

Special Fund for Poverty Alleviation Proposed Grants Docket, June 28th. 2010

The Special Fund for Poverty Alleviation (SFPA) is proposing the following grants for consideration on the June docket.

- **Michigan Docket:** Michigan was given a \$15 million challenge grant. Three investments are proposed, designed to connect low-income, un/underemployed individuals to education, employment and the social safety net.
 - Fair Food Network (FFN) for Mo' Bucks
 - Charles Stewart Mott Foundation (Mott) for the Earn and Learn Initiative
 - Michigan Association of United Ways (MAUW) for the Michigan Benefits Access Initiative (MBAI)

- **Employment and Education for Disconnected Youth**
 - YouthBuild USA
 - Center for Employment Opportunities (CEO)
 - The Corps Network (TCN) / Civic Justice Corps (CJC)

- **Advocacy**
 - Center for Law and Social Policy (CLASP) for Spotlight on Poverty and Opportunity

Michigan

Fair Food Network for the Mo' Bucks Double Coupon project

\$3,000,000 (new; project support)

To support the Mo' Bucks Double Coupon project as it expands in Detroit and across Michigan by encouraging low-income consumers to use their federal food assistance benefits (SNAP) to purchase fresh produce at farmers' markets. Fair Food Network's (FFN) Double Value Coupon Project will target SNAP-eligible residents and SNAP recipients, enabling them to make healthier food choices by providing incentives to spend their SNAP benefits on healthy, fresh produce at farmers markets. FFN will draw on a pool of funds raised from private foundations to "match" purchases at a farmers market if a customer uses their SNAP benefits (i.e., if someone uses \$10 in SNAP benefits at the market, they get \$10 in Mo' Bucks coupons that can be used at the market as well). By the end of 2011, 50 farmers markets and 10-20 small independently owned grocers will be implementing the Mo' Bucks matching program, hundreds more Michigan families will be receiving SNAP benefits, thousands of residents will have spent millions of SNAP dollars on healthy produce, and policy makers in Washington, DC will be looking to Michigan as the model for future food assistance policy. SFPA's investment will be matched on a 1:1 basis by nearly 20 foundations and corporations.

Charles Stewart Mott Foundation for the Earn and Learn Initiative

\$7,500,000 over 3 years (new; project support) The Mott Foundation will act as this intermediary on behalf of OSI.

To create immediate subsidized job opportunities structured to incent participation in education and training programs among disconnected, at-risk youth (18-24) with limited workforce attachment, particularly young minority males; ex-offenders re-entering the workforce; and chronically unemployed adults. Earn and Learn will focus efforts in the cities of Grand Rapids, Detroit, Flint, Hamtramck, Highland Park, Muskegon Heights, Saginaw, and Greenville. These cities represent a combination of urban and rural communities in need of immediate employment and educational opportunities. Some 2,000 participants will engage in approved education or training programs that solidify their basic skills and ultimately result in the attainment of degrees and/or certificates with labor market value while they earn wages in subsidized employment programs. This initiative represents a partnership among several foundations and Michigan's Department of Labor and Economic Growth. SFPA's investment will be matched on, at least, a 1:1 basis by the Joyce, Kellogg and Mott Foundations, the New Economy Initiative, and combined with public funds (state and ARRA funding) to implement the \$22.6 million Earn and Learn Initiative.

Michigan Association of United Ways (MAUW) for the Michigan Benefits Access Initiative (MBAI)

(In final negotiations now. Grant support will be between \$2-4m) (new; project support)

To support a partnership between the Michigan Department of Human Services and the Michigan Association of United Ways (MAUW) to provide an innovative and comprehensive approach to assisting Michigan citizens in accessing benefits. The Michigan Benefit Access Initiative (MBAI) will 1) provide citizens in need with bundled online applications for the spectrum of benefits they may be eligible for; and 2) to leverage staff and volunteers of nonprofit partners to provide assistance to citizens and families applying for those benefits online. MAUW will train 2,875 nonprofit "counselors" over the next three and a half years to use web-based technology to increase the number of Michigan households that receive the benefits for which they are eligible. These benefit access counselors will help families access benefits and tax credits totaling approximately \$183,000,000 in 4 years. SFPA's investment will be matched on a 1:1 basis by the Kellogg and Kresge foundations.

Employment and Education for Disconnected Youth

YouthBuild USA

\$6,000,000 over three years (\$2m each year) (new; project support)

To support YouthBuild USA's growth plan designed to dramatically expand their capacity to serve low-income 16 to 24 year olds, who are out of school and unemployed, in a comprehensive full-time program that allows them to complete their secondary

education, prepare for college and a good-paying career, and learn construction skills by building affordable housing for homeless and low-income people under skilled supervision in their own communities. SFPA support will enable YouthBuild to: 1) Nearly double the impact of their post-secondary education work by providing five additional YouthBuild program sites technical assistance to align curriculum and institutional practice with credit bearing course work at post-secondary institutions, while developing an evidence base for how to successfully increase low-income youth's attainment of work credentials; 2) Hire staff needed to help interested states initiate and expand their use of the YouthBuild model, increase the national visibility of YouthBuild USA, build out their "green development" initiatives, and strengthen their quality assurance system; and 3) Initiate the "YouthBuild 1000 Leaders Network" and the "YouthVoice Policy Network" to promote the leadership development and advocacy power of YouthBuild alumni. SFPA's investment will be matched on a 1:1 basis by funds from the Gates and WalMart Foundations, and public investments from i3 and AmeriCorps.

Center for Employment Opportunities

\$2,000,000 over one year (new; project support)

To support the Center for Employment Opportunities' (CEO's) program replication outside of New York City (e.g., to California) while maintaining model fidelity and program outcomes, thereby allowing CEO to double the number of people served each year, from 3,000 to 6,200, by 2013. Through this plan, CEO will be able to reach 3,200 new individuals annually by 2013 (approximately 1,200, or 40%, of which would be young adults between the ages of 18 and 25). In the first year of its three year growth plan, CEO will serve 900 new individuals in seven discrete locations outside New York City, 600 in counties in upstate New York and 300 in California. CEO serves people on parole and others with criminal convictions offering paid transitional jobs as a gateway to unsubsidized full-time employment so that individuals can remain crime-free. SFPA support will allow CEO to increase their capacity to offer immediate, transitional employment to individuals with criminal convictions, provide full-time job placement services, and job retention efforts that promote longer-term attachment to the labor market. CEO will also continue to build its national profile, offering support and assistance to other jurisdictions to improve practice and to set the stage for future expansion opportunities in jurisdictions that meet CEO's growth criteria. SFPA's investment will be matched on a 1:1 basis by the Edna McConnell Clark Foundation as part of year one of CEO's growth plan.

The Corps Network (TCN) for the Civic Justice Corps (CJC)

\$1,750,000 over one year (new; project support)

To help The Corps Network (TCN) to scale the Civic Justice Corps (CJC) model designed to connect youth who are not in school and not working – all of whom have been previously incarcerated – to stipended service corps jobs in their communities (with health benefits and intensive case management) while they are working toward their high school degrees or studying for the GED. SFPA's grant will support TCN's

Department of Labor “Young Adult Offender Project” grant proposal to replicate and expand its program at six Corps sites, in at least two states, to engage 600 participants. Should SFPA’s investment will match DOL’s grant award

Advocacy

Center for Law and Social Policy (CLASP) for Spotlight on Poverty and Opportunity

Up to \$525,000, over three years, conditioned on a match of 1:1 (new; project support)

To leverage and amplify the work of the Special Fund by drawing greater attention to the Fund’s efforts to reduce poverty, strategies that work for the most disadvantaged populations, and the implications for the country of sustained poverty and growing inequality. SFPA support will augment Spotlight’s capacity to use its comprehensive website, weekly e-grams, commentaries and webcasts to reach key policy makers, experts and opinion leaders on both sides of the political aisle with new ideas for and evidence about effective solutions for fighting poverty. With SFPA support, Spotlight will: 1) Develop tailored activities with and provide a national platform to highlight the anti-poverty work of the Fund’s grantees; 2) Draw greater national attention to new poverty levels; 3) Target attention to the Recovery Act and efforts to support individuals and families in need; and, potentially, 4) Create a peer learning network for state government officials to facilitate discussion about innovative strategies for reducing poverty, and/or develop a “virtual” public engagement component regarding poverty reduction solutions. CLASP is anticipating a 1:1 match on SFPA’s investment by the Annie E. Casey, Atlantic, and other foundations.