

What do Promise Neighborhoods Mean for Funders?

Washington Grantmakers
Funder Briefing
6-3-2010



What is a Promise Neighborhood?

- Based on The Harlem Children's Zone (HCZ), which:
- Provides a “pipeline” of enriching supports and educational opportunities that begins with The Baby College, a series of workshops for parents of children ages 0-3.
- The pipeline goes on to include best-practice programs for children of every age through college.
- The network includes in-school, after-school, social-service, health and community-building programs.
- Thus, programs are designed to support children within the Zone from birth through their entry into the labor market.



What is it? (continued)

The HCZ Project began as a one-block pilot in the 1990s, then following a 10-year business plan, it expanded to 24 blocks, then 60 blocks, then ultimately 97 blocks. Impact results for children and families served by the HCZ are impressive.



The Federal Planning Grant

- The Dept. of Education is offering competitive, 1-year planning grants for up to \$500,000 each to non-profit, community-based organizations to support the development of plans for comprehensive neighborhood programs, modeled after the Harlem Children's Zone, designed to combat the effects of poverty and improve education and life outcomes for children, from birth through college
- 50% match of in-kind or cash
- 20 grants total
- Deadline: June 25, 2010



10 Result Areas

- Children enter kindergarten ready to learn
- Students are proficient in core academic subjects
- Students successfully transition from middle grades to high school
- Youth graduate from high school
- High school graduates obtain a postsecondary degree, certification, or credential
- Students are healthy
- Students feel safe at school and in their community
- Students live in stable communities
- Family and community members support learning in Promise Neighborhood schools
- Students have access to 21st century learning tools



Required Tracking Indicators

- #/% of young children who
 - demonstrate age-appropriate functioning;
 - have a medical home; and
 - participate in early learning programs
- #/% of students at or above grade level according to 3rd-8th grade and high school assessments
- Attendance rate of students in sixth, seventh, eighth and ninth grades
- Graduation rate in neighborhood high school
- #/% of students with post secondary degrees or other credentials w/o need for remediation
- #/% of children participating in 60 minutes of physical activity daily and eat five or more servings of fruits and vegetables daily
- #/% of students who feel safe at school and traveling to and from school as measured by a school climate survey
- Student mobility rate
- #/% of students with a caring adult at home, school, and community; or #/% of families that attend parent-teacher conferences
- #/% students with school and home access to broadband and connected computing device



The DCPNI Vision

Our vision is that each child in the DC Ward 7 community of Parkside-Kenilworth will receive the Five Promises:

- Caring adults
- Physical and emotional safety wherever they are
- A healthy start
- An effective education
- Opportunities to help others



The DCPNI Mission

Our mission is to increase the number of children who successfully complete their education --- from cradle to college – and enter adulthood as productive participants in the 21st century economy and in the civic life of their communities



Theory of Change

We will significantly increase the number of Parkside-Kenilworth children who successfully complete their education prepared for college work and life
by delivering deep, sustained and integrated support capable of fulfilling the Five Promises
And serving as model for other neighborhoods in DC and beyond



Core Organizing Values

- We value the people of this community and want to build upon its existing capacity.
- We value our children and schools, which will be at the center for all we do.
- We value accountability, excellence, and data-driven results.
- We value close collaboration with our partners and supporters.
- We value resident engagement and input in all related decisions.



Theory of Action

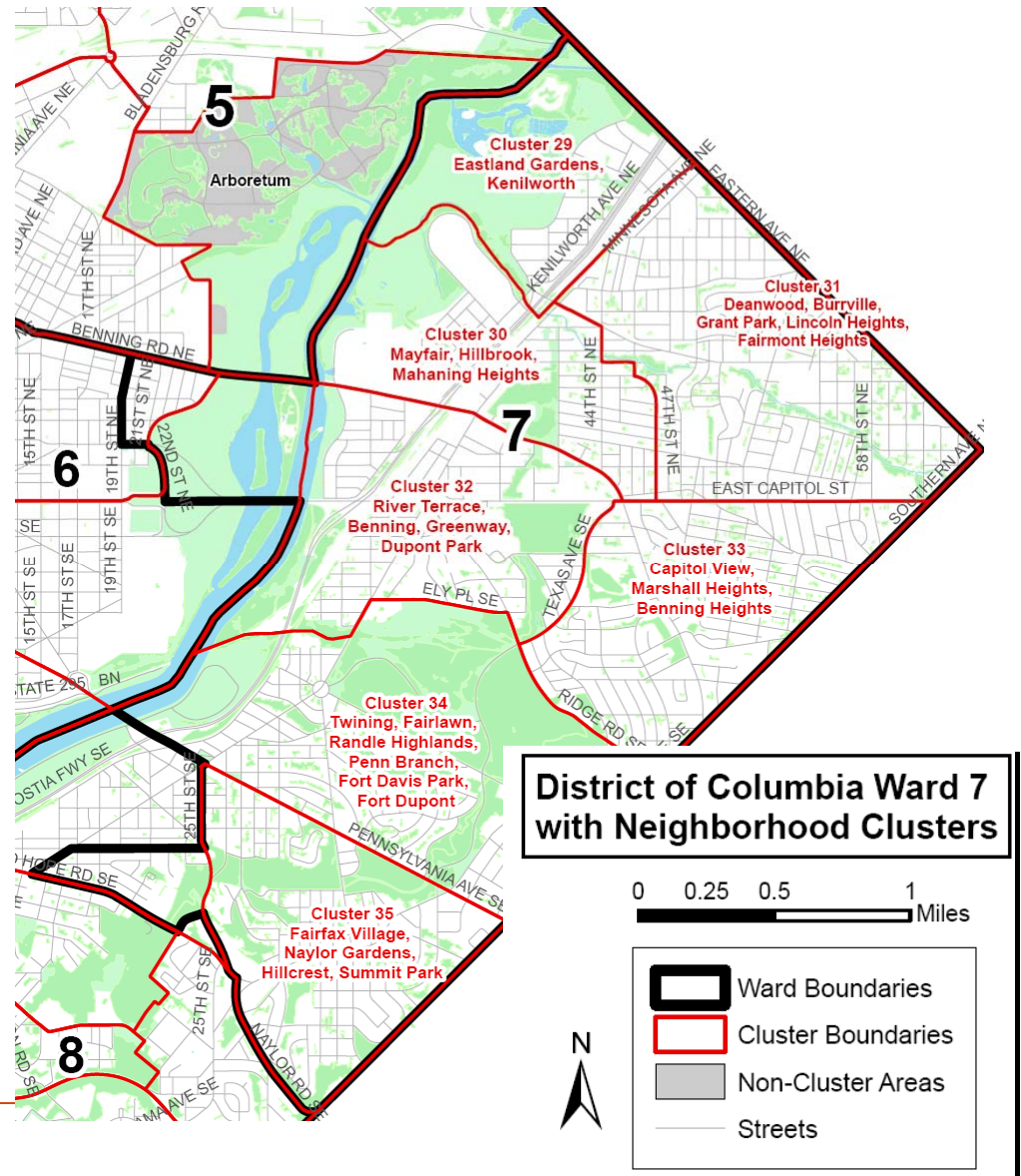
By adhering to our core values and forming carefully selected work groups to examine the data and solutions, we will

- Empower community residents to demand and create change
- Create public accountability by providing data and measuring progress
- Increase the ability of residents and local nonprofit organizations to serve the community
- Improve the effectiveness of citywide initiatives focused on these communities
- Work with public systems to provide better supports and services to neighborhood residents
- Connect residents to existing services
- Leverage existing public and private resources
- Deliver results



Ward 7 Context

- Cluster 29 and western half of Cluster 30 Neighborhoods
 - Parkside Townhomes
 - Mayfair Mansions
 - Paradise Townhomes
 - Eastland Gardens
 - Lotus Square Apartments
 - Kenilworth Courts Public Housing
 - Kenilworth Townhomes
- Expansion likely after the first 3-5 years



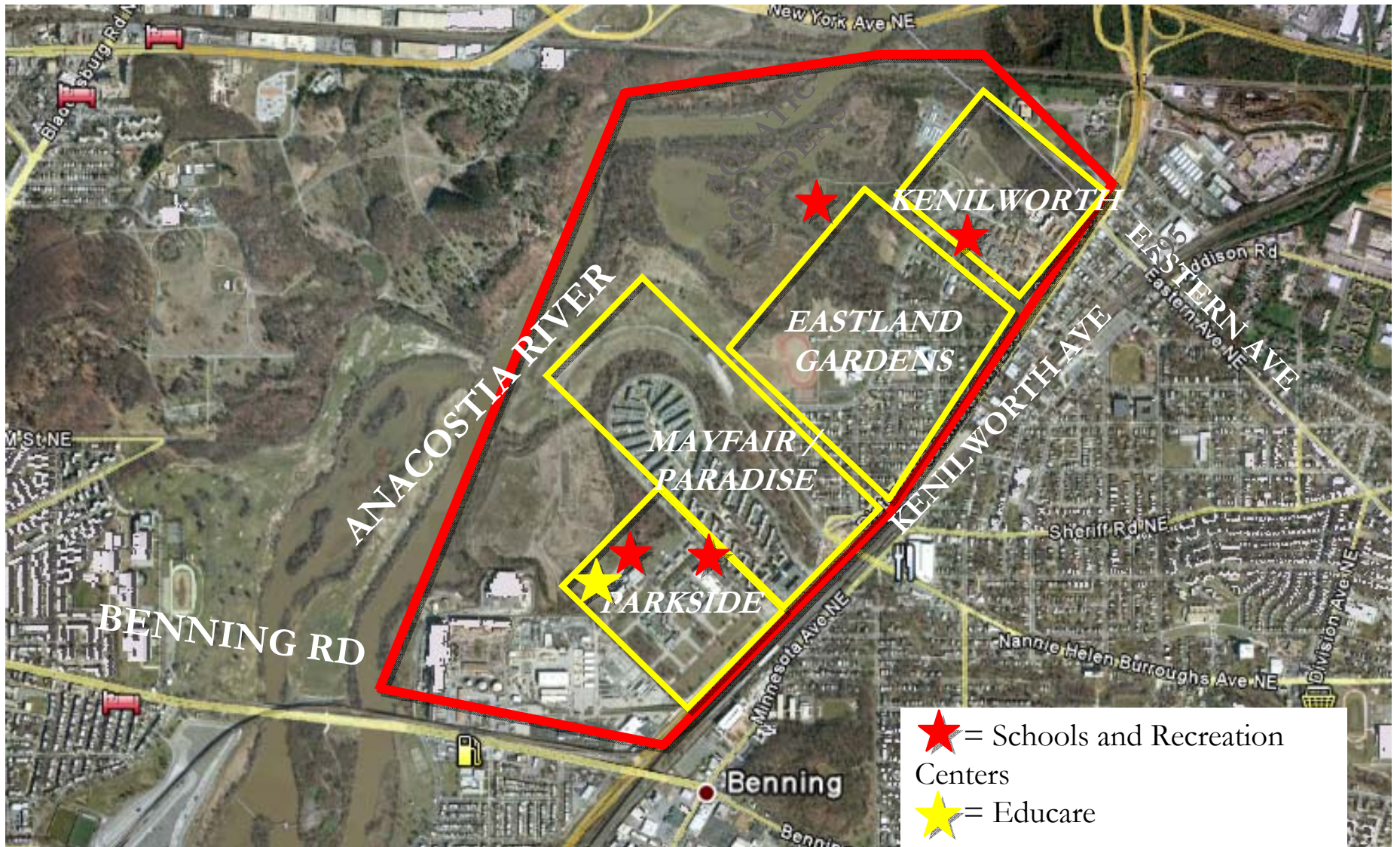
Washington DC's Ward 7

An isolated community with some of the highest rates of poverty, academic failure, crime, HIV / AIDS

- High concentration of children
- 37% of children live below poverty level
- 20% of children born to teen mothers, highest in DC which is the highest in the nation
- 30% unemployment for adults, higher for youth, and twice the DC average
- 40% of school aged youth have had a family member shot or have been shot themselves



The Core Footprint



DC Promise Neighborhood Footprint

Census Tract 96.2: Mayfair, Parkside, Paradise

- 1,115 youth aged 0-17 (total population 4,500)
- 1,300 households with 497 female headed with related children

Census Tract 96.1: Eastland Gardens, Kenilworth

- 914 youth aged 0-17 (total population 2,500)
- 738 households, with 256 female headed with related children

Cluster 29 and western half of Cluster 30

Expansion to other clusters is planned after first 3-5 years



Resident Engagement

For two years, the community has been creating the vision and mission of the DC Promise Neighborhood:

- ANC's and local clergy attended Harlem Children Zone events
- President of Eastland Gardens Civic Association hired as Resident Engagement Coordinator
- Monthly community dinners held to engage and inform
- Planning teams for Evaluation, Governance, and Program Design include strong resident participation
- Focus groups organizational leader interviews and brief surveys contributing to a detailed portrait of community needs, wishes and capacities



Data-based Decision Making

Evaluation is central to the DC Promise Neighborhood

- Monitoring progress, assess success of intervention
- Documenting key lessons learned

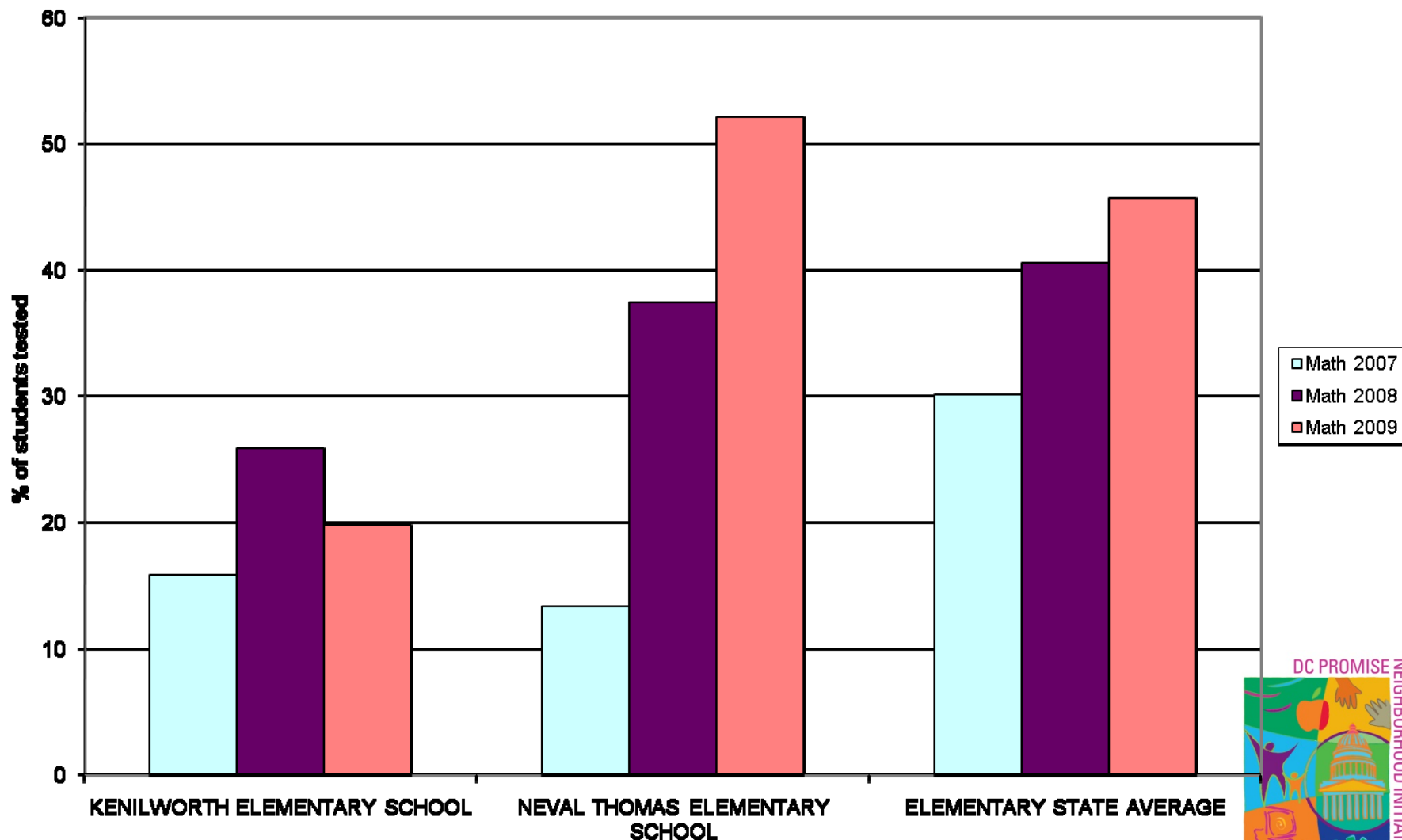
Planning and Design

- Focus groups with community residents and service providers
- Key informant interviews with community leaders
- Creating a detailed community profile



Core Proficiency Data

% Elementary Students Testing Proficient or Above in Math

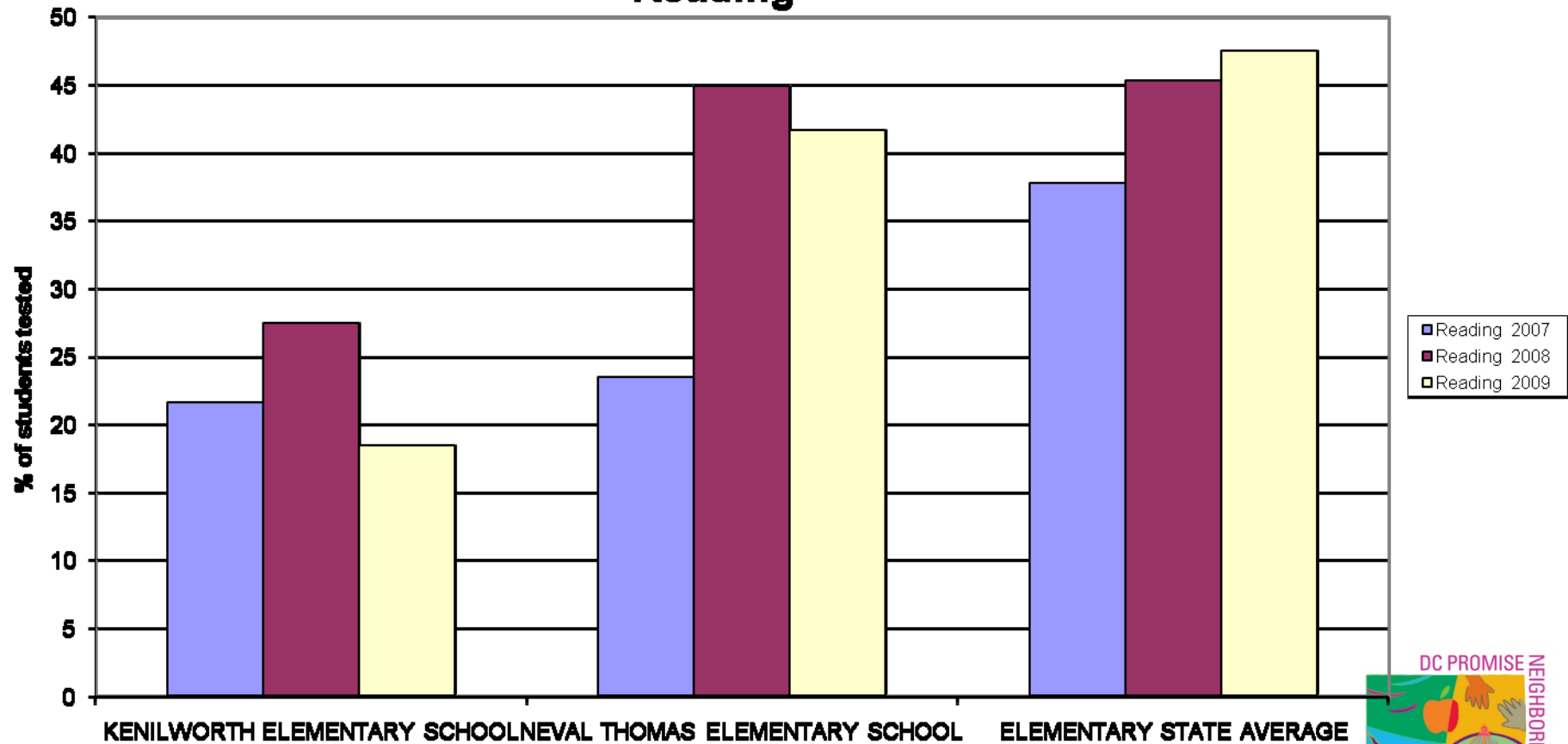


Source: NCLB data reports, OSSE



Core Proficiency Data

% Elementary Students Testing Proficient or Advanced in Reading



Source: NCLB data reports, OSSE



Key Partners to Date

- America's Promise Alliance
- ANC 7D
- Bethesda Early Education Fund/EduCare
- Children's National Medical Center
- The Chavez Public Charter Schools
- City Interests
- College & Career Connections
- DC Appleseed
- DC Council Chairman Vincent Gray
- DC Department of Parks and Recreation
- DC Housing Authority
- DC LISC
- DLA Piper
- Eastland Gardens Civic Association
- East River Family Strengthening Collab.



Key Partners to Date (cont.)

- Friends of Choice in Urban Schools (FOCUS)
- New Smyrna Baptist Church
- Office of the Deputy Mayor for Education
- School Principals at Neval Thomas and Kenilworth Elementaries
- Skadden Arps
- Simon Scholars
- Social Solutions
- Tiger Woods Learning Center
- United Planning Organization
- Urban Institute
- Ward 7 FDC Council Member Yvette Alexander
- Washington Opera
- Zion Baptist Church of Eastland Gardens



Funding Partners to date

- America's Promise Alliance
- Annie E. Casey Foundation
- AT&T Foundation
- Blum-Kovler Foundation
- Bounce Learning Network
- CityBridge Foundation
- DC LISC
- England Family Foundation
- Horning Family Fund
- Microsoft
- Moran Family Foundation
- Price Family Foundation
- Prince Charitable Trusts
- Individuals



What Can the Funding Community Do?

- Provide Cash Match
- Provide In-Kind Match (technical assistance & contractual resources)
- Introduce key partners
- Promote evidence-based practice
- Join the team – wonderful opportunity to engage on the ground

