

Two-Gen Strategies for Alleviating Poverty: High-Quality Early Childhood Education

September 19, 2023



Panelists



Shannon Jenkins
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United Way of Central
Indiana*



Lakeshia Bragg
*Systems Director,
Dual Generation
Initiative, United Way
of San Antonio and
Bexar County*



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*Vice President
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United Way Worldwide*

Moderator



Marjorie Sims
Managing Director
Ascend, Aspen Institute

UW's Global Impact Agenda & 2GEN Strategies



Childhood Success

Children enter school ready and are successful in primary school.



Youth Success

Youth graduate secondary school and gain the knowledge, skills, and credentials to obtain family-sustaining employment



Economic Mobility

Individuals gain good jobs and effectively manage their resources

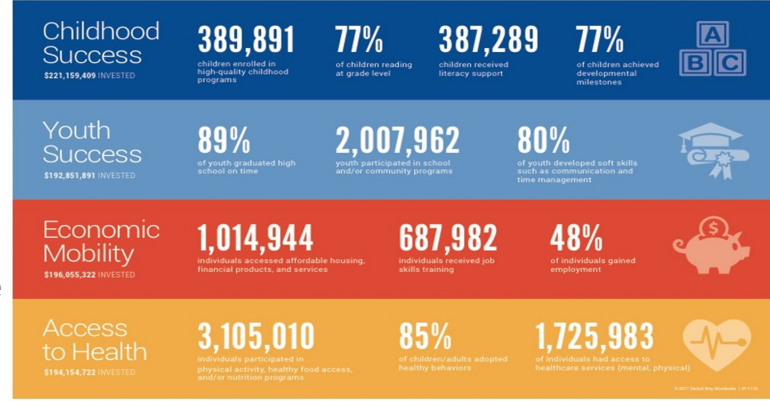


Access to Health

Individuals/families have access to healthcare and improve their health

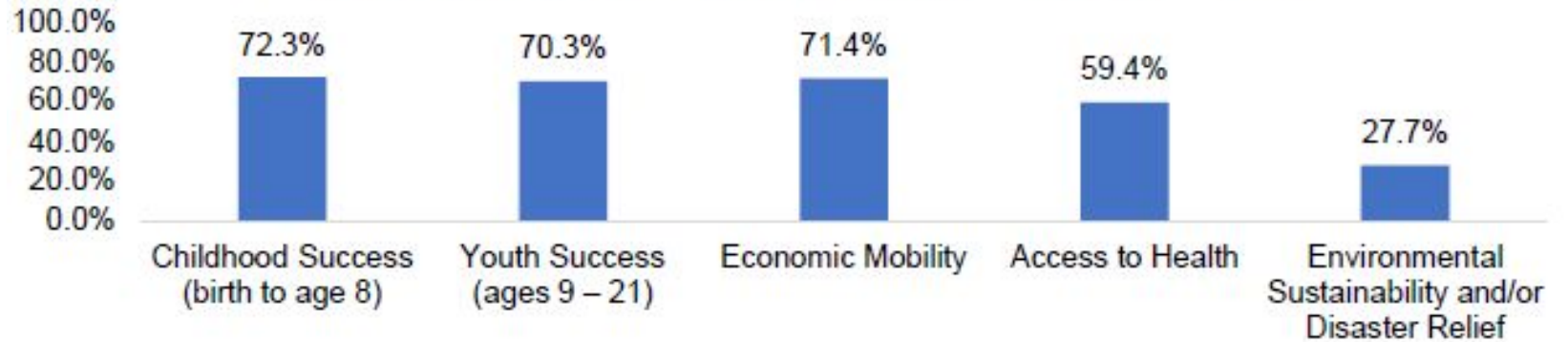
- Network of 1,000+ UWs in communities around the world.
- Not single-issue focused.
- Knowledge of and ability to mobilize the community.
- Boundary-spanners: Deep connection to Non-Profit, Public, and Private sectors.
- Focus on equity.
- **2GEN** strategies leverage our ability to integrate holistic solutions that span the issues we work on in community.

GLOBAL RESULTS FRAMEWORK Impact at a Glance



2023 United Way Global Impact Practices Survey

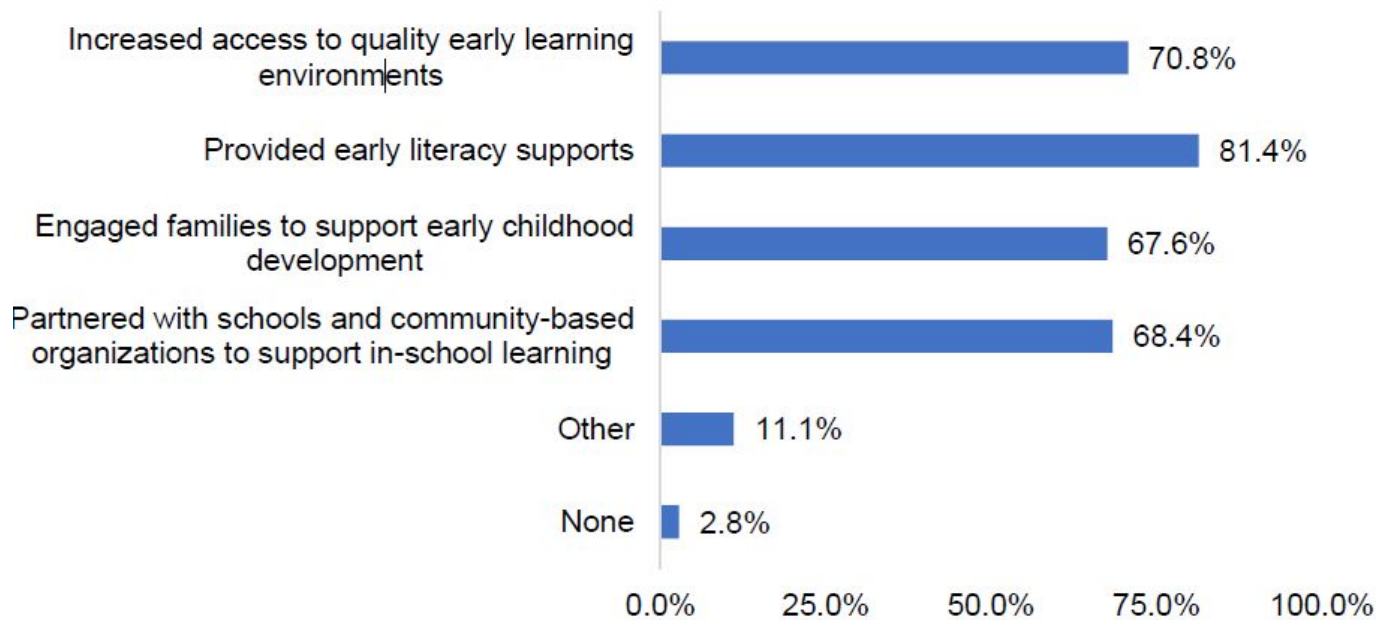
Percent of United Ways Indicating Work in Each Impact Area



Note – Data above represents the United Ways **that responded to this specific question** on the 2023 Global Impact Practices Survey. In total, 350 United Ways that responded to the 2023 survey, representing 34% of all United Ways and 68% of the largest United Ways in the Network.

Global Impact Practices Survey - Childhood Success

Strategies (Childhood Success):
Percent of United Ways Implementing Each Strategy



Most common programs:

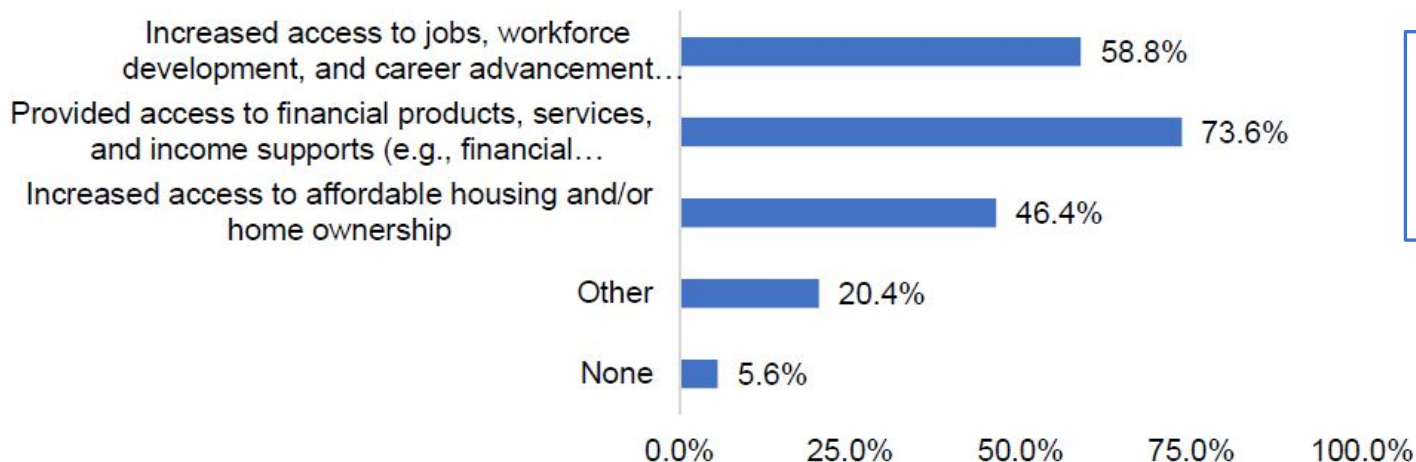
- Dolly Parton Imagination Library (51%)
- Community Schools (31.2%)
- Reading programs (23.3%)

Note – Data above represents the United Ways that responded to this specific question on the 2023 Global Impact Practices Survey.



Global Impact Practices Survey - Economic Mobility

Strategies (Economic Mobility):
Percent of United Ways Implementing Each Strategy



Most common programs:

- Voluntary Income Tax Assistance (54%)
- My Free Taxes (42%)
- Using ALICE data (46.8%)

Note – Data above represents the United Ways **that responded to this specific question** on the 2023 Global Impact Practices Survey.

WHAT HAPPENS (OR DOESN'T) IN ONE GENERATION AFFECTS THE NEXT

SEPTEMBER 2023

Marjorie Sims
Managing Director,
Ascend at the Aspen Institute

ascend
aspen institute

ABOUT ASCEND AT THE ASPEN INSTITUTE

WE ARE A CATALYST AND A CONVENER FOR DIVERSE LEADERS WORKING TO BUILD INTERGENERATIONAL FAMILY PROSPERITY AND WELL-BEING

We co-create and elevate innovative two-generation (2Gen) approaches with families and partners to forge pathways to family prosperity and intergenerational well-being for both children and the adults in their lives.



We invest in leadership to advance systems, policy, and narrative change.



We elevate and scale ideas and innovations that show early traction in communities.



We leverage the power of convening and foster radical collaboration.



OUR VALUES

EMBRACE AN ABUNDANT AND AMBITIOUS MINDSET

We believe that when we do right by families, we all do better. We bet on bold leaders and savvy risk-takers to remake society to one where all children and families flourish and fulfill their dreams.

TOGETHER, WE CAN CLIMB HIGH AND GO FAR

We welcome diverse viewpoints as we reimagine leadership. We invest resources, networks, and power in systems, policy and social impact leaders for the long-run because it's only together that we can build the future children and families deserve.

HONOR LIVED EXPERIENCE

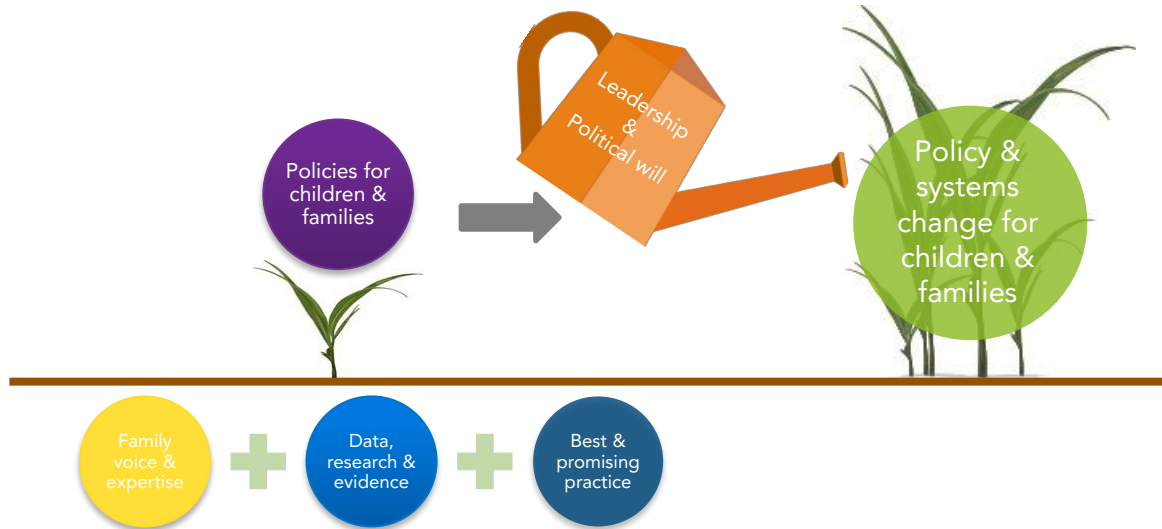
Ascend centers the voices of parents, caregivers, and families: their expertise, experiences, challenges and solutions. It's how we co-create actionable solutions that meet their needs.

EQUITY IS THE MORAL CENTER OF ALL WE DO

Ascend believes we do right by children and families when we center equity in our relationships and our work. We encompass racial, gender, and economic equity with an intersectional lens in all we do.

OUR THEORY OF POLICY & SYSTEMS CHANGE

WE DRIVE CHANGE THROUGH COMBINING THE POWER OF FAMILY VOICE, RESEARCH, AND PROMISING PRACTICES



2GEN

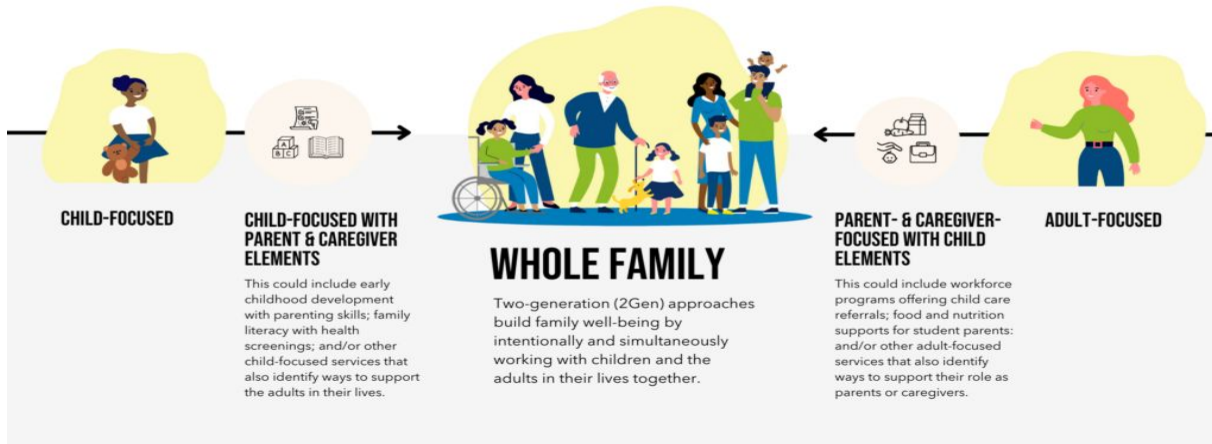
The approach and movement for building intergenerational family prosperity and well-being



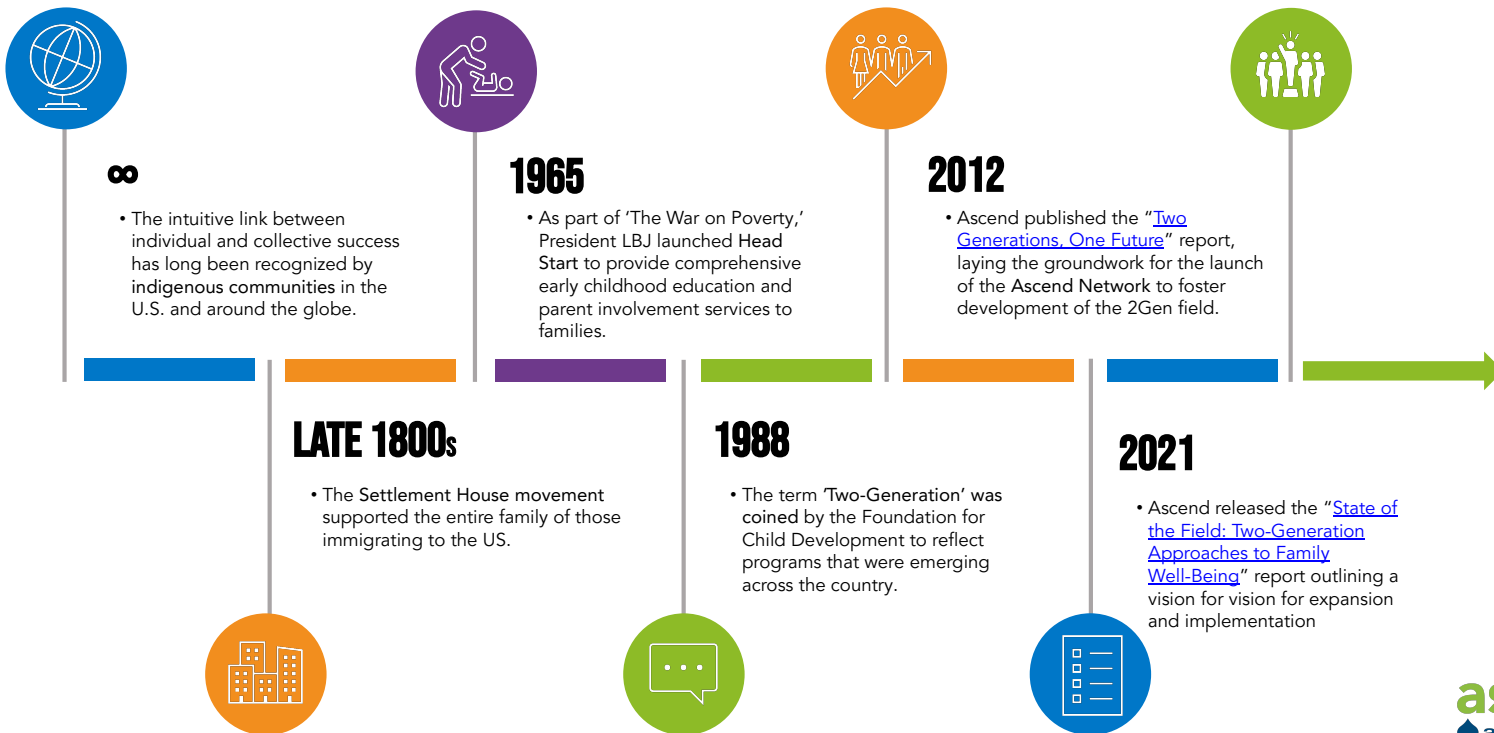
ABOUT THE TWO-GENERATION (2GEN) APPROACH

2Gen builds family well-being by intentionally and simultaneously working with children and the adults in their lives *together*.

TWO-GENERATION (#2GEN) APPROACHES CENTER WHOLE FAMILIES

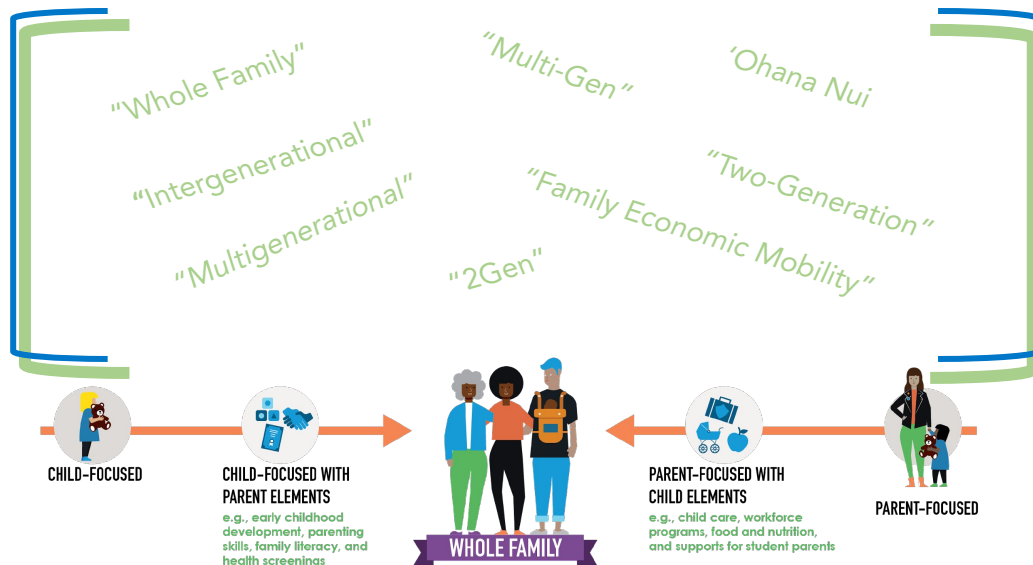


THE ORIGINS & EVOLUTION OF 2GEN IN THE US



MANY NAMES – ONE APPROACH

2Gen approaches reflect and embrace the diverse shapes, sizes, and structures of families to ensure all family members can reach their full potential.



6 COMPONENTS OF WHOLE FAMILY WELL-BEING

Well-being is a multifaceted process and lifelong pursuit.

2Gen approaches have six key components to improve families' financial stability, social capital, health care, and quality education.



RESEARCH PROVES 2GEN HAS AN OUTSIZE IMPACT



Research demonstrates a 13% ROI in high quality early childhood education. ([Heckman, 2016](#))

A \$3,000 increase during early childhood yields a 17% increase in adult earnings. ([Duncan & Magnuson, 2011](#))



A college degree doubles a parent's income. ([Kominski, 2011](#))



The brains of new parents undergo major changes. ([Phu, Erhart, Kim, & Watamura, 2020](#))

Parents with health insurance are more likely to seek care for their children. ([Rosenbaum & Whittington, 2007](#))



Predictable, monthly unconditional cash aid given to low-income families may increase infant brain activity. ([Troller-Renfree et al. 2022](#))

5 GUIDING PRINCIPLES FOR 2GEN APPROACHES

- Measure and account for outcomes for both children and the adults in their lives.
- Engage and listen to the voices of families.
- Ensure equity, particularly racial equity.
- Foster innovation and evidence together.
- Align and link systems and funding streams.

2GEN APPROACH CONTINUUM

PARENT VOICE AND A FOCUS ON CULTURAL COMPETENCY IS A PREREQUISITE FOR 2GEN

MINDSET

A new way of thinking for designing programs and policies that serve children and parents simultaneously.

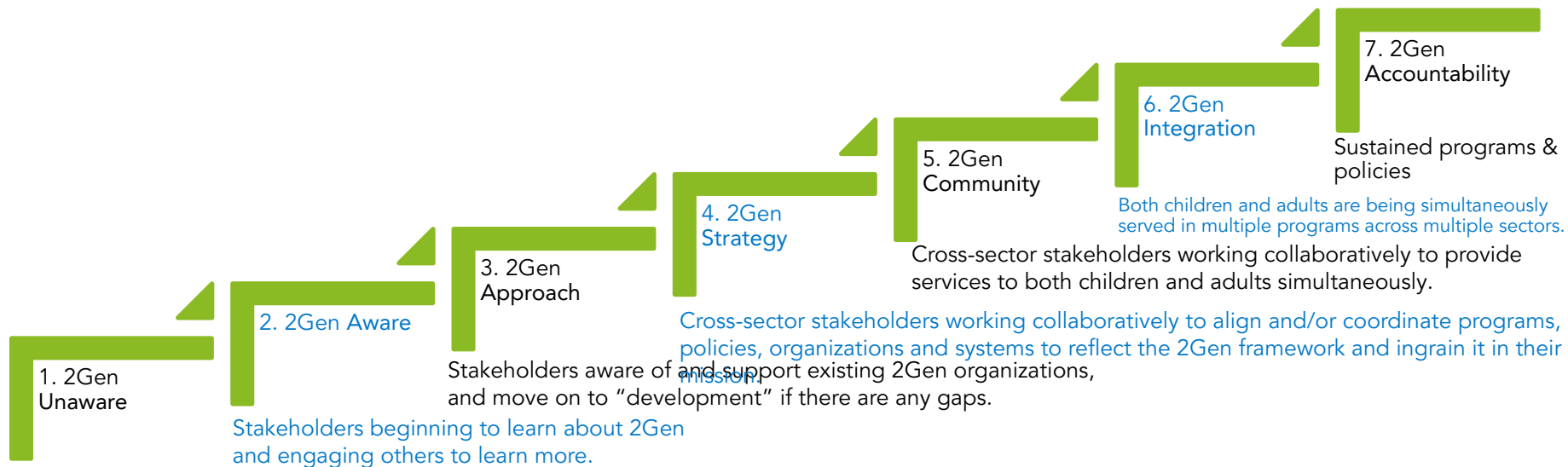
STRATEGY

Aligning and/or coordinating services with other organizations to meet the needs of all family members.

ORGANIZATION

Providing services and supports to both children and adults simultaneously and tracking outcomes for both.

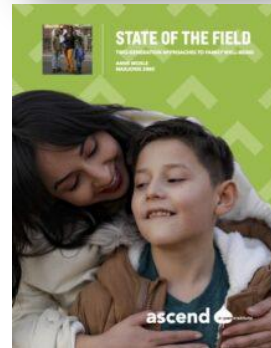
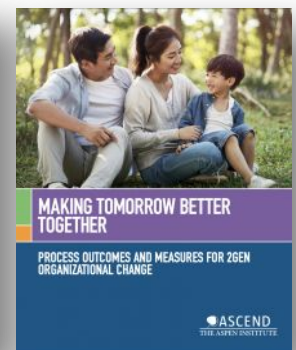
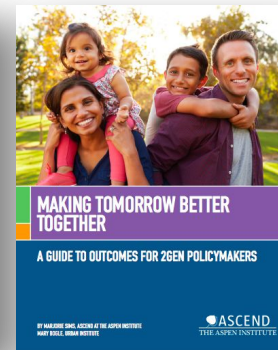
2GEN COMMUNITY CONTINUUM



Fragmented programs and systems due to limited understanding of the 2Gen framework.

OUTCOMES & LEARNINGS FROM 2GEN

- Intentional service integration is critical
- Quality matters
- Intensity is important
- Who is targeted matters
- How you work with families matters



CHALLENGES AND OPPORTUNITIES

- Lack of clear collaboration partners and/or terms of agreement
- Staff buy-in and capacity
- Parent recruitment and retention
- Knowledge of and access to blended funding streams
- Policy barriers: lack of aligned resources and policies

ASCEND NETWORK

The community of over 500 organizations driving 2Gen in policies and practices at local, state, and federal levels.



2GEN LEADERS ACROSS THE COUNTRY

12M+

Children and families are reached by Ascend leaders.

538

Network Partners organization implementing 2Gen.

50+ STATES

We're in all 50 states, DC, and Puerto Rico.

\$34B

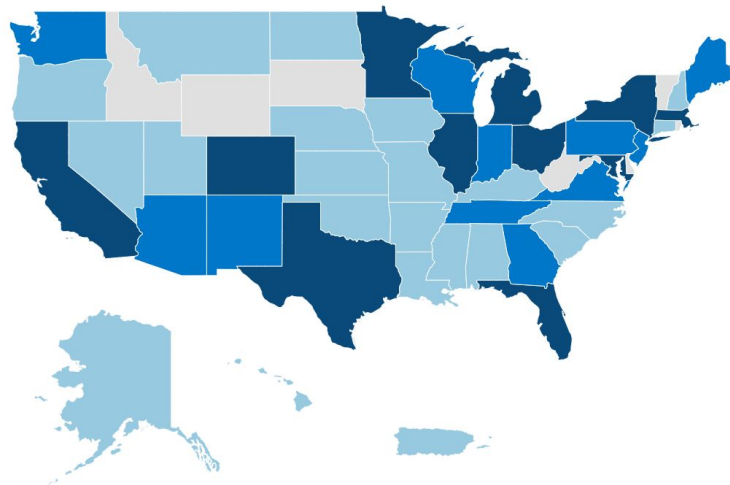
in public resource funding that Fellows steward to transform how key sectors support communities across the US.

120

Ascend Fellows are leading levers of change, innovation, and impact across key sectors that influence family well-being.

4 COUNTRIES

We've also gone global and now reach Guatemala, Ireland, and Rwanda.



25 UNITED WAYS

United Way of the Bay Area, CA

Mile High United Way, CO

United Way of Greater Atlanta, GA

United Way of Central Indiana, IN

United Way of Kaw Valley, KS

United Way of Massachusetts Bay and Merrimack Valley,
MA

United Way of Central Maryland, MD

Greater Twin Cities United Way, MN

United Way of 1000 Lakes, MN

United Way of Greater Greensboro, NC

United Way of the Greater Triangle, NC

Heartland United Way, NE

25 United Way of North Central New Mexico, NM

United Way of New York City, NY

United Way of Greater Cincinnati, OH

United Way of Greater Nashville, TN

United Way of the Mid-South, TN

United Way for Greater Austin, TX

United Way of Greater Houston, TX

United Way of San Antonio and Bexar County, TX

United Way of Salt Lake, UT

United Way of the National Capital Area, VA

United Way of Pierce County, WA

United Way of Dane County, WI

United Way of Portage County, WI



“Don’t just meet us where we are.
Meet us where we dream.”

JANINE MCMAHON

Ascend Parent Advisor



United Way of San Antonio
and Bexar County

United Way of San Antonio and Bexar County Dual Generation Initiative

Lakeshia Bragg
Dual Generation Systems
Director



United Way of San Antonio and Bexar County Impact Areas



Dual Generation Overview

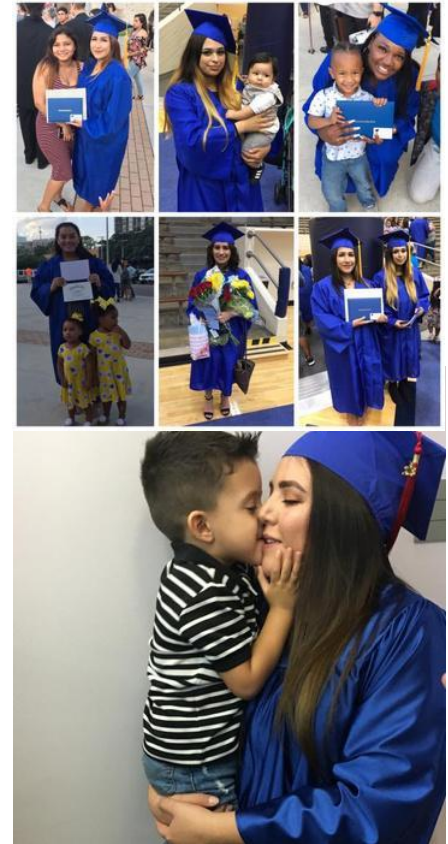
- Placed-based Initiative established in 2013
- Two-generational Effort
- Collective Impact Model
 - Shared Data System – Mutual Accountability – Common Agenda
 - Mutual Reinforcing Activities
- Results Based Accountability Framework

Theory of Action: end the cycle of generational poverty

Approach: Strengthen families by giving parents & children the

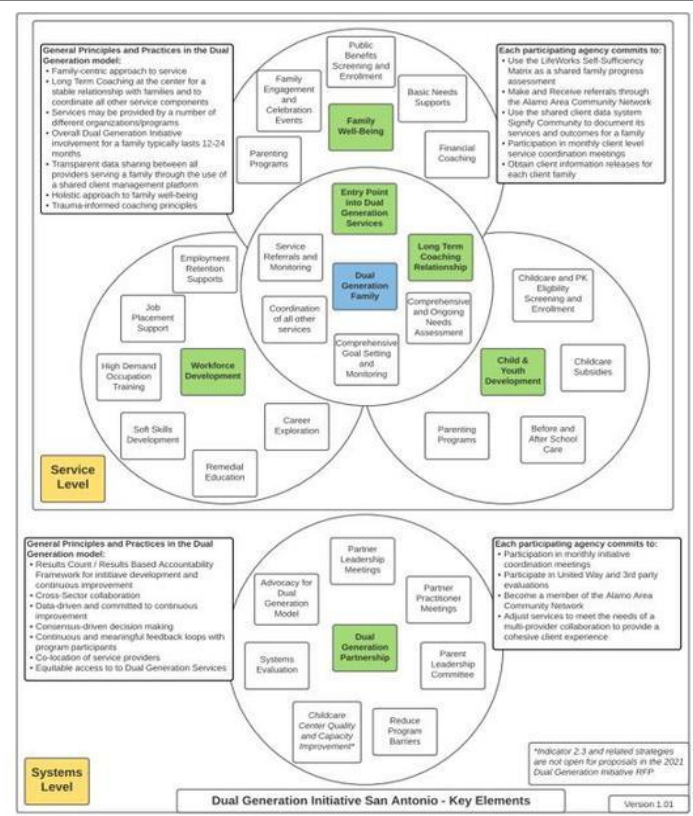
ability to succeed together

- Community-based solutions

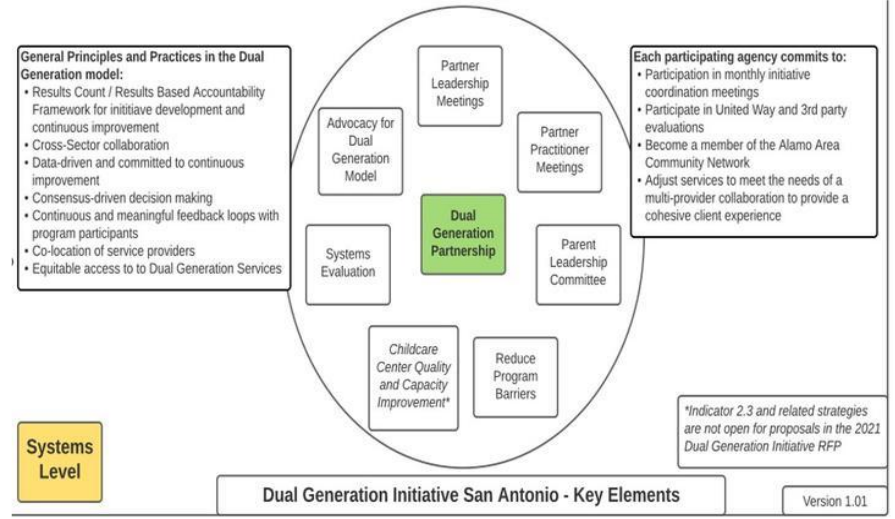
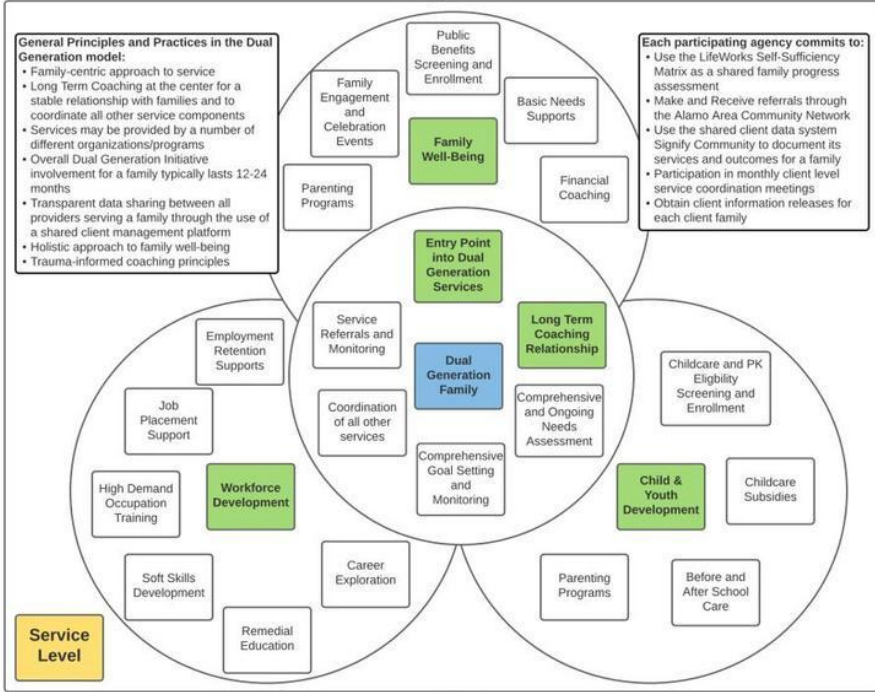


Key Components of the Dual Generation Model

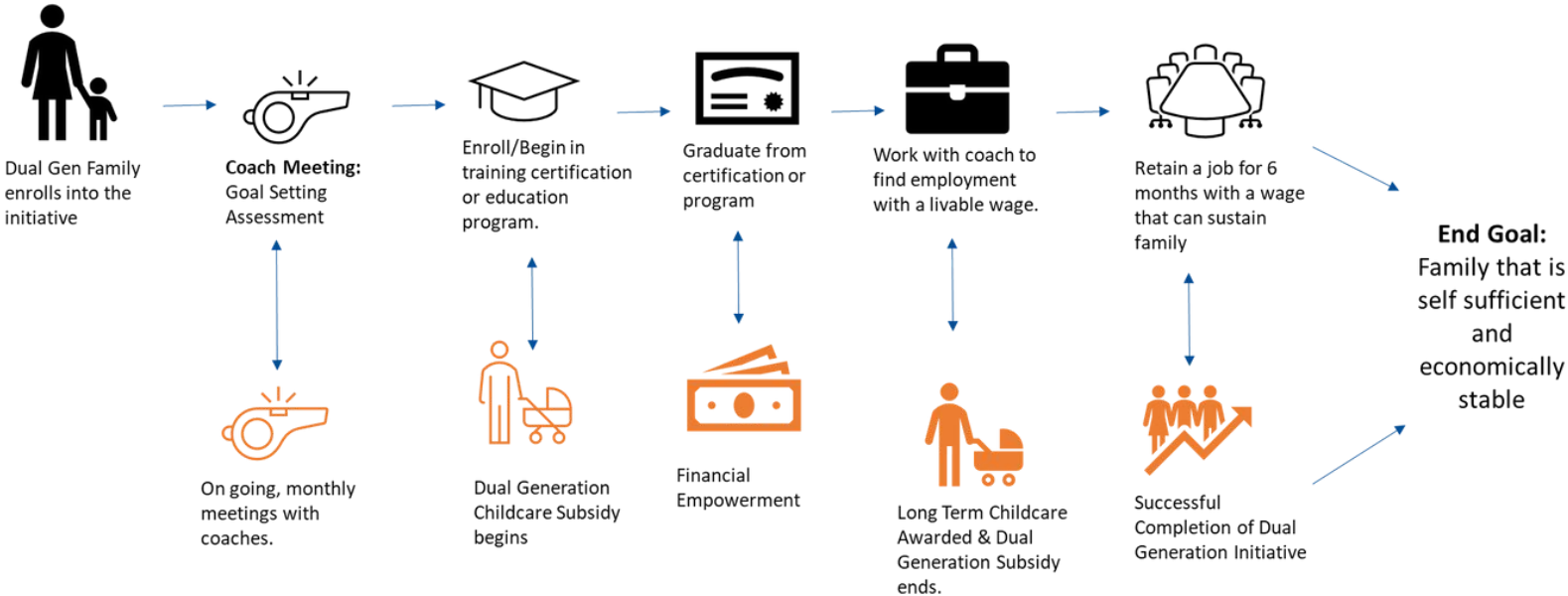
Dual Generation Model Diagram



Service Level/Systems Level Breakdown



Dual Generation Family Journey



10 **Avg. Family Journey:** 22 to 24 Months

Funder vs. Backbone vs. Partner Role



FUNDER

- Provide Financial Support
- Maintain Accountability
- Collect Data/Reporting
- Engage Funded Agencies



BACKBONE

- Guide Vision
- Support Aligned Activities
- Establish Shared Measures
- Build Public Will
- Advance Policy
- Mobilize Funding



PARTNER

- Recruits & Refers
- Provide Support Service to Partners
- Provide Support
- Services to Initiative Families
- Decision – Making





UWCI Mission

Accelerating financial stability and upward mobility for individuals and families living in or near poverty and striving for a **brighter future**.

UWCI Vision

Central Indiana will be a community where children, individuals and families **thrive**; neighbors care for each other; and we are proud of all our residents' quality of life.

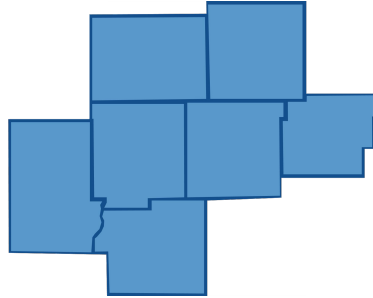
How does Central Indiana compare?



41%



39%



36%

United Way's 7-county service areas has a combined ALICE & poverty rate that is

lower

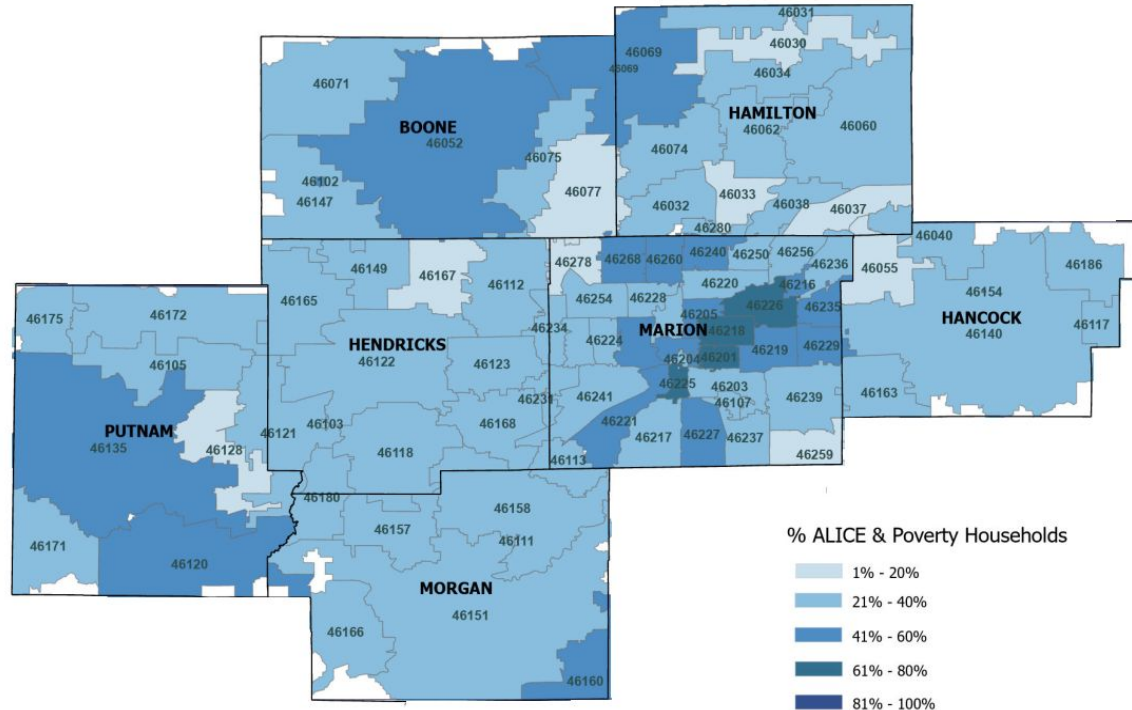
than across the United States and in Indiana

However, looking at data by race, age, household composition, and county tells a complex story.

UWCI Snapshot: Who we serve and why

- More than 244,000 households in Central Indiana are living in, or one emergency away, from poverty
- Serve 7 counties across Central Indiana in urban, suburban and rural communities
- Nearly 400 service provider partners

ALICE & Poverty Households by County and Zipcode
UWCI Service Area



UWCI Snapshot: Issues we are tackling



BASIC NEEDS

to provide essential services to
our neighbors in need



EARLY CARE AND LEARNING

to increase literacy outcomes
and learning success for
young children



ECONOMIC MOBILITY

to increase earnings and build
employment pathways



SAFE AND AFFORDABLE HOUSING

to increase housing security
and reduce homelessness

UWCI Snapshot: Our how

- Grounded in equity
- Data driven and informed
- 2Gen approach is the foundation
- Value proposition – top of mind; all strategies grounded in our toolkit
- What does it mean to UWCI to be a partner in this work?
 - Funder, Convenor, Connector, Builder, Advocate, Research, Program Delivery



UWCI's 2Gen Journey



- Refining - Scaling - Sustaining (cycle)
- Building a network of partners, intermediaries and funders through peer learnings, formal convenings, informal gatherings, etc.
- Elevating emerging practices, partnerships across the sector, and identifying research-based best practices
- Leveraging Ascend at the Aspen Institute's 2Gen approach, research, and network

UWCI: Advancing Equity

Creating an equitable impact agenda

| FOCUS ISSUE | GOAL | STRATEGIES | APPROACHES | RESULTS |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Approximately one in four, or 25% of Central Indiana third graders are not reading at grade level by the end of third grade.</p> <p>In Indiana, the disparities are greater for BIPOC students:</p> <ul style="list-style-type: none"> - 87.6% overall pass rate on IREAD-3 - 40.1% pass rate on IREAD-3 for Hispanic students - 48.3% overall pass rate on ILEARN-ELA - 18% pass rate on ILEARN-ELA for BIPOC students | <p>By 2023, close the percentage gap between BIPOC and white students who are reading at grade-level and who are not.</p> | <p>Increase the percentage of BIPOC third grade students who are reading at grade-level by the end of third grade.</p> | <p>Increase implementation of literacy programming in zip codes with a high percentage of BIPOC households</p> <p>Administer early and family literacy grants in ECE and K-6 buildings/partners; ensure majority of funds are distributed in zip codes with a high percentage of BIPOC households</p> <p>Provide access to books in and family resources in zip codes with a high percentage of BIPOC households</p> <p>Engage members of PAC in grantmaking review and decision making</p> | <p>Number of students served, school partners, and volunteers engaged in programming</p> <p>Percentage of BIPOC students reading grade level at BOY/MOY/EOY</p> <p>Number of grants distributed, students and families served, etc. representing zip codes with a high percentage of BIPOC households</p> <p>Number of books distributed, and supplemental materials provided to ECE and K-6 partners</p> |

UWCI: Advancing Equity

Intentionality aligned to our toolkit

UWCI Impact in Action

Support mental health programs to increase access and capacity to BIPOC and LGBTQ+ communities that have traditionally been under served in mental health.

Programs and Initiatives

Launch and facilitate a UWCI Parent Advisory Council that is representative of a diversity of parents, including by gender, race, ethnicity, sexual orientation, abilities, and socio-economic status.

Thought Leadership and Convening

Execute on Grassroots and Faith-Based Data Initiative to better understand and support the data needs of grassroots and faith-based organizations that are primarily serving BIPOC communities.

Data and Research

Equity Action

Grantmaking and Community Investments

Ask specific questions in all applications to know who is being served and how providers are centering equity in their work. Incorporate inclusion as a leading grantmaking value to guide investment decisions. Track client demographic data for all grantees to better identify disparities to inform future investments.

Capacity Building and Engagement

Complete a landscape analysis around capacity and leadership development in collaboration with the IAAQLI.

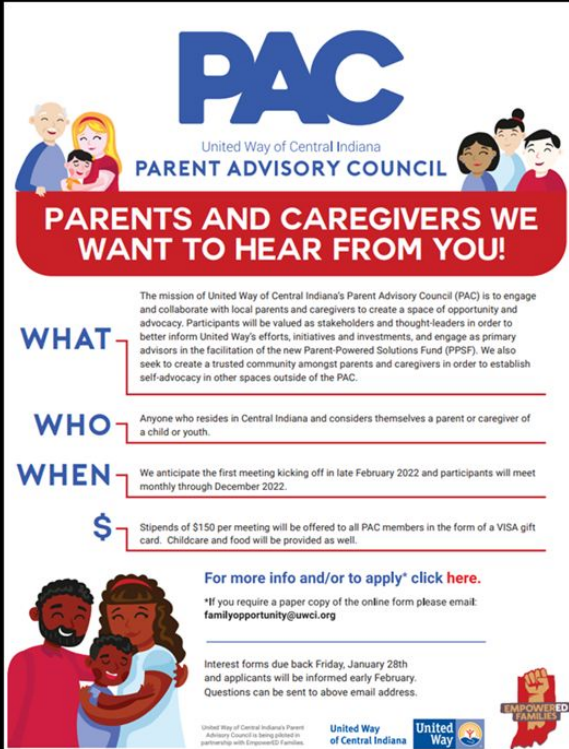
Advocacy and Public Policy

Accelerate equity by advocating for policy initiatives that reduce disparities in education, health, and economic outcomes.

UWCI: Advancing Equity

Creation of a parent advisory council and fund

| 2Gen Principles (Ascend) | UWCI's Approach |
|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| 1. Measure and account for outcomes for both children and their parents | Robust data collection and reporting model, in partnership with Indiana's MPH |
| 2. Engage and listen to the voices of families | Investing into organizations that engage families and leverage their voices to inform and shape programs |
| 3. Ensure equity and address disparities facing families | Investing in organizations led by and serving primarily BIPOC residents |
| 4. Foster innovation and evidence together | Intentional and innovative investments that optimize 2Gen models and programs |
| 5. Align and link systems & funding streams | Partnerships and collaborations are incentivized across UWCI's 2Gen network |



PAC
United Way of Central Indiana
PARENT ADVISORY COUNCIL

PARENTS AND CAREGIVERS WE WANT TO HEAR FROM YOU!

The mission of United Way of Central Indiana's Parent Advisory Council (PAC) is to engage and collaborate with local parents and caregivers to create a space of opportunity and advocacy. Participants will be valued as stakeholders and thought-leaders in order to better inform United Way's efforts, initiatives and investments, and engage as primary advisors in the facilitation of the new Parent-Powered Solutions Fund (PPSF). We also seek to create a trusted community amongst parents and caregivers in order to establish self-advocacy in other spaces outside of the PAC.

WHAT -

WHO - Anyone who resides in Central Indiana and considers themselves a parent or caregiver of a child or youth.

WHEN - We anticipate the first meeting kicking off in late February 2022 and participants will meet monthly through December 2022.

\$ - Stipends of \$150 per meeting will be offered to all PAC members in the form of a VISA gift card. Childcare and food will be provided as well.

For more info and/or to apply* click here.
*If you require a paper copy of the online form please email: familyopportunity@uwci.org

Interest forms due back Friday, January 28th and applicants will be informed early February. Questions can be sent to above email address.


United Way of Central Indiana Parent Advisory Council is being piloted in partnership with Empowered21 Initiative.

United Way of Central Indiana United Way

EMPOWERED FAMILIES







UWCI: Fundraising and Engagement

- “Partners in Purpose”
 - “More than just fundraisers”
 - Grounded in Impact toolkit
 - Relevant by issue area
- Asset-based language
- Elevation and integration of parent and community voice
 - E.g., Parent Advisory Council and Power to the Parent Fund
- Diversified revenue
- Simplified messaging
- Engagement Opportunities
 - E.g., Redwood Initiative



To fully execute on this plan, United Way must continue to build on the expertise of our team, and commit to strategies that diversify our revenue to increase our impact investments.

However, we are more than just fundraisers.

-  We build, lead and support coalitions advocating for public policies at the local, state and federal level.
-  We equip nonprofit partners with the resources, training and technology to optimize their impact.
-  We invest in partner nonprofits to help them do what they do best – serving individuals and families in need.
-  We implement programs in direct response to community needs and opportunities.
-  We convene funders and collaborate with direct service providers to pilot and scale new interventions to distance individuals and families from poverty.
-  We research and use data to pinpoint our community's specific needs, listen to community voices, prioritize investments and resources, and report outcomes.

UWCI: Measuring Progress

- Pairing of community need with impact data
- Equity-focused strategies and measurement
- Transparency in outcomes (and opportunity)
- Communicating back to our partners
- Partnering with state agencies
- Leveraging tools to support data collection, measurement and communicating the impact

Interactive Data Dashboards

Click each icon below to view the corresponding interactive dashboard.



People
Impacted



ALICE &
Poverty



Economic
Mobility



Educational
Success



Equity in
Action



Healthy
Food
Access



Physical,
Mental &
Behavioral
Health



Safe and
Affordable
Housing
Access &
Retention



Sector
Support

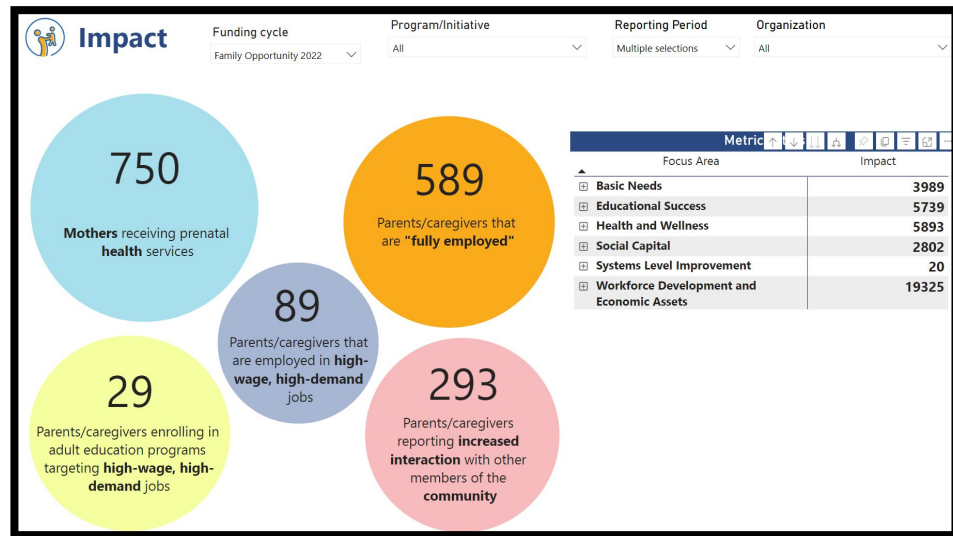
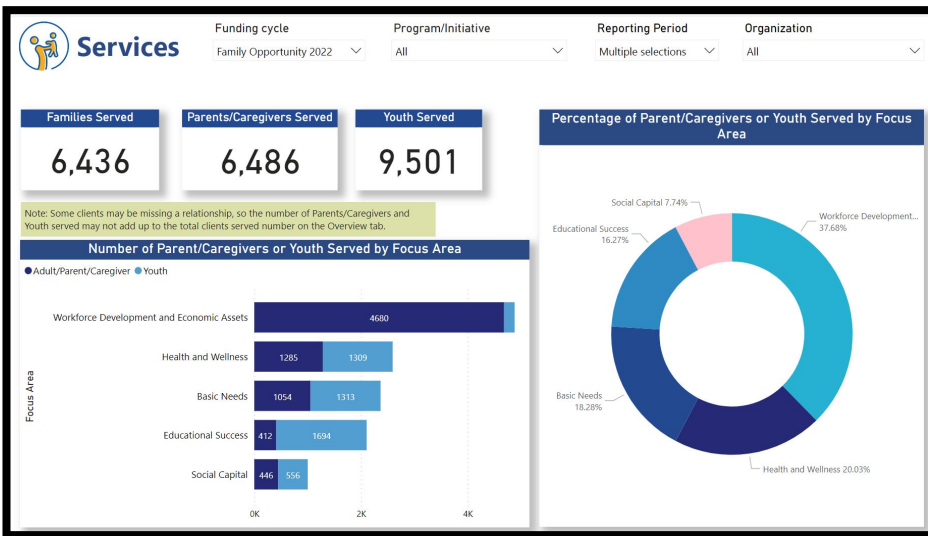


Transportati
on Access

<https://www.uwci.org/impactunited>

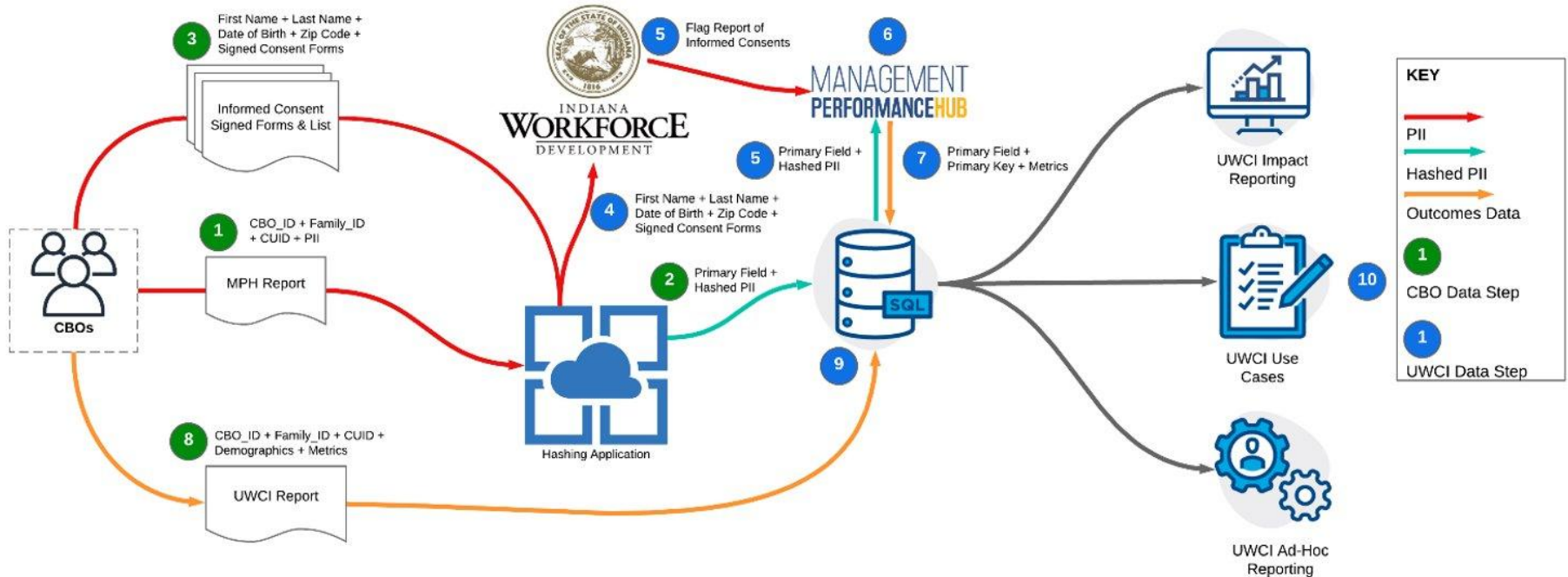
UWCI: Communicating Progress

Output and Outcomes at the program level



UWCI: Partnership with the State of Indiana

Measuring outcomes of 2Gen work by household



Upcoming GLR Learning Tuesdays Webinars

FUNDER-TO-FUNDER CONVERSATION

Rx Kids: A Prescription for Improved Child Health & Well-Being in Flint, Michigan
Tuesday, September 26, 12:30-2:00 p.m. ET/9:30-11:00 a.m. PT

GLR LEARNING TUESDAYS: LEARNING LOSS RECOVERY CHALLENGE

Beyond the Headlines: What Data Tell Us a Year Later
Tuesday, September 26, 3:00-4:30 p.m. ET/12-1:30 p.m. PT

GLR LEARNING TUESDAYS: LEARNING LOSS RECOVERY CHALLENGE

Taking Action: Accelerating Equitable Learning Recovery
October 3, 2023, 3:00-4:30 p.m. ET/12-1:30 p.m. PT

CRUCIBLE OF PRACTICE SALON

What's Working: CGLR Communities With Learning-Rich Spaces in Everyday Places
October 10, 2023, 12:30 – 2:00 p.m. ET/ 9:30-11:00 a.m.

Please Join Us

gradelevelreading.net @readingby3rd #GLReading #LearningTuesdays #GLRKeepers

