

A CALL TO **ACTION**



Power of **Partnership** Initiative

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United Way
of Santa Barbara County



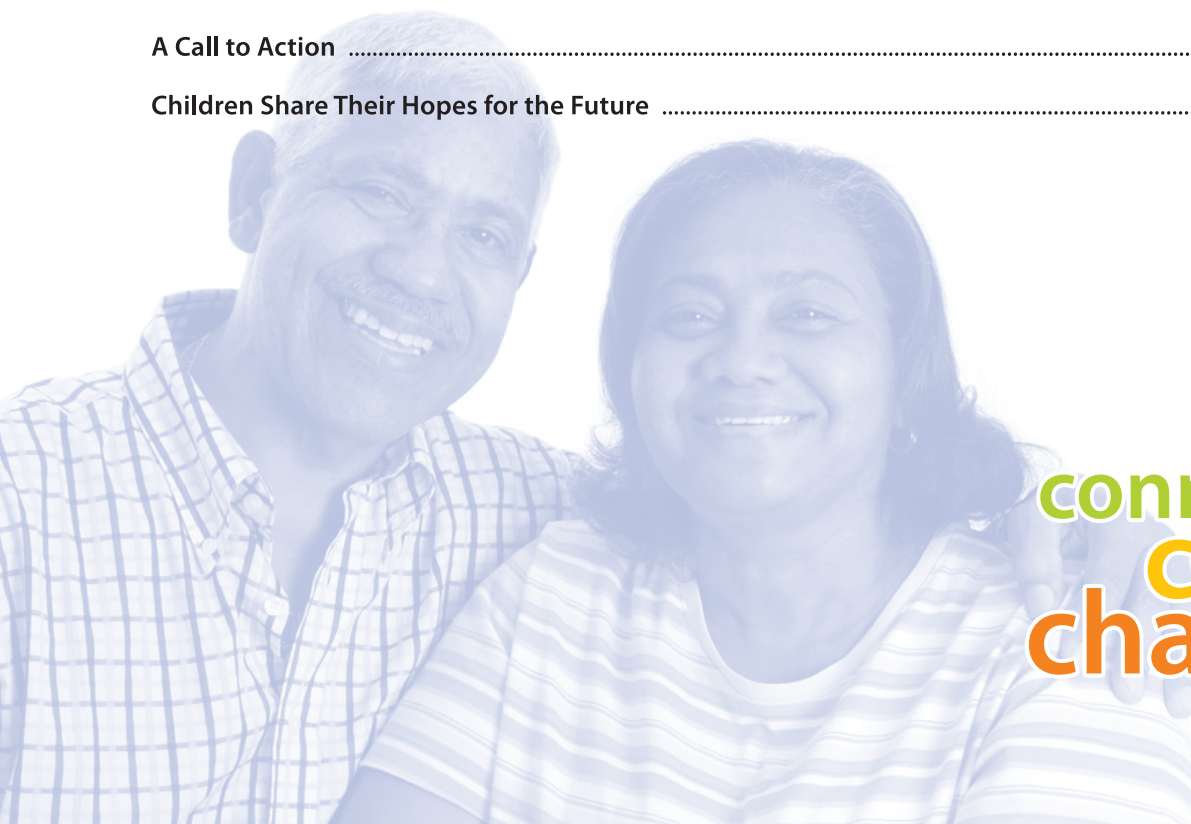
connect create change

A TEN YEAR PLAN TO IMPROVE THE LIVES OF CHILDREN, SENIORS, AND THEIR FAMILIES IN OUR COMMUNITY



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Power of Partnership Initiative

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The **Power of Partnership Initiative (POPI)** has become the largest community engagement effort in the history of the tri-counties. Since 2008, more than 5,000 community members, from all backgrounds, have come together to share their hopes and dreams for the future of children, seniors, and their families in our south coast communities. In addition, hundreds of community leaders, experts, and organizations have participated to clarify our community's vision and goals. Together, our community has reached an unprecedented level of agreement.



Photo: Power of Partnership Initiative Vision Council (some members not present) Photo Credit: sarafretwell.com

We invite you to share our journey.

This report shows the road we've traveled and the road ahead. It is a culmination of the hopes and dreams of our entire community in an effort to create positive and sustainable change. The community-driven results generated through POPI will give life to new programs and partnerships. You can still contribute in significant ways – through volunteerism and support, you can be part of bringing our community's vision to life!

WHY THE POWER OF PARTNERSHIP INITIATIVE?



IN 2006, KEY LEADERS and members of the south coast Santa Barbara County community came together to discuss the future well-being of children, seniors, and their families.

Were they better off than they had been 10 years earlier? And what might the future look like for them and for the community 10 years down the road?

Skilled educators, caring philanthropists, generous foundations, concerned business leaders, service clubs and nonprofit organizations were already addressing the most serious problems and meeting specific needs. Yet, long-term conditions did not seem to be significantly improving.

The conclusion from these discussions was inescapable:

Traditional approaches were not enough—

Our community needed a better way.

To create long term changes in the lives of children, seniors, and their families, it would take the entire community working together towards common goals.

Out of this recognition, POPI was born.



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Connect:

THE POWER OF PARTNERSHIP INITIATIVE



Photo: Community members taking the survey at a listening session held at the Braille Institute in Santa Barbara. Photo Credit: Monie Photography

POPI COORDINATED TEAMS THAT analyzed successful programs adopted by other communities that had reached similar conclusions. They learned that 10 years earlier, community leaders in Madison, Wisconsin had brought residents together in an open process that created a vision with common goals for the community. This produced positive, long-lasting, and measurable changes in the decades that followed.

POPI expanded Madison's engagement model. The process actively involved the south coast Santa Barbara County community to come to agreement on **VISION, GOALS, OUTCOMES, and STRATEGIES**. POPI held community and expert forums, grassroots meetings, and hosted virtual forums on the PartnershipSB website, www.partnershipsb.org. All opportunities allowed residents to share their opinions, engage in discussions, and take the community surveys. Community members from all backgrounds participated. Opportunities were available in English and Spanish.

POPI brought together all sectors of the community to:

- Clarify vision and focus
- Prioritize community goals
- Build strengths and capacity
- Create long-lasting improvements in the lives of children, seniors, and their families.



DID YOU KNOW?

- POPI is the largest community engagement effort in the history of the tri-counties.
- More than 5,000 community members participated by sharing their hopes and dreams for the future.
- More than 150 community leaders and experts, and over 200 community organizations participated to clarify our community's vision and goals.
- Our community has reached an unprecedented level of agreement on 10-year goals to increase the well-being of children, seniors, and their families.

Create:

POPI STARTED OUT BY ASKING THE COMMUNITY TO **DREAM BIG.**

What was their vision for the future of children, seniors, and their families?

All south coast of Santa Barbara County children, seniors, and their families are HEALTHY, EMPOWERED, SAFE, and SUCCESSFUL.

POPI GOALS

To help bring our community Vision to life, we are committed to the following Goals...

Education.

Our children, seniors, and their families are actively involved with life-long learning activities. Every child and youth has the education necessary to pursue their chosen life path.

Health.

Our children, seniors, and their families are physically, mentally, emotionally, and spiritually healthy and are engaged in wellness activities. Access to physical, mental, emotional, and spiritual healthcare is available to all children, seniors, and their families.



Safety.

For our children, seniors, and their families, our neighborhoods, schools, homes, and meeting places are safe havens and places of healthy nurturing.

Stability.

Our children, seniors, and their families contribute to their community. Children and seniors feel safe, loved, and valued. Seniors live in their homes as long as possible.

Change:

OUT OF THE HUNDREDS OF SUGGESTED POSSIBILITIES, POPI PARTICIPANTS CHOSE FOUR KEY OUTCOMES FOR CHILDREN AND FAMILIES AND FOUR FOR SENIORS AND FAMILIES.

Children & Families

1. All children enter kindergarten ready to learn and succeed thereafter.
2. Children and youth receive regular preventive health care.
3. Children and youth report positive values and self-identity.
4. Children and youth report an increasing sense of neighborhood safety.

Seniors & Families

1. All seniors stay independent and live safely in their homes as long as possible.
2. Seniors with complex health service needs and their families have access to affordable services locally.
3. The availability of accessible, affordable, and convenient transportation is increasing.
4. Seniors are engaged in life-long learning activities.

POPI DISCOVERY: KEY STRATEGY

Building on Neighborhood Assets

The community discovered a key strategy that would help achieve the **VISION, GOALS,** and **OUTCOMES:** building on existing neighborhood strengths and resources - **the people, places, and assets in every neighborhood.**

A COMPREHENSIVE APPROACH

Pilot projects are scheduled to begin in selected neighborhoods in south coast communities in 2009-2010. With proven success, POPI will model and tailor best-practices to make improvements in other south coast neighborhoods.



THE PRIMARY FOCUS OF **CARPINTERIA UNITED FOR CHILDREN** is on the early and ongoing investment in improving the lives of children and their families, beginning from prenatal, and sustained throughout their educational careers.

Carpinteria United for Children will provide a continuum of existing and new collaborative resources and services. Neighborhoods and community schools will partner to rally around children and their families to ensure optimal education, health, safety, and stability. Children will be equipped with the tools to pursue their chosen life path after high-school - college or career.



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Carpinteria Embraces POPI

COMMUNITY LEADERS IN CARPINTERIA have enthusiastically expressed a desire to play an active role in raising successful students, and are eager to be involved in this planned, goal-oriented process.

Carpinteria United for Children will be a true, working partnership between the Carpinteria Unified School District (CUSD), and a United Way of Santa Barbara County (UWSBC) managed collaboration that will include partners from business, government, non-profits, volunteers, civic groups, and others. At the core of this partnership are children and their families.

SUCCESS IN OTHER COMMUNITIES

Community leaders have visited and interviewed with the best practice communities of **Harlem Children's Zone** (New York, NY), **Lennox Safe School Alliance** (Los Angeles, CA), **Schools of Hope** (Madison, WI), and other proven, evidence-based Santa Barbara County programs. **Carpinteria United for Children** will integrate elements of these models to make sure that our children are ready to learn on the first day of kindergarten and everyday thereafter.

RESULTS

According to the California Department of Education, in 2008, only 22% of high-school graduates in the CUSD were eligible to attend college or university.

In Lennox, CA, right next door to LAX, 86% of high-school graduates were eligible to attend college or university, due to the continuum of services provided through the Lennox Safe School Alliance.

We have the power to create this change in our south coast communities!

THE **SENIORS NEIGHBORHOOD PROJECT** will keep seniors healthy, happy, and independent, with services that focus on the whole person. The project will integrate resources in order to give seniors better access to wellness activities and transportation, as well as social, cultural, and special events. Coordinated programs will provide assistance with household tasks and services, grocery shopping, and meal preparation.

The **Seniors Neighborhood Project** will be a consumer developed one-stop shop for coordinating a variety of services and supports to keep seniors and their families independent – to safely remain in their own homes for as long as possible, actively engaged in their neighborhoods and communities, and continuing a lifestyle they love.



Photo: Members of the Retired Senior Volunteer program taking the community survey.

SUCCESS IN OTHER COMMUNITIES

As with Carpinteria United for Children, UWSBC will manage an active collaboration that will include partners from business, government, education, nonprofits, volunteers, civic groups, and others. At the core of this partnership are seniors and their families.

Beacon Hill Village (Boston, MA) and other virtual villages around the country, **Neighbors Care Alliance** (Tucson, AZ), and other proven, evidence-based Santa Barbara County programs are being studied for best practices that might be adopted and integrated to successfully keep seniors independent.

RESULTS

In Tucson, 78% of participants said that the integrated efforts of the Neighbors Care Alliance helped them stay in their homes longer with a greater sense of safety and security.

We have the power to create this change in our south coast communities!



Contributors

Thank you to the individuals and community organizations that made the time to participate in the listening and visioning sessions and grassroots meetings, and who submitted very thoughtful comments through the surveys.

COMMUNITY

- 211 Call Center - SB Family Service Agency
- AGIA insurance Services
- All for One Gang Diversion Effort
- Alzheimer's Association of the Central Coast
- American Association of Retired Persons
- American Lung Association
- American Red Cross
- Anti-Defamation League
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- Catholic Charities
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- CenCal Health
- Center for Successful Aging
- Cesar Chavez Leadership Club
- Chicano Art
- Child Abuse Listening & Mediation
- Children's Health Access Resource Team
- Children's Museum of Santa Barbara
- City of Carpinteria
- City of Santa Barbara
- City of Santa Barbara Housing Authority
- City of Santa Barbara Parks & Recreation Department
- City of Santa Barbara Special Projects
- City of Santa Barbara TV 18
- Coast Caregiver Coalition
- Coast Caregiver Resource Center
- Collaborative Communities Foundation
- Community Action Commission of Santa Barbara County
- Community Based English Tutoring ESL Carpinteria Classes
- Conexión Magazine
- Cottage Health System
- Council on Alcoholism and Drug Abuse
- County of Santa Barbara
- Court Appointed Special Advocates
- Daniel Bryant Youth Treatment Center
- Diabetes Resource Center of Santa Barbara County
- Doiron Financial Associates
- Dos Pueblos High School English Language Department
- Dyslexia Awareness & Resource Center
- Easy Lift Transportation
- El Puente Community School of Santa Barbara
- Endowment for Youth
- Englert & Associates
- English Learners Advisory Committee
- Errett Fisher Foundation
- Esperanza, Eastside/Westside Latino Parents & Children
- Family Center Adult Care
- Family Service Agency of Santa Barbara
- Fielding Graduate University, Institute for Social Innovation
- First 5 of Santa Barbara County
- First Republic Bank
- Foodbank of Santa Barbara County
- Franklin Community Center
- Friendship Center
- Friendship Manor
- Fund for Santa Barbara
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- Girls Inc. of Greater Santa Barbara
- Girl Scouts of California's Central Coast
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- KJEE Radio Station
- KZSB-AM 1290
- La Casa de la Raza
- La Cuesta High School
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- Latino Elder's Outreach Network
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- Los Ninos Headstart Center
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- Making A Difference Intervention Coalition
- Maravilla Senior Living Center
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- Our Lady of Sorrows Catholic Parish
- Our Mesa Neighborhood
- Pacific Coast Business Times
- Padres Unidos
- Parish Nursing Cottage Hospital
- Parkinson's Association of Santa Barbara
- People's Self Help Housing
- Planned Parenthood Santa Barbara
- Preschool for All Initiative - First 5 Santa Barbara County
- Primo Boxing
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- Reliable Engineering Services
- Restorative Justice Neighborhood Initiative
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- Santa Barbara City College
- Santa Barbara City College Adult Education
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- Schott Center Adult Education class
- Senior Expo
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- Sensory Integration
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- St. Vincent's Casa Alegria
- St. Vincent's Gardens
- St. Vincent's Villa Caridad
- Storyteller Children's Center
- Teen Court
- The Center for Successful Aging Program
- Third Age Foundation
- Transition House
- UCP/Work, Inc.
- UCSB
- UCSB Associated Students
- UCSB Career Services
- UCSB Center for Chicano Studies
- UCSB Continuing Education - 4H
- UCSB Early Childhood Care and Education Services
- UCSB Economic Forecast Project
- UCSB El Congreso
- UCSB English Department
- UCSB Gevirtz Graduate School of Education
- UCSB Latino Business Association
- UCSB Office of Academic Preparation
- UCSB Social Sciences Division, Letters & Science
- United Boys and Girls Club of Santa Barbara County
- United States Congress
- United Way of Santa Barbara County
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- Villa Esperanza
- Villa Rivera Assisted Living
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- Volentine Foundation
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- XXI Century Kids 1st Foundation
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Photo: Students from UCSB taking the community survey.

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Take Action!

give. advocate. volunteer

The future we envision together brings more opportunities to build innovative partnerships to improve the lives of children, seniors, and their families in our community. Through volunteerism and support, you can be a part of bringing our community's vision to life!



Power of Partnership Initiative

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Appendices and research available on the PartnershipSB website:

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Copies of POPI process materials available at United Way office.

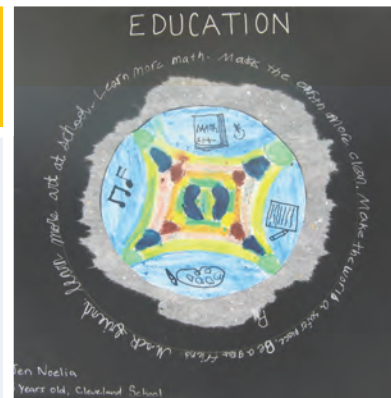
Children share their hopes for the future



In the fall of 2008, more than 60 children between the ages of 8 and 12 participated in a Power of Partnership Initiative (POPI) art project, taught by KidzArt and Santa Barbara School Districts. The children were participants in the After School programs at Cleveland, Harding, Franklin, Adams, and McKinley Elementary Schools.

The art represents thoughts from local children about their community. The children wrote essays on one of the four POPI goal areas – **Safety**, **Stability**, **Education**, or **Health**. Afterward, they created watercolor drawings to represent their thoughts.

In December 2008, the children brought their parents to the Arts Alive! Multi-Arts Center for an open house to show off their masterpieces. Parents also participated in discussions and by taking the Power of Partnership Initiative Community Survey.





Power of Partnership Initiative

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United Way
of Santa Barbara County



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SEPTEMBER 2009