

UWW Equity Webinar Series: Leveraging Policy and Advocacy to Advance Equity

Thursday, November 5, 2020

Poll - Who's joining us today?

UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

Webinar Objectives

- Learn about strategies for leveraging policy and advocacy to advance equity
- Hear from our UWW Policy team and the United Way of Southeast Louisiana about implementing some of these strategies
- Highlight United Way's Equity Framework as a resource for United Ways to use to strengthen equity efforts

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Today's Speakers



Myeta Moon

Director, Health

United Way Worldwide



Lindsay Torrico

Director, Education
Policy

United Way Worldwide



Charmaine Caccioppi

Executive Vice
President and COO

United Way Southeast
Louisiana

Whatever the outcome of the election, what do you see as opportunities for advancing equity through civic engagement, grassroots advocacy, and policy?

Poll



Lindsay Torrico

Director, Education Policy

United Way Worldwide

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**Hang in there!
Waiting is hard.
Democracy is worth waiting for.**

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Over the last 6 months...

- Reached over **2 million people** through civic engagement efforts
- Posted over **3,200 social media** messages about the census and voting
- Engaged our **donors, corporate employees and affinity groups** in calls to action, volunteer opportunities and civic leader trainings
- Partnered with **civic orgs, civil rights leaders, labor unions and companies.**
- Through op-eds, PSAs and blogs, we collectively **told United Way's story** of how we are working in communities!

UNITED WE
COUNT UNITED WE
VOTE

JOIN THE FIGHT FOR RACIAL JUSTICE.
BUILD POWER IN YOUR COMMUNITY.
REGISTER TO VOTE.



Civic engagement is at
the heart of what we do.



We work to bring the
diverse aspects of our
communities together.



We focus on policy,
not politics.



We stand united against
division and hate.





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Post-Election Guidance

- *Encourage patience and calm as all votes are tallied*
- *Reaffirm your commitment to bringing communities together*
- *Take care of staff*
- *Host community conversations*
- *Foster dialogues across the divides*
- *Elevate the issues important to your community*

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Equity Framework Preview



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Over the next 10 years, we will engage 10 million people in the U.S. in 1,000 communities to achieve these goals

ELEVATE

2028 U.S. GOALS		
<p>5 MILLION PEOPLE WILL GET BETTER JOBS</p> 	<p>95 PERCENT OF STUDENTS WILL GRADUATE HIGH SCHOOL READY FOR COLLEGE AND CAREER</p> 	<p>90 PERCENT OF PEOPLE ARE HEALTHIER</p> 

GLOBAL RESULTS FRAMEWORK

Change lives, build stronger communities and mobilize resources

Position United Way as a thought leader and go-to partner for innovative solutions

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Equity Framework - Contents



STRENGTHENING OUR EQUITY MUSCLE TO ACCELERATE IMPACT
THE UNITED WAY EQUITY FRAMEWORK



- Introduction
- Shared Definition & Vision of Equity
- Equity Levers
 - Data
 - Community Mobilization & Engagement
 - Communications & Awareness Building
 - Policy & Advocacy
 - Fundraising, Resource Allocation & Grantmaking
 - Local Capacity Building
- Appendices - Tools and Resources
 - Organizational Assessment
 - Discussion Guide
 - Tools and Resources
 - Glossary



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United Way Equity Definition & Vision

United Way's Equity Definition: "Equity is the intentional inclusion of everyone in society. Equity is achieved when systemic, institutional, and historical barriers based on race, gender, sexual orientation, and other identities are dismantled and no longer predict socioeconomic, education and health outcomes."

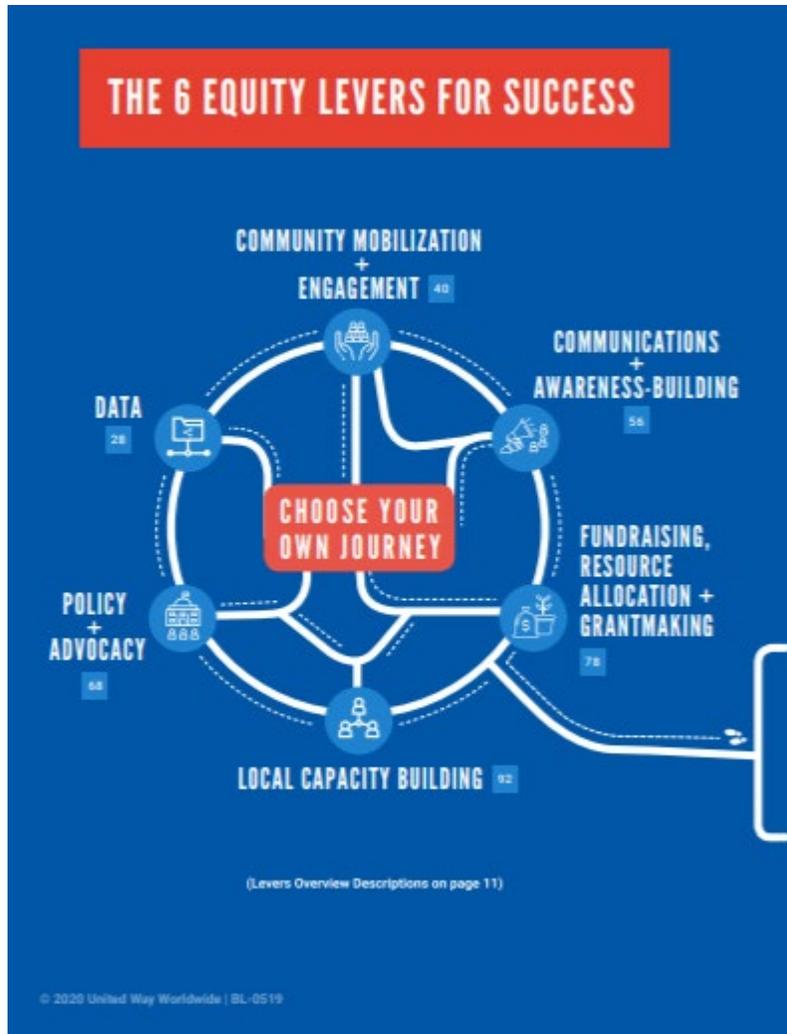
United Way's Vision for Equity: "We recognize structural racism and other forms of oppression have contributed to persistent disparities which United Way seeks to dismantle. Our United Way network strives to engage community members, especially those whose voices have traditionally been marginalized. We identify leaders in communities and work with residents and public and private partners to co-create solutions that ensure everyone has the resources, supports, opportunities and networks they need to thrive. We commit to leveraging all of our assets (convening, strategic investments, awareness building, advocacy) to create more equitable communities."

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6 Equity Levers

- Data
- Community Mobilization & Engagement
- Communications & Awareness Building
- Policy & Advocacy
- Fundraising, Resource Allocation & Grantmaking
- Local Capacity Building



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Each Lever Includes...

- Rationale – why important?
- Mini-assessment
- Critical Success Lever (Modern UW)
- Suggested & Accelerated Strategies
- Examples
- Sample Activities
- Measures of Success
- Action Steps
- Featured Resource



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Use to advance your United Way's Equity Work



- Take Stock
- Identify Potential Strategies and Activities
- Take Action
- Track Progress

Equity Lever—Policy and Advocacy

- Complements and expands depth and breadth of community impact agenda
 - Drives systems level change
 - Opportunity to impact larger swath of the target population
- Additional opportunities to integrate equity across the levers:
 - Convening, community engagement
 - Local capacity building
 - Cross-sector partnerships

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Strategies—Policy and Advocacy

- Conduct analysis of indicators with significant disparities
- Partner with non-traditional organizations that are developing/implementing equitable policy or strategies
- Engage community members on key policies that matter to them
- Leverage the strength of our brand/network to normalize the importance of equity with policymakers
- Pursue funding opportunities that support policy/advocacy
- Support and activate the capacity of residents, especially those from historically disadvantaged communities, to advocate for policy change

Poll

Our United Way engages community residents to identify which policies are important to them.



Charmaine Caccioppi

- Executive Vice President and COO
- United Way Southeast Louisiana

MISSION

**To eradicate poverty in
Southeast Louisiana**

VISION

**Equitable communities where
all individuals are healthy,
educated, and financially stable**

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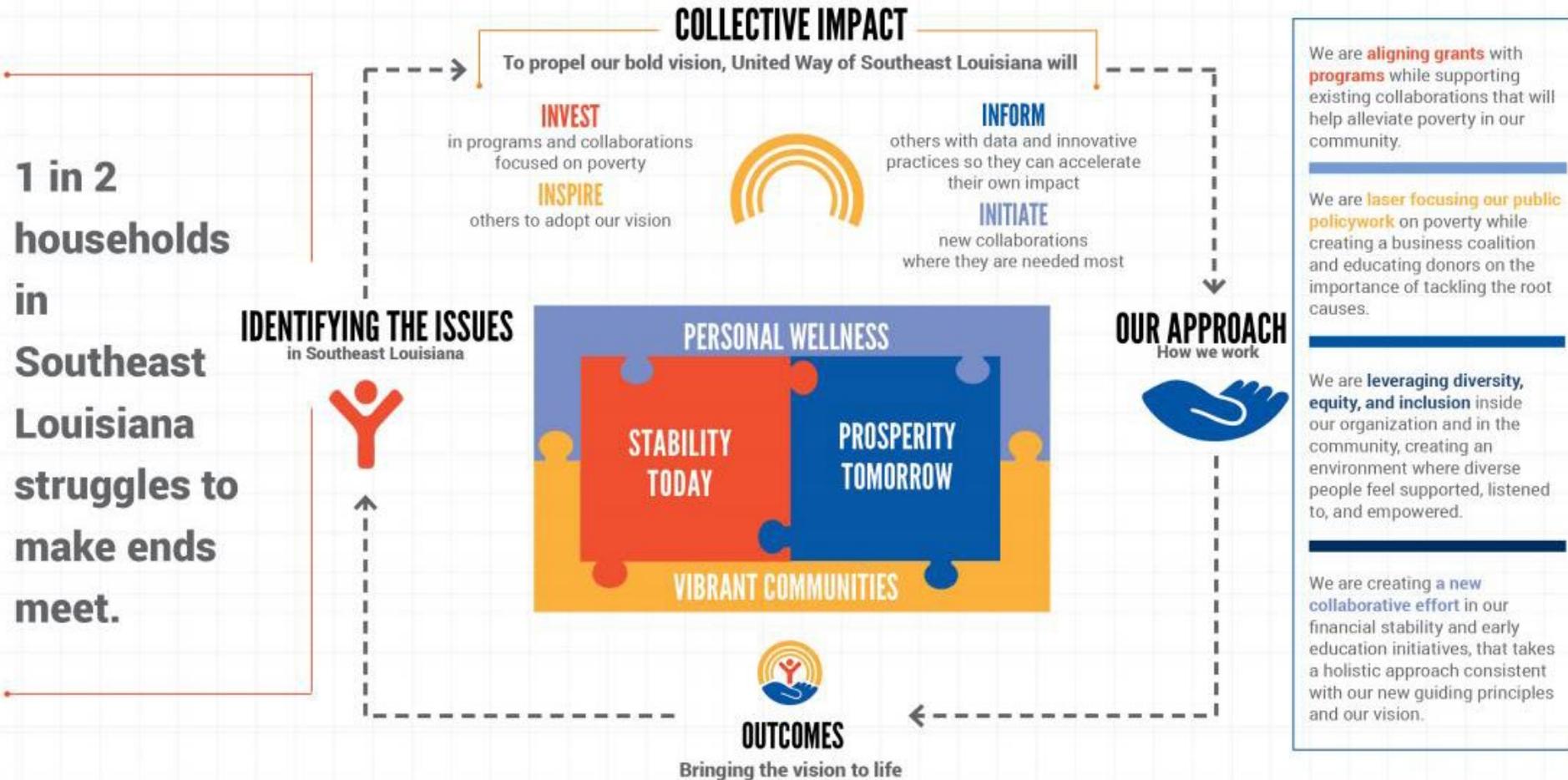
SOUTHEAST LOUISIANA SNAPSHOT

- Demographics vary throughout our seven-parish region
 - Orleans Parish: 60% Black or African American/35% White
 - St. Tammany Parish: 13% Black or African American/83% White
- Poverty Rate (2018)
 - National: 12%
 - Regional: 18%
 - Regional for Black Households: 28%
 - Regional for White Households: 9%

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Blueprint for Prosperity



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A HOLISTIC APPROACH TO ADVANCING EQUITY

- Goal: Remove public policy barriers that limit opportunity for vulnerable households and give voice to the voiceless
- Legislative Agenda:
 - Developed with input from Community Impact staff, Community Partners, and others
 - Aligns with Blueprint for Prosperity
 - Focuses on health, education, economic stability, and community strengthening issues

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Expanding Access to High-Quality Early Care & Education for Low-Income Families

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EARLY CARE & EDUCATION: WHY

- Quality child care is key to a child's healthy development, a family's income stability and growth, and a community's well-being
- The cost in Louisiana – which is nearly as much as tuition at a four-year public university – is out of reach for many families
- Minority households are more likely to live under the ALICE threshold and not be able to afford high-quality early care and education
- 72% of children on the waiting list for Louisiana's Child Care Assistance Program (CCAP) in 2019 were Black

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EARLY CARE & EDUCATION: HOW

- Ready Louisiana Coalition
- Development of solid business and economic case (research is key!)
- Building awareness of the importance of ECE among legislators
 - Early Education Week



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EARLY CARE & EDUCATION: SUCCESSES

- 2019
 - State: Secured state's first new investment in early care and education in 10 years, allowed 1,450 children to access quality early learning programs
 - Local: Secured \$1.5 million commitment for ECE from the City of New Orleans
- 2020
 - State: Protected state investment amidst COVID-19 budget concerns and continue to build momentum for future investment
 - Local: Millage up for vote in December that would provide ECE funding for next 20 years in Orleans Parish



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Protections for Domestic Violence Survivors



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DOMESTIC VIOLENCE: WHY

- A 2016 report ranked Louisiana second in the nation for the rate of women killed by men. Of the 51 homicides recorded, 29 of the victims were Black.
- Nationally, Black females experience intimate partner violence at a rate 35% higher than white females, and about 2.5x the rate of women of other races.
- Domestic violence is often unreported. Individuals in Latinx communities may be fearful to report due to immigration status.

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DOMESTIC VIOLENCE: HOW

- United Against Domestic Violence collaborative
- Not taking no or “not now” for an answer!



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DOMESTIC VIOLENCE: SUCCESSES

- 2014: Passed most aggressive package of domestic violence laws ever introduced
- 2015-2020: Help secure passage of 150+ provisions protecting survivors of domestic violence
- Other states modeling their efforts after Louisiana
- Five Awake documentary



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Criminal Justice Reform

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CRIMINAL JUSTICE REFORM: WHY

- Louisiana had the highest incarceration rate in the nation for decades. After a brief unseating by Oklahoma, we're back at #1.
- 65% of people in Louisiana jails are Black, though they comprise only 32% of the population.
- 75% of formerly incarcerated individuals are still jobless up to a year after release, even those actively job searching. Reentry barriers perpetuate the cycle of poverty to prison.

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CRIMINAL JUSTICE REFORM: HOW

- Collaboration with Smart on Crime, Louisiana Youth Justice Coalition, and Louisiana Prisoner Re-Entry Initiative
- Implementation of the Louisiana Prisoner Re-Entry model in two parishes in our service area

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CRIMINAL JUSTICE REFORM: SUCCESSSES

- 2017: Governor John Bel Edwards signed the most comprehensive criminal justice reform package in the state's history

The New York Times

Opinion

EDITORIAL

Louisiana's Big Step on Justice Reform

By The Editorial Board

July 19, 2017



Last month, [Louisiana passed](#) one of the most ambitious criminal-justice reform packages in the country — 10 new laws that make important changes to everything from drug sentences, parole and community supervision to re-entry and victims' rights. It would have been remarkable coming from any state. It's historic coming from Louisiana.

The state, one of the poorest in the country, has long held the dubious distinction of locking up the most people per capita in America. Its incarceration rate is nearly double the national

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ADVOCACY DRIVES IMPACT & INVESTMENTS

- Relationships built through public policy/advocacy work can help build and accelerate community impact and investments
 - 211

HOSPITALITY CARES PANDEMIC RESPONSE FUND

UnitedWaySELA.org/HospitalityCares



4,800

Crisis grants distributed to struggling hospitality workers in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa, and Washington parishes



\$2.4 MILLION

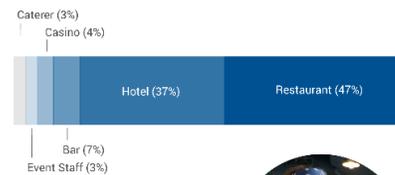
Raised in support from generous donors, foundations, and corporate partners



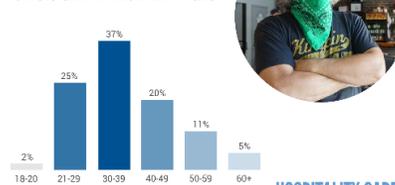
1,000+

Hospitality workplaces supported in our seven-parish region

CRISIS GRANT RECIPIENT WORKPLACES



CRISIS GRANT RECIPIENT AGES



HOSPITALITY CARES
Louisiana Hospitality Foundation
United Way
of Southeast Louisiana

United for Early Care and Education opens phase 3 of support for child care providers; receives funding support from W.K. Kellogg Foundation

9/21/2020

NEW ORLEANS

- Child care providers invited to apply for the third round of free technical and legal support program
- The W.K. Kellogg Foundation awarded \$95,000 to United Way, \$45,000 of which fund United for Early Care and Education
- Program partners successfully managing \$2.3 million in public funding for 41 current participants

[United Way of Southeast Louisiana](https://UnitedWayofSoutheastLouisiana.org) (UWSELA) Monday launched phase three of its early care and education (ECE) provider assistance program, **United for Early Care and Education**, inviting licensed child care providers to apply for free technical and legal support rolled out in response to the COVID-19 pandemic, beginning with a focus on the Payroll Protection Program (PPP).

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BUILDING A PUBLIC POLICY INITIATIVE

- United Way SELA's process
 - Building support at all levels of the org
 - Establishment of Public Policy Committee
 - Women United involvement
- Nancy M. Marsiglia Institute of Justice
 - Graduated four cohorts, 100+ students
 - Continue to engage alumni in policy and advocacy discussions



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SCALING YOUR PUBLIC POLICY IMPACT

- Coalitions and collaboration
- Relationship building with legislators
- Encouraging donors to become advocates (Women United, Advocacy Alerts)



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Thank You!

Charmaine Caccioppi

Executive Vice President & COO, United Way of Southeast Louisiana

charmainec@unitedwaysela.org



Chat & Share

How has your UWW engaged community residents to inform your policy/advocacy efforts? What strategies have you used?

Poll Question

Our United Way advocates for specific state and local policies in childhood and youth success, economic mobility, and health that have the greatest potential for closing gaps.



Lindsay Torrico

Director, Education Policy

United Way Worldwide

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Getting Started: Equity & Policy

- Bring an equity lens to your impact strategies and policy agendas
- Start with the work you're already doing
- Partner with civil rights organizations and leaders
- Leverage civic engagement as a tool to empower communities of color

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EQUITY

2021 National Policy Agenda

- Focused on COVID-19 and racial equity
- Priorities include:
 - Health care and racial disparities
 - Support for childcare educators
 - Digital equity divide
 - Workforce training and professional development for young people of color
 - Increased funding for minority-owned businesses
 - Housing stability

Opportunities in 2021

- **Upcoming advocacy campaigns:**
 - First 100 Days campaign
 - Fight for America's Recovery (COVID-19)
 - Women United for Gender Equity
- **Other opportunities:**
 - New President's Forum 2021
 - Virtual Advocacy Forum and Hill Day (June 2021)



Remember:

1. You have power and influence. Use it.
2. Expect to irritate or annoy someone.
3. You can't change the tide on 400 years of systemic racism in a month.

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Discussion/Q&A

Please ask your questions via chat.

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Your Commitment

Share via chat, **ONE commitment** you will make following today's webinar to explicitly advance equity in your United Way's policy and advocacy work.



Please Register!

**Preparing Yourself to Facilitate
Racial Equity Work (Dec. 8,
2:00pm- ET)**

Thank You!

Please take our brief survey