

The Platform of Hope

2018 - 2019 PILOT YEAR ANNUAL REPORT



Dear reader,

Thank you for taking the time to learn about the first year of programming at the **Platform of Hope!**

The Platform of Hope is a paradigm-changing non-profit initiative that engages families to drive self-directed goals, builds social capital towards more equitable communities and streamlines social services. Based in the Adams Morgan neighborhood of Washington, DC, we are led by a strategic alliance of non profit organizations that span the affordable housing, health, education, arts and youth development fields: For Love of Children (FLOC), Jubilee Housing, Jubilee JumpStart, Mary's Center and Sitar Arts Center.

In building a collaborative model where families set and achieve their own goals, the Platform of Hope is changing lives and innovating the way non-profits can serve communities.

Our 3 ingredients:

- Strategic collaboration across non profit fields
- Families driving their own goals
- Emphasis on social capital and collective power

This report covers the accomplishments of our first cohort of families from September 2018- August 2019. We are deeply grateful to the many individuals and organizations who made this year a reality, including our strategic alliance partners, staff, donors and neighborhood— and of course, special thanks to our pioneering “Cohort A” families who took the leap to launch and shape the program!

With appreciation,

Judy Estey
JUDY ESTEY
Vice President

Our Guiding Principles

- *Confront inequity by acknowledging and understanding persistent racial inequity, as well as other systems of exclusion and inaccessibility.*
- *Listen to families by centering our work around the voices of the Platform of Hope families, considering their interests, strategies, and solutions to ensure that our collective work is connected to the needs and hopes of our community.*
- *Respond, be transparent, and reflective about the effectiveness of our work- while being open to adjust our program goals, services, and target outcomes in response to what we learn.*

VISION STATEMENT

THE PLATFORM OF HOPE AMPLIFIES 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.



STRATEGIC COLLABORATION ACROSS NON PROFIT FIELDS

The Platform of Hope was born out of conversations amongst committed non-profits to prevent the continued displacement of low-income families of color from the Adams Morgan Area of Washington, D.C. In 2017, the Platform of Hope officially emerged through the leadership of an alliance of anchor organizations committed to creating a neighborhood that embraces all families, despite the forces driving out so many. These Strategic Alliance organizations provide programmatic and staff support, priority-access to services for our families, as well as leadership from their respective Executive Directors on the POH Steering Committee. The Platform of Hope is an extension of the work of each organization, with the acknowledgement that collective action is needed to address the issues facing families, produce different outcomes and build an equitable community.

STRATEGIC ALLIANCE PARTNERS 2018-2019

For Love of Children
Jubilee JumpStart
Jubilee Housing
Mary's Center
Sitar Arts Center

*Capital Area Asset Builders- founding Strategic Alliance Partner 2017-2018

PLATFORM OF HOPE STAFF 2018-2019

Judy Estey, Vice President
Jessica Palencia, Program Coordinator
Sylvia Stokes, Family Care Lead

STEERING COMMITTEE 2018-2019

Brandelyn Anderson
Maria Gomez
Maureen Dwyer
Dee Dee Parker Wright
Jim Knight
Tim Payne
Sylvia Stokes
Rich Petersen*

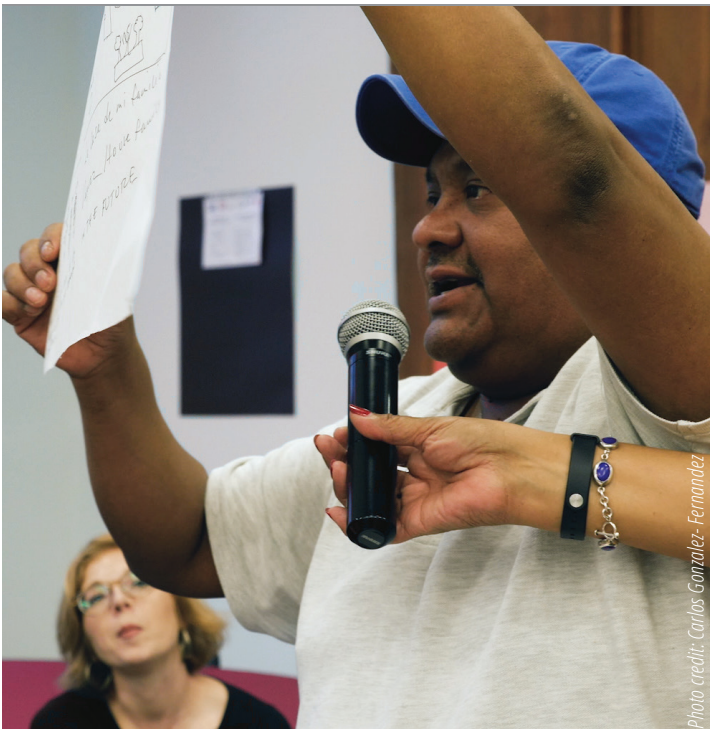


Photo credit: Carlos Gonzalez- Fernandez

Families speaking about their "now" and ideal "then" as part of a summer 2018 information session.



Photo credit: Carlos Gonzalez- Fernandez

Drawing exercise of "now" and "then" as part of information sessions.

PROGRAM MODEL

SEPTEMBER 2018 — AUGUST 2019

12 Family Saturday Meetings to build social capital **20** workshops for further connection and learning

240 hours of monthly one-on-one coaching to define and pursue goals **= 304** hours of program activity

+38 Referrals to partner services towards accomplishing family goals in housing, health, financial management, education, out-of-school-time programming, job placement and advocacy

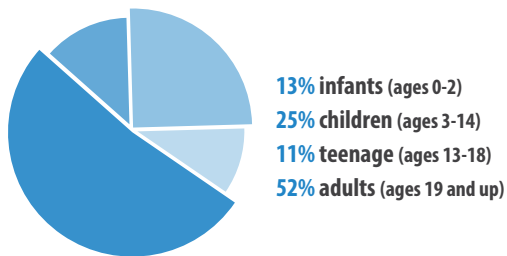


Photo credit: Diyanna Monet
POH November Family Saturday celebrated Thanksgiving.

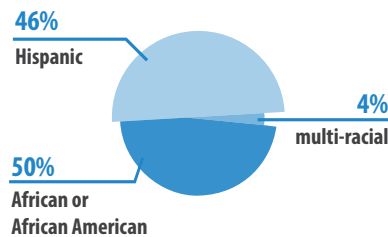


Photo credit: Jessica Palencia
Bi-weekly Parenting Class led by Family Care Lead Sylvia Stokes.

DEMOGRAPHICS OF FAMILIES FROM COHORT A



20 FAMILIES = **56** INDIVIDUALS



“ *The Saturday sessions helped our family bond with other families. The group talks were also very encouraging and inspiring. The one on one sessions are great because that is where I assess my goals, get advice from Sylvia, and we set small tasks to help me achieve the much larger goals. The workshops are great because that is where I get info that I can actually apply to my set goals. Attending all three helps with the overall individual and family goals.*
- Cohort A family member



Families with certificates of completion after year 1 at the August culminating Family Saturday. Photo credit: Gregg Adams



Financial workshop in April featured guest speakers. Photo credit: Jessica Palencia

WORKSHOPS OFFERED IN 2018-2019

- FAFSA and DC TAG info session
 - Black Student Fund info session
 - Trauma Informed Training with Mary's Center (twice)
 - CAAB and Jubilee Housing Home Buying Seminar
 - Entrepreneurship*
 - The Art of Budgeting*
 - Nurturing Parenting Program with Sylvia Stokes (recurring)
 - Entrepreneurship with Small Business Administration, WACIF and SCORE Mentors
 - Medicare for All Session with SPACes in Action and Center for Popular Democracy
 - Community College Prep Academy Information Session
 - Managing Your Credit*
- *led by Constance Bradley- Bryant

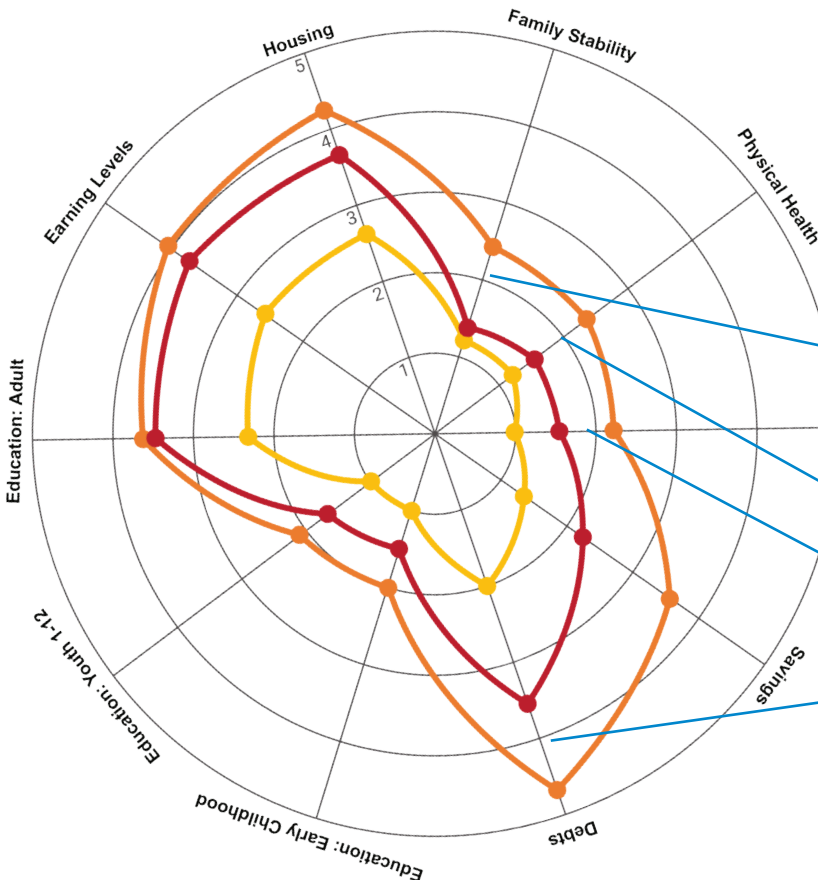
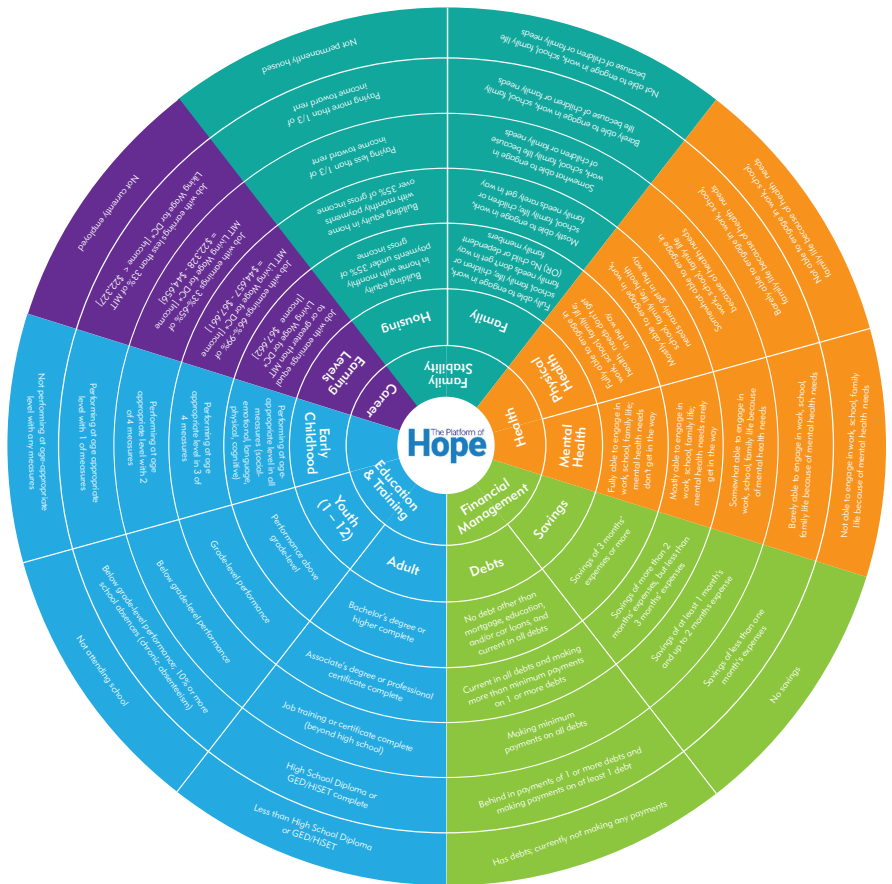
SELF-DEFINED GOALS

At Platform of Hope, families set their own goals for the areas in their life that they want to advance. After setting their “ideals” in a variety of areas, they craft an individual strategy plan with the resources, including referrals, needed to accomplish those goals. Families’ progress is then supported through monthly one-on-one meetings with Platform of Hope staff.

How We Measure

In partnership with evaluators from Brighter Strategies, Platform of Hope developed a comprehensive Radar Chart to assist us in monitoring families’ progress towards their goals in housing, family stability, health, financial management, education and earning levels. Categories are ranked from 1 to 5, with 1 being most secure and 5 being the least. For instance, a family with a “5” rating has debts and is not making payments, whereas a family with a “1” has no debt other than a mortgage, education, or a car loan.

At the end of 12 months, families experienced increase in attainment of their goals in EVERY category.



LEGEND

- Ideal:** Families set where they wanted to go in each category - September/October 2018
- Beginning:** Where families currently rated themselves- September/October 2018
- End:** Where families were after 12 months of the program- August/September 2019

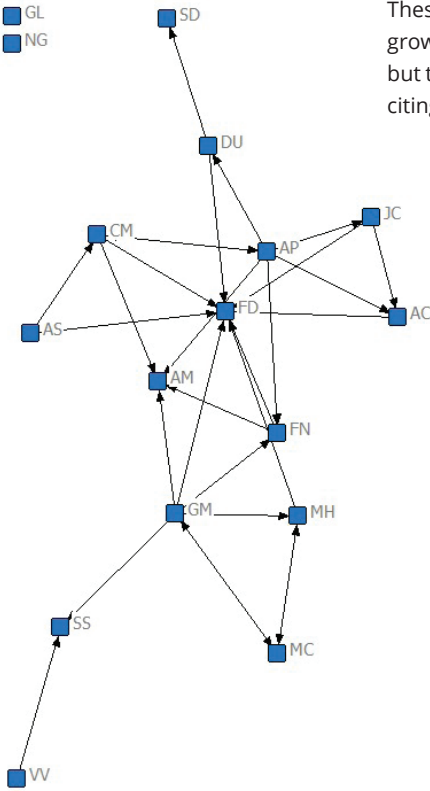
- Highlights**
- 43% growth in Family Stability
 - 35% growth for Physical Health
 - 31% for Mental Health
 - 37% growth for Debt Management

SOCIAL CAPITAL

Through Saturday sessions and weekday workshops, Platform of Hope connects families within the cohort to one another, creating a multigenerational network of support. A Planning Committee of families sets the agendas for Saturday discussion so that the ownership of the cohort is firmly within families' hands.

Mid Year (February 2019)

- TT
- GL
- NG



How We Measure

Mid and Post Year assessments asked: **Who in Platform of Hope can you turn to for help?**

These connections between families (each indicated by initials) were then mapped to show the growth in connections and networks. At the 6 month mark, families had built some connections but the network was narrow. At 12 months, this network had dramatically expanded, with families citing multiple connections.



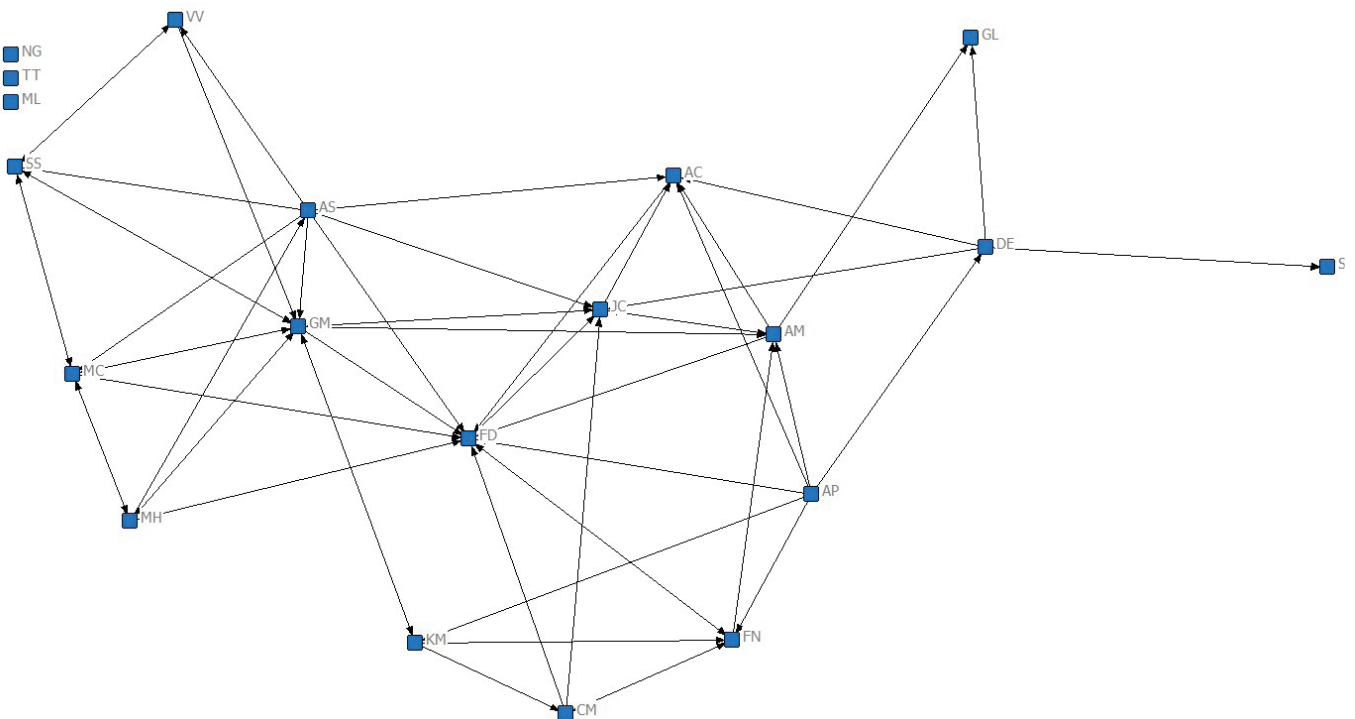
“ The most impactful for me over the last year of POH were comrades. I gained sisters, brothers, nieces, and nephews. The family that I can relate to was a major thing for me. – Participant in August survey

73% growth in connectivity between participants in Cohort A between February and August 2019

85% of participants said Platform of Hope grew their network

End of Year (August/September 2019)

- NG
- TT
- ML



FAMILY STORIES



photo credit: David Dowling



photo credit: David Dowling

“The Wise One”

A mother of a family of 5 set her family goals around **savings** and **education**. The parents speak primarily Spanish and this mom is continuously seeking programs that will help her children expand their skills and talents to ensure success in the future; she personally is planning to gain proficiency in reading and writing in English so that she will be able to secure employment. Her husband does day work and those jobs are not guaranteed day-to-day. However, she was determined to save money to help during times when he is without work. After reviewing the family’s finances with POH staff, she created a plan to save money and by August 2019 had saved \$5,000 after one year! Some of that money has been used to assist the oldest daughter attend a local prestigious university— after graduating this spring, she has become the first one in her family to attend college. During parenting sessions, this mom was dubbed “the wise one,” who other moms looked to her for advice and wisdom about raising teenagers.

Determined to Succeed

A mother of two daughters had only been in the US for a year when she entered our program. She had originally invited to the United States by a relative under false pretenses. Once she arrived with her daughters, she was determined to ensure her girls went to school and got the tools they needed to succeed. She realized she needed full time **employment** and **housing**. Within 6 months of starting at Platform of Hope, she had a full-time job, which increased her savings and enabled her to afford a two-bedroom apartment at Jubilee Housing. She is intent on improving her English and pursuing a career in working with children, so she has enrolled in evening classes, which she attends on top of an 8- 9 hour workday. Both daughters are excelling in school, with the oldest daughter graduating this year from high school and excited to go to college. Her younger daughter is a natural leader and has enjoys programs at Sitar Arts Center and Jubilee Housing Youth Services.

From Eviction to Inclusionary Zoning

A mother of twin girls began in our program deeply concerned about her children’s educational and behavioral challenges, which were prohibiting her from working, and on the verge of eviction. She was already addressing her educational needs at Briya Charter School but was in desperate need of **housing, youth services** and **employment**. Together with Briya staff, POH and the mom spent the winter months identifying emergency funds for rent and utilities, which (along with family support) prevented her eviction. After many months of encouragement and coaching, she began realize the possibilities for employment and appropriate care of her children. First the mom was able to get work as an Uber driver--- nothing compares to her visible excitement and pride that came from being able to pay rent, utilities and food for herself and her children! She now also does Amharic translation for a company in Maryland on an as-needed basis. The children had a wonderful summer in Jubilee JumpStart’s summer camp and are now enrolled afterschool at Jubilee Youth Services! Currently, the mom is pursuing housing through the Inclusionary Zoning Program, has additional benefits to support her child’s behavioral challenges and continues to excel in her ESL classes at Briya.



photo credit: Gregg Adams



photo credit: Gregg Adams



photo credit: Dyanina Monet

THANK YOU TO OUR INVESTORS!

GIFTS RECEIVED FROM SEPTEMBER 2018 - AUGUST 2019

FOUNDATIONS & CORPORATIONS

Anonymous

A. James and Alice B. Clark Foundation

Beckner Advancement Fund of the All Souls
Unitarian Universalist Church

Eugene and Agnes E. Meyer Foundation

Islamic Relief USA

LISC DC

Morris and Gwendolyn Cafritz Foundation

Richard E. and Nancy P. Marriott Foundation

Share Fund

William S. Abell Foundation

United Bank

INDIVIDUALS

Alex Orfinger

Ashley Stone

Brandelyn Anderson

Bridget Pooley

Carla Perlo & Richard Pilkinton

Carolyn Berkowitz

Cindy Rozon

Constance Bradley Bryant

Cristin Dorgelo

David Dowling

Dee Dee Parker Wright

Elizabeth Zinni

Fred Walls

George Bren

Heather Morgan

Heather Zaccaro

Isabella Sanchez

Janet Bralove

Jannes Gibson

Jill Herscot

Jim Knight

Joe Black

Joe LeMense

Judy Estey

Katharine Johnson

Laurie Levy Page

Leah Whitmer

Margaux Nielson

Maureen Dwyer

Nisha Arekapudi

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Payal Martin

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