

# Recognizing 60 Years of Community Action!

## *Community Action Association of Region VI*



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# The Promise Of Community Action

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*Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.*

Community Action

# VALUES



We believe all people should be treated with dignity and respect and recognize that structural race, gender, and other inequities remain barriers that must be addressed.

Community Action Month

Community Action

VALUES



We believe that this nation has the capacity and moral obligation to ensure that no one is forced to endure the hardships of poverty.

Community  
60 Year

Community Action Month

Community Action

VALUES



We believe that with hope, adequate resources and opportunities, everyone can reach their fullest potential, and we are committed to achieving that vision.

Community Action Month

Community Action

VALUES



We pledge ourselves to creating an environment that pursues innovation and excellence through multi-sector partnership and collaboration.

60  
Community  
60 Year

**“The opposite of poverty isn’t wealth.  
The opposite of poverty is justice”  
Bryan Stevenson**

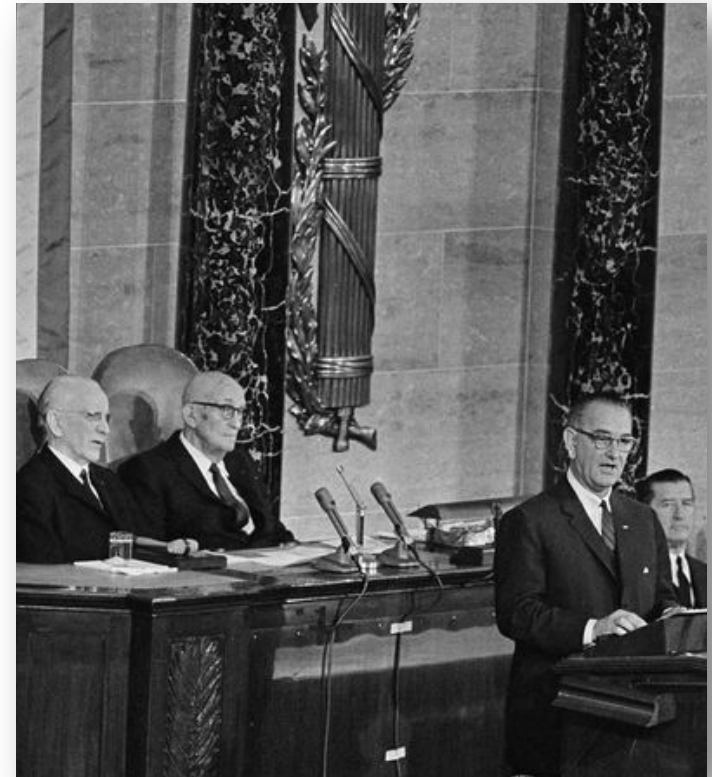


# President Lyndon B. Johnson

*“The administration today, here and now, declares unconditional war on poverty in America, and I urge this Congress and all Americans to join me in that effort. It will not be a short or easy struggle, no single weapon or strategy will suffice, but we shall not rest until that war is won.*

*The richest nation on earth can afford to win it. We cannot afford to lose it.”*

*-State of the Union, January 8, 1964*



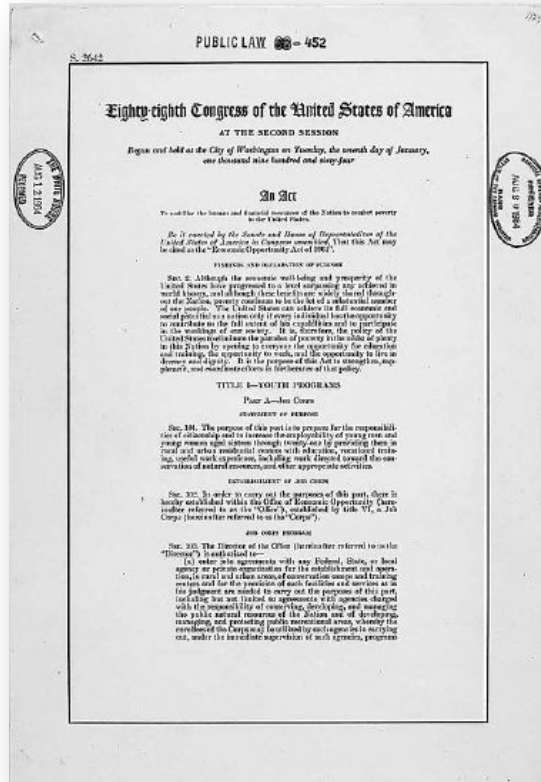


# President Lyndon B. Johnson

"It is, therefore, the policy of the United States to **eliminate the paradox of poverty in the midst of plenty** in this Nation by opening to everyone the opportunity for education and training, the opportunity to work, and the opportunity to live in decency and dignity."



# August 1964-Signing of the Economic Opportunity Act



# Foundation of Community Action

## Economic Opportunity Act of 1964

“Although the economic well-being and prosperity of the United States have progressed to a level surpassing any achieved in world history, and although these benefits are widely shared throughout the Nation, poverty continues to be the lot of a substantial number of our people. The United States can achieve its full economic and social potential as a nation **only if every individual has the opportunity to contribute to the full extent of his capabilities and to participate in the workings of our society.** It is, therefore, the policy of the United States to eliminate the ***paradox of poverty in the midst of plenty*** in this Nation by opening to everyone the opportunity for education and training, the opportunity to work, and the Opportunity to live in decency and dignity.

It is the purpose of this Act to Strengthen, Supplement, and Coordinate efforts in furtherance of that policy.”



# 1963-1968

- November 22, 1963 - President Kennedy assassinated; Vice President Lyndon B. Johnson assumes the U.S. Presidency
- January 8, 1964 - President Johnson's State of the **Union Address declares War on Poverty**
- July 2, 1964 - **Civil Rights Act of 1964** (P.L. 88-352) signed into law by President Johnson
- August 20, 1964 - The **Economic Opportunity Act** of 1964 (P.L. 88-452) **created Community Action Agencies** to coordinate local antipoverty efforts and funds programs such as Head Start, Job Corps, Community Health Centers, Upward Bound, the Work Experience Program, Neighborhood Youth Corps, Volunteers in Service to America (VISTA), Legal Services, and federal work study programs.

*Source: Legacies of the War on Poverty, Edited by Martha J. Bailey and Sheldon Danziger  
Russell Sage Foundation, 2013*

# 1963-1968

- August 31, 1964 - The **Food Stamp Act of 1964** (P.L. 88-525) creates a permanent, national program out of the food stamps pilot program begun in 1961.
- November 3, 1964 - Lyndon Johnson wins landslide victory in Presidential Election.
- April 11, 1965 - The **Elementary and Secondary Education Act of 1965** (P.L. 89-10) signed into law. Title I distributes funding to schools and districts with high percentages of students from low-income families
- April 26, 1965 - The **Manpower Act of 1965** (P.L. 89-15) expanded funding under the 1962 Manpower Development and Training Act to retrain displaced workers
- July 14, 1965 - The **Older Americans Act of 1965** (P.L. 89-73) provides for grants to help fund various support services such as caregiver support, nutritional services, and social services.
- July 30, 1965 **Medicare and Medicaid** are signed into law as part of the 1965 Amendments to the Social Security Act (P.L. 89-97)

*Source: Legacies of the War on Poverty, Edited by Martha J. Bailey and Sheldon Danziger  
Russell Sage Foundation, 2013*

# 1963-1968

- August 6, 1965 - The **Voting Rights Act** (P.L. 89-110) abolished literacy tests and other barriers used by state and local governments to disenfranchise voters
- August 10, 1965 - The **Housing and Urban Development Act** (P.L. 89-117) created the Department of Housing and Urban Development
- November 8, 1965 - The **Higher Education Act** of 1965 (P.L. 89-329) created federal loan programs including the Educational Opportunity Grant and Guaranteed Student Loan. It also created the college preparatory program, Talent Search.
- September 30, 1966 - The **1966 Amendments to the Fair Labor Standards Acts** increased minimum wage from \$1.25 to \$1.60 by 1968 and extended coverage to public schools, nursing homes, laundries, and construction and farm workers and large farms.
- October 11, 1966 - The **Child Nutrition Act** of 1966 (P.L. 89-642) increased funding for school lunches and created a school breakfast program.
- November 3, 1966 - The **Demonstration Cities and Metropolitan Development Act** (P.L. 89-754) initiated the Model Cities Program.
- January 2, 1968 - 1967 **Social Security Amendments** (P.L. 90-248) dramatically increased Social Security benefits, mandated work incentive programs for AFDC recipients.
- April 11, 1968 - **Title VIII of the Civil Rights Act** of 1968 (known as the **Fair Housing Act**), prohibited discrimination in the sale, financing, or leasing of housing

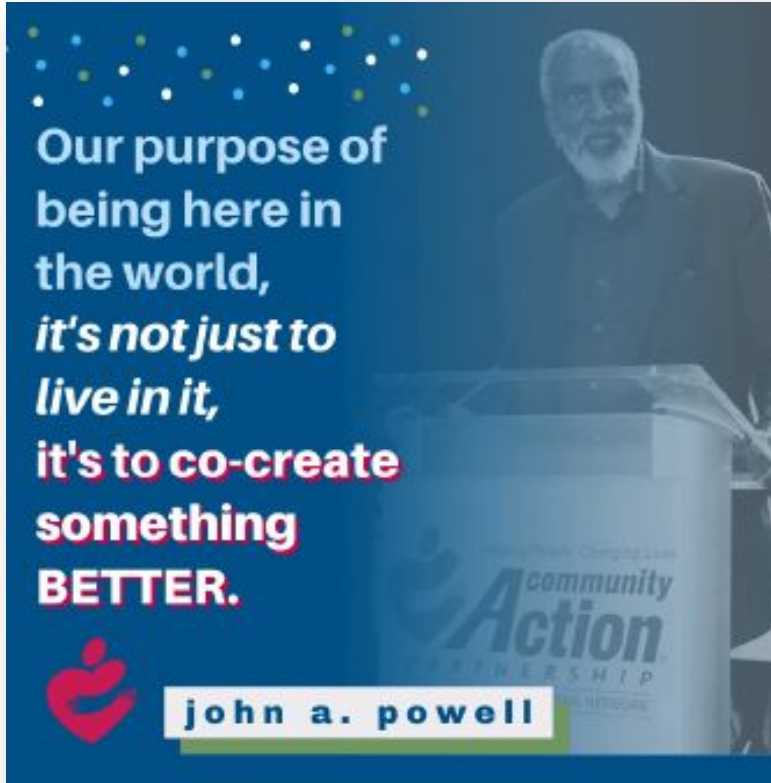
*Source: Legacies of the War on Poverty, Edited by Martha J. Bailey and Sheldon Danziger  
Russell Sage Foundation, 2013*

# For 60 Years...


- The nation's Community Action Network has **inspired a spirit of hope**, helped millions of people each year change their lives, and improved communities all across America.
- The Community Action vision remains clear—we believe in a nation that creates opportunities for **all people to thrive**, builds strong, resilient communities, and ensures a more equitable society



# For 60 Years...



Our purpose of being here in the world, *it's not just to live in it, it's to co-create something BETTER.*


 **john a. powell**

- Community Action **co-designs services and strategies** with individuals who have lived poverty experience.



# For 60 Years...

- Community Action **strategies and solutions have evolved** as the needs of individuals and communities changed.
- Community Action is experienced; we are experts in **advancing opportunity** by coordinating federal, state, local, and private resources to achieve results for people and communities



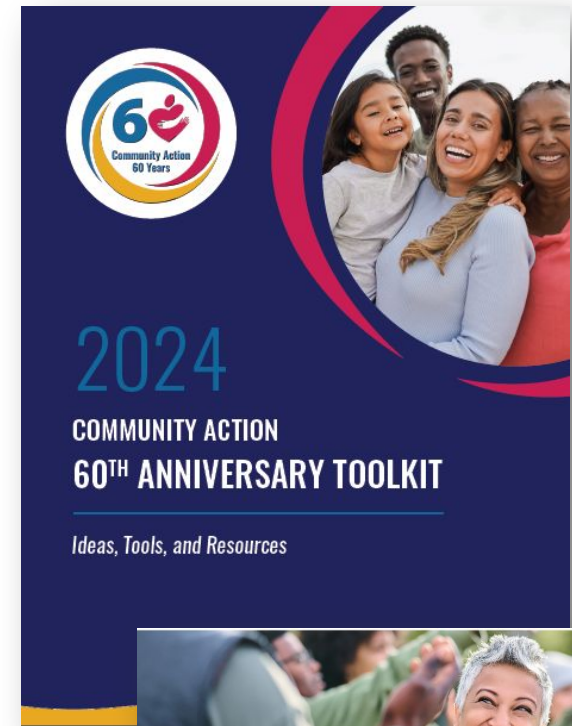
If we want to have a river of change, we need to make sure that we're flowing together; **we need to make sure that what we're trying to do is support one another.**



manuel pastor

# How will you and your CAA engage in 60<sup>th</sup> Anniversary of Community Action?

- Staff and Board Appreciation
- Sharing Impact
- Engaging the Community
- Prepare for CCAP
- Commit to the Refreshed Community Action Code of Ethics
- Review the 60<sup>th</sup> Anniversary Toolkit for ideas!



# Community Action Code of Ethics



## Remain Focused on Mission

- Recognize the chief function of the Community Action movement at all times is to **serve the best interests of people with lower incomes** which, in turn, serves the best interests of the entire community. Seek to **empower people and revitalize communities**. Engage in activities that move us closer to mission achievement and further our positive outcomes.

## Be Outspoken Advocates and Educators

- Actively **inform the community and decision-makers** about issues affecting those with lower-incomes. **Courageously confront and dismantle myths** about social and economic inequality. Participate in promoting policies that support social and economic mobility, which reinforce the values of an equitable society.

# Community Action Code of Ethics



## Inspire Confidence and Trust in the Community Action Movement

- Lead and serve with **professional competence** and be up to date on **emerging issues** in our field. Practice the highest standards of personal integrity, confidentiality, respect, honesty, and fortitude in all we say and do. Bravely confront any behavior or practice that could erode public trust in Community Action or disregard the struggle of people living with low incomes.

## Practice Service Above Self

- Acknowledge service to the mission, vision and collective values of Community Action is **beyond service to oneself**. Avoid real and perceived **conflicts of interest** and ensure undue personal gain is not realized from the performance of professional duties.

# Community Action Code of Ethics



## Be Leaders, Support Leaders, and Create Leaders

- **Actively engage people with low incomes** in realizing and developing their own leadership skills. **Respect and support other leaders**, particularly the Community Action board of directors, by providing facts and advice as a basis for policy decisions and upholding and dutifully implementing policies adopted by the board. Personally practice open-mindedness, effective communication, inclusiveness, and self-care. Encourage and facilitate the professional and personal development of associates.

## Strive for Performance Excellence

- Habitually opt for **moving beyond mere compliance**. Exercise our influence to inspire excellence through implementation of best practices, maximizing efficiencies, practicing innovation, providing outstanding, trauma-informed customer service, and honestly and robustly evaluating the outcomes of our work.

# 60<sup>th</sup> Swag Store

Home

Shop All



Scan me!



60th Anniversary Fleece Jacket  
\$50.00



60th Anniversary (White Logo) Water  
Bottle  
\$25.00



60th Anniversary Sports Pullover  
\$45.00



60th Anniversary Polo Shirt  
\$25.00



60th Anniversary Ceramic Mug  
\$10.00

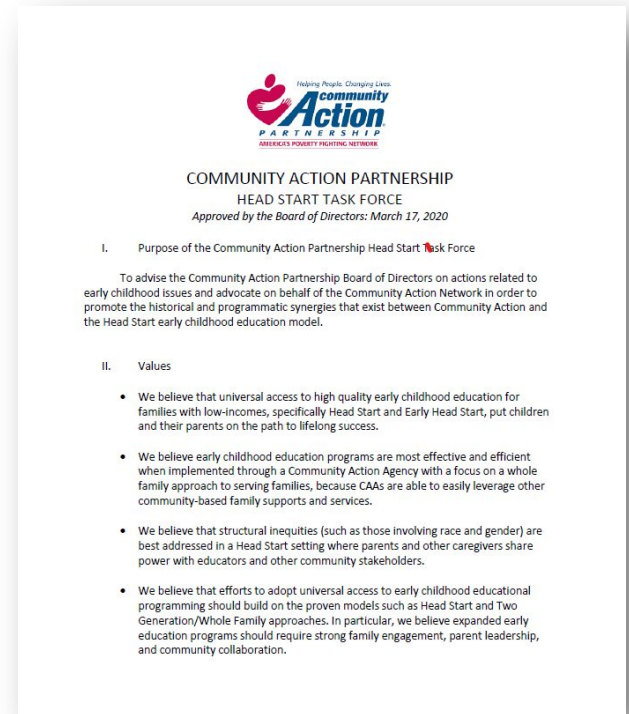


60th Anniversary Lapel Pin  
\$5.00

<https://community-action-partnership.square.site/>

# NCAP Head Start Task Force

- PURPOSE:
  - Advise the NCAP Board of Directors on actions related to early childhood issues
  - Advocate on behalf of the Community Action Network in order to promote the historical and programmatic synergies that exist between Community Action and the Head Start early childhood education model.
- Key Staff: Ryan Gelman
  - [rgelman@communityactionpartnership.com](mailto:rgelman@communityactionpartnership.com)



# Community Action Response



## NCAP, CAPLAW, NCAF, and 250+ Community Action Agencies and Associations

January 19, 2024

Office of Head Start  
Attn: Director of Policy and Planning  
330 C Street SW, 4th Floor  
Washington, DC 20201

**Re: Supporting the Head Start Workforce and Consistent Quality Programming (RIN: 0970-AD01)**

Director of Policy and Planning:

The National Community Action Partnership (NCAP), Community Action Program Legal Services, Inc. (CAPLAW), National Community Action Foundation (NCAF), the National Community Action Head Start Task Force, and the over 250 undersigned Community Action organizations write in response to the Office of Head Start's (OHS) notice of proposed rulemaking (NPRM) to update the Head Start Program Performance Standards (HSPPS), entitled "Supporting the Head Start Workforce and Consistent Quality Programming," which was published in the Federal Register on November 20, 2023.<sup>1</sup>

The Community Action Network (Network) is a group of more than 1,000 Community Action Agencies (CAA), state associations, and national partner organizations connecting millions of children and families to greater opportunity, transforming their lives, and strengthening our communities and our nation. CAAs serve 99% of counties in 50 states, the District of Columbia, and Puerto Rico, and annually impact the lives of 8.7 million people experiencing low incomes annually, including 4.4 million families, and nearly one million children under five.<sup>2</sup> Each year, the Network leverages about \$770 million in core funding from the Community Services Block Grant (CSBG) into nearly \$10 billion in public and private resources to assess and address the specific needs of each community. For nearly six decades, CAAs have developed and implemented a robust array of programs and services, uniquely bundled in response to each community's respective needs and resources. CAA programs and services often include Head Start<sup>3</sup>, housing services, weatherization programs, heating and cooling assistance, transportation services, nutrition assistance, tax preparation services, workforce and job training, water assistance, mental health services, broadband access, senior services, and civic engagement initiatives.

<sup>1</sup> Supporting the Head Start Workforce and Consistent Quality Programming, 88 Fed. Reg. 80,818 (proposed Nov. 20, 2023) (to be codified at 45 C.F.R. pts. 1301-5).

<sup>2</sup> Office of Community Services, *FY2021 CSBG Fact Sheet* (2022), available at <https://ocsannualreport.acf.hhs.gov/annual/csbg-fact-sheet>.

<sup>3</sup> For purposes of this comment, the term Head Start means any program authorized under the Head Start Act (42 U.S.C. § 9801 et seq.).



Scan me!



# Community Action Response Overview

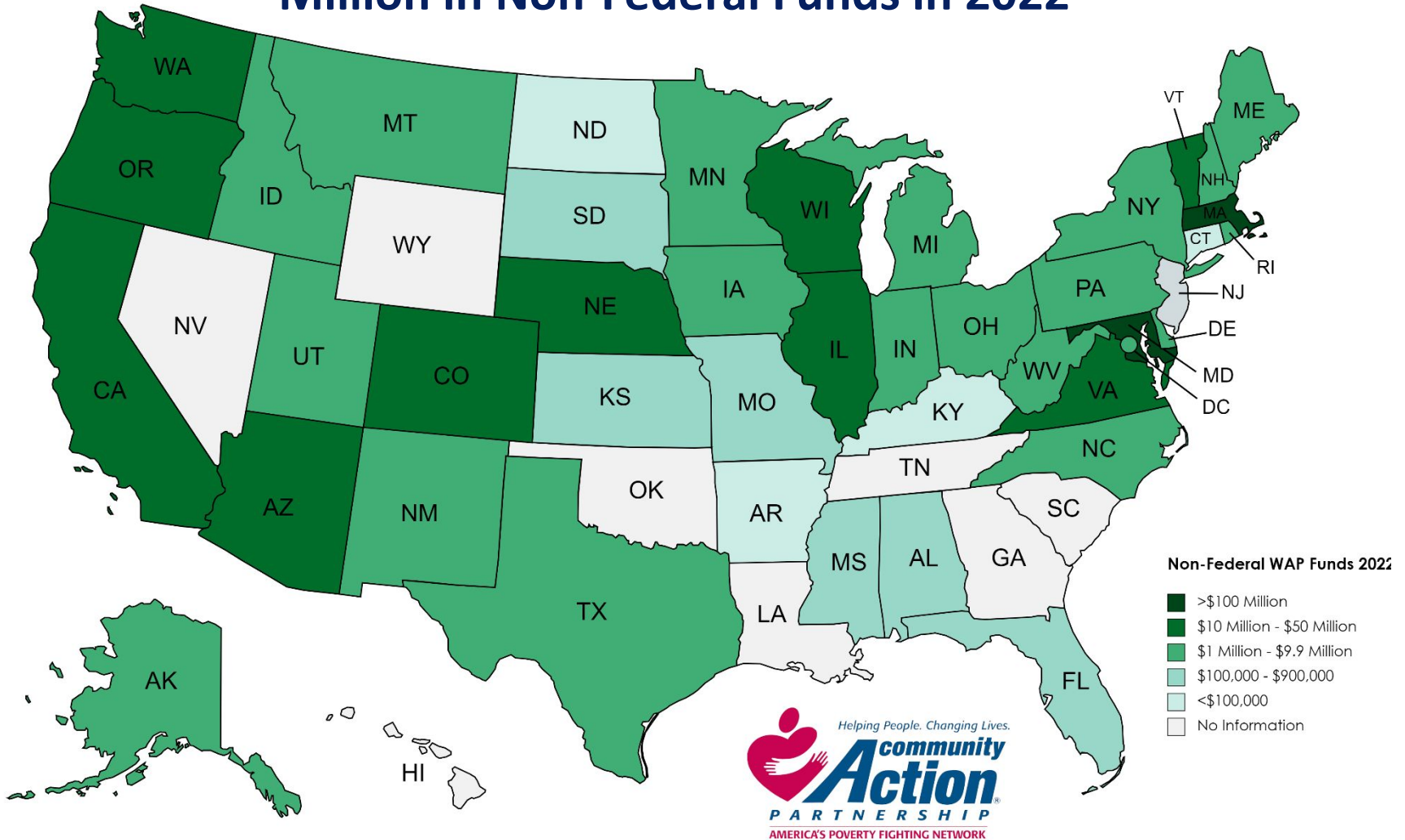
1. Community Action is a **significant Head Start stakeholder** that supports and appreciates OHS explicitly naming the existential challenges currently facing Head Start programs, documenting the factors that led Head Start to this inflection point, and the **substantial equity implications** that hang in the balance.
2. Community Action **shares the equitable goals set out in the NPRM**, including increased staff compensation and benefits, expanded mental health services for children, parents, and staff, and safer learning environments for staff and families.
3. Community Action **agrees with many of the methods** OHS has proposed to help grant recipients reach those goals.
4. Changes of this scope and significance require striking a balance between divergent forces and the final sections demonstrate how **the current proposal fails to strike that balance** in two important areas: local flexibility and equitable implementation.

# Leveraging Weatherization



- Serve CAA WAP and non-CAA WAP
- Webinars and Trainings
- Leveraging WAP Research
- Annual Convention WAP Track and Pre-Convention Event
- New Energy Partnerships Task Force
- New staff on Workforce Development
- Watch for leadership development opportunity in 2024!  
Monthly newsletter
- Staff: Aimee Gendusa English, NCAP Project Director
  - [aenglish@communityactionpartnership.com](mailto:aenglish@communityactionpartnership.com)

# Weatherization Programs in 45 States Leveraged More Than \$310 Million in Non-Federal Funds in 2022



# Community Action's Built in Solar Training and Technical Assistance Provider



## Electric CAP (eCAP)

A MEMBER OF  
COMMUNITY ACTION

EXPERIENCED IN  
RENEWABLE ENERGY

Cap Solar is a non-profit solar developer which is part of the Community Action Network through its relationship with Greater Bergen Community Action.

Cap Solar has experience navigating the complex structures of renewable energy development, construction and financing.

### MISSION DRIVEN

Cap Solar focuses on low-income, non-profit and community facing clients. Cap Solar also provides services to municipal and corporate clients who want to give back to their communities.

KRESGE FOUNDATION / NCAP / CAP SOLAR  
PARTNERSHIP

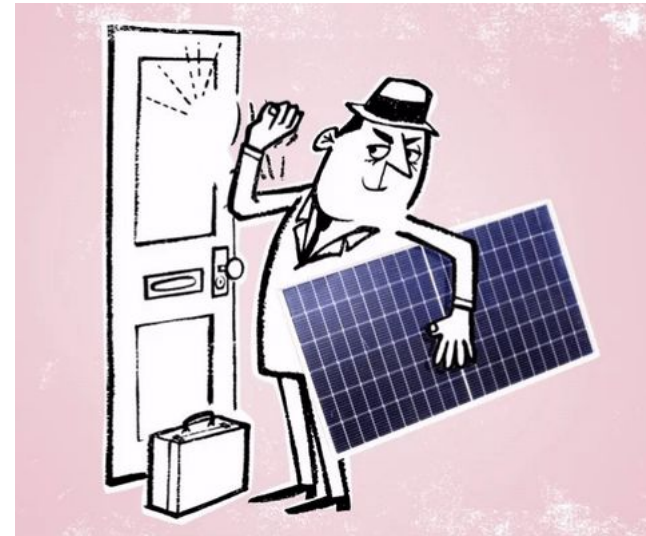
eCAP's mission is to lead the Community Action Network into the forefront of the renewable energy movement, demonstrating our leadership and innovation in sustainable energy.

We will aggregate a Community Action solar portfolio into a finance-ready pipeline to approach the awardees of the Green House Gas Reduction Fund as well as other financial entities. We will build impactful, scalable and equitable solar solutions for our communities.

## What Electric CAP is:

- We understand the unique requirements of **Community Action Agencies**.
- Electric CAP's process is fully transparent.
- We can assist you at all levels throughout the process from registration to implementation and management of the solar system.

## What Electric CAP is not:





## The Greenhouse Gas Reduction Fund - GGRF

The Greenhouse Gas Reduction Fund is a \$27 billion program created by the Inflation Reduction Act to mobilize financing and private capital for clean energy projects, aiming to address climate change, promote economic competitiveness, and ensure energy independence

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Debt and Equity – Traditional Banking and Equity instruments.

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Foundation Support – Grant and PRI investments for specific activities within eCAP.

# eCAP – The Virtual Site Survey

Southeastern New Mexico Community Action Corporation

1313 W Gilchrist Ave, Artesia NM 88201



Site Assessment

Customer: n/a n/a  
Address: 1313 W Gilchrist Ave  
Artesia, NM 88210  
System size: 120.28 kW  
Yr 1 Production: 209,817 kWh  
Designer: Steven Leitner  
Date: 10/18/2024



powered by aurora



## Component List

Manufacturer	Model	Quantity
Ocells	Q.PEAK DUO XL-G10.3 485W	248
SolarEdge Technologies Inc.	P1101	248



**NOT AN ENGINEERING DOCUMENT**

# What can I do right now?

**All CAA buildings qualify for the eCAP program.**

- Go to:
  - <https://www.capsolar.org/reg>
  - Name of Organization
  - Your Name
  - Email
  - Phone
  - Enter each building address
- Get in touch to schedule more time for discussion.
  - Steven Leitner
  - Chief Operating Officer
  - [steven.leitner@capsolar.org](mailto:steven.leitner@capsolar.org)
  - T: 201-473-4480



# What can I do right now?



Scan to Register

<https://www.capsolar.org/reg>



# WE ARE HERE FOR YOU!

CUSTOMIZED SOLUTIONS FROM THE NATIONAL COMMUNITY ACTION PARTNERSHIP

CONSULTING

TRAINING

TOOLKITS

CONVENINGS

LEARNING COMMUNITIES



**We Know Community Action  
Because  
We Are Community Action**

- Community Action Agencies face a variety of complex challenges and opportunities.
- NCAP provides customized training and technical assistance, eCourses, cohort facilitation, and more,
- Trust NCAP to help your organization achieve maximum impact with customized solutions.

**Your success is our mission.**

Contact: [tmarley@communityactionpartnership.com](mailto:tmarley@communityactionpartnership.com)



# Registration Will Open Soon!

## 2024 ANNUAL CONVENTION

*Inspiring Hope and Advancing Opportunity*

August 28-30 (Pre-Con: 26-27) | Seattle, WA



# Collaborative on Economic Mobility

## Training and Technical Assistance Needs Survey

NCAP's new Collaborative on Economic Mobility is working to expand the capacity of the Community Action Network to deliver services that promote social and economic mobility.

**Let us know what your Training and Technical Assistance needs are!**

### Focus Areas include:

- Workforce Development
- High-Quality Education
- Community Asset Building
- Whole Family Approaches
- Equity
- Innovation



**Complete the Survey at**  
[tinyurl.com/CEMSurvey](https://tinyurl.com/CEMSurvey)



**Submit Responses by**  
**March 31st 2024**



# NATIONAL LEADING EQUITY COHORT

## Information Session

Want to enhance your understanding of diversity, equity, belonging, and justice (DEBJ) concepts? Learn how to instill dignity, cultivate belonging, and build power in human services delivery and organizational management?

Join NCAP's National Leading Equity Cohort!

Want to learn more about this exciting new cohort? Just NCAP for an informational session.

**Wednesday, April 3rd**  
**3:30 PM ET | 2:30 PM CT | 12:30 PM PT**

### Info Session Registration



[tiny.cc/LECInfoSession](https://tiny.cc/LECInfoSession)



### Cohort Registration



[bit.ly/LeadingEquityCohort](https://bit.ly/LeadingEquityCohort)



# CAA STRATEGIC PLANNING ACCELERATOR

Develop your skills to lead strategic planning for your agency

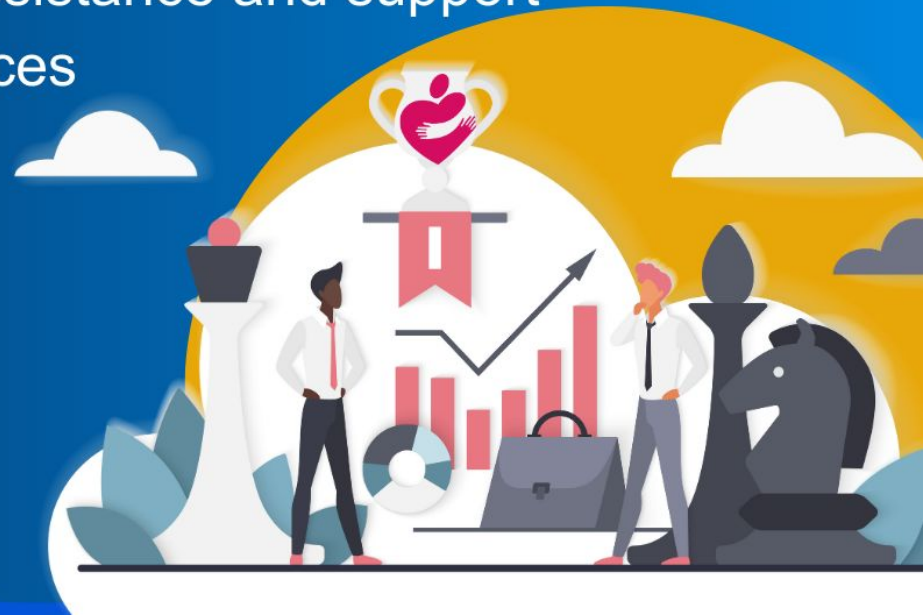
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Join us for a dynamic learning cohort designed to equip your agency with the skills it needs to craft and implement its Strategic Plan.

Features:

- Learn proven and effective methods for strategic planning success
- Connect with Peers in a Facilitated Learning Cohort
- Receive one-on-one technical assistance and support
- Access curated tools and resources

For more information and to register:



# Annual ED/Board Chair Symposium

- Team Attendance
  - ED and Board Chair
- Foster Collaboration
- Strengthen Leadership
- June 26-27, 2024
- St. Paul, MN

## NCAP's Executive Director & Board Chair Symposium



<https://communityactionpartnership.com/ed-board-chair-symposium/>





# Where Will Your Excellence Journey Begin?

With the National Community Action Partnership's Pathways to Excellence Program, you can start your journey toward Excellence in the place that's best for you and your Agency.

HERE?



## Bronze Tier

The place to explore the Standards of Excellence and start building excitement among your team. Enroll anytime. The Bronze Tier can usually be completed in 3 months.

## Silver Tier

The place to learn how to do a self-study, build knowledge, and explore the peer-feedback process. Enroll in February or July. The Silver Tier can usually be completed in 9 months.



HERE?

OR HERE?



## Gold Tier

The place to do a full self-study, receive peer-feedback, and see how you perform in every Excellence Standard. Enroll in February or July. The Gold Tier can usually be completed in 14 months.

## Platinum Tier

The place to do a full self-study, on your own, and see if your peers judge your agency worthy of The Community Action Award for Excellence. The Platinum Tier usually requires 2 years to complete.



Start Here if You Know  
You're Exceeding All  
35 Standards

Learn More

[communityactionpartnership.com  
/pathways-to-excellence/](https://communityactionpartnership.com/pathways-to-excellence/)



SCAN ME



# Recent Region VI Excellence Award Recognitions

- Panhandle Community Services
  - Gold
- Community Council of South Central Texas
  - Bronze
- Hidalgo County Community Services Agency
  - Bronze
- 10% of Region VI Involved!
  - May 31<sup>st</sup> deadline to be recognized in Seattle



# Certified Community Action Professional

- Modernized for 2024
- Class of 2024
- Join the Class of 2025!
- Personal and professional development



# Upcoming NCAP Webinars

- Centering Participant Voices in Assessing Your Impact - April 16th
- Unlocking Excellence in Community Action Board Governance - May 7<sup>th</sup>
- Collaborative on Economic Mobility (CEM): Regional Listening Session (Regions IV, VI, VII) – May 16<sup>th</sup>
- Celebrating Community Action Month with a Focus on Results-Oriented Culture - May 29<sup>th</sup>
- Community Action 101 - June 26<sup>th</sup>

<https://communityactionpartnership.com/events-webinar/>

# Know and Engage with the NCAP Board 2021-2023

- Region VI Representative Karen Swenson, Greater East Texas Community Action
- Chair: Dr. Dalitso Sulamoyo, CCAP - IL
- 1st Vice Chair: Ricky Baker, CCAP - KY
- 2nd Vice-Chair: Elizabeth "Biz" Steinberg - CA
- 3rd Vice-Chair: Bryan Duncan, CCAP - NC
- Secretary: Peter Kilde, CCAP - WI
- Treasurer: Dreama Padgett, CCAP - WV





2024

COMMUNITY ACTION  
60<sup>TH</sup> ANNIVERSARY TOOLKIT

*Ideas, Tools, and Resources*



COMMUNITY ACTION  
MONTH TOOLKIT

2024



# Goals of the 60<sup>th</sup> Anniversary

- Strengthen the Network's capacity to effectively advance social and economic mobility for all people in America and propel Community Action into a new era responsive to future challenges and opportunities.
- Use the anniversary to create new opportunities to raise awareness of Community Action's role and impact at the national, state, and local levels.
- Create safe spaces in the Network and local communities for listening and dialogue about Community Action's role and vision for a more equitable society.
- Ignite passion and commitment among new staff and invigorate seasoned Community Action staff, board, and volunteers. Through reflection, recognition, celebration, and fun, energize Community Action customers, staff, boards, volunteers, and partners to meet future challenges.

2023

2024

2025

# Community Action 60TH ANNIVERSARY Timeline

December

12/13 NCAP 60th Anniversary Campaign Toolkit Release Webinar

January

1/8 Anniversary of LBJ Declaration of Unconditional War on Poverty

1/9 Community Action 60th Anniversary National Partner Kickoff Webinar

1/17 NCAP Annual Rev. Dr. Martin Luther King Jr. Commemoration Webinar

February

2/14-16 NCAP Management & Leadership Training Conference

March

3/12-15 NCAF Annual Washington Conference & Fly-In Day!

3/11-15 NASCSP Winter Training Conference

April

May

**COMMUNITY ACTION MONTH**  
60th Anniversary Special Events and Activities

June

July

August

8/20 Anniversary of the Economic Opportunity Act; Special Network Events

8/26-27 NCAP Pre-Convention Training

8/28-30 NCAP Annual Convention; Special 60th Anniversary Events

September

October

November

December

January

**CAA and State Association  
60th Anniversary  
Commemoration  
Activities**



Community Action  
60 Years

# 60<sup>th</sup> Anniversary Toolkit

**60 YEARS OF  
COMMUNITY ACTION!**

Helping people and  
changing lives for 60  
years and counting.



## Community Action, 60 Years Strong

Inspiring Hope  
Advancing  
Opportunity

### Sample Community Action 60th Anniversary Proclamation



In every corner of  
America. Helping people,  
changing lives — for 60  
years and counting.

**RECOGNIZING 60 YEARS OF  
COMMUNITY ACTION!**





# 60+ Activities

to Commemorate Community Action's

# 60th Anniversary



## Benefit of Activity

### Media Activities

	Increased Awareness	Increased Fund Development	Improved Board Staff and Volunteer Recruitment, Retention, or Development	New/Revised Programs
Post 60th anniversary logo to agency website	✓			
Use 60th anniversary hashtag on social media	✓			
Use 60th anniversary virtual meeting background	✓		✓	
Launch a social media campaign	✓	✓	✓	✓
Write blog posts	✓	✓		✓
Submit a newspaper opinion/editorial	✓	✓	✓	✓
Schedule newspaper interviews	✓	✓	✓	✓
Schedule radio interviews	✓	✓	✓	✓
Schedule television interviews	✓	✓	✓	✓
Host a podcast series featuring voices from your local community	✓	✓	✓	✓
Produce a special 60th anniversary annual report	✓	✓	✓	✓

### Community Engagement/Advocacy Activities

Secure a 60th anniversary proclamation from your city, county, or state	✓			
Organize a 60th anniversary gala event	✓	✓	✓	
Hold community poverty/equity dialogue events	✓	✓	✓	✓
Use National Head Start Awareness Month (October)				

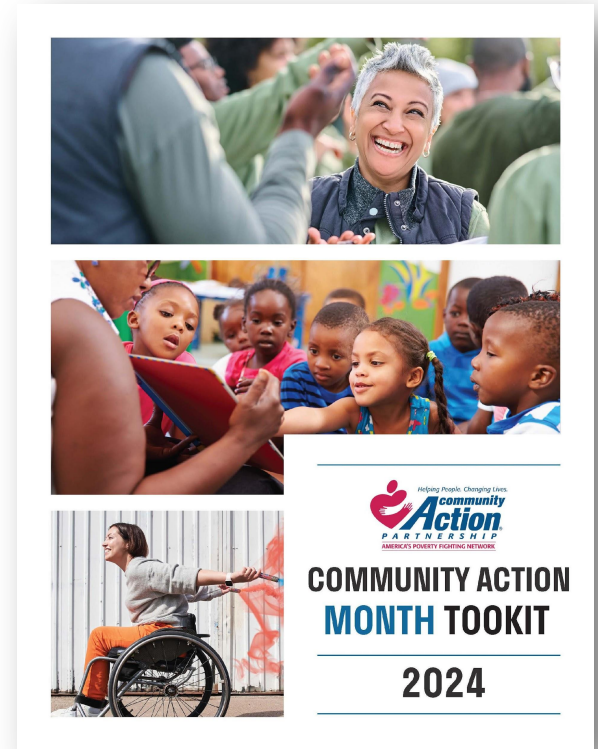
# 60th Anniversary Resources

- Sample social media graphics and messaging provided
  - National impact
  - Local impact, agency success stories
- Facebook cover graphic
- High production 60-second promotional video



# Community Action Month Toolkit

- The toolkit provides:
  - Social media graphics
  - Activities and events
  - Press release and proclamation templates
  - Fundraising ideas
  - Resources for commemorating Community Action's 60th anniversary



<https://communityactionpartnership.com/cam-2024/>

# Community Action Month Calendar

- Daily themes, events, observances, etc.
  - Head Start’s birthday
  - Huggy Heart Day
  - Weatherization Wednesday
- Your guide for the entire month of May
- Indicates what resources we have for a given day or event

MAY 2024		Heritage Months - Observe Pacific American Heritage Month, Hispanic Heritage Month, Jewish American Heritage Month, South Asian American Heritage Month - Sample graphics provided		The Promise 1 Recognizing 60 Years of Community Action 60th anniversary on social media. Sample graphics and messaging provided.		BABY DAY 2		HUGGY HEART DAY 3 Celebrate the happy heart and post to social media.		MAY THE FOURTH BE WITH YOU 4					
Older Americans Month - Give recognition and raise awareness about older adults. Sample graphics and tweets provided. <td colspan="2">Mental Health Awareness Month - Help raise mental health awareness and combat mental illness. Sample graphics and tweets provided. <td colspan="2">CCAP Celebration Week (May 11 - 19) - Celebrate your agency's dedication to community-based professionals on social media. <td colspan="2">NATIONAL NURSERS DAY 5 Celebrate your customer success stories on social media. Sample messaging provided. #NursesRock</td> <td colspan="2">THE NURSING WARRIOR 6 Honor and appreciate your frontline staff members and their dedication to our community.</td> <td colspan="2">National Teacher Day 7 Honor your Head Start teachers. Sample graphics and messaging provided. <td colspan="2">IMPACT WEDNESDAY 8 Promote Community Action's national impact with full collection of social media graphics and messaging or use our customizable template to promote your agency's local impact. #ImpactWednesday</td> </td></td></td>		Mental Health Awareness Month - Help raise mental health awareness and combat mental illness. Sample graphics and tweets provided. <td colspan="2">CCAP Celebration Week (May 11 - 19) - Celebrate your agency's dedication to community-based professionals on social media. <td colspan="2">NATIONAL NURSERS DAY 5 Celebrate your customer success stories on social media. Sample messaging provided. #NursesRock</td> <td colspan="2">THE NURSING WARRIOR 6 Honor and appreciate your frontline staff members and their dedication to our community.</td> <td colspan="2">National Teacher Day 7 Honor your Head Start teachers. Sample graphics and messaging provided. <td colspan="2">IMPACT WEDNESDAY 8 Promote Community Action's national impact with full collection of social media graphics and messaging or use our customizable template to promote your agency's local impact. #ImpactWednesday</td> </td></td>		CCAP Celebration Week (May 11 - 19) - Celebrate your agency's dedication to community-based professionals on social media. <td colspan="2">NATIONAL NURSERS DAY 5 Celebrate your customer success stories on social media. Sample messaging provided. #NursesRock</td> <td colspan="2">THE NURSING WARRIOR 6 Honor and appreciate your frontline staff members and their dedication to our community.</td> <td colspan="2">National Teacher Day 7 Honor your Head Start teachers. Sample graphics and messaging provided. <td colspan="2">IMPACT WEDNESDAY 8 Promote Community Action's national impact with full collection of social media graphics and messaging or use our customizable template to promote your agency's local impact. #ImpactWednesday</td> </td>		NATIONAL NURSERS DAY 5 Celebrate your customer success stories on social media. Sample messaging provided. #NursesRock		THE NURSING WARRIOR 6 Honor and appreciate your frontline staff members and their dedication to our community.		National Teacher Day 7 Honor your Head Start teachers. Sample graphics and messaging provided. <td colspan="2">IMPACT WEDNESDAY 8 Promote Community Action's national impact with full collection of social media graphics and messaging or use our customizable template to promote your agency's local impact. #ImpactWednesday</td>		IMPACT WEDNESDAY 8 Promote Community Action's national impact with full collection of social media graphics and messaging or use our customizable template to promote your agency's local impact. #ImpactWednesday			
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# Sample Proclamations

- We've provided three proclamation templates
  - Standard Community Action Month proclamation
  - Community Action 60th anniversary proclamation
  - CAM proclamation giving recognition to the 60th
- We encourage you to send us your proclamations if you can!



**Sample Community Action Proclamation**

Proclamation

**WHEREAS** Community Action has made essential contributions to individuals and families across this nation by creating economic opportunities and strengthening communities; and

**WHEREAS** Community Action is a robust state and local force connecting people to life-changing services and creating pathways to prosperity in all of us American counties; and

**WHEREAS** Community Action builds and promotes economic stability as an essential aspect of ensuring and ensuring stronger communities and stable homes; and

**WHEREAS** Community Action promotes community-wide solutions to challenges throughout our cities, schools, and rural areas; and

**WHEREAS** Community Action delivers innovative services and supports that create greater opportunities for families and children to succeed; and

**WHEREAS** Community Action relies on community participation and involvement ensuring that all members of the community have a voice and will be heard; and

**WHEREAS** Community Action is celebrating 60 years of innovation, impact, and providing proven results for Americans;

**NOW THEREFORE**, I (NAME & TITLE OF CITY AND/OR STATE), do hereby proclaim May 2024 as Community Action Month in recognition of the hard work and dedication of all CITY AND/OR STATE Community Action Agencies.


**IN TESTIMONY WHEREOF**, I have hereunto set my hand and caused to be affixed the Great Seal of CITY AND/OR STATE, on this day of DAY MONTH of MONTH, 2024.

SIGNATURE OF OFFICIAL SIGNATURE  
BY THE TITLE OF CITY AND/OR STATE  
ATTEST: NAME POSITION

COMMUNITY ACTION MONTH 2024 - MAY 2024

# New Social Media Graphics

**Community Action** changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.


"Make a career of humanity. Commit yourself to the noble struggle for equal rights. You will make a better person of yourself, a greater nation of your country, and a finer world to live in."

— Dr. Martin Luther King, Jr.




**WEATHERIZATION WEDNESDAY**

The Weatherization Assistance Program (WAP) reduces energy burden for families, provides health and safety benefits, and creates thousands of American jobs!



**WORLD DAY FOR CULTURAL DIVERSITY**

Celebrate the richness of our world with a day of intercultural dialogue, inclusion, and peace




**INTERNATIONAL DAY OF FAMILIES**




“  
Serve, serve, serve. Because in the end, it will be the servants who save us all.”

— Sargent Shriver




“  
There are no problems we cannot solve together, and very few that we can solve by ourselves.”

— Lyndon B. Johnson



**COMMUNITY ACTION MONTH**



Thank a teacher!


**NATIONAL TEACHER DAY**

**COMMUNITY ACTION MONTH**




# Graphics Available in Spanish

Feliz cumpleaños, Head Start!




EL ALCANCE DE LA COMMUNITY ACTION



Más de 1,000 agencias que cubren el 99% de los condados de Estados Unidos.

MES DE COMMUNITY ACTION



Helping People. Changing Lives.  
**community Action**  
PARTNERSHIP  
AMERICA'S POVERTY FIGHTING NETWORK

Honar y reconocer a las personas mayores de nuestra nación.

MES DE LOS ESTADOUNIDENSES DE EDAD AVANZADA

FELIZ DÍA DE LA MADRE



Helping People. Changing Lives.  
**community Action**  
PARTNERSHIP  
AMERICA'S POVERTY FIGHTING NETWORK

DÍA NACIONAL DEL BEBÉ

Community Action mantiene su compromiso de garantizar que todos los bebés y las familias tengan un comienzo equitativo.



MES DE COMMUNITY ACTION

DÍA INTERNACIONAL CONTRA LA HOMOFOBIA, TRANSFOBIA Y BIFOBIA

Seguimos comprometidos a poner fin a todas las formas de odio, intolerancia y discriminación.



Helping People. Changing Lives.  
**community Action**  
PARTNERSHIP  
AMERICA'S POVERTY FIGHTING NETWORK



“

Los derechos los ganan quienes hacen oír su voz.

— Harvey Milk



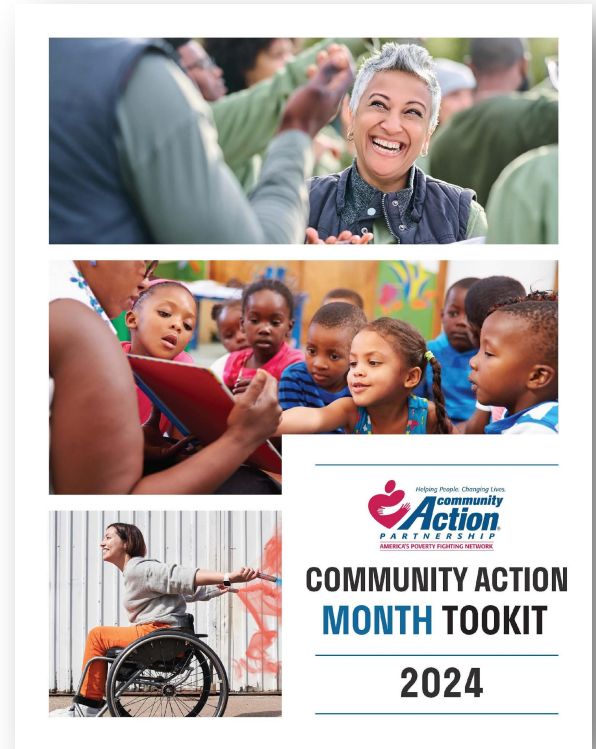
Helping People. Changing Lives.  
**community Action**  
PARTNERSHIP  
AMERICA'S POVERTY FIGHTING NETWORK



DÍA DE APRECIACIÓN AL PROVEEDOR

# Community Action Month Toolkit

- Find it [here on our landing page](#)
- The toolkit provides:
  - Social media graphics
  - Activities and events
  - Press release and proclamation templates
  - Fundraising ideas
  - Resources for commemorating Community Action's 60th anniversary



<https://communityactionpartnership.com/cam-2024/>



# Community Action Month Calendar

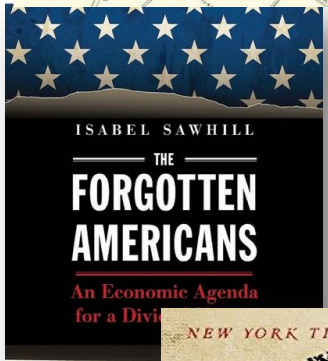
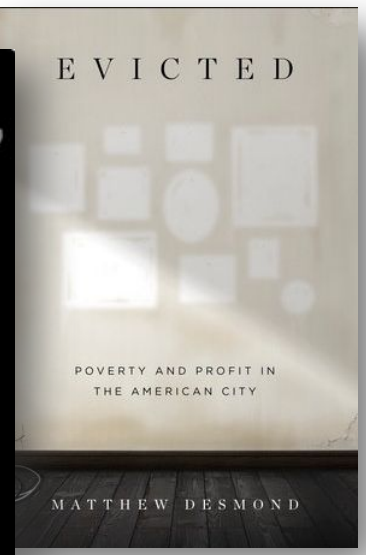
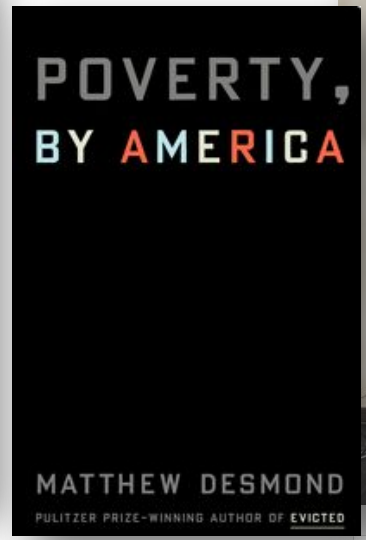
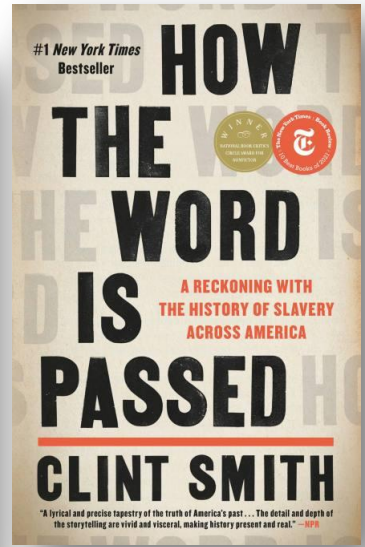
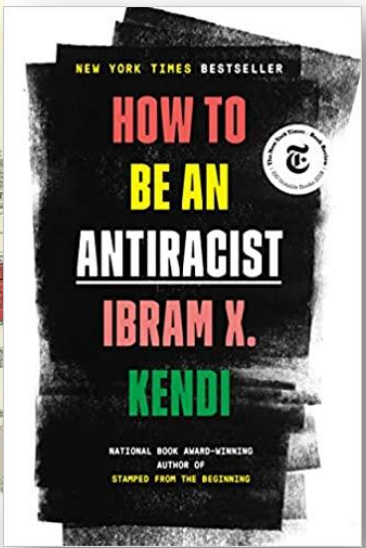
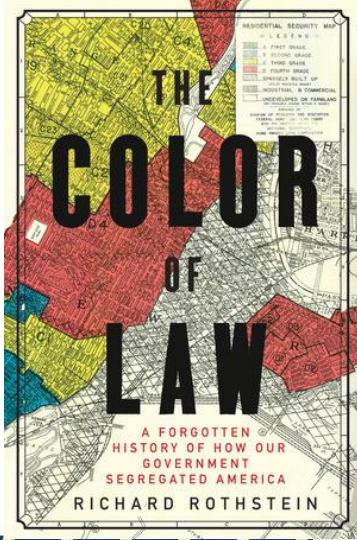
- Page 10 or [download it here](#)
- Daily themes, events, observances, etc.
  - Head Start’s birthday
  - Huggy Heart Day
  - Weatherization Wednesday
- Your guide for the entire month of May
- Indicates what resources we have for a given day or event



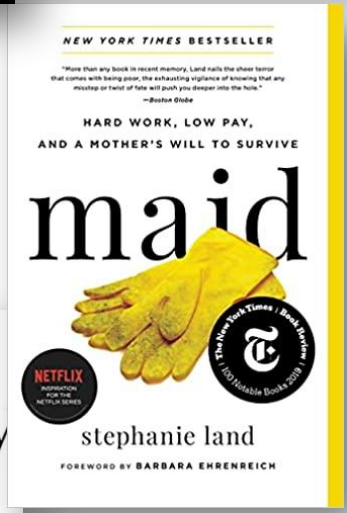
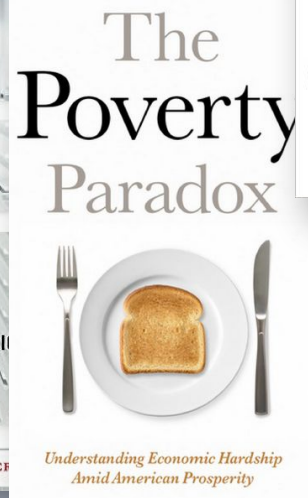
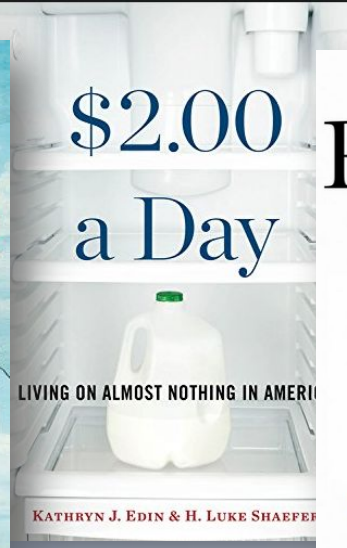
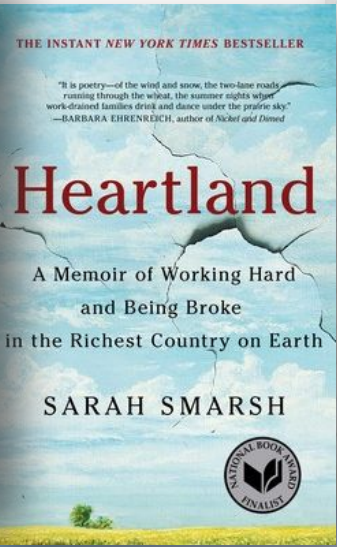
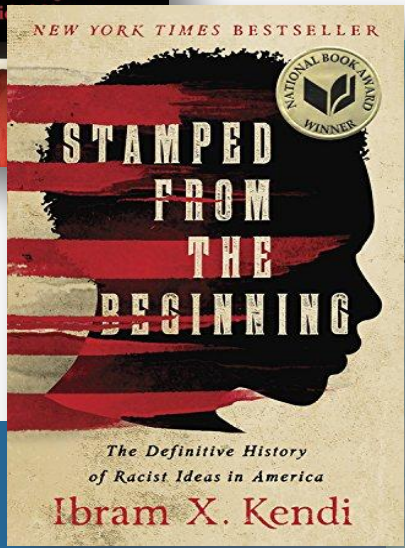
# 60th Anniversary Resources

- Sample social media graphics and messaging provided
  - National impact
  - Local impact, agency success stories
- Facebook cover graphic
- High production 60-second promotional video





# Build YOUR Toolbox



# Questions?

Contact

**Denise Harlow, CCAP**

[dharlow@communityactionpartnership.com](mailto:dharlow@communityactionpartnership.com)

[www.communityactionpartnership.com](http://www.communityactionpartnership.com)

*Thank you!*

