

# JANUARY



# FEBRUARY



# MARCH



# APRIL



# MAY



# JUNE



**Year  
in  
Review**



**Year  
in  
Review**

# JULY



# AUGUST



# SEPTEMBER



# OCTOBER



# NOVEMBER



# DECEMBER



Our vision is a state where all people and communities thrive.

Our mission is to advocate for low-income Missourians and strengthen the Community Action Network.

*Over the past year, our Community Action Network has accomplished so much together! The Missouri Association for Community Action has provided a wide variety of training opportunities, resources, and technical assistance to our 19 agencies based upon our Network's strategic commitments.*

*In addition, we have advocated on behalf of low-income families as well as the services you provide each day that help keep our state's citizens stable and moving toward self-sufficiency. Here are a few highlights from this past year, and we look forward to working with you in 2016!*

## ***Strategic Commitment 1: Advocacy***

### ***To be an effective advocate in policy and program development to positively impact low-income Missourians and the Community Action Network***

#### **Legislative Accomplishments**

The 98<sup>th</sup> General Assembly came to a close on May 15, 2015. This session was very eventful! During the session, we tracked nearly 100 bills within the 5 Elements of Poverty: Food, Health, Education, Housing & Energy, and Family & Economic Security. Our legislative priorities were Medicaid Expansion and funding for energy programs (Utilicare and Weatherization). To move our priorities forward and stop harmful legislation, MACA staff, network members, and our lobbyists, Madsen & Wright, met with legislators and state office holders to share information about poverty and the Community Action Network.

We testified on numerous bills and provided letters of support, opposition, and information. Although the legislature was unwilling to have the debate on Medicaid Expansion, we were able to move forward with other priorities and improve harmful legislation. A big win for the Community Action Network was advocating against the "pooled" appropriations approach. We also spent a significant amount of time advocating for positive reforms to Temporary Assistance to Needy Families (TANF). A few of the highlights are listed below:

#### **Food**

- Advocated to protect access to the Supplemental Nutrition Assistance (SNAP) Program

#### **Health**

- Supported the successful two-year extension of the Children's Health Insurance (CHIP) Program providing vital insurance coverage to millions of children
- Advocated for expanding Medicaid to close the coverage gap for working Missourians

#### **Education**

- Secured \$3.5 million for Early Childhood programs (Early Head Start)
- Advocated to establish the Early Childhood Health and Education Act

#### **Housing & Energy**

- Secured \$4 million for Utilicare to help families meet their basic energy needs
- Secured additional funding for Weatherization to address long-term home energy burdens
- Advocated to restore Housing Choice Vouchers (Section 8) to pre-sequestration levels, providing access to quality, affordable housing for low-income families, seniors, veterans, and other vulnerable populations



Photos from MACA's 2015 Advocacy Day

## Advocacy Day 2015

During the session, we hosted the 2015 MACA statewide advocacy event *“We are Missouri-Together We Thrive,”* which brought nearly 100 Community Action Network members to the Capitol to rally for low-income families to ensure all families and communities thrive.

## National Advocacy

MACA continued to work closely with the National Community Action Foundation (NCAF) to move the Network’s federal legislative priorities forward. David Bradley, NCAF’s Executive Director, spoke at the 2015 MACA Annual Conference about our federal legislative priorities, including funding for core Community Action Programs, including Community Services Block Grant (CSBG); Weatherization; LIHEAP; Head Start; and Housing. The national network of over 1,100 Community Action Agencies has also been focused on HR 1655 which would reauthorize CSBG, our core funding, for the first time since 1998.

## Building Relationships

MACA also focused on building relationships with state departments and statewide office holders to advocate for positive program development, including the implementation of changes to the TANF program and to the Low Income Home Energy Assistance Program (LIHEAP). Due to this diligent relationship building, Senator Blunt provided a welcome video for the 2015 MACA Annual Conference and also provided support for a 6% increase in CSBG funding in the FY 2016 omnibus appropriations bill.

MACA has also increased our partnerships with statewide organizations, including:

- Missouri Head Start Association
- Missouri Head Start State Collaboration Office
- Empower Missouri
- Missouri Medicaid Coalition
- Missouri Health Care for All
- Health Advocacy Alliance
- Missourians to End Poverty
- Missouri Family Health Council
- United Way 211
- Missouri Primary Care Association
- Missouri Hospital Association
- Missouri Chamber of Commerce and Industry
- United States Department of Agriculture



Missouri Senator, Roy Blunt

Additionally, MACA met with numerous organizations to increase education and awareness, including: Hallmark Foundation, Kauffman Foundation, Washington University, Ascension Health, and H&R Block.

## Agency Outreach

Over the past year, MACA staff have made more than 60 visits to Community Action Agencies to provide training, technical assistance, and resources. These opportunities allow the association to connect with members on the local level and better understand the Network's needs. *We appreciate every opportunity to attend Community Action Agency events.*

## Statewide Outreach and Awareness

In an effort to increase awareness about the Missouri Community Action Network and educate the public about the realities of poverty, MACA has engaged in several outreach and education initiatives over the past year, including the following:

- MACA launched our new website at [CommunityAction.org](http://CommunityAction.org)! The new user-friendly site positions MACA as the go-to expert on Missouri poverty. Highlights include interactive poverty data, a *day in the life* infographic, a virtual advocacy center, and links to the Community Needs Assessment Tool and online training calendar.

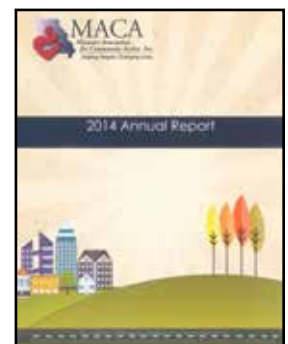
- The MACA Board of Directors approved a new logo and look for MACA. We have redesigned our logo and colors to be closer to the National Community Action Partnership. This will connect our state branding to national efforts to become known as both local anti-poverty agencies and experts on social policy.



- In media relations, MACA conducted interviews as well as provided media outlets with data on poverty for Missouri.
- Two resolutions were created by MACA on behalf the the Network. The first was for May as Community Action Month, and the other was for October's Weatherization Day.
- MACA's Social Media reach on Facebook resulted in a 22% increase in followers this year, from 1795 to 2193 followers. At the same time, MACA:
  - Engaged 16,826 users that clicked on content on Facebook in 2015
  - Had content viewed by 553,595 people in 2015
  - Delivered content 754,781 times in 2015 with 322,224 of that delivered organically and 432,557 from paid impressions
  - Had video content delivered on Facebook viewed 8,086 times in 2015
- Other social media numbers include: 75 LinkedIn followers, 15 Google Plus followers (8,083 views) and 395 Twitter followers. MACA had 1090 views on You Tube with 2,069 minutes watched. The top 3 video views in 2015 were:
  - Charles Braithwait Leadership Award
  - United in Purpose, History of Community Action
  - Dr. Michael Gaffley's Keynote at the 2015 Annual Conference

- In addition to advocacy materials, maps and other documents and reports provided to media outlets, legislators, state office holders, and others, MACA also produced the following publications:

- 2014 Annual Report
- 2014 Statewide Community Action Directory
- 4 Quarterly Newsletters
- 9 Network Connection reports
- Annual Conference brochure and materials
- Region VII Report for CAP Conference



- Newspaper insert on Community Action for the Jefferson City News Tribune

**MACA has been able to connect and leverage resources through participation in the following national, regional, and state work groups, trainings and initiatives:**

- Organizational Standards
- Regional VII Performance Innovation Consortium
- Governor’s State Energy Steering Committee
- Missouri Kids Count Advisory Board
- Missouri House Development Commission Trust Fund Advisory Committee
- Risk Mitigation Steering Committee (Community Action Partnership)
- Bundled Services to Improve Outcomes (Community Action Partnership)
- Increasing Organizational Capacity (Community Action Partnership)
- National Trends in Poverty (Community Action Partnership)
- Region VII ROMA Next Generation Work Group (Region 7 – KACAP lead)
- National Performance Indicators (NPI) Work Group (NASCSPP)
- Tri-State Development Summit
- Public Service Commission Panel on the Clean Energy Plan



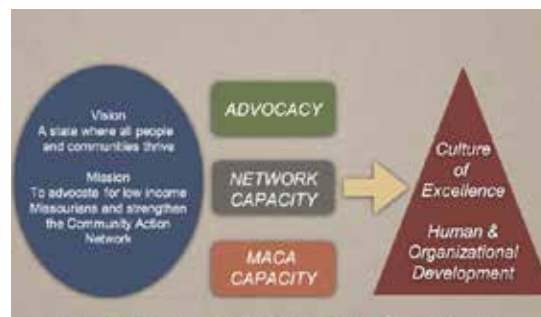
## **Transformational Plan**

The MACA Board of Directors approved MACA’s three year Transformational Plan, which outlined the goals and strategies that has guided our association over the past year. We have focused on the following three commitments:

- 1. To be an effective advocate in policy and program development to positively impact low-income Missourians and the Community Action Network.*
- 2. To increase the capacity of the individuals and agencies of the Missouri Community Action Network.*
- 3. To further develop MACA as an effective statewide organization.*

A Transformational Plan dashboard was developed to provide an overview of MACA’s advancement toward our strategic goals. The dashboard updates whenever any goal progress is recorded.

Regular reports are provided to the MACA Board regarding all progress.



## **Strategic Commitment 2: Network Capacity** *To increase the capacity of the individuals and agencies of the Missouri Community Action Network*

### **Training and Professional Development**

**All 19 Missouri Community Action Agencies participated in training opportunities this past year, resulting in over 2,300 trained in 2015. Some training highlights include:**

- MACA offered training on a variety of topics, including Community Assessment, ROMA, Case Management, Governance, Resource Development, Leadership, Supervision, and Mental Health.
- MACA provided 105 days of training and professional development to the Community Action Network this year.
- 16 new Nationally Certified ROMA Trainers (NCRT)
- 10 new CCAPs and 8 recertified (including MACA staff member, Jayna Gray)
- 10 leaders graduated from the Missouri Academy for Leadership and Community Action.
- Over 45 family workers have received their Family Development Credential (FDC) in Missouri this year. Missouri FDC is now made up of 13 organizations, 32 certified FDC instructors, and more than 35 portfolio advisors.
- MACA coordinated 29 professional alliance meetings this year in 9 different areas of expertise with approximately 420 in attendance.

**In addition, MACA has enhanced or added various technology platforms for training communication and resources:**

- A newly designed website with an upgraded online events calendar
- Membership software with online training registration
- Moodle, an online learning management system with e-courses for Community Action
- Organizational Standards Resource Bank, via DropBox
- Upgraded Community Action Needs Assessment Tool

### **Annual Conference**

The 2015 MACA Annual Conference was held May 5-7, 2015 at the Elms Resort and Spa in Excelsior Springs, Missouri. Our theme was “Community Action: Education, Motivation, Inspiration.”

- 230 people attended the conference
- The event attracted 17 sponsors and exhibitors
- Keynote speakers included Dr. Gloria Wilder, MD and Dr. Michael Gaffley
- Additional key speakers included Ann Merrifield from Columbia College and David Bradley, the Director of NCAF
- 15 separate workshops were presented by 9 different groups: including Adsystem, Wipfli, University of Kansas, The University of Missouri-Kansas City, and Minnesota Community Action Association
- Carl Rosenkranz was presented with the Charles Braithwait Award
- 17 Outstanding Community Partner Awards were presented on behalf of the agencies



Conference attendees purchasing Community Action t-shirts in the lobby of the Elms Hotel



Carl Rosenkranz, OACAC, accepting the Charles Braithwait Award from previous award winner, Vickie Grinde, CAPNEMO

### **New MIS Goal Tracking Project**

A new system of tracking goals is being piloted. Currently, 14 agencies have a MIS 12 month goal plan, two agencies have completed their plans, and two more are scheduled to join in January.

### **MIS Head Start Pilot Coordination**

Two agencies (CSI and MOCA) are participating in the first pilot using the Head Start piece in MIS. This pilot will last through out the Head Start school year ending in May 2016.

### **Comprehensive Community Needs Assessment Tool Upgrade**

The migration to the new Community Commons Web-Based Tool was completed this year. MACA, along with the University of Missouri and the Community Action Partnership, presented a two-day interactive training on a comprehensive approach to community assessment that includes quantitative, qualitative, and agency data. The new MACA web tool in the Community Commons framework allows users to store, share, and provide more visually appealing information for the secondary data piece of the community assessment.

### **MIS Outcomes 2015**

- MACA's Statewide System Information Manager conducted Regional MIS Agency Administrator Team training and MIS User Training in four locations across the state for 49 administrators and 83 individual users.
- A new agency administrator training series was conducted teaming 6 veteran admin members up with 6 newer team members. This training series took place January through March.
- MACA processed over 700 tech support tickets, and over 600 email and telephone requests. For the year, over 95% of requests were resolved, with the remaining items scheduled as future enhancements.
- MACA hosted 46 weekly training webinars in 2015, with an average of 16 individuals representing 13 agencies at each webinar.
- MACA's Statewide System Information Manager conducted on-site MIS training and technical assistance visits for 13 CAAs during the year.

## ***Strategic Commitment 3: MACA Capacity To further develop MACA as an effective statewide organization***

### **Membership**

This year, MACA reached our highest membership in recent years at 1400 individual and associate members!

Being a MACA member makes you part of both a national and a statewide network. The nineteen Missouri Community Action Agencies are part of over 1,000 Community Action Agencies across the United States. MACA is the only statewide association in Missouri that exists for the purpose of serving the needs of the Community Action Network.

MACA works every day for you, your agency, and your community. A strong network puts you in touch with your colleagues across the state and gives you a unified voice, and a vital communications link to state agencies and other organizations, both public and private, that share or support the mission and promise of Community Action. Your energy and involvement have helped to keep MACA responsive to your needs and build a strong Community Action Network. Your membership gives you more than ever before...access to training, educational opportunities, publications, tools, resources, relaxation, and more.

## **This year's membership numbers are:**

- 1043 full MACA agency members
- 256 agency board members
- 61 agency policy council members

## **Cardinals Day at Busch Stadium**

This year, we also hosted our 2<sup>nd</sup> annual Community Action Network Day at Busch Stadium for nearly 1,000 of our network members friends, families and community partners with discount tickets.



Chris Thompson, WCMCAA; Heather Lockard and Becky Britton with MACA; and Joel Evans, DAEOC; at the Cardinals Day event in St. Louis

## **Poverty Simulation**

MACA has developed several new resources for the Community Action Poverty Simulation. We have launched a new website at [www.povertysimulation.org](http://www.povertysimulation.org) and created a new brochure. These new resources will give Poverty Simulation kit owners the support and resources to create changes in their communities! To date, we have sold 1059 Community Action Poverty Simulation kits nationally and 135 kit enhancements.

- This year alone, MACA sold 151 full Poverty Simulation kits and 12 enhancement kits
- MACA hosted and conducted two Poverty Simulation facilitator trainings in Missouri for 120 new facilitators from across the country
- MACA held two Poverty Simulation facilitator trainings outside of Missouri
- MACA hosted two Poverty Simulations, one for the National Recreation and Parks Association Conference in Las Vegas, Nevada and one for the Empower Missouri Annual Conference in Columbia, Missouri

## **Customer Relationship Management Software - NEON**

We are in the midst of our transition to the Neon CRM (Customer Relationship Management) software. At the end of 2015, we are using the new software for the following tasks:

- Online calendar, fully integrated with the new MACA web site
- Event registration and attendance tracking, including online registration and payment
- Membership tracking (currently testing/validating)

## **Caring For Missouri Capitol Masquerade Ball**

More than 450 Missourians attended the first ever Capitol Masquerade Ball in Jefferson City. The evening raised nearly \$150,000 to benefit three charities, the Missouri State Capitol Commission (MSCC), Missouri Coalition Against Domestic and Sexual Violence (MCADSV) and Missouri Association for Community Action (MACA). This was the first fundraiser for the Network. The MACA Board will direct the use of these unrestricted funds for local agency needs.



Caring for Missouri Capitol Masquerade Ball, dancing in the first floor rotunda

## **MACA's Financials**

The Missouri Association for Community Action's annual audit was clean, with no findings of any kind.

*Thank you for supporting the Missouri Association for  
Community Action throughout the past year.*