

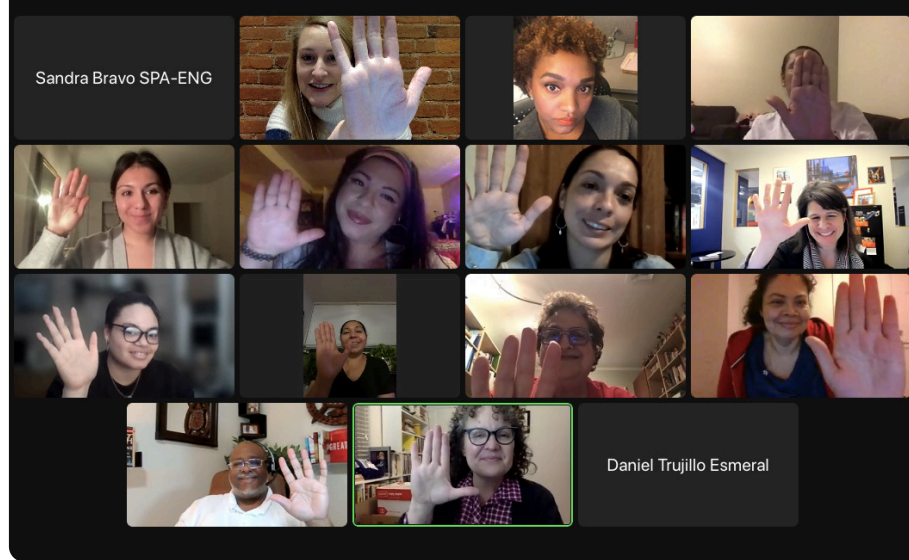
The Platform of Hope

August Family Saturday picnic photo by David Dowling



2022 ANNUAL REPORT:

MOTIVATION



Advisory Board Hand Pledge

OUR MISSION

The mission of the Platform of Hope is to amplify the ability of families to define and pursue family success with the support of a platform of coordinated resources in a close-knit community experience.

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*Denotes a Platform of Hope participant representative +Co-Chair

Background: The Platform of Hope was founded in 2018 by an alliance of non-profit organizations anchored in the Greater Adams Morgan community of Ward 1, Washington DC: CAAB, FLOC, Jubilee JumpStart, Jubilee Housing, Mary's Center and Sitar Arts Center. In September 2018, our pilot program launched with an initial cohort of 20 families – Cohort A – and the goal to serve 100 families over 5 years. Read more about our founding and pilot year in our 2018-2019 inaugural annual report, as well as subsequent program years (Year 2: 2019-2020; Year 3: 2021). (Our program year transitioned to a calendar year schedule starting in 2021, following a “supersized” 16-month program year to accommodate the immediate impact of COVID-19.)

This report: In our fourth program year, January- December 2022, POH engaged with 4 cohorts of families, including welcoming in a new “Cohort D.” 2022 was a year focused on re-establishing stability, pursuing our vision and re-opening our mindset to bigger picture thinking. We have named the report MOTIVATION in honor of the work of the families in our program, who have consistently and inspiringly pushed their goals and lives forward, despite many challenges. As strange as it feels, the Platform of Hope has officially **existed longer in a pandemic than in “normal times”** - with only 16 months of COVID-free life in Year 1 and half of Year 2, followed by 2.5 years of the pandemic and associated socio-economic impacts. The continued reverberation of those impacts can be seen throughout the data represented in this report. As aligned with our founding goal of transparency, we present our outcomes, both positive and less so– in addition, as aligned with centering families and confronting inequity, we aim to illustrate the context surrounding so many of the barriers that continue to exist for POH– and too many other– households.

Thank you for reviewing our report and for all of the support that propelled us through 2022!

Organizational Highlight

Strategic Planning Launch- October 2022: We launched strategic planning with Building for Mission to create a “Phase II” vision for the Platform of Hope that guides us into our next five years, with the plan due to be finalized in Spring/Summer 2023. It is extremely meaningful for us to be able to undergo this envisioning together after being in “crisis response mode” during so much of the pandemic and to reflect on the learnings of the past few years of loss and resilience.

FOUNDING GOALS

Confront Inequity · Center Families
 Be Transparent and Responsive



Cohort D January Meeting



December Family Saturday Holiday celebration photo by David Dowling



Zumba at July Family Saturday Picnic photo by David Dowling

YEAR 4 - JANUARY- DECEMBER 2022

Platform of Hope 2022 Program Accomplishments

- Offered 852 hours of one-on-one coaching and support to families through monthly or bimonthly appointments
- Hosted 42 workshops to improve understanding of key issues (ex. parenting, mental health, racial equity, financial management)
- Convened families at 19 Planning Committee meetings and 18 Family Saturday gatherings – including 6 in-person picnics/holiday events
- Facilitated 50+ successful referrals to partner programs and resources
- Distributed over \$50,000 in cash assistance to families, as well as distribution of 20 computers to Cohort D


2022 Programming Highlights:

- **Launch of POH Pro-** in 2022 we introduced a new participation option for families returning for a second or third year as a step towards graduation. As a POH “Pro”, the requirements of program participation encourage engagement at workshops and family-led gatherings but decrease one on one meetings with staff to every 2-3 months instead of monthly. In 2022, 1/3 of families enrolled in POH Pro!
- **POH Racial Equity Workshop Series** with Jamila White/BlakQuity- through out summer 2022, POH hosted a 10-week bilingual series designed specifically for our participants. The workshops built a shared understanding of race, racism and racial equity centered in DC’s own history, while intentionally building solidarity and power among Black and Latinx participants.
- **Celebrating the Holidays Together Again-** as requested by planning committee families, we hosted two Thanksgiving luncheons in-person in November and two Winter Wonderland events in December, marking the return to indoor group gatherings in over two years!
- **April Memorial for Sylvia-** Cohort A and B families gathered together outside to honor our founding staff member, Sylvia Stokes, and the anniversary of her passing in April 2020. Together we shared memories and reflected on her role in our lives and at the Platform of Hope.

MOTIVATION:


at end of 2022, **78%** of families were “extremely” or “very” motivated to pursue their goals; **76%** said participation in the Platform of Hope had increased motivation towards their goals

2022 Participant Snapshot:

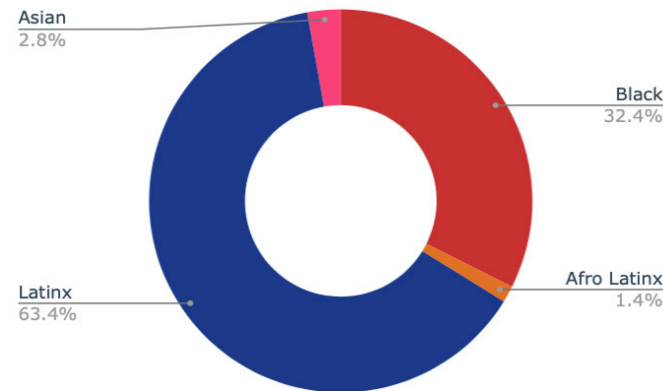
71 families 

Cohort A: 17 families Cohort B: 16 families
Cohort C: 19 families Cohort D: 19 families*

*Cohort D originally had 20 families but 1 left the program in June 2022

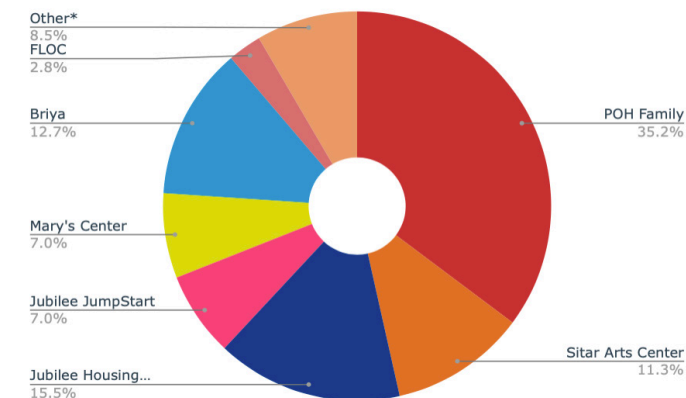
109 Adults + 169 Youth = 264 people served 

Racial Demographics



Referral Source

*Other: Jubilee Jobs, SPACES in Action



December Family Saturday photo by David Dowling



Thanksgiving Family Saturday photo by David Dowling

“ What has motivated me recently would be my mother and seeing the progress I’ve made throughout the past year and knowing it could impact others seeing it or going through the same thing I am.

- POH family in December 2022 Journal

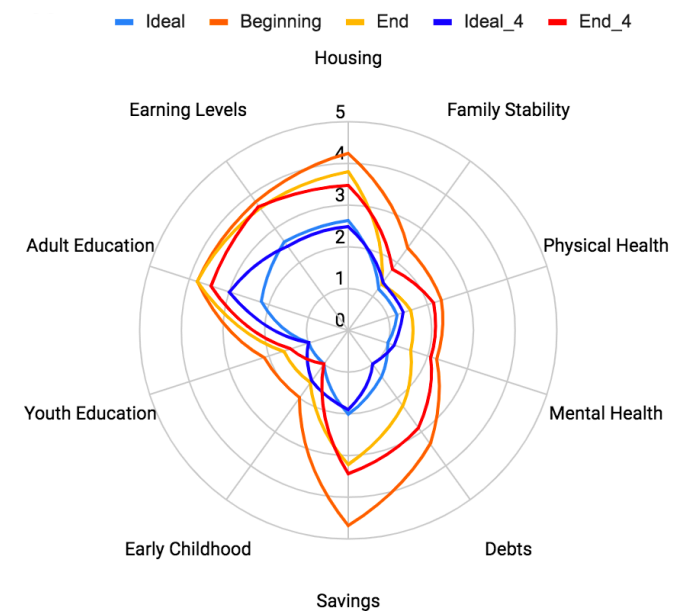
SOCIO-ECONOMIC PROGRESS IN 2022

The Platform of Hope Radar Chart

KEY: One of the main tools we utilize for measuring families' abilities to define and pursue their goals is our comprehensive radar chart. On this chart, each year families select their Goal (in shades of blue, depending on year) and indicate where they are at Pre- and Post- intervals of each program year. The full radar chart is presented in this page for your reference- while each family has their own definition for ideal, generally, the spectrum goes from 1 = most positive condition and 5 = vulnerable condition.

Cohort D Radar Chart- First Year

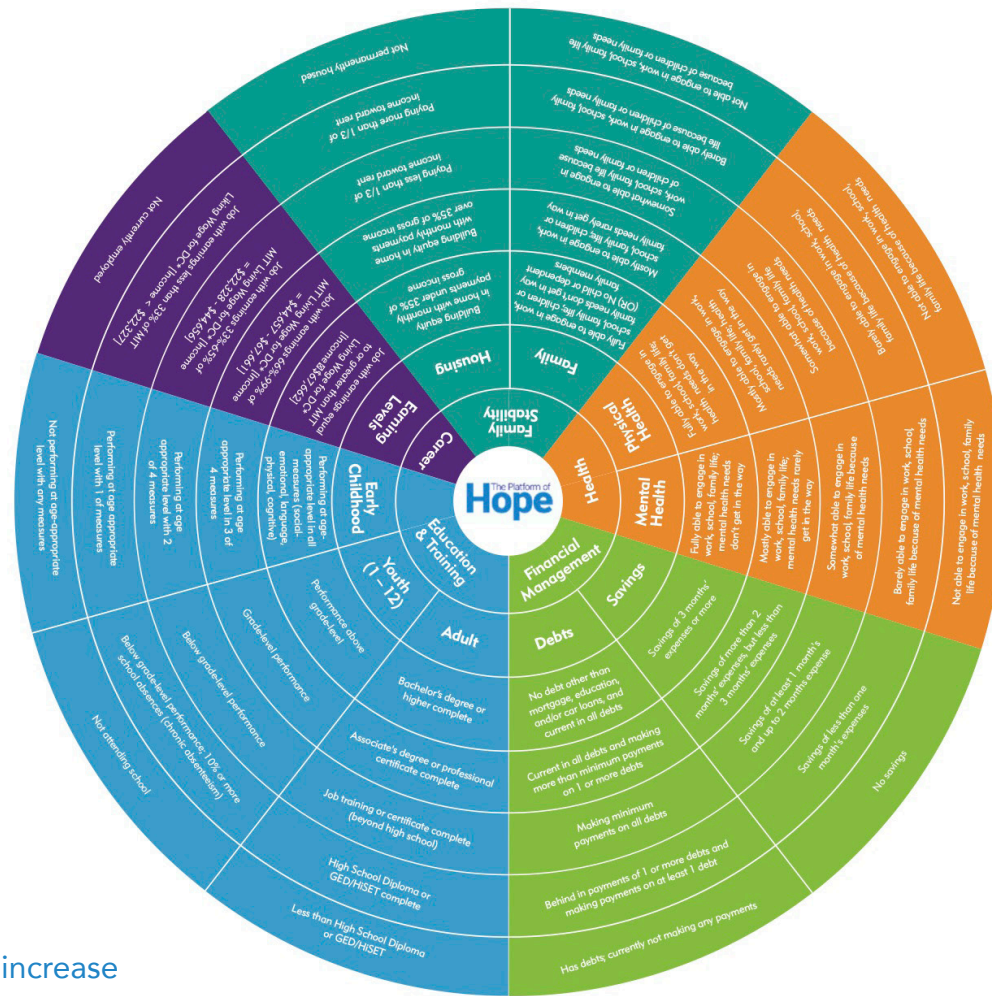
Cohort D began their first year at the Platform of Hope in January 2022. Therefore, their beginning status is marked as orange; end of year 1 as red; initial goal in light blue; and new goals as dark blue.



Debts: 33% increase
 Physical Health: 34% increase
 Mental Health: 41% increase
 Youth Education: 27% increase

Overall progress towards goals in all categories during their first year!

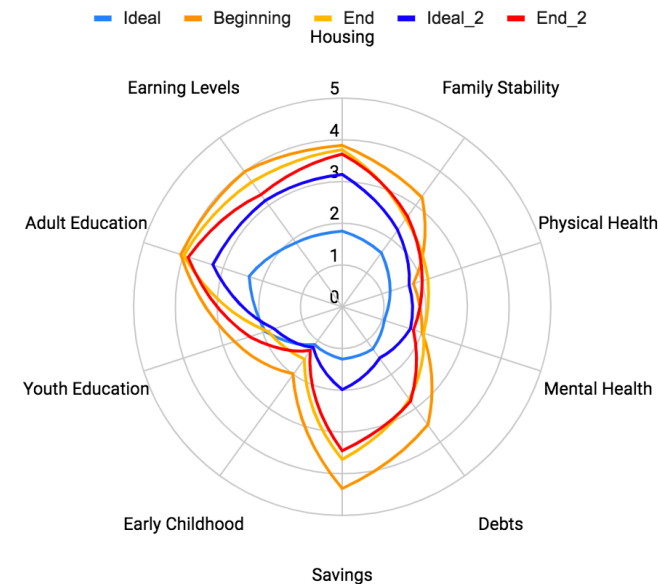
“ I have been motivated by the support, conviviality, and the brotherhood that POH has given me which has helped me face my fears and be a useful member of society.
 - Cohort D participant in December 2022 journal



Father and son at December Family Saturday photo by David Dowling

Cohort C Radar Chart- Second Year

Cohort C has two years of data, with their beginning status from January 2021 marked in orange; end of year 1 as yellow; end of year 2 as red; initial goal in light blue; and new goals in dark blue.



Debts and Savings: 17% Increase
 Early Childhood: 35% increase

Overall progress in all categories except for a decrease (-11%) in Physical Health*

*hypothesis: 4 mothers became pregnant in 2022, which might have contributed to lower ratings of physical health at the end of the year

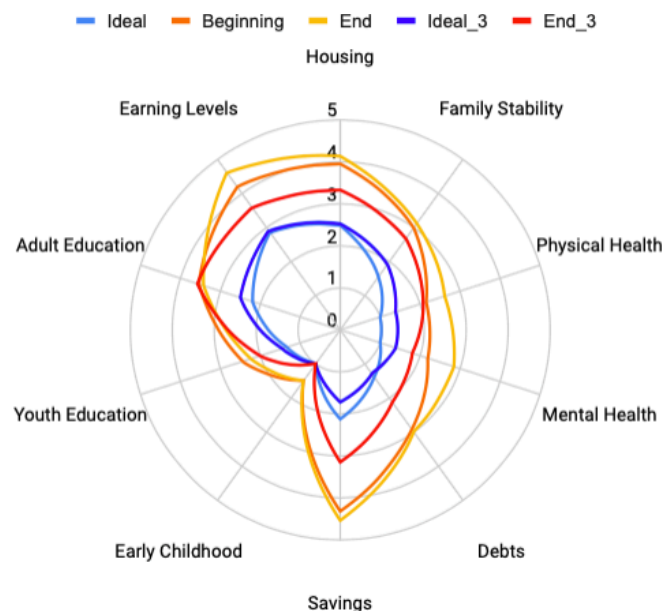
“ My family and my mental motivation has motivated me recently because I have the knowledge that things will not be accomplished on its own and no one will do the important necessary responsibilities that I have to do.

“ My I'll keep studying and learning English because I feel like that will help me open doors to other jobs and I can provide a better quality of life for me and my kids.

- POH participants in December 2022 Journal

Cohort B Radar Chart- Third Year

Cohort B has three years of data, with their beginning status from September 2019 marked in orange; end of year 1 as yellow; end of year 3 as red; initial goal in light blue; and new goals in dark blue.



Debts and Savings: 27% Increase
Early Childhood: 33% increase

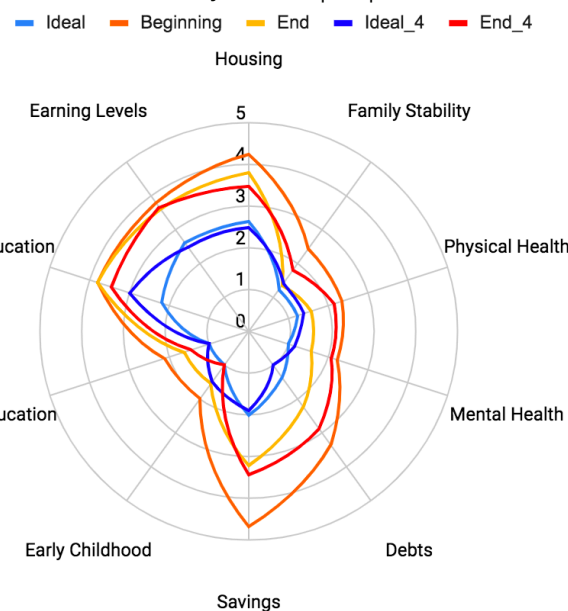


Cohort C family at December Family Saturday photo by David Dowling

Cohort A Radar Chart- Fourth Year

Cohort A has four years of data, with their beginning status from September 2018 marked in orange; end of year 1 as yellow; end of year 4 as red; initial goal in light blue; and new goals in dark blue.

Reminder: Cohort A's first year was pre-pandemic.



Savings: 27% Increase
Family Stability: 26% Increase
Early Childhood: 50% increase
Child Education: 31% Increase

Overall progress towards goals in all categories cumulatively since entering POH



POH and BlakQuity Racial Equity Curriculum Orientation

Amplifying themes we're seeing from 2022

Despite the very different circumstances faced by each cohort in their first POH year– the pre-pandemic year 1 of Cohort A for example vs the 2021 realities for Cohort C's first year– we have seen some general trends reflecting how intersecting socio-economic systems have been working (or not working) for families give the comparison of each cohort's overall goal accomplishment across different areas. In short, cumulatively across all four cohorts in 2022:

- **Finances** improved, specifically debts (24%) and savings (21%); we credit families' improvement in their financial management skills given that this increase surpasses increase in actual earning level (12%)... and note how impressive this is given the loss of savings during the height of the pandemic!
- Improvement in **early childhood** (34%) and **youth education** (23%), which is a fantastic rebound from low ratings during pandemic home schooling
- **Family stability** and **mental health** trended positively overall, both with a 19% increase overall; a repeated theme in journals and from families has been the importance of mental health support and self-care
- **Physical health** (8% increase) and **adult learning** (7% increase) levels have seen the least improvement yet we know are critical to success; many families are currently enrolled in adult education programs but have yet to graduate
- **Housing** (13%) has seen moderate increase but is the most frequent concern we hear from families and where we continue to see insufficient resources

“What motivates me but at the same time also takes up a lot of my time, is my job. I have to wake up at 4:30am and I get back to prepare food at 3:00 pm. On Wednesday & Friday, my youngest daughter has ballet, and on Tuesday & Thursday soccer, and I am drained. I want to help and I want others to help me, but I've lost a lot of people because I haven't had time to take care of them.

- Cohort B participant in December 2022 journal

“Everyone in POH always offered a helping hand, which is very important, especially if you want to connect with people who are in the community and genuinely need help. Looking back at my past and where I stand now, I want to thank POH for helping me get to where I am now. Although my journey isn't done, POH has helped me grow in a way that I don't think I could've gotten where I am now without everyone in POH. I love that POH has grown so much.

- Cohort A Participant & 2023 Graduate

FAMILY STORIES

Our radar charts and quantitative data in general is just one way to illustrate impact— but most powerful of all is the stories of families. We thank these families for allowing us to share out some of what we observed of their efforts since entering POH.



Families at November Thanksgiving Family Saturday
photo by David Dowling



Honoring Sylvia at April Family Saturday Picnic photo by Diyanna Burton

Cohort A

The Graduate

This mom has been so focused on her goals from year 1 in the Platform of Hope. She has dedicated herself to going to school for her medical assistant certificate. Because of her achieving her education goal, she was able to reach her goal of increasing her **earning** levels and paying off more than the minimum on her monthly **debt** payments. Additionally she has been able to reach her goal of **saving** over 2 months worth of expenses. This participant has felt she has learned a lot of skills and gained many tools from being in Platform of Hope— to the extent that she felt confident in graduating from the Platform of Hope program after completing year 4 and joining our Alum Group in January 2023!

Cohort B

The Mom that said YES to all her educational opportunities

This Cohort B mom was referred to POH by a Cohort A family. Deeply focused on her **career** and **family stability**, this mom chose to continue her educational growth by pursuing ALL certifications related to her field, without skipping a beat. She took advantage of not only her educational opportunities, but she also equipped herself with skills and knowledge learned through the workshops provided at POH. Her motivation was to maximize her **income** and be an example of excellence to her son. *“Education is key for success,”* she says. *“Jobs may come and go, professions may change but the knowledge learned through education is yours, forever”*

Cohort C

The Dad committed to his hustle and fatherhood

This Cohort C dad was referred to POH by another Cohort C family. His main goal has always been a commitment to fatherhood and *“the hustle”* (aka his career and income). A proud father of a beautiful little girl, this past year his goals were to secure additional employment, pass his driving test and save up to purchase a car. Thanks to his dedication, commitment and contagious drive he successfully accomplished all three goals. *“There’s so much more I want to do,”* he shared. *“I want to be the best I can be for my daughter. I want my daughter to be proud of me.”*

Cohort D

The Trailblazer

This Cohort D mom was referred to us by a current POH family. In Year 1 (2022), **family stability** became her main priority, as she faced severe **mental health** and behavioral difficulties with her teenage daughter. This mom did everything she could to get her daughter sufficient resources, including an intense search to find her daughter the help she needed. By the end of 2022, her daughter was enrolled in services locally and improving her health, the mom pursued her **career** and **housing** goals. Today, her daughter continues to thrive and mom has a new home and new job! She is also developing a resource guide for parents who are experiencing some of the same behavioral issues with their children as she has... blazing the trail for others!

BUILDING COMMUNITY

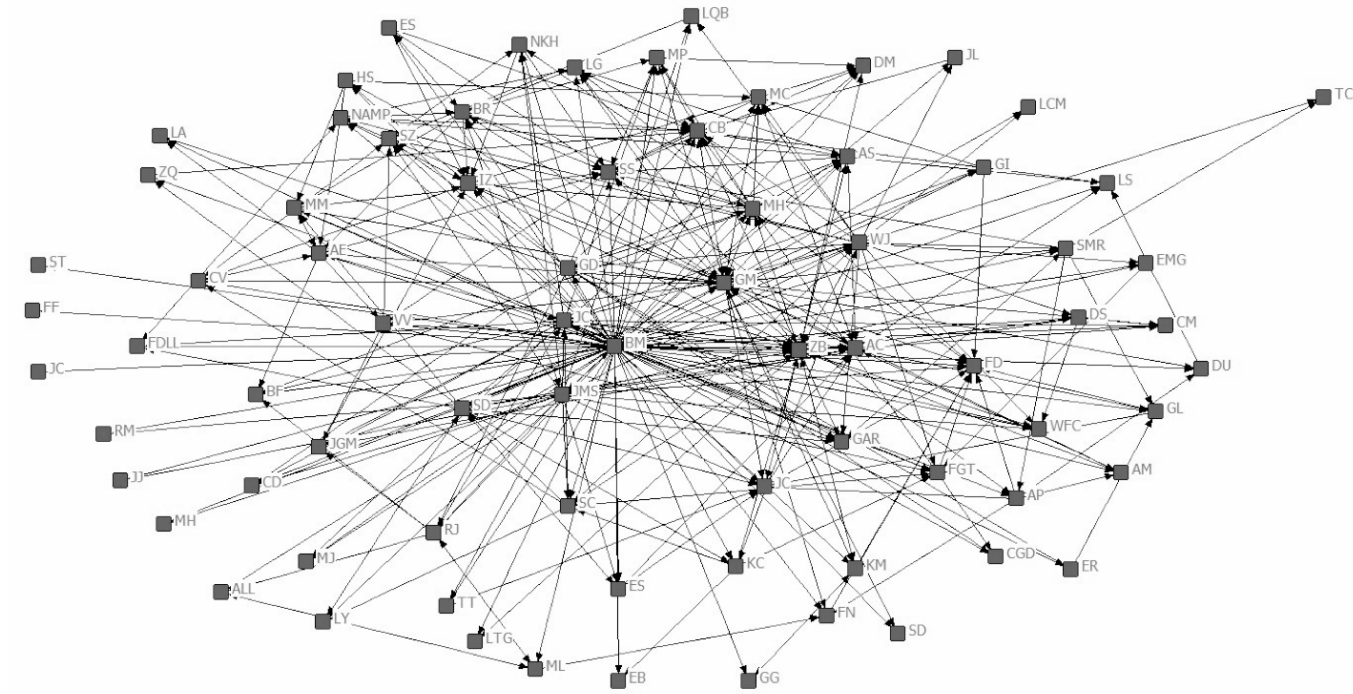
The Platform of Hope model intentionally seeks to increase families' social capital— as defined as the strength of participants' relationships to one another and their community. We believe that the feeling of connection to a peer community and understanding of one's support systems are essential in a) pursuit of individual goals and b) pursuit of community goals as a tool for combating displacement -including civic displacement- in gentrifying communities.

Social Capital Maps

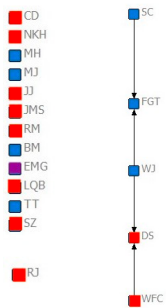
One of the ways we measure social capital is in pre, mid and post program assessments asking participants, "who in the Platform of Hope could you go to for help?" We then map the connections that are created between families as the program progresses.

KEY: Each box and set of initials represents a participant and the arrows indicate what names they chose as someone who they saw as a support. Arrows also indicate who chose them on this assessment. These charts are disaggregated by race: blue= Black/African American, purple= Afro-Latinx and red= Latinx/Hispanic.

Social Capital Between All Four Cohorts: A True Family Network

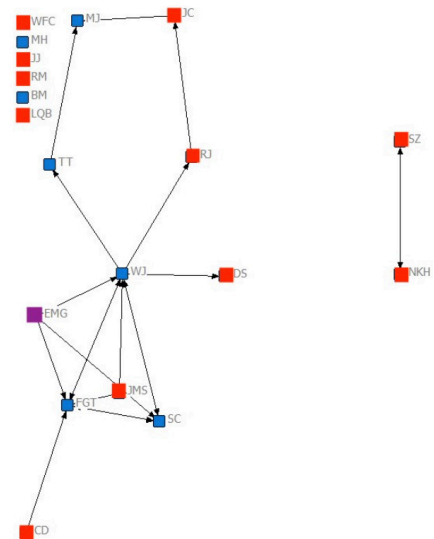


Cohort D: Building Connections in their first POH year



Pre- Program Assessment

Only 10 connections within cohort when they started in January 2022



Post- Program Assessment

42 connections within the cohort in December 2022—

76% increase in social capital in 2022!

Cohorts A, B, C and D Mid- Program Assessment

At its height, a total of 750 connections across all four cohorts in June 2022

Trend: The majority of social capital growth happens in the first year of the program, particularly as the cohort members get to know other members of their own cohort from Family Saturdays and other events. For example, in their respective Year 1, Cohort A had a **73%** growth among their cohort (2018-2019); Cohort B saw **93%** growth among their cohort (2019-2020); and Cohort C had a **500%** growth among their cohort (2021). Therefore we utilize the post assessment across all cohorts to demonstrate the cumulative social capital progress since the beginning of our program across all cohorts.

Social Networks: **53.5%** of families said that participation in the Platform of Hope had increased their networks this year; **32.4%** said it had remained the same
* high percentage of returning families who experienced expansion of their network in prior years

“ It motivates me to feel like I belong to a support net that helps me, guides me, and teaches me strategies. I know that I’m not alone, that I have tools to plant seeds, and that I’ll see the fruits of those seeds one day. That teaches me how to not give up.

- Cohort D participant in December 2022 journal

Thank you to the Platform of Hope supporters in 2022!

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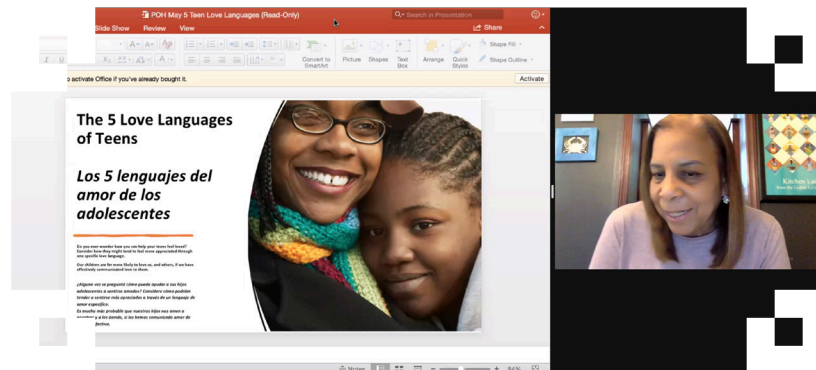
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Piñata at August Family Picnic photo by David Dowling

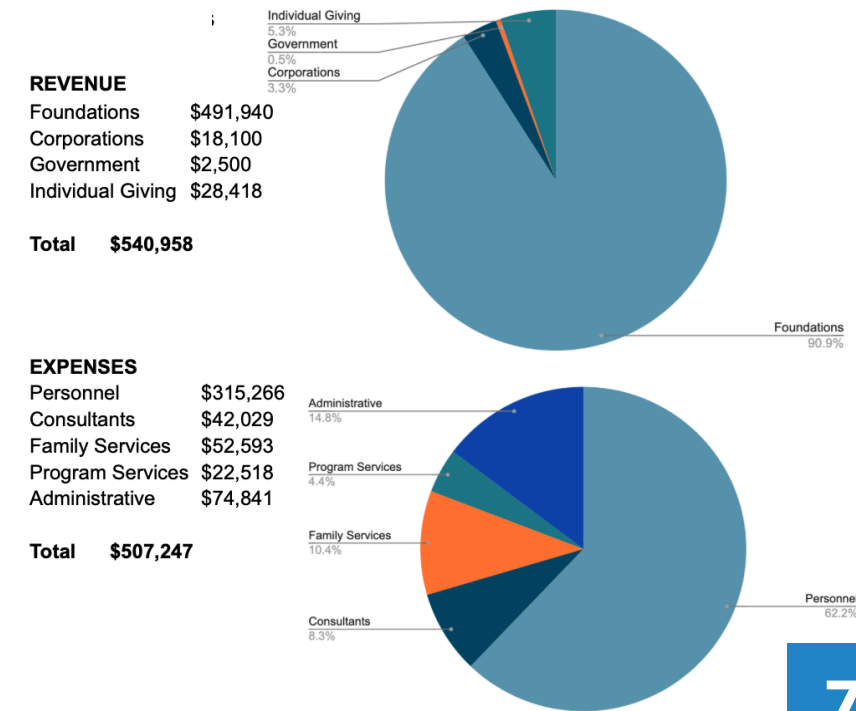


POH Advisory Board Families at the Spring Fundraiser photo by Diyanna Burton



Parenting Class with Ms. Terry

2022 Financials



And special thanks to everyone who participated in the 2022 online auction by purchasing and/or donating items