revolving Loans

Matched Savings Programs (IDAs)

Job Coaching

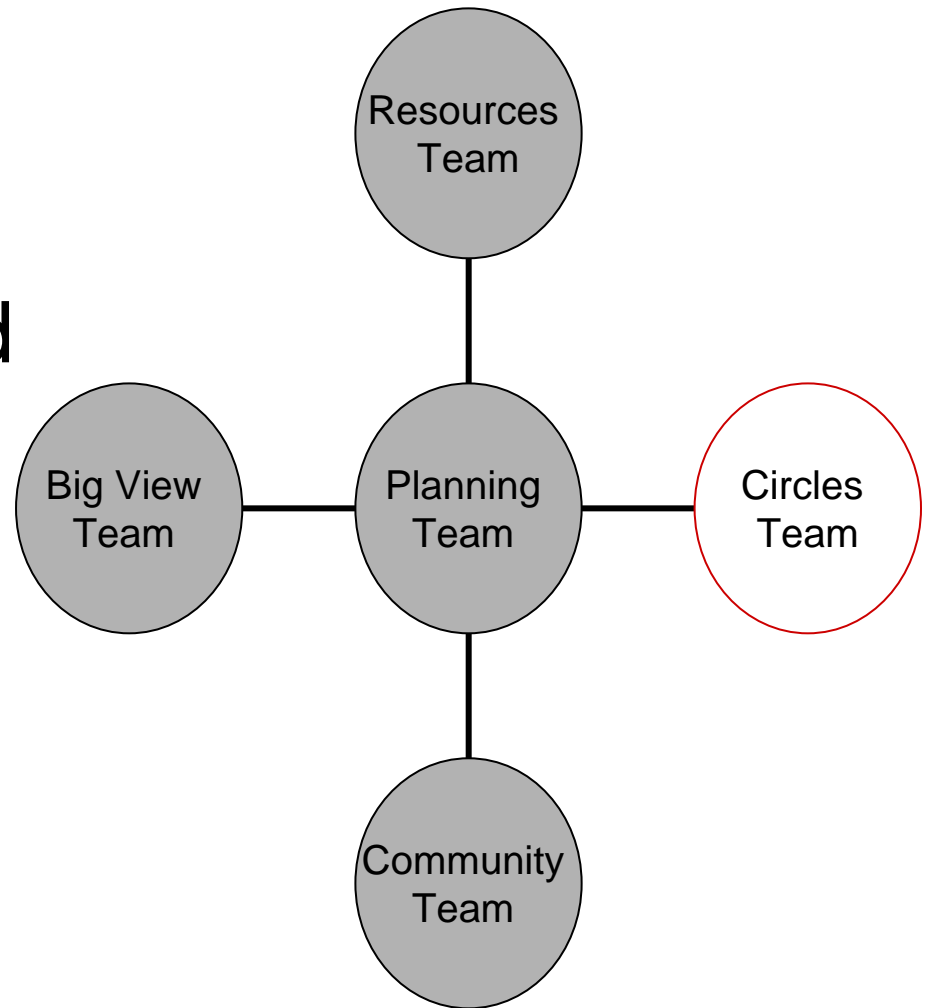
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# A lead agency supports the Guiding Coalition through the Planning Team



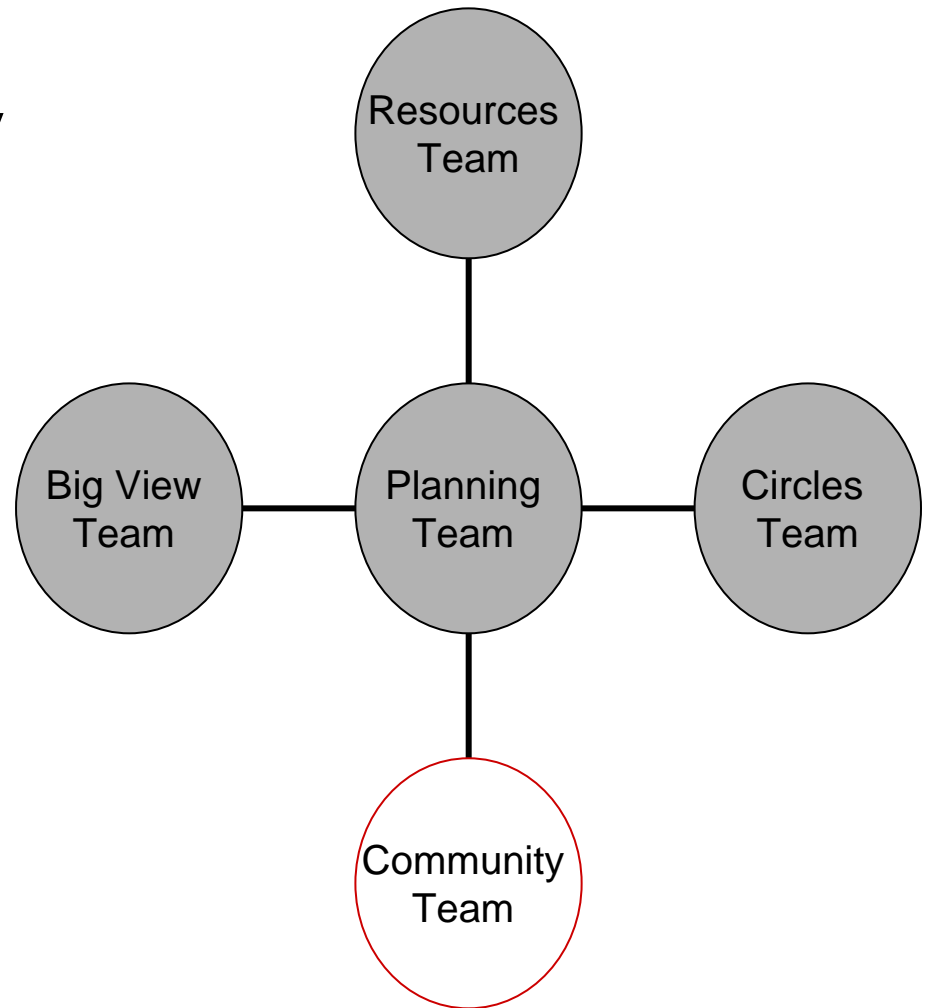
# Circles Team

- Recruits, trains, and supports Circles leaders and allies



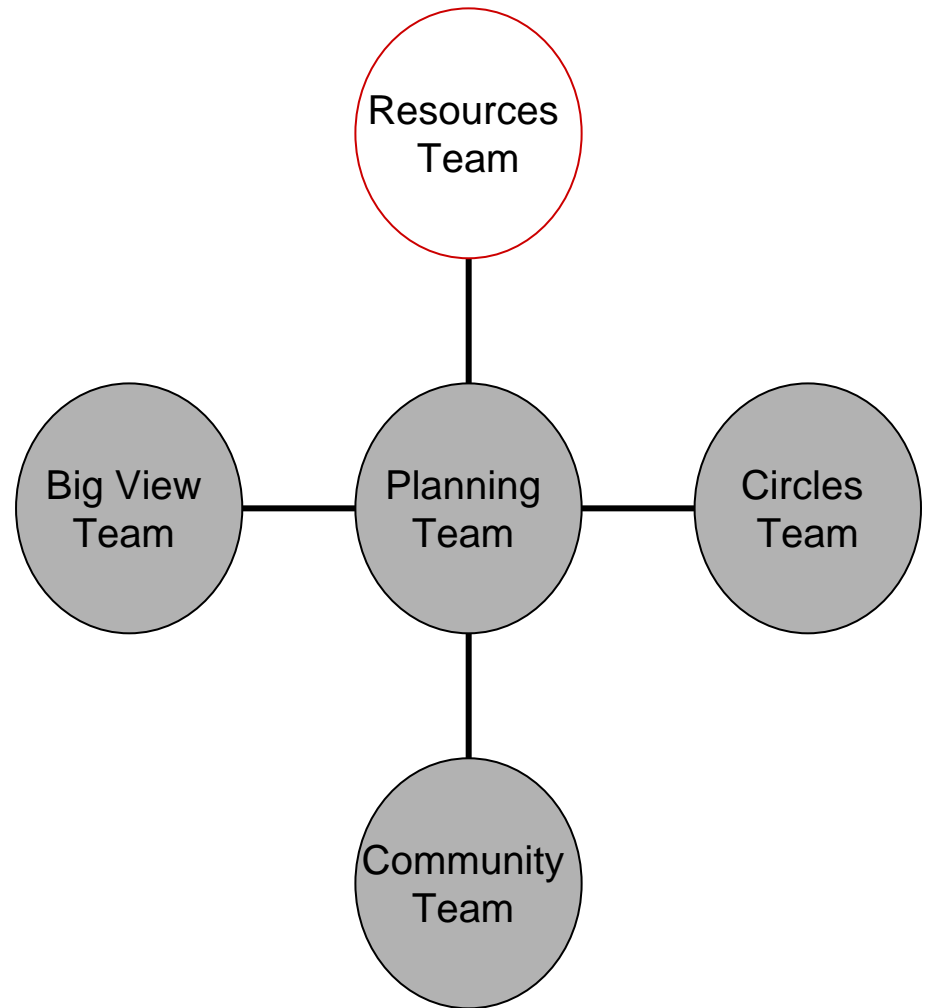
# Community Team

- Ensure that weekly meetings provide community and support for goals



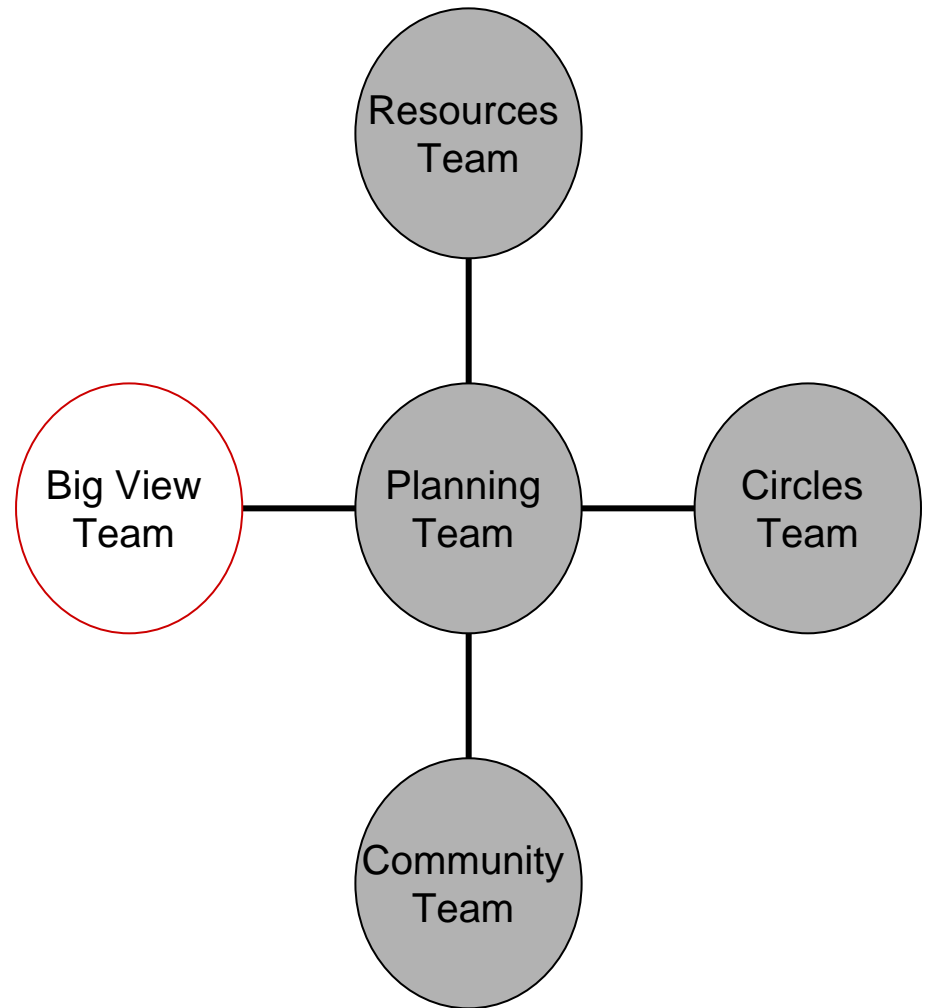
# Resource Team

- Make sure the Circles initiative has enough money, donations, and other resources to help people reach their goals



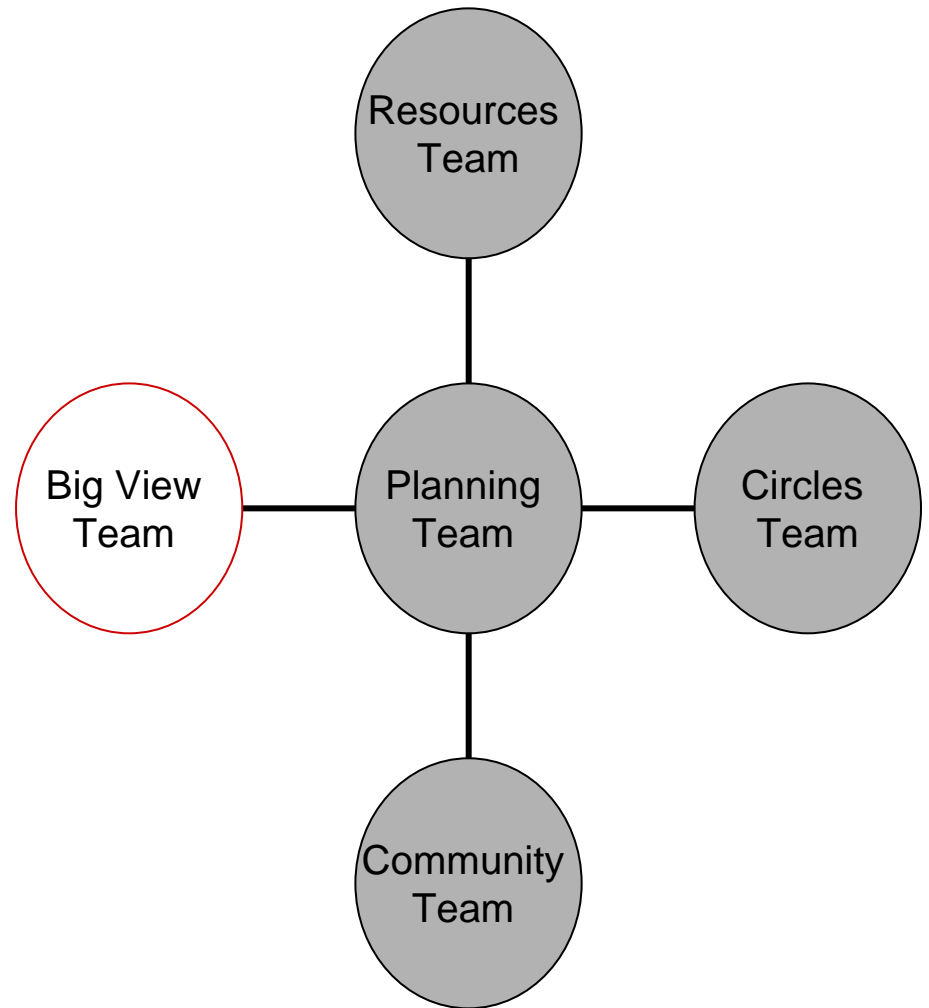
# Big View Team

- Make sure that the community and systemic barriers that people encounter are acted upon by the larger community and systems



# Big View Team

- To use the stories of Circles to change the mindset of the public so that people want to help end poverty



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# Criteria for getting involved in the Circles Campaign

Strong Local Lead Organization

National Campaign Membership

Model Fidelity and Research

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It's all about relationships!

