

THE FOUNDATION BELIEVES THAT FOCUSING ON MOVEMENT-BUILDING WILL ULTIMATELY RESULT IN STRONGER FAMILIES AND COMMUNITIES

Key drivers of change will facilitate...

Greater organized self-advocacy and activism by working poor families with the skills, knowledge, access and support networks to be effective in reforming public policy

Highly Engaged Base of Constituents

- Skilled leaders - parents & youth - from low income neighbourhoods communities of color
- Self-interest and education in community issues

Cornerstone Organizations

- Well-established in target communities
- Effective in training parents/youth as leaders, advocates and/or organizers
- Successful in helping families achieve policy change

Network of Networks

- Sustained connections between constituencies and organizations across regions and issue areas
- Collective capacity for regional and national movement-building

Cross-Systems Change Efforts

- Successful policy reforms driven by working poor families using:
 - Facts based on action research
 - Strategic framing of issues
 - Institutional relationships

...Movement-building

- A substantial, growing, engaged constituent base comprised of working poor families and natural allies who share their interests
- Supported by strong, sustainable community-based organizations which are linked with each other regionally and cross-regionally and across disciplinary, ethnic, and ideological boundaries
- Benefiting from a sophisticated communications effort that utilizes strategic framing to shape media images of their issues and to ensure consistency of message across all participants
- Informed by excellent data and analysis as well as candid feedback from evaluation efforts
- Understand the needs and desires of different races and cultures while bringing a multicultural perspective to reform efforts
- Capable of responding quickly and decisively to opportunities as they arise via the collective capacity of a nimble, "21st Century" coordination structure that effectively uses technology
- Constantly renewing itself by identifying, training, and promoting new leaders within its ranks

