

Vision 2020 Campaign To End Child Poverty in Wisconsin December 19, 2007 E-Newsletter

Contact Vicky Selkove at vselkove@wccf.org or (608) 284-0580, ext. 326 for more information about anything in this e-newsletter.

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1. You're Invited: Vision 2020 Video Premiere Parties in January!

The Vision 2020 video, a twenty-minute inspirational film produced by Bob Trondson, is now finished and will be debuted officially at three premiere parties in January. Join us for these debut showings of this video in:

- **Appleton on January 18th as part of an event with the Fox Cities Project Promise anti-poverty initiative at the Performing Arts Center Kimberly Clark Theater;**
- **Madison on Wednesday, January 22nd at the Dane County United Way; and**
- **Milwaukee on January 23rd at Aurora Health Care.**

The Appleton event starts at 10:00a.m. and the Madison & Milwaukee events are at 3pm. The events are meant to be informal chances to mix & mingle with other Vision 2020 pledge card signers and community partners, have cookies & coffee, and see this fantastic video which explains the Vision 2020 Campaign, highlights success stories of Wisconsin anti-poverty advocates and initiatives, and motivates everyone who sees it to get involved and help build this statewide network of anti-poverty advocates. Visit the Vision 2020 website for more details about these events.

Copies of the video will be available for sale in January and a short "teaser" clip will be available for download on the Vision 2020 website soon. **To bring the Vision 2020 video to your community for a showing & discussion, contact Vicky Selkove at vselkove@wccf.org.**

2. Poverty Resolutions Pass in La Crosse and Dane Counties

Two County Boards recently passed resolutions in support of Vision 2020, shining a spotlight on poverty in their communities. In November, the La Crosse County Board of Supervisors became the first municipality to pass a resolution in support of the Vision 2020 Campaign. La Crosse County Board Supervisors Jill Billings, Tara Johnson and

Sharon Hampson all deserve credit for their leadership in shepherding this resolution to unanimous passage. In early December, Dane County's Board followed suit, passing a nearly identical resolution. Thanks to the leadership of Dane County Supervisors Richard Brown and Dave Worzala, the resolution also passed unanimously, with several other county board supervisors speaking in support.

Both resolutions, in addition to expressing support for the Vision 2020 Campaign, also create county Task Forces on Poverty, charged with compiling and analyzing county data on poverty, reviewing support available currently & identifying specific policy solutions to eliminate child poverty in the county, holding community forums throughout the county to gather input and making recommendations to the County Board by early next fall.

If you'd like to work with your local officials to help get similar resolutions passed in your community, please contact Vicky Selkove at vselkove@wccf.org. Copies of the resolutions passed in La Crosse and Dane County are available as models for your own community's use.

3. Make Sure You've Set Aside Time for Camp - Advocacy Camp, That Is

To ensure that we achieve the Vision 2020 goal, we're going to need a large and well-trained network of advocates throughout the state. To hone your advocacy skills, make sure your 2008 calendar has February 20th & 21st marked as days when you're going back to "camp." WCCF's 2008 intensive advocacy training, will be held this year in Wisconsin Rapids at the Hotel Mead. Registration will be open immediately after the holiday. The cost will be \$85 per participant, plus overnight accommodations. The registration fee covers most meals and all materials.

The training is for those interested in expanding their advocacy skills and will include an overview of the state legislative & budget processes, substantive training on key issues impacting Wisconsin's kids & families, tips on how to build and sustain strong coalitions, a media panel and discussion of how to effectively get your message out through the media, and lots of simulations and role-plays to allow you to practice what you're learning.

This training is limited to 55 participants so make sure you register quickly when registration materials become available in early January.

4. Food for Thought (Articles & Updates of Interest)

[This article, published in the Washington Post](#), asks, "what would happen if the collective energy that went into soliciting and distributing food were put into ending hunger and poverty instead"? The author, Mark Winne, is the former director of Connecticut's Hartford Food System and the author of the forthcoming book, "Closing the Food Gap: Resetting the Table in the Land of Plenty."

Winne comments, "Surely it would have a sizable impact if 3,000 Hartford-area volunteers...showed up one day at the state legislature, *demanding enough resources to end hunger and poverty*. Multiply those volunteers by three or four -- the number of volunteers in the state's other food banks and hundreds of emergency food sites -- and

you would have enough people to dismantle the Connecticut state capitol brick by brick. Put all the emergency food volunteers and staff and board members from across the country on buses to Washington, to tell Congress to mandate a living wage, health care for all and adequate employment and child-care programs, and you would have a convoy that might stretch from New York City to our nation's capital.”

What would happen if we did this in Wisconsin? Connect with the Vision 2020 Campaign to help make this a reality in our state.

To view an example of what Wisconsin’s advocates are doing to raise awareness about poverty and to combat it locally, visit the [Couleecap website](#) to view the results of its 2007 Needs Assessment, learn about its People Helping People poverty awareness initiative, and access their [new fact sheet on Mental Illness and the Homeless](#). Couleecap serves more than 10,000 people per year in Crawford, La Crosse, Monroe and Vernon Counties. Couleecap is part of the Wisconsin Community Action Program Association, one of the founding partners of the Vision 2020 Campaign.

If your organization or community has new studies, initiatives or meetings on poverty or articles of interest to other Vision 2020 advocates throughout the state, please send them to Vicky Selkove at yselkove@wccf.org for possible inclusion in future editions of these e-newsletters.

5. Vision 2020 On the Airwaves

Starting January 2nd, thirty-second radio ads promoting the Vision 2020 Campaign will be aired throughout the state on Wisconsin Radio Network stations. The ads ask listeners to start 2008 off right by making a New Year’s Resolution to commit to ending child poverty in Wisconsin. Listen for the ads on your local radio station and start your new year out by encouraging your friends, family, colleagues and others to fill out the [online pledge card](#) as well to become part of the campaign. We want 2008 to be the year we let Wisconsin’s policymakers know that THOUSANDS of Wisconsin residents have taken the pledge to end child poverty.