

# Impact Report

**Report:**

*June 18, 2019*

(Year 6 of POC's Poverty Expansion Efforts)



Impact of the 2020 Family Wrap Around Program at Pinellas Opportunity Council for Parents Working to Exit Poverty  
Cohort 5 – April 2018 thru March 2019

Gypsy C. Gallardo, MPP, Principal, Urban Market Analytics & CEO, The 2020 Plan



# Introduction & Summary

This report summarizes the impact of the 12-month 2020 Family Wrap-Around Program that was funded by the City of St. Petersburg and implemented by Pinellas Opportunity Council from April 2018 through March 2019.

The program engaged 29 participants to help them begin a journey to exit poverty – all of them parents of children under 18 or with other dependents.

➤ *By May 2019, participants had more than doubled their annual incomes to \$799,050 combined for the 29 families. Collectively, participants increased their monthly earnings by \$37,136, equating to an annualized aggregate increase of \$445,629.*

This report offers a snapshot of impact in two areas.

1. One, it spotlights changes in the lives of the parents and families served, including gains in education, employment and earnings.
2. Two, it introduces advances in the system-of-care serving South St. Petersburg as part of a collective impact plan to increase the number of parents being helped to exit poverty.

## About POC's Approach

Pinellas Opportunity Council (POC) is a federally-designated Community Action Agency that has served the community with the goal of reducing poverty since 1968.

The POC 2020 Family Wrap Around Program uses **a simple formula**, built on a foundation of experienced case managers who use the tools of **encouragement, support and accountability** to walk with participants through their journey to exit poverty.

1. Participants set a plan to start their journey to exit poverty
2. POC staff counsel, coach and coordinate resources for participants to reach their goals
3. Funding partners help cover the many costs families encounter on their path out of poverty
4. Participants secure higher paying jobs and strengthen their standards of living



➤ *Joyce Robinson, a Lead Case Manager for the 2020 Family Wrap Around Program, says "What so many single moms and dads need is one-on-one time with someone who cares, who will work with them to bridge them to that next level. If they're motivated to take a step, we help with the cost and planning they need to get there."*

*The mission of POC is to alleviate the conditions of poverty, revitalize local communities and promote self-sufficiency by mobilizing resources to develop and implement programs that deliver an array of services to address various individual, family and community needs.*

# Impact in the Lives of Parents & Families

## Employment Gains

When the program started, over three-quarters (76%) of the 29 participants were employed, but only three were employed full-time while 19 were employed part-time. By the program’s end, 19 participants were employed full-time and a total of 25 participants were employed full or part-time.



In addition to parents who have already landed a new or better-paying job, nine participants are still going in their programs and could reap employment and earnings gains in the months ahead.

	Before	After	Change
Employed	22	25	+3
Full-Time	3	19	+16
Part-Time	19	5	-14
Unemployed	7	4	-3

## Earnings Gains

At program end, 18 of 29 participants had already increased their incomes, and others were on track to do so in the near future. Before the program, participants’ annual incomes averaged \$12,187. By May 2019, their average had more than doubled to \$27,553, an increase of 126%.

	Before	After	Change
Total Income	\$353,421	\$799,050	+\$445,629
Avg Income	\$12,187	\$27,553	+\$15,367

The earnings gains stemmed from a host of success stories. As a typical example, one

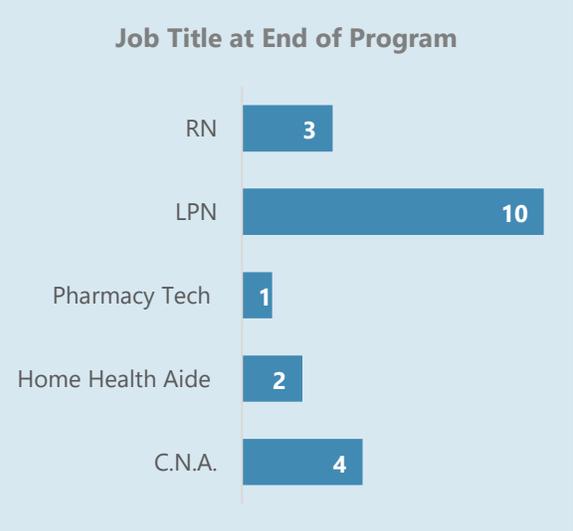
participant went from being employed part-time to earning a Licensed Practice Nurse certification, landing a job earning \$19.50 per hour, full-time.



➔ *Sachi Robinson was working part-time as an LPN to support family, and was unable to cover tuition for her final term in an RN program. POC covered tuition and transportation costs for the mother of two. She completed the program and now works full-time as an RN, moving her annual earnings from \$23,500 to \$57,408.*

## Post-Program Occupations

A majority of participants entered healthcare or climbed the healthcare career ladder during the program. By May 2019, of the 25 participants employed, 20 held new jobs in healthcare.



## Families Exiting Poverty

As of May 2019, the program had helped **15 families of 45 people** to exit poverty by increasing their incomes to above the poverty line. In addition, **2 families of 9 people** were within 10 percentage points of reaching the poverty threshold by the end of the program year.

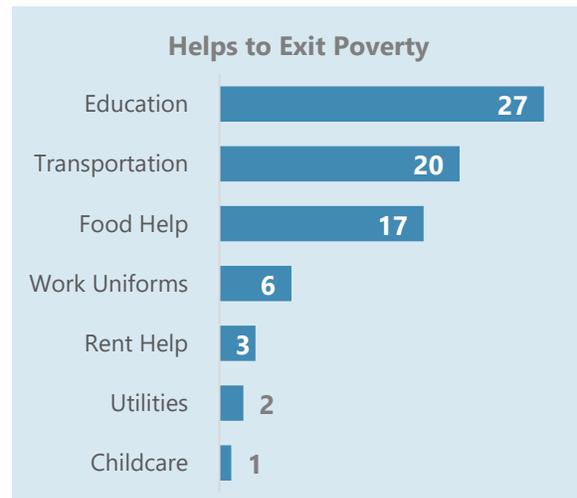


➔ *When Tara Fordham, mother of two, came to POC, she was employed part-time, struggling at 42% of the poverty level and trying to finish school. POC paid for books, exam fees and state certification to help her finish. She now earns \$21 per hour, full-time, as a Licensed Practical Nurse.*

## Help with Costs to Exit Poverty

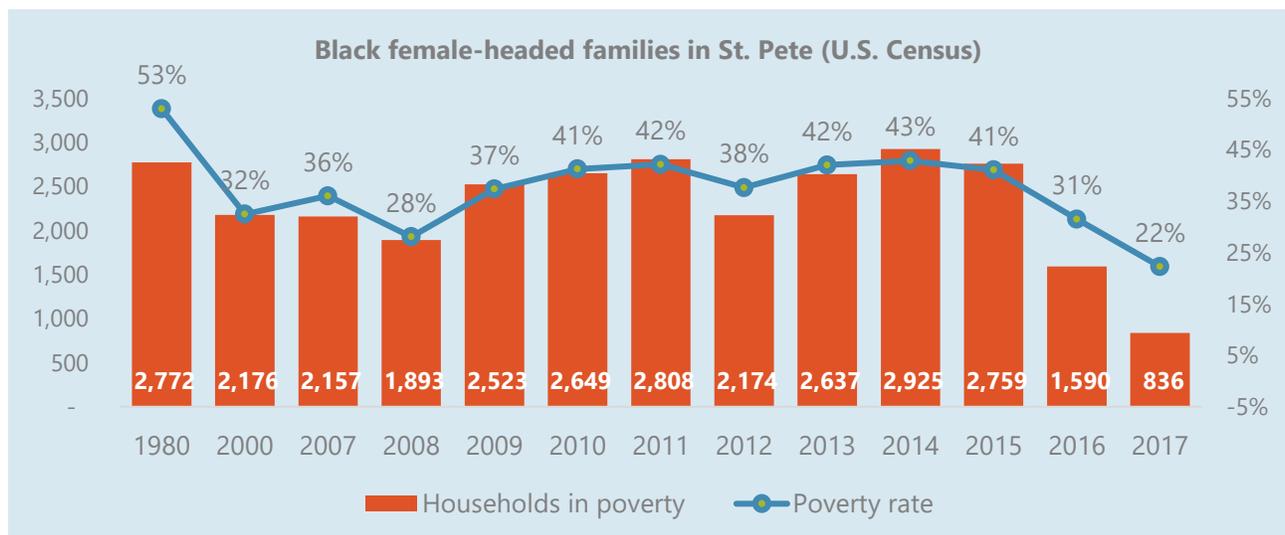
The POC program gave the 29 participants the extra financial help needed to cover expenses tied to their plans for income growth.

The top three uses of cash support for participants were for educational expenses including tuition, exam fees, and certification fees; transportation help include car insurance, car repairs and gas to travel to and from school and work; and temporary food help as they completed educational programs.



## Community Poverty Reduction

POC is a cornerstone partner of The 2020 Plan to reduce poverty in South St. Petersburg. The agency has created five new poverty-exit programs since 2014, thanks to funding support by the City of St. Petersburg and others. The U.S. Census Bureau shows three years of poverty reduction among black female-led families in St. Petersburg.



# POC Expanding Poverty Alleviation Programming



For 50 years, Pinellas Opportunity Council (POC) has been on the forefront of poverty alleviation in Pinellas County. Since 2014, POC has also been a lead supporter of The 2020 Plan, a seven-year collective impact initiative to reduce the poverty rate by 30% in South St. Petersburg –the largest concentration of poverty in the county.

POC has created five new poverty-exit programs in the past five years, with recurring support from the City of St. Petersburg and funding from Bon Secours Mission Fund, The 2020 Fund, CareerEdge Funders Collaborative and the Florida Department of Economic Opportunity.

## Poverty-Exit Programs at POC

- 2020 Family Wrap Around Program
- Getting Ahead Program
- Staying Ahead Program
- Family Development Program
- Family Development Plus+ Program
- 2020 Healthcare Career Ladder

➔ POC's poverty-exit programs are led by **Carolyn King**, Executive Director (above, right photo), **Eleanor Brooks**, Programs Director, **Joyce Robinson**, Lead Case Manager, and **Amber Bridges**, Coordinator. Mrs. Brooks is pictured at right with a child whose family was helped to exit poverty by POC.



## Learn More & Contribute

To learn more about POC's work in the community, or to discuss how you can contribute:

**Carolyn King, Executive Director**  
727-823-4104 ■ [cking@poc-inc.org](mailto:cking@poc-inc.org)  
[www.poc-inc.org](http://www.poc-inc.org)