



**LEADERSHIP Brevard
CLASS OF 2021 (Best
Class Ever)
CAP Team Presentation** Date: April 22, 2021

Community Action Project Team

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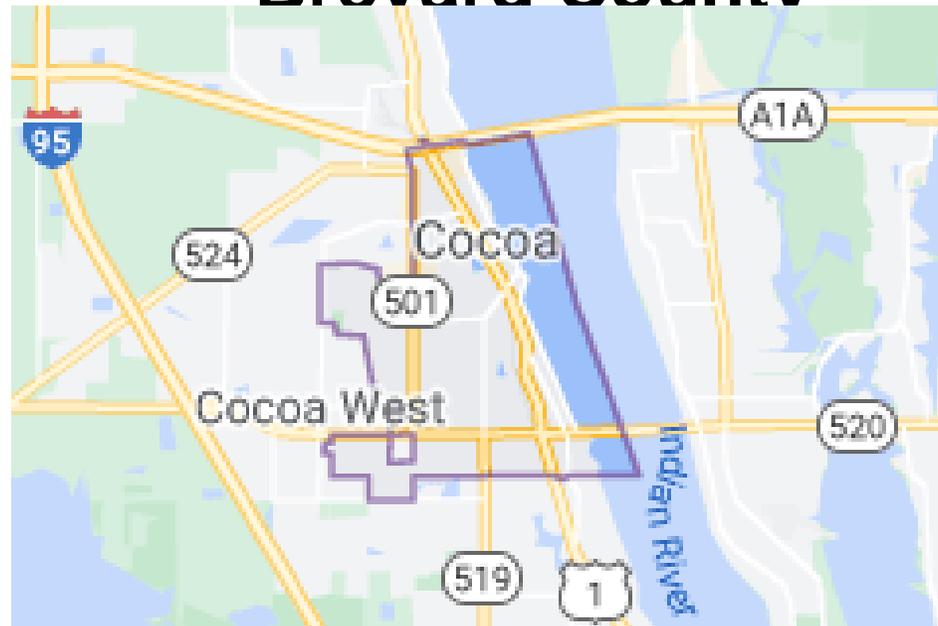
Lois Wash
The REAL Church

Project Description for Class 2021

- Family Promise of Brevard (FPB) has asked the Leadership Brevard CAP Team to research and recommend services that the FPB Resource Center should provide in order to meet the basic life needs and establish a pathway towards better lives and wages for the residents of Cocoa.

(Phase 2 - Following the class of 2020)

Breaking the Cycle of Poverty through Community Collaboration Efforts: A Recommendation of Wrap Around Services to increase social mobility using the City of Cocoa as a model city and eventually using the same model throughout Brevard County



Who is Family Promise of Brevard?

Changing the future for children

PREVENTION



SHELTER DIVERSION

Keeping families out of shelter is good public policy and good fiscal policy.



RENTAL ASSISTANCE

With HUMI, we have helped 1,000 families, including 2,500 children, since 2016.



TRANSPORTATION

Gas cards, bus passes, & car donations help families get to jobs and school.

SHELTER



HOSPITALITY

200,000 volunteers create a temporary home for the families we serve.



CASE MANAGEMENT

Our 200+ Affiliates provide comprehensive guidance and resources.



COMMUNITY ENGAGEMENT

6,000 congregations & organizations serve families at 1/3 traditional shelter cost.

STABILIZATION

HOUSING

Innovative solutions like tenancy training, rapid-rehousing, & home ownership.



FINANCIAL CAPABILITY

Creating the foundation for sustainable financial independence.



CAREER PATHWAY

Preparing families for professional success in a rapidly changing economy.



A holistic solution to family homelessness ✨

Our Impact 2013-Present

- Prevented, diverted or sheltered **6,072 families with children** from homelessness.
- Engaged **900 volunteers and over 31 congregations** to be part of the solution to donate their time, space, and meals for overnight shelter.
- Collaborated with **100 local partners** to address the affordable housing issue and alleviate barriers to stable housing.
- Leveraged national relationships with Bombas, Sesame Street, Belk, Moe's, Distributing Dignity, Clayton Homes, Kaboom, Woodforest Bank, and National Association of Realtors.
- **Assisted 88%** of families experiencing homelessness in moving into stable housing in an average of 36 days.
- **Stabilized 92% of our families** so that they have remained housed a year after exiting shelter.
- **Provided 18,571 bed nights** through donated space from community partners.
- **Served 56,513 meals** through volunteers.
- **Dispersed \$287,000** of financial assistance to keep nearly 1,500 people housed at an average of \$191/person.

Impact of COVID-19

- FPB referrals have **increased 450%** since the pandemic hit in March 2020.
- **Cocoa has the highest percentage of families below ALICE* threshold Brevard County at 73%** (The Brevard County average of families below ALICE is 42%)
- The **median income of \$31,700** is the smallest in the area and well below the Florida median earnings of \$41,600. **Over 28% of all residents in zip code 32922 are living in poverty which is more than twice the percentage of any other local community.**
- In Cocoa, this is 4,328 families in 2018 before COVID-19

***ALICE** — **A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed — households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold).

ALICE workers make our quality of life possible, yet do not earn enough to support their own families. They are teachers, first responders, healthcare workers and early educators.

Family Promise Expected Results

- Identify key stakeholders to solicit their opinion on needed services to address families experiencing homelessness in Brevard County with a focus specifically on the 32922 zip code
- Report which stakeholders were present, and which were not? E.g., municipalities, elected officials, etc.
- Share what we learned from town hall meetings- key areas of intervention and take-aways
- Recommended services that were identified during town hall meetings and from citizens of Cocoa survey
- Make recommendation for key areas such as: opportunities to partner with other agencies, programs, community efforts
- Brokering/setting up conversation with additional partners (Endeavour Elementary, SCAT Director)

CAP Team Approach

1. Involve community leaders, residents and key advocates.
 - CAP team compiled a list of Stakeholders
2. Identify opportunities for stakeholders to share what's working and what's not.
 - Develop questions for stakeholders, brainstorm thoughts/ideas, and email questions to each stakeholder
3. Identify who are going to be the Family Promise Champions and who we should target to be Champions.
 - Conduct two virtual town hall sessions with our stakeholders to gather feedback from questionnaire previously sent
4. Recommend Services to Family Promise
 - Use information provided by Stakeholders during the town hall meetings, the results from the survey given to residents in the 32922 Zip Code, and research provided to us by former Lead Brevard class of 2020

**BY 2030
NOBODY
WILL LIVE
IN EXTREME
POVERTY
ANYWHERE IN
THE WORLD**

#GlobalGoals

Which Stakeholders Attended?

- Brevard Public School- Adult Education- **Attended both meetings**
- Brevard County Housing & Human Services
- Aging Matters in Brevard- Elder Affairs
- City of Cocoa Housing Member
- Cocoa Police Dept.- Law Enforcement
- CareerSource Brevard- Employment & Training- **Attended both meetings**
- Central Brevard Sharing Center- Nonprofit & Community Partner- **Attended both meetings**

Which Stakeholder Industries Were Not Represented?

- Legal Services
- Residents of Cocoa
- Elected Officials
- Faith-Based Community
- Higher Education
- Local Elementary School Rep.
- Shelter Representatives
- Transportation Department
- Mental Health Representative

Stakeholders Feedback Summary

Greatest Challenges	What is most important to the residents of the Cocoa community? Survey Feedback	Recommendations
Affordable Housing and Childcare	Community services for anti-crime programs and youth services	Develop a formal structured communication committee or plan to discuss services in Cocoa
Transportation	Affordable rental housing and home ownership assistance	Municipalities & Elected Officials- Getting everyone onboard and involved is necessary
Mental Health Services & Resources	Employment training and job retention	Work with agencies/partners to appoint an advocate from their organization to assist FPB clients
Homeless Shelters (more options for men and men with children)	Special needs services for abused children, citizens experiencing homelessness, and domestic violence services	Resource Mapping- Establish a network of resources that are already in place and focus on adding resources that are needed (find the gaps in resources)
Adult Education (obtaining GED & ESOL classes)	Wanting youth programs/centers and childcare centers	Educate citizens on services that are currently available and how to get access them
Access to Department of Children and Families services (DCF)		The ability to provide computer & Internet access within the resource center is needed with assistance from volunteers on using technology



Merging Efforts

Community Leaders in Action, an initiative of Florida College Access Network and Wells Fargo, has developed into a steering committee which is now the “**Elevate Brevard**” project and team. ; “**Elevate Cocoa**” is part of **Elevate Brevard** with CareerSource Brevard and Family Promise of Brevard co-leading the committee. The goal is to create a Local College Access Network that will elevate residents out of poverty through post-secondary education and certifications.

What are Local College Access Networks (LCANs)?

- Local College Access Networks (LCANs) are community-based coordinating bodies supported by a team of community and education leaders representing:
- K-12 school districts
- Higher education
- Nonprofits
- Local government
- Business and economic development
- Philanthropy

“These collaborative networks are committed to increasing college and career readiness, access, and completion rates for students within their communities who are outside the mold of the traditional college student, such as low-income students, adult learners, and those who are the first in their families to attend college. LCAN members work together to better coordinate and leverage resources that lower the barriers preventing students from completing their educations beyond high school.”

<http://floridacollegeaccess.org/local-college-access-networks/>

Collaboration is the key

Fact	Bridging the Gap	Possible Solutions & Recommendations
Brevard County has many resources and services already available- Creating an assessment tool with the help from community partners is recommended	Many of the organizations who provide services and resources are not communicating with each other, therefore duplicating services and/or efforts	<ol style="list-style-type: none"> 1. Continue the conversation- Create an ongoing scheduled time for community organizations to meet, communicate and collaborate on efforts to work together.
Transportation is an issue- Many Cocoa residents lack reliable transportation	Creating transportation solutions will help Cocoa residents to have more job opportunities, transport their children to school, travel to education & training	<ol style="list-style-type: none"> 1. Coordinate with SCAT for Van Pool service, bus passes 2. Apply for transportation grants 3. Solicit public donations to purchase 15 passenger van 4. Establish a network of car repair shops
Advocacy programs work-	Assigning an advocate(s) to a family to help navigate services and resources ensures families are successfully able to understand the process and have an additional layer of support through mentorship	<ol style="list-style-type: none"> 1. Establish a volunteer program of advocates 2. Become an EFSC Service-Learning community partner 3. Partner with other agencies to receive volunteers (CareerSource Brevard-CWEP Program, Volunteermatch.org for Cocoa)

Lessons Learned & How We Can Work Together

- **Change our Language-** Avoid the Term “Homeless”- It is a situation and should not be used to describe a person experiencing homelessness. “People Experiencing Homelessness” or “People without Housing” is appropriate.
- **Collaborate-** There are many root causes for housing instability; it is a community issue which needs a community approach and ongoing collaboration to resolve. We realized collaboration is the key and that many community partners are active in the fight to eradicate housing instability, but one partner or person cannot do it alone.
- **Provide Wrap Around Services-** Prevention costs far less than building shelters and is a win-win for everyone.
- **Volunteer and Become an Advocate-** Everyone can be part of the solution!



Q & A

THANK YOU!

**Breaking the Cycle of Poverty Team-
Phase 2**

Leadership Brevard Class of 2021 – *BEST CLASS
EVER!*



APPENDIX

Family Promise of Brevard is committed to ending family homelessness in Brevard County by collaborating with our community to provide families the support and resources they need to put themselves on a path towards long-term housing stability. Since our inception in 2013, we have prevented or diverted over 6,000 families from experiencing homelessness through our collaborative efforts and targeted services aimed at elevating families out of poverty. Unfortunately, housing and economic instability have been magnified by the effects of COVID-19. Factors contributing to family homelessness, including lack of affordable housing, lack of jobs offering living wage salaries and long-standing barriers to social mobility, have become steeper barriers, especially in Brevard County's most impoverished areas.

As the needs for services in our area grows, so does the need for us to grow strategically to address those barriers. Those needs require us to relocate to a space that allows us internal growth, co-location with community partners to provide targeted services, and collaborative space to provide community education and certification courses to the families and community we serve. We are focusing our relocation efforts to the City of Cocoa, as it is the area of largest need in Brevard County, centrally located, and easily accessible to the community.

The Challenge We Face

Located on the central east coast of Florida, Brevard County is home to the Kennedy Space Center, and known for our aerospace and engineering technology, as well as tourism from the local beaches and attractions in Orlando. The economic growth in our county over the past several years from those industries has brought with it an increase in services and support jobs that do not necessarily pay a living wage in our area, a transit system that is broken within the 72-mile-long county, and housing that isn't affordable for 40% of our residents.

When the pandemic hit in 2020, our referrals increased 450% from families at-risk of losing housing. Our organization pivoted to focus almost entirely on homeless prevention and assisting families in elevating out of economic instability. As we drilled into the data to identify the greatest opportunity for impact to meet the growing demand, all information pointed to relocating our base of operations into Cocoa, zip code 32922. Here is why:

- The median income of \$31,700 is the smallest in the area and well below the Florida median earnings of \$41,600. Over 28% of all residents in zip code 32922 are living in poverty which is more than twice the percentage of any other local community.
- The high school dropout rate is 21% with only 79% having attained a high school education and 12% attaining an education beyond high school
- Minorities are disproportionately affected. Families living in poverty in zip code 32922 are represented as 55% Hispanic, 29% White and 22% are Black or African American. All of these percentages are far higher than surrounding communities and the averages for Florida and the United States.
- The largest population of ALICE families in our county reside in zip code 32922. Cocoa has the highest percentage of families below ALICE (Asset Limited Income Constrained but Employed) in Brevard County at 73%. The Brevard County average of families below ALICE is 42%. These are families who are employed, but do not make enough money to cover their basic expenses.
- In Cocoa, this represents 4,325 families in 2018 before COVID-19. Based on a 450% increase in requests for our services since COVID-19 began, we know that this number has significantly increased.

Community Efforts to Date

Since our inception, Family Promise of Brevard has committed to utilizing existing community resources and maximizing collaborations, partnering for a long-term return on investment rather than engaging in costly duplication of efforts that dilute our resources. With these key tenets, our approach towards relocation has been strategically focused on existing private and public structures in the areas of greatest need that can be repurposed into a hub of services and opportunities in one location that alleviates the barriers for family stability.

In our efforts to date, we have:

1. Assembled and leveraged a relocation team consisting of builders, commercial contractor, architect, commercial realtor, project manager, real estate lawyer, accountant and investors who have committed to donate their professional resources to bring our relocation efforts to fruition and serve as a model for other communities. This team is engaged in developing, implementing, leveraging and overseeing timeline, budget, resources, and threats to project completion.
2. Met with the City of Cocoa Council and staff to evaluate potential use of an existing municipal structure that is easily accessible, on a transit line, and large enough to accommodate a large community classroom, our programs, and shared agency space. Along with key non-profit partners in the areas of health and wellness, we also continue to evaluate additional public and private locations within 32922 that meet these criteria.
3. Engaged area stakeholders and non-profits to determine unmet needs, gaps in services, and opportunities for collaboration in one location to provide a one-stop hub of services for families that address medical, behavioral health, educational, career, and supportive services.
4. Launched, and currently leading, a local initiative of the FCAN (Florida College Access Network) and CareerSource on a project called "Elevate Brevard: Cocoa", to show the impact of post-secondary educational growth on the community through the classes being offered. While the classes are currently offered in a transitional space, our new location will encompass a permanent community classroom.

Estimated Cost and Other Funding Sources

We need 6,000 square feet for our programs, co-location of agency services, and the shared community classroom. We estimate the total project renovation cost to be \$1-2 million depending upon the location and condition of the site. We are applying for grants and are currently in a 'quiet' campaign which has raised \$79,000 with a public capital campaign scheduled to begin mid-2021. In-line with our mission of collaborating with community resources, our goal is to entirely fund this project through partnerships, donations and grants. This model allows us to focus our funding on the programs and services that impact our community.

In Conclusion

We are currently seeking community champions focused on working together with multiple partners to bring our vision to reality. We invite you to join us on this exciting adventure of co-locating community services to elevate residents out of poverty. Your investment will serve to disrupt barriers to economic stability for residents in Cocoa and create a collaborative model that can be replicated to elevate, engage and educate our communities. Thank you!

For any questions on this project or Family Promise of Brevard, please contact the following:

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Jane Higgins, Outreach Specialist
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Family Promise



In a time

where so much feels uncertain and insecure, it is not lost on us that this is how the families we serve feel each day as they experience the stress and trauma of food, financial, and housing insecurities.

40% of our population lived on the brink of a housing crisis, where one unexpected lapse in income or additional expense could push a family into a financial crisis.

Once housing has been lost, the road back to stability is infinitely harder due to the lack of affordable housing or sustainable wage jobs in our. In addition to the financial cost, the intangible costs of homelessness on children is immense.

3 TIMES

MORE LIKELY TO BE PLACED IN SPECIAL EDUCATION

8 TIMES

MORE LIKELY TO BE HELD BACK A GRADE

7 TIMES

MORE LIKELY TO ATTEMPT SUICIDE

42%

MORE LIKELY TO DROP OUT OF SCHOOL

As a leader in our community on the issue of family homelessness, we know that these families are hard-working members of our community! Rather than allowing family homelessness to define our community, we invite you to be inspired by the potential we have when we work together. Read what Chyna has to say about the help she and her family received.



"Family Promise of Brevard changed my view of the world.

I was going off of habit and survival.

I wanted better but didn't quite know how. Family Promise took the time to give me the guidance and instruction to make better choices. I saw how my better choices would influence my children to make better choices. You provided the support and the tools I needed to push through my circumstance and reestablish a new future. I can never thank you all enough for saving my family's life!"



38

AVERAGE DAYS TO HOUSING

\$5,000

SAVINGS PER PREVENTION

90%

SUCCESS RATE

12,500

MEALS SERVED ANNUALLY

175

FAMILIES HELPED ANNUALLY

COMMUNITY BENEFITS HOW WE HELP



Every Child Deserves a Home