

# CONNECTS

CASEY

WINTER 2000  
A REPORT FROM THE  
ANNIE E. CASEY FOUNDATION

IN THIS ISSUE: Casey Refocuses on Family and Neighborhoods; Seven Local Programs Honored; Increased Assets Won't Change Foundation's Course; Resource Corner; Dates to Note; INSITES

## CASEY REFOCUSSES ON FAMILY AND NEIGHBORHOODS

*Chronicle of Philanthropy*, June 17, 1999: "Casey Goes to Bat for Families." *Savannah Morning News*, July 4, 1999: "Casey Concept to Help Neighborhoods, Families, and Kids." *San Antonio Express-News*, February 15, 2000: "Group Will Invest More Than Money." *Louisville Courier-Journal*, February 16, 2000: "Project Helps Communities Help Themselves."

What is drawing all this news coverage is our work in support of a simple premise: Children do well when their families do well, and families do better when they live in supportive communities. Last year, with valued advice and input from many of our grantees, colleagues, and friends, we unrolled a decade-long agenda based on the conviction that if families succeed and neighborhoods thrive, children will reap the benefits.

Our experience and the work of others who have toiled to improve the futures of disadvantaged children led us to conclude that it is simply not possible to make a difference for large numbers of children living in concentrated poverty without investing in and involving their families and neighborhoods. Our commitment to major reforms in the service systems that

intersect with children and families has not faltered, but it must go hand in hand with an all-out effort to support and strengthen families at the neighborhood level.

To this end, we are devoting the bulk of our resources over the next decade to a wide range of policy advocacy, communications, and direct service activities, known collectively as Neighborhood Transformation / Family Development. Last year, we launched *Making Connections*, a 22-city demonstration effort designed to mobilize key constituencies to improve the odds for families in tough neighborhoods. A major goal of this effort is to help connect these families to the opportunities, support, and help

they need to raise happy, healthy, and successful children.

As you will read in the accompanying publication, INSITES, the premise we started with has blossomed into a rich and varied tapestry of activities and innovations in the 22 cities. A wide range of people and players in local communities are embracing the set of ideas we bring and using the seed monies and technical assistance we have to offer to work together more strategically on behalf of children and families.

People respect and respond to the notion that we're not leading with money, but with a set of ideas and some resources to help people collect

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The Real Ham Players of St. Ambrose recently shared their conflict resolution techniques at a Foundation reception for the Baltimore Direct Services Grants Program.

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## CASEY CONNECTS

Winter 2000

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*The Casey Foundation is a private charitable organization dedicated to helping build better futures for disadvantaged children in the United States. The primary mission of the Foundation is to foster public policies, human-service reforms, and community supports that more effectively meet the needs of today's vulnerable children and families. In pursuit of this goal, the Foundation makes grants that help states, cities, and neighborhoods fashion more innovative, cost-effective responses to these needs.*



### A NOTE FROM THE EDITOR

Families need many different kinds of connections—economic opportunities, supportive friends and neighbors, informal and formal networks of help—to raise happy, healthy, and successful children. And we, as a Foundation, can carry out our mission to better the lives of vulnerable children only with the help of strong coalitions of people, organizations, and institutions committed to helping families and neighborhoods succeed.

We recognize the need to stay better connected to the many people and players who have contributed such a wealth of knowledge, experience, talent, and expertise to our work over the last 50 years. We also want to help link these separate enterprises to one another in ways that will inspire, enhance, and augment the work you do individually every day.

CASEY CONNECTS is designed to keep grantees and others abreast of

key facets of our work, provide information that can help you do your work more efficiently, and offer a forum for you to share your work.

Included in this package are a few additional items that will help you learn more about our work. These include two recent articles from the *Baltimore Sun* and a new publication highlighting news from some of the sites involved in our Neighborhood Transformation / Family Development initiative.

We hope you will use this newsletter as an opportunity to share your work as well. We welcome your news, insights, and success stories. Please forward any information or ideas you'd like to share to: CASEY CONNECTS, The Annie E. Casey Foundation, 701 St. Paul St., Baltimore, MD 21202.

Deborah L. Cohen  
*Editor*

# RESOURCE CORNER

In this section, we feature new and notable publications of the Annie E. Casey Foundation and websites of interest in the fields of philanthropy, community development, and human services. Unless otherwise noted, publications can be ordered by calling our publications line, 410.223.2890, or consulting our website, [www.aecf.org](http://www.aecf.org).

## In Print:

- **ADVOCASEY**—This is a quarterly magazine that tells compelling stories about how innovative policies and programs are affecting children, families, and communities. The magazine, published by the Casey Foundation's Office of External Affairs, is part of the Foundation's effort to document—through data, not just anecdotes—what really works in serving children and families effectively. **ADVOCASEY** is available in print and on our website.
- **VERMONT COMMUNITIES COUNT: Using Results To Strengthen Services for Families and Children**—This

report details Vermont's efforts to help communities organize around a set of broad outcomes to improve social well-being. Written by Cornelius Hogan, former Secretary of the Vermont Agency of Human Services, the report describes the state's community partnership initiative and its success in improving conditions for children and families by focusing on outcomes.

- **PATHWAYS TO JUVENILE DETENTION REFORM**—Drawing on the innovative work of sites involved in the Casey Foundation's Juvenile Detention Alternatives Initiative (JDAI), this series of 13 publications offers guidance on implementing reforms in the juvenile detention arena. Each guide offers detailed descriptions of specific reform strategies, along with lessons learned and technical assistance resources. The series also includes a journalist's account of JDAI and a report on the statewide implementation of reforms in Broward County, Fla.

## On the Web:

- **A SUMMARY** of 1998 grants and financial activities of the Annie E. Casey Foundation is now available on our website, [www.aecf.org](http://www.aecf.org)
- **AMERICAN PHILANTHROPY REVIEW**—This website features a search engine as well as access to forums discussing such topics as tax-exempt law, nonprofit leadership, technical assistance, and international fund raising. <http://CharityChannel.com>
- **CENTER FOR EFFECTIVE PHILANTHROPY**—This site provides access to the center's online symposium as well as publications and other Internet resources. The center is devoted to increasing the impact of philanthropic giving. <http://www.effectivephilanthropy.com/index.html>
- **THE ASSET BASED COMMUNITY DEVELOPMENT INSTITUTE**—A major focus of this group, established by Northwestern University's Institute for Policy Research, is to produce resources and tools for community building. <http://www.nwu.edu/IPR/html>

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## INCREASED ASSETS WON'T CHANGE FOUNDATION'S COURSE

The initial public offering (IPO) of United Parcel Service stock last November brought surprisingly good news to the Casey Foundation—a near doubling of the endowment. This dramatic increase in the Foundation's resources offers both challenges and opportunities. Here are answers to the three most frequently asked questions about the IPO and its effects on the Foundation:

*Q What has happened to the Foundation's endowment as a result of the IPO?*

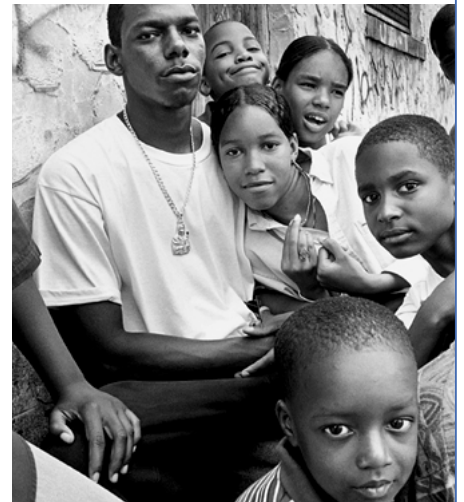
A Just prior to the IPO, the value of the Casey endowment was approximately \$1.7 billion. Based on the general performance of UPS shares in the stock market since November, the endowment is currently valued at more than \$3 billion.

*Q What impact will the change in the endowment have on the Foundation's budget and future grant making?*

A There is no dramatic change in our 2000 budget, which was prepared in advance of the IPO. By law, foundations are required to spend five percent of their total endowment. In the past five years, Casey's payout rate has averaged more than 6.5 percent of our endowment total. In 1999, the rate was 7.9 percent. The Foundation will spend about \$140 million in 2000. In 2001 and beyond, we will continue to meet the payout requirements.

*Q Is the Foundation's focus likely to change as a result of the larger endowment?*

A The Foundation's core mission—improving the lives and futures of the nation's disadvantaged children and families—will remain the same. Also remaining intact will be our commitment to foster public policies, human service reforms, and community supports that more effectively meet the needs of vulnerable children and families. Our larger endowment, however, should allow the Foundation to make broader and deeper investments in *Making Connections* and our other efforts to support and strengthen families trying to raise children in tough communities.



# SEVEN LOCAL PROGRAMS AWARDED "FAMILIES COUNT" HONORS



Important work is being done all over the country to promote strong families and communities. Too

often, that work is neither acknowledged nor applauded. In November, timed to coincide with National Family Week, we unveiled an awards program designed to recognize and celebrate organizations working steadfastly to improve the odds for vulnerable families.

FAMILIES COUNT: The National Honors Program is designed to be an annual recognition of community organizations doing exemplary work to help families overcome the challenges of life in economically distressed communities. In this first round of awards, we identified seven organizations as honorees.

"Quite simply, these organizations make a positive difference every day," Casey President Douglas W. Nelson said. "They exemplify the Casey Foundation's efforts to build strong families in tough neighborhoods by providing the resources and support to help families and their kids succeed."

FAMILIES COUNT serves as a reminder of how much we as a nation know already about what it takes to improve the futures of vulnerable

children. The challenge is less about know-how than it is about generating the will to ensure that all families have the opportunities, networks, and help they need to realize their aspirations for their children. Each of the honorees, listed below, will receive \$500,000 in equal installments over the next three years.

- **ABRIENDO PUERTAS**, based in Miami, FL, provides a full range of social services to families in the East Little Havana section. Among its goals is a fundamental reform of the existing child and family services system.
- **ALLIANCE SCHOOLS INITIATIVE** of the Interfaith Education Fund, based in Austin, TX, works with 118 schools in an effort to bridge the gap between schools, parents, and the community. The program, organized with the Southwest Industrial Areas Foundation, serves primarily Latino and African-American communities.
- **THE CENTER FOR FAMILY LIFE** in Sunset Park, based in Brooklyn, NY, provides after-school child care, employment services, and other supports in a multi-ethnic community with a large immigrant population. A primary focus is family counseling.

- **THE COMMUNITY ACTION PROJECT** of Tulsa County, based in Tulsa, OK, is a comprehensive anti-poverty agency that helps working-poor families accumulate savings and assets. It also provides access to credit and helps families file for Earned Income Tax Credits.
- **KALEIDOSCOPE, INC.**, based in Chicago, IL, fills in service gaps to aid children, young people, and families who are considered the most difficult to serve. This community-based agency insists there are no lost causes.
- **PARENT SERVICES PROJECT, INC.**, based in Fairfax, CA, offers training programs that help integrate family support services into early childhood programs. The program operates on the belief that "you can't serve a child without serving a family."
- **PROJECT MATCH**, also based in Chicago, is an employment program serving welfare recipients and low-wage workers. The program provides special post-employment services to help its clients keep their jobs and meet the challenges of parenting.

A complete description of the honors program and the organizations selected can be found on our website, [www.aecf.org](http://www.aecf.org).



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**FOUNDATION DATES TO NOTE**

The Foundation's 2000 calendar includes a number of key events and dates that may be of interest to grantees. Each year, the Foundation Board of Trustees meets on five occasions. This year, the Board schedule is as follows:

- Friday, March 3 – Atlanta
- Thursday, May 11 – Baltimore
- Thursday, August 3 – Boston
- Thursday, October 19 – Baltimore
- Thursday, December 14 – Atlanta

In addition, the Foundation staff and Management Committee annually conduct midyear reviews of major grants and initiatives. Midyear reviews of *Making Connections* site work will be held the week of June 12–14. Midyear reviews of other initiatives will be held June 26–30.

Budget development for 2001 will commence the first week of October with budget briefings from Foundation staff, and the budget will be finalized by mid-December.

**HELP US STAY CONNECTED**

We encourage you to fill in the enclosed card to let us know the best way to reach you, whether you are accessible through the Internet, and who within your organization should receive this newsletter.

**NEED THE LATEST ON CASEY?**

[FIND IT AT WWW.AECF.ORG](http://WWW.AECF.ORG)

The Casey Foundation website was redesigned and placed online last year and is attracting some 50,000 users a month.

The site includes the most recent KIDS COUNT data sets, overviews of all major initiatives, full-text versions of the Casey annual report and grants list, *ADVOCASEY* magazine, speeches and interviews by Casey President Doug Nelson, and current news coverage about the Foundation. The site also lists currently available publications, with an order form, and provides selected links to other websites related to Casey work.

Several new upgrades are planned for the website in coming months that are designed to provide useful services to grantees. Among the features being designed is a "Grantee Central" page that will give grantees private access to information on grant requirements, expenditure and progress reports, and other administrative items. The site will streamline communications between the Foundation staff and grantees, and give grantees a forum to share ideas and common interests with one another in a secure, centralized, and easily accessible place.