

**PROJECT PROMISE**  
**Action & Impact Committee**  
**Minutes of 11-19-09**

**Attendees:** Will Bloedow, Amanda Dietrich, Julia Drobeck, Dave Erickson, Helene Iverson, Andrew Konkel, Sandi Moore, Betsy Rozelle, Catherine Scullion, Barb Uehling, and John Wollner

**Excused:** Carrie Hankes, Lori Schiebel, Paul Westergard, and Gayle Hardt

**Project Promise Poverty Coalition (PPPC) News**

Andrew shared several pieces of information.

- Next full coalition meeting, open to the public, is December 9 at 7:30 a.m. at Zion; Kristene Stacker, Executive Director of the Community Health Clinic, will be a featured speaker. Congressman Steve Kagen has been invited as well, but his attendance has not been confirmed.
- The next PPPC Executive Committee meeting is December 3 at United Way; the main focus will be compiling data for the annual report and establishing 2010 goals.
- Amanda will be the new PPPC secretary in January, thanks to Marcia Engen for serving in this role for the past several years.
- Analysis & Information committee has assembled a survey for social service and nonprofit agency program coordinators on financial literacy in Fox Valley. Please take this if you are able. More news regarding this to come soon. UW-Extension has also created a financial literacy survey, however this one is for clients and can be accessed online; please encourage them to fill it out. It can be accessed through the Friday morning newsletter published by Mary Wisnet from United Way.
- Awareness and Education committee members are working on the annual report. It will be presented on Friday, January 15 at 7:30 a.m. in the new theater at UW-Fox Valley. UW-Fox has donated use of the theater—many thanks! Motivational speaker Rev. Joe Urkavich, former chaplain for the Green Bay Packers, will be featured.
- Awareness and Education subcommittee members are also working on setting up poverty simulations.
- The Speakers Bureau can use more volunteers. Approximately 10 presentations have been made to date to church group, community groups, and youth.

**Committee Reports**

- Sandi reported that *The Faith to Face Poverty Week: A Call to Action* (F2F) went smoothly. Two poverty simulations were held, one each at the beginning and end of the week. F2F also promoted involvement in the Crop Walk on October 11. The F2F team met to evaluate the week and is working on follow-up inquiries to faith communities to assess what went well, what needs improvement, and whether F2F should be repeated in 2010. One thing the team decided upon was that if the event is repeated, a “Save the Date” card will be sent in March or April but the kick-off will not be held until

September; members felt that by holding the kick off in June that momentum was lost. Andrew will call Mary Paulson to see if Crop Walk numbers increased.

- Barb reported that the Continuum of Care team has not met for a while but will be resuming its efforts soon.
- Catherine continues to be the website ([www.projectpromisefoxcities.org](http://www.projectpromisefoxcities.org)) liaison with Willems Marketing. She reminded members to send her any info on membership or other changes so they can be updated on the site. She would like to have 2010 meeting schedule if possible. Willems will do updates the 10<sup>th</sup> of every month, Catherine will see if she can have access to do minor updates in between. There is a link to Fox Valley Warming Shelter. Also, there is a Facebook link on website that Amanda is maintaining. Amanda said any updates that should go on the Facebook page should be sent to her. The team asked Catherine to send any appropriate info she receives to Amanda who will decide if it also should be posted on Facebook. Sandi recommend that Becky Martin at CAP email all people who join PPPC via the website to welcome them and that the membership link be modified so persons are not forced into choosing a committee upon registration.
- John reported on progress if the Newspaper Insert Team. He said that content is pretty much established and that the team hopes to publish it about 1 week prior to the January 15 annual meeting. Except for an inside article about the annual meeting and some information about tax preparation assistance/Earned Income Credits, most of the content will not be “dated” so the insert will be valuable for several months as a resource. Content will include information/resources for people in poverty and also information for service providers, facts about the state of poverty in Fox Cities, what is Project Promise, a success story, speakers’ bureau information and contact, editorials by PPPC Co-Chairs, Jon Stellmacher (Thrivent) and Jennifer Wanke (LEAVEN), respectively sharing business and non-profit perspectives on poverty. Team members are working on sponsorship; the cost is estimated to be around \$3800 to \$4000. Betsy asked if there will be extra copies -- yes, to get the word out. Sandi will be the liaison to The Post-Crescent and will find out whether the format will allow it to also be placed on the PPPC website.

### **New Business**

- Betsy is now handling Poverty Simulations for CAP Services; the simulations will also be a subcommittee under Awareness & Education. PPPC got \$1000 grant through JJ Keller Foundation earmarked for hosting 2 Poverty Simulations in 2010 open to the general public, probably one in spring and fall. The Women’s Fund and Leadership Fox Cities each participated in one in the last month and both went well. Conducting post-simulation evaluations has indicated the events increased awareness. Good reaction to the “What can I do now?” piece offered at the end also. Betsy is looking for volunteers to join the subcommittee to help get the word out to increase participation; possible target audiences include Affinity, faith communities, FVTC, Lawrence, LEAVEN, PTAs, UWO College of Nursing, UW Fox, and others. Barb suggested inviting board members, perhaps affiliate organizations of the Community Foundation. Simulations can accommodate 20 volunteers and up to 86 attendees. Several members recommended offering some to high school students. Consensus

was to mix them with adults not just the kids. CFCU does Reality Store experience at the high schools which has had a good response. For more information on poverty simulations, contact Betsy at [brozelle@capmail.org](mailto:brozelle@capmail.org) or 920-209-0760.

- **Andrew encouraged subcommittee chairs and co-chairs to submit goals for 2010 Action & Impact Committee to him by December 1.** Subcommittees included: Continuum of Care (Barb), Website (Catherine), Newspaper insert (Sandi), Resource Fair (Julia), Faith to Face (Sandi), and possibly others. Subcommittee Chairs (in parentheses) agreed to submit goals to him; the PPPC Executive Committee will review these at the December 3 meeting. Amanda had to leave early, so Andrew will ask her to write up something related to legislative event (possible collaboration with LWV or ESTHER was briefly discussed). Sandi asked if there needed to be goals on literacy; Andrew replied that this is somewhat on the back burner for Project Promise right now. If we decided to move forward, Julia is now on the Literacy Coalition board and can help with this.
- Catherine said that if she gets enough help and submissions of info, she would consider doing a quarterly Project Promise email newsletter. Some discussion was held on this and Andrew asked Catherine to write up a goal for this potential project and also that he would ask for possible subcommittee members at the upcoming full membership meeting.
- General info: CAP and Goodwill have VITA programs. CAP is in Waupaca and Waushara and Goodwill is here in the Fox Valley. Help get the word out! Betsy said EITC (earned income tax credit) is one of the best kept secrets and accessing this (up to \$4000) can help individuals to move out of poverty; it also adds \$4000 into the community to help stimulate the local economy! Catherine will add this information to the website.

### **Active Subcommittees**

- Continuum of Care – next meeting is 11/25/09 at 8:00am at St. Elizabeth’s Hospital
- Website – contact Catherine Scullion at [cscullion@apl.org](mailto:cscullion@apl.org) to get minutes and other updates to her
- Newspaper Insert – next meeting is 12/1/09 at 8:00am at United Way
- Poverty Simulations (in collaboration with Awareness & Education Committee) – subcommittee just forming; email Betsy Rozelle if interested in helping

### **Project Bank (potential future subcommittees)**

- Faith to Face Poverty (start in March 2010)
- Quarterly newsletter
- Legislative Lunch ‘N Learn/Policy forum(s)
- Resource Fair (start in spring 2010)

**Upcoming meeting dates: We will meet at 8 a.m. on Thursday, December 10 at AASD offices. PLEASE NOTE CHANGE DUE TO THE HOLIDAYS!**

In 2010, we will return to meeting the 4<sup>th</sup> Thursday of every month at 8 a.m., beginning with January 28. All meetings are at the Appleton Area School District headquarters.

Respectfully submitted,

*Sandi Moore*

Sandi Moore  
Action & Impact Committee Secretary