

# The Promise

THE POVERTY ACTION FUND FOR PHILADELPHIA  
THEPROMISEPHL.ORG

# AGENDA

- Welcome and Introductions
- Investment Strategy
- Family Stability
- Jobs and Opportunities
- Knowledge Center
- Closing

# A BOLD VISION

## Our mission

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Reduce Philadelphia's poverty rate and support an equitable economic recovery from the pandemic

## Our goal

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100,000 fewer people experiencing poverty by 2025, a 25% drop in Philadelphia's overall poverty rate



# OUR STRATEGY

## COMMUNITY INVESTMENTS

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- ▶ Collaborative community challenges designed to maximize opportunity, income, and stability

## KNOWLEDGE CENTER

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- ▶ Data collection, evaluation, learning, and transparent reporting on outcomes and to ensure continuous improvement and adaptation

## FUNDRAISING + AWARENESS-BUILDING

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- ▶ Ensure all residents of the region have the opportunity to contribute to the fight against poverty and strive collaboratively for an equitable recovery

# OUR TEAM



**OLIVIA BAACKES**  
Managing Director,  
Advancement



**MICHAEL BANKS**  
Managing Director, Employment,  
Opportunity, & Entrepreneurship



**DENISE GOMEZ DELSIGNORE**  
Family Stability Interim  
Program Lead



**ERIKA JOY ERB**  
Chief Marketing and  
Communications Officer



**JOSEPH HILL**  
Government Relations  
Lead



**KATY MAHRAJ**  
Managing Director,  
Operations



**KEVIN RAFTER**  
Data and Reporting  
Lead

# **INVESTMENT STRATEGY**

# COMMUNITY-INFORMED, EVIDENCE-BASED, EXPERT-DRIVEN

- ▶ Removing barriers to secure, stabilize, and grow income
- ▶ Tactics researched across the U.S. and proven to work and scale

GROUNDING IN A DEEP AND EVOLVING KNOWLEDGE BASE

The Philadelphia Poverty  
Action Plan

Ongoing Research

OUR NORTH STAR

The Promise Plan of Action

SUBJECT MATTER EXPERTS DEVELOP + EXECUTE STRATEGY

Advisory Committees

Managing Directors

ADVOCACY, AMBASSADORSHIP, AND FISCAL OVERSIGHT

Board of Directors

# INVESTMENT PILLARS

## FAMILY STABILITY

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- ▶ Collaborations that connect Philadelphia's low-income individuals and families to public benefits and other resources

## JOBS AND OPPORTUNITIES

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- ▶ Removing barriers to high-quality jobs and assisting businesses in ensuring their employees are retained and prepared to advance

## KNOWLEDGE CENTER

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- ▶ Evidence-based hub that provides insightful analysis and data and guides solutions that alleviate poverty and improve outcomes



# INVESTMENT PILLARS

## FAMILY STABILITY

Collaborations that connect Philadelphia's low-income individuals and families to public benefits and other resources

## JOBS AND OPPORTUNITIES

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# FAMILY STABILITY

## Potential impact of **American Rescue Plan** for Philadelphia residents

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# of people who could be  
raised out of poverty

75,228

# of children who could be raised  
out of poverty

46,967

Based on preliminary analysis from the Mayor's Policy Office

**\$1,000,000,000**



EITC AND CHILD TAX CREDIT DOLLARS AVAILABLE TO  
PHILADELPHIA RESIDENTS FROM THE AMERICAN RESCUE  
PLAN

# GRANTMAKING PROCESS

1

Research and  
Develop

2

Activate and  
Engage

3

Release

4

Review and  
Select

5

Governing  
Board Sign off  
and Grantee  
Notification

# SCALING IMPACT THROUGH PARTNERSHIP



**Campaign for Working Families \$1.3M**  
Benefits Data Trust • Beech Community Services  
CLARIFI • Community Legal Services



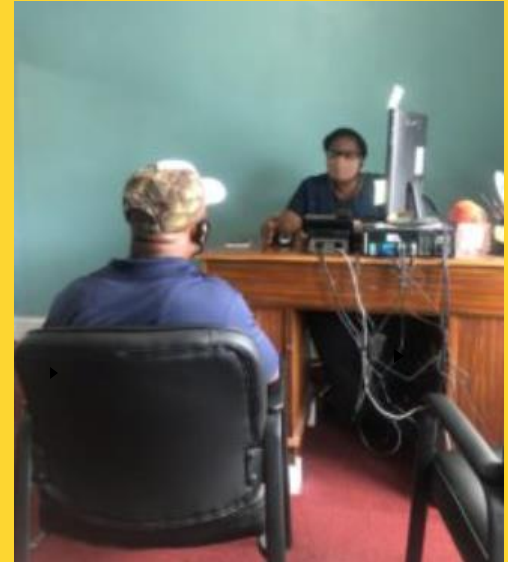
**Local Initiatives Support Corporation \$1M**  
Ceiba • HACE • Congreso • Esperanza  
Asociación Puertorriqueños en Marcha  
Norris Square Community Alliance



**African Cultural Alliance of North America, Inc. \$1M**  
Southwest Community Development Corporation  
Philadelphia Chinatown Development Corporation

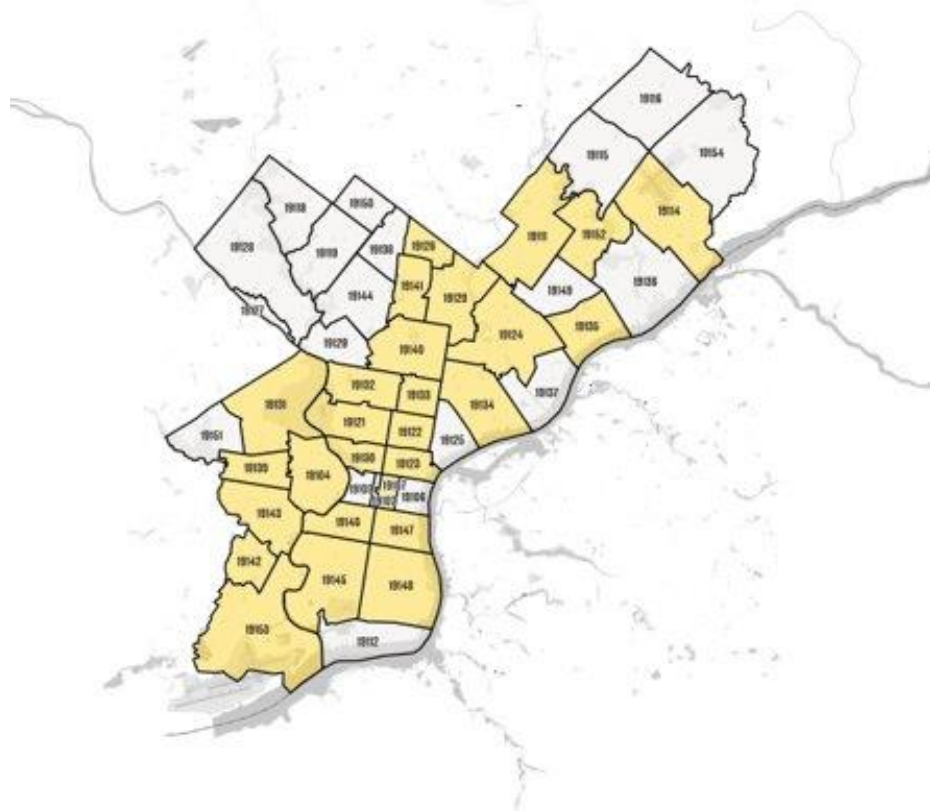


**Diversified Community Services 1.5M**  
United Communities • SEAMAAC



Belinda Church of the African Cultural Alliance of North America discusses a benefits application with a client

# PROVEN STRATEGIES, BOLD PLANS



Partnerships covering 31 zip codes  
and counting

Collaborative partnerships  
Community-led  
Equitable and inclusive  
Proven and scalable  
Sustainable and impactful

“We’re going to need innovation and collaboration between communities, non- and for-profits, and government to create long-term sustainable solution to get us out of this economic crisis.”

*Asha Jackson, Director of Client Services  
United Communities of Southeast Philadelphia  
Family Stability Challenge Subgrantee*

# CENTERING COMMUNITY VOICES

**Voffee Jabeteh**

*Chief Executive Officer, ACANA*

*Lead Grantee, Promise Family Stability Challenge*



Mar. 23, 2021 8:52 am

**With new funding,  
ACANA expects to aid  
more than 800 African  
and Caribbean  
immigrants**



# INVESTMENT PILLARS

## FAMILY STABILITY

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- ▶ Collaborations that connect Philadelphia's low-income individuals and families to public benefits and other resources

## JOB AND OPPORTUNITIES

Removing barriers to high-quality jobs and assisting businesses in ensuring their employees are retained and prepared to advance

## KNOWLEDGE CENTER

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- ▶ Evidence-based hub that provides insightful analysis and data and guides solutions that alleviate poverty and improve outcomes

## THE INTERVENTIONS

# INTERVENTION STRATEGIES

### FAMILY STABILITY

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- ▶ Enable mobility by helping families and individuals access safety net resources to stabilize crisis and manage through challenges.

### JOBS AND OPPORTUNITY PATHS

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- ▶ Ensure individuals and families surmount barriers to the workforce
- ▶ Ensure that employers have the knowledge and partnerships to reach and support candidates who experience the collateral damage of poverty
- ▶ Provide pathways to access the workforce, grow their income.
- ▶ Support for entrepreneurs to open and reopen businesses.

### KNOWLEDGE CENTER

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- ▶ Measure impact on interventions
- ▶ Determine insights and recommendations for interventions
- ▶ Develop ROI on investments
- ▶ United Way in partnership with a research institution
- ▶ Capacity building and support to Challenge partners (grantees)
- ▶ Provide comparative framework on poverty trends



**RECORD  
SEALING IS  
IMPORTANT  
TO THE  
WORKFORCE**

Economists project a massive emerging talent shortage that will affect Philadelphia and the nation.

**400,000**

People with arrest and conviction records in Philadelphia

**27%**

National rate of unemployment for formerly incarcerated people

# RECORD SEALING IS IMPORTANT TO THE WORKFORCE

## INCARCERATION IS SHOWN TO DEPRESS

hourly wages for men  
by approximately **11%**

annual  
employment by **9 weeks**

annual  
earnings by **40%**

Within one year, wages for people with expunged records go up by over 22% versus the pre-expungement trajectory, primarily from new employment

# 91%

▼  
NUMBER OF PEOPLE RETURNING FROM PRISON THAT WILL  
COME BACK TO LOW-INCOME NEIGHBORHOODS

## HOW DO WE CLEAR RECORDS AT SCALE?

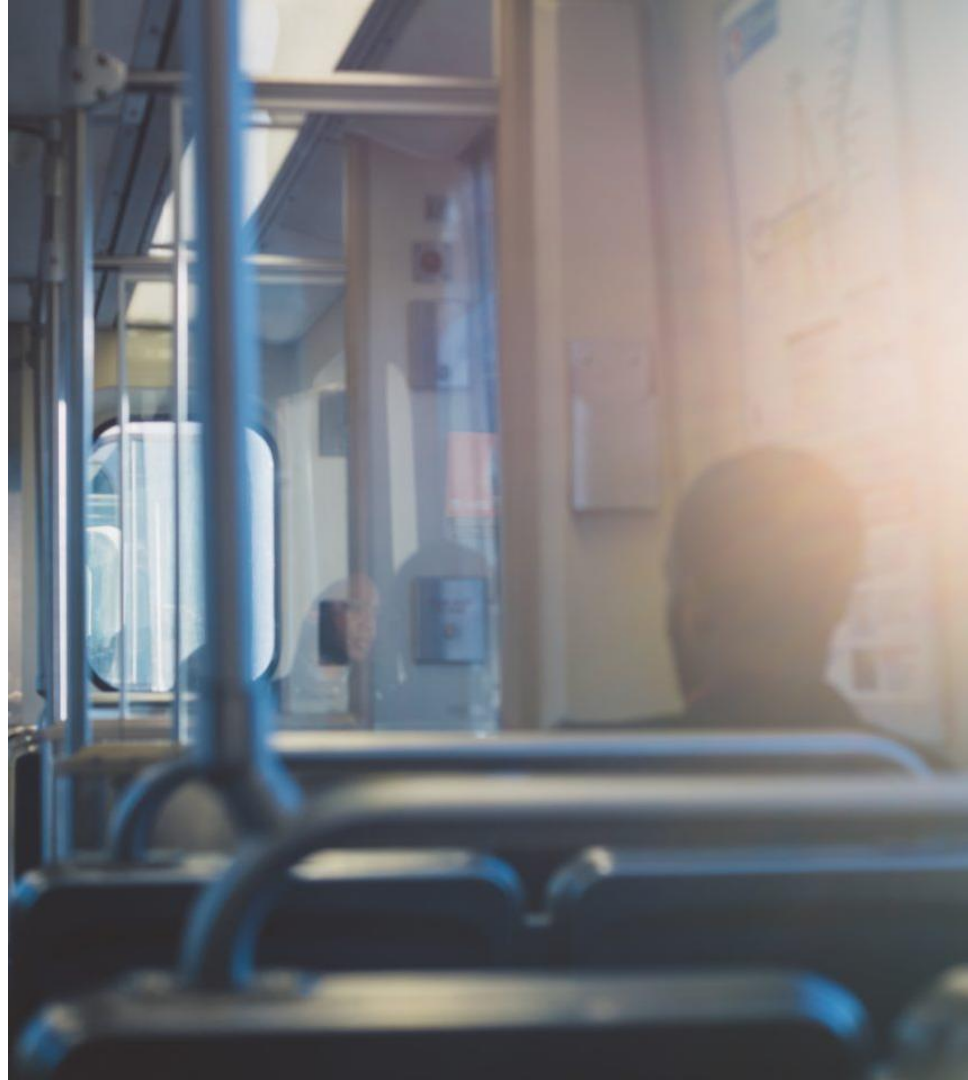
- ▶ Expand legal services organizations to run clinics with experienced staff and volunteers
- ▶ Expand capacity at trusted community organizations to outreach, engage, host and build internal strength to address convictions
- ▶ Lead a citywide campaign to build awareness and motivate people to go to clinics



# WE NEED A CITYWIDE RECORD SEALING CAMPAIGN



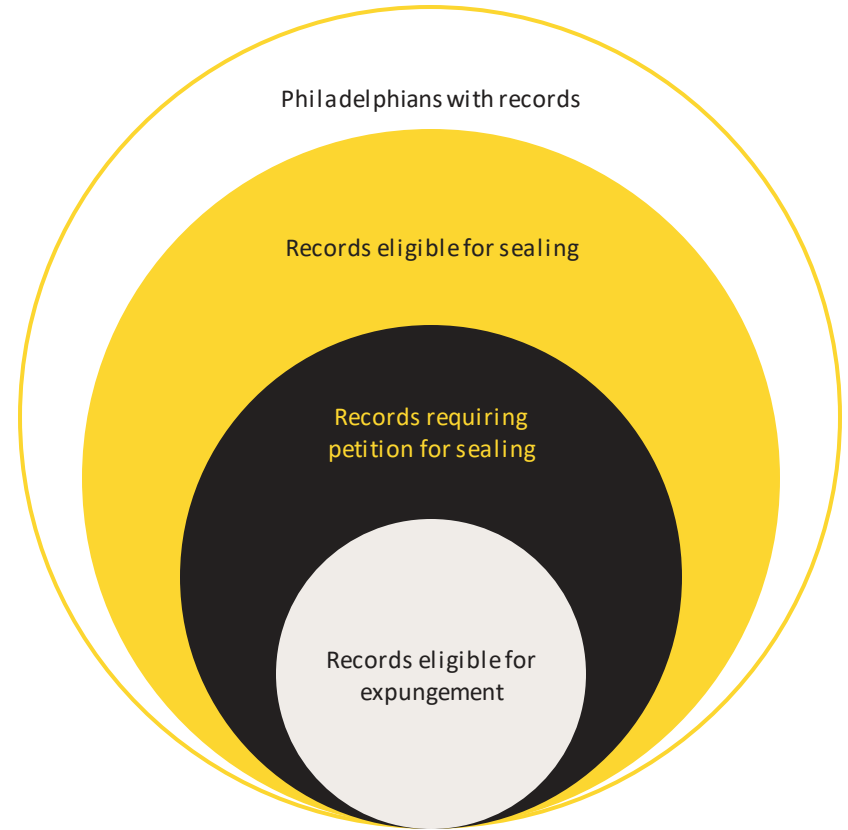
- ▶ **Clean Slate helps but doesn't solve the whole problem**
  - ▶ Many records still require petitions to seal
  - ▶ Clean Slate does not notify people that their records have been sealed, so many people still avoid jobs where background checks are required
  - ▶ Some records are eligible for expungement as well as sealing
- ▶ **Ban the Box doesn't prevent background checks**
  - ▶ Ban the Box removes the disclosure from the application, but most employers still run background checks
  - ▶ Ban the Box is difficult to enforce and many employers still ask about convictions during the hiring process
- ▶ **People need to be equipped with the information and ability to manage, understand and clear their convictions**



# THE CHALLENGE IS LARGE SCALE



- ▶ There are 400,000+ people with criminal histories in Philadelphia
- ▶ Hundreds of thousands can get some or all of their record cleared through the Clean Slate law and follow-up petitioning
- ▶ A subset of that group will be eligible for full expungement of their records



# THE RECORD SEALING AND EMPLOYMENT ACCESS CHALLENGE

30 record sealing clinics in 30 weeks  
(Dec 2021 - June 2022)

## \$3.5 MILLION

To support community awareness and engagement, clinic operations, and follow-up

▶ **\$1.5 MILLION**  
To legal services organizations

▶ **\$1.5 MILLION**  
To community-based partners

▶ **\$500,000**  
To offer additional on-site services

And a commitment from the United Way, City, and partners to drive citywide awareness

# RFP #1

## COMMUNITY PARTNERS

### GOALS

- ▶ Lead a targeted process to identify credible messengers and host sites for record sealing clinics in 30 of Philadelphia's most impacted neighborhoods
- ▶ Fund 30 trusted community partners to advertise, engage, and welcome residents to explore record sealing opportunities and connect to other workforce supports where possible

### CRITERIA

- ▶ Organization must build an engagement plan, host a legal services provider, and support data collection and assessment efforts
- ▶ Where possible, organization can should overlay of additional workforce and economic stability supports

### TIMELINE

- ▶ Organizations will be selected in fall 2021 and host clinics between late 2021 and mid 2022

# RFP #2

## LEGAL SERVICES

### GOALS

- ▶ Identify and support organizations to provide record sealing and expungement services at scale
- ▶ Ensure those organizations can successfully partner with community organizations to work on-site
- ▶ Provide awareness, file petitions, and collect outcomes data on successful removal of barriers to the workforce

### CRITERIA

- ▶ Organizations must be able to lead at least 10-15 clinics over a 30 week period
- ▶ Organizations must build a partnership plan for how they will work with community partners
- ▶ Organizations must collect and report output and outcome data in partnership with the Knowledge Center

### TIMELINE

- ▶ Organizations will be selected in fall 2021 and run clinics between late 2021 and mid 2022



# EXPECTED OUTCOMES

**10,000**

people engage in-person and virtually and gain full insights into their records and how to discuss and address barriers to the workforce

**2,000**

people clear previous convictions

**250**

gain pardons to expunge records that require review and adjudication



# WHAT'S COMING NEXT: ENTREPRENEURSHIP



- ▶ Building capacity to identify and engage business leaders in low-income communities to support success and growth
- ▶ Providing access to grants and capital to build community wealth and create jobs
- ▶ Connecting entrepreneurs with a clear and cohesive network of technical assistance providers to tackle the challenges of growth and scale
- ▶ Creating broad and equitable access to public and private procurement channels to expand business opportunities for Philadelphia entrepreneurs





# WHAT'S COMING NEXT: EMPLOYER/COMMUNITY PARTNERSHIPS



- ▶ Incentivize collaboration between community-based organizations and employers to expand job opportunities and career paths for low-income Philadelphians
- ▶ Support collaborations that expand recruitment efforts and awareness-building about local job opportunities in traditionally underrepresented neighborhoods
- ▶ Support creative approaches to increase access through transportation, skill development and barrier removal
- ▶ Support retention efforts that enable Philadelphians to successfully retain jobs and advance in their careers over the long-term



# INVESTMENT PILLARS

## FAMILY STABILITY

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- ▶ Collaborations that connect Philadelphia's low-income individuals and families to public benefits and other resources

## JOB AND OPPORTUNITIES

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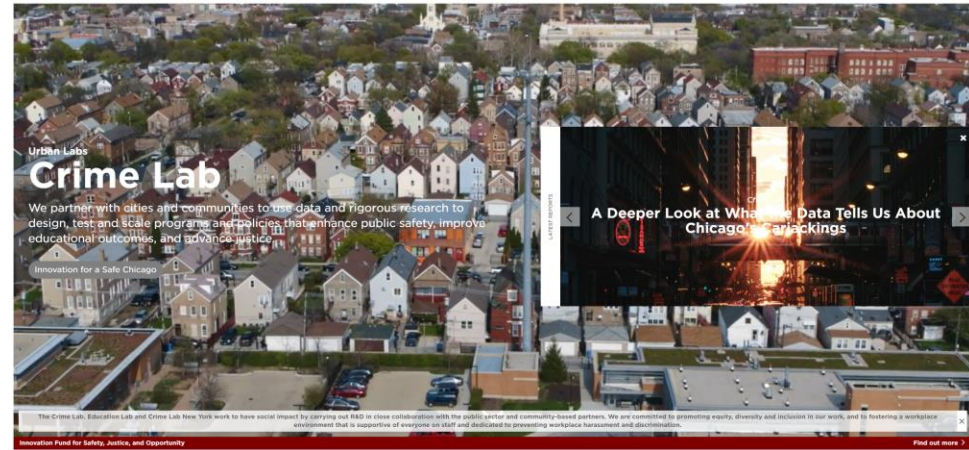
- ▶ Removing barriers to high-quality jobs and assisting businesses in ensuring their employees are retained and prepared to advance

## KNOWLEDGE CENTER

Evidence-based hub that provides insightful analysis and data and guides solutions that alleviate poverty and improve outcomes

# KNOWLEDGE CENTER

- ▶ Analysis and data about challenges in United Way communities
- ▶ Use evidence to guide solutions that alleviate poverty and improve life outcomes for vulnerable populations
- ▶ Measurement and accountability framework
- ▶ A learning lab for broader anti-poverty work in Philadelphia – potentially even nationally



**POVERTY  
TRACKER**

CENTER ON  
POVERTY &  
SOCIAL POLICY  
at Columbia University

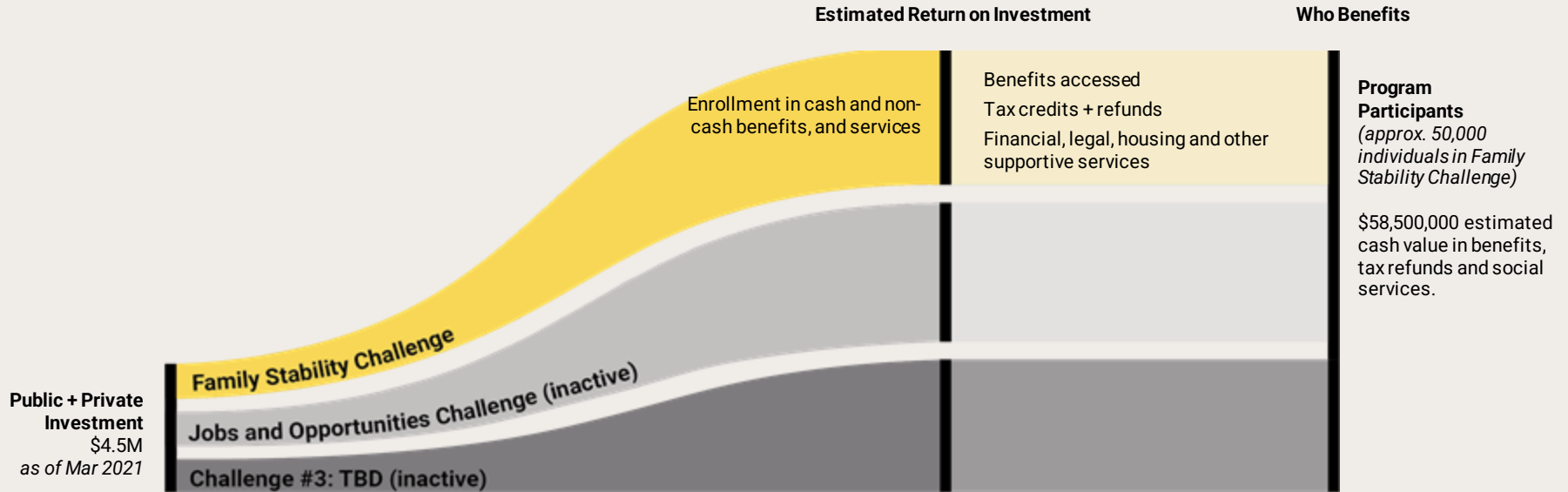
COLUMBIA | CPRC  
Columbia Population Research Center



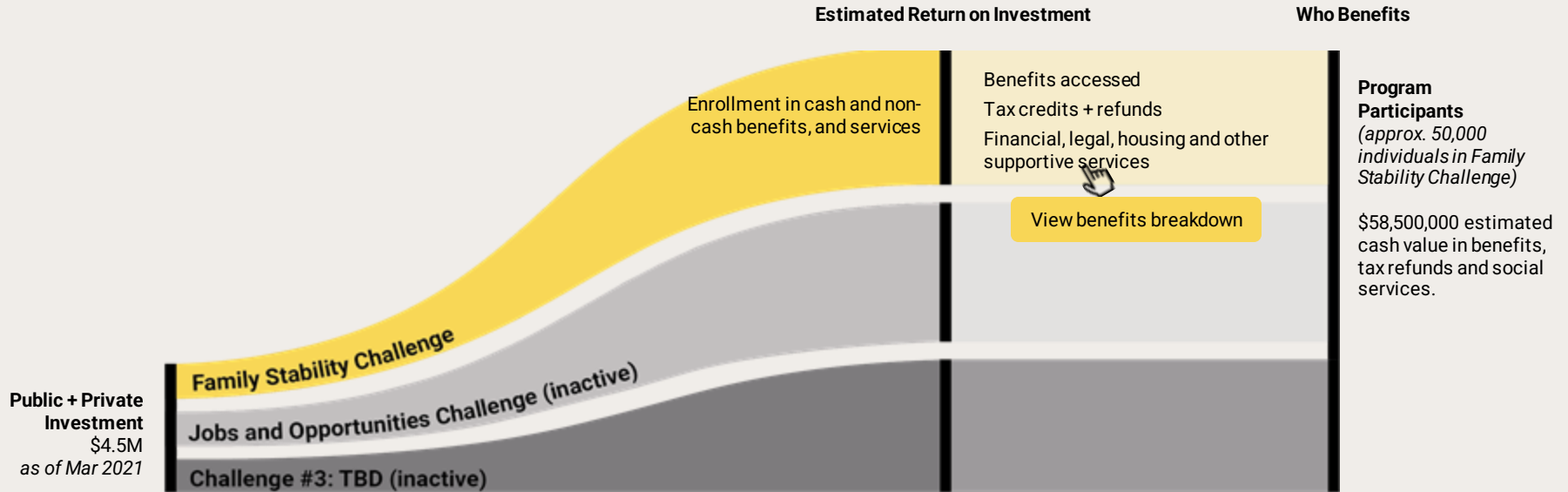
**ROBIN HOOD**

MONITORING POVERTY AND WELL-BEING IN NYC

**STATE OF  
POVERTY AND  
DISADVANTAGE IN  
NEW YORK CITY**



\*Visualization concept adapted from Ecotone Analytics



\*Visualization concept adapted from Ecotone Analytics





## POPULATION PROFILE

- \$8,698 avg income
- 60% employed at least part time
- 56% female

## turn on Investment

## Who Benefits



### TAX PREP

25,000 returns filed >> \$22,567,533 in refunds



### FOOD BENEFITS

8,476 approved applications >> \$2,894,712 in benefits



### FINANCIAL COUNSELING

500 served >> \$567,533 in services



### LEGAL COUNSELING

1,000 served >> \$200,000 in services



### HEALTH INSURANCE

4,000 approved applications >> \$26,278,144 in value



### UTILITY ASSISTANCE

8,700 approved applications >> \$3,589,174 in value



### HOME BENEFITS

5,000 served >> \$1,744,360 in value



### ADDITIONAL RESOURCES

600 served >> \$658,544 in value

## Benefits accessed

Tax credits + refunds

Financial, legal, housing and other supportive services

[View benefits breakdown](#)

## Program

**Participants**  
(approx. 50,000 individuals in Family Stability Challenge)

\$58,500,000 estimated cash value in benefits, tax refunds and social services.

Public + Private  
Investment  
\$4.5M  
as of Mar 2021

Family Stability Challenge

Jobs and Opportunities Challenge

Challenge #3: TBD (inactive)



## COMMUNITY DATA

- The Knowledge Center helps The Promise team target grantmaking to address community needs.
- Research about the issues facing Philadelphia informs new strategies across our partners and stakeholders.



### LISTENING TO COMMUNITY

#### What We Heard

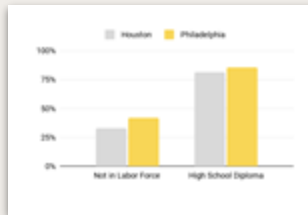
How we translated what we've heard from I&R data and community listening sessions into anti-poverty action



### UNDERSTANDING POVERTY

#### Poverty in Philadelphia

Analysis of the underlying causes and potential solutions of endemic poverty in Philadelphia.



### COMPARISON DATA

#### Philadelphia in Context

Comparing Philadelphia to 10 other cities on key economic, social, and demographic indicators

## LESSONS LEARNED

- The Knowledge Center harnesses learnings to adapt the community challenges and collective strategies employed by The Promise in reducing poverty in Philadelphia.
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### FAMILY STABILITY

#### Family Stability: Challenge Report

Final community report from the first Challenge of The Promise, showing all grants and outcomes.



### KNOWLEDGE & INSIGHTS

#### The Promise's First Year

What went well, what did not, and how we are learning for 2022 Challenges.



### GRANTEE SPOTLIGHT

#### ACANA: Partnerships In Action

How is Acana using community partnerships to extend reach?

**WHAT'S NEXT**

# GOVERNING BOARD

The Promise



**Susan Jacobson**

Board Chair, Philadelphia Chamber of Commerce

Principal, Jacobson Strategic Communications



**Dalila Wilson-Scott**

Executive Vice President and Chief Diversity Officer, Comcast Corp.

President, Comcast Foundation



**Doug Oliver**

Vice President, Government & External Affairs, PECO



**Rev. Dr. Leslie Callahan**

Pastor, St. Paul's Baptist Church

Commissioner, Philadelphia Housing Authority



**Harriet Weiss**

Chief Executive Officer, Hippographics



**Sultan Ahmad**

Founder, Sultan Jihad Ahmad Community Foundation



**Bart Blatstein**

Founder and Chief Executive Officer, Tower Investments



**Mitch Little**

Executive Director, Mayor's Office of Community Empowerment & Opportunity



**Rev. Bill Golderer**

President and Chief Executive Officer

United Way of Greater Philadelphia and Southern New Jersey



**Tiffany Tavaréz**

Senior Vice President, Wells Fargo Advisors

# GET INVOLVED

## LEARN MORE

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- ▶ Visit us at [www.promisephil.org](http://www.promisephil.org) to learn more

## CONNECT WITH US ON SOCIAL MEDIA

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- ▶ Follow, Re-share or tweet @thepromisephil posts

## QUESTIONS?

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- ▶ Reach out to [obaackes@thepromisephil.org](mailto:obaackes@thepromisephil.org)

**PHILADELPHIA,  
WE CAN'T AFFORD TO  
BE THE POOREST\* CITY  
IN THE COUNTRY.**

**WE NEED  
YOUR HELP**

**THANK YOU**

EXCERPT FROM BRAND PLEDGE

Together we have the knowledge to help  
our neighbors reach a stable income.

Together we have the capacity to fund  
the work to be done.

Can we mobilize our **collective** will?