

## Spring 2008 Vision 2020 E-Newsletter

*The Vision 2020 Campaign is a collaborative effort of the Wisconsin Community Action Program Association (WISCAP), the Wisconsin Council on Children & Families (WCCF), and the Wisconsin Head Start Association. Visit [www.2020wi.org](http://www.2020wi.org) for more information.*

Welcome to all of you who have signed up to be a part of the Vision 2020 Campaign! Already, more than 700 people and 65 organizations have become part of the campaign!

### **In this issue of the Vision 2020 e-newsletter:**

- Vision 2020 Updates from Around the State
- Save the Dates: Upcoming Poverty-Related Events
- So...You Signed Up For Vision 2020. Now What? 5 Next Steps
- Other Items of Interest

### **Vision 2020 Updates from Around the State:**

**Appleton:** High School students at Xavier High School in Appleton designed their term project to help the Vision 2020 cause. After a presentation from Nicole Harrison (CAP Services, Inc.'s Director of Human Development) and a showing of the Vision 2020 video, students decided to sew tote bags and donate the profits to Vision 2020. The students are using the Vision 2020 logo in a leather key chain attached to the purses as well as attaching a small card inside each bag describing Vision 2020. Contact Nicole Harrison at [nharrison@capmail.org](mailto:nharrison@capmail.org) to learn more or to discuss ways to inspire students in your community the way she did.

**Kenosha County:** The Kenosha County Emergency Services Network (ESN) endorsed Vision 2020 at its May 13th and will be working to find ways to raise awareness about poverty issues locally. Kenosha County's child poverty rate has increased dramatically from 2000 to 2006 - from 9.4% to 18% and the ESN is going to take the lead on pulling community partners together to raise awareness and come together around solutions. The ESN will be discussing its Vision 2020 work and viewing the Vision 2020 video at its next meeting, Tuesday, June 10th at 9:00a.m. at the Kenosha County Job Center, 8600 Sheridan Road, Kenosha. Contact Pam Halbach at (262) 657-0840 for more information.

**La Crosse County:** The La Crosse County Poverty Task Force is leading the way, serving as the first Vision 2020 County Poverty Task Force. The Task Force was given an ambitious charge by the La Crosse County Board of Supervisors last fall: assemble and analyze local data on poverty, review available support and identify specific policy solutions to eliminate child poverty in La Crosse County, hold community forums to gather input and make recommendations back to the full County Board. Jerry Huber of WCCF's Board (and the co-chair of the La Crosse County Poverty Task Force) and Grace Jones (Executive Director of Couleecap, Inc.) used the occasion of the Task Force's convening to meet with the La Crosse Tribune's Editorial Board, who then wrote an

editorial calling attention to child poverty. Read it here:

<http://www.lacrossetribune.com/articles/2008/04/21/opinion/editorial/00edit21.txt>.

Contact Renee Weston at [weston.renee@co.la-crosse.wi.us](mailto:weston.renee@co.la-crosse.wi.us) for more information about the Task Force's work.

**Rock County:** On Friday, June 27th from 10am-1pm, "Vision 2020 for Rock County," a local poverty summit, will be held at the Rock County Job Center (1900 Center Ave). The event will feature leaders of the Fox Cities Project Promise initiative (<http://www.projectpromisefoxcities.org/>) describing their exciting poverty awareness, education and action efforts and will allow Rock County's anti-poverty leaders as well as members of the public to begin to map out an action plan for tackling poverty locally. All are welcome. Contact Marc Perry (Community Action's Director of Planning and Development) at 608-755-2279 or [mperry@community-action.org](mailto:mperry@community-action.org) for more information.

**Waushara County:** Members from the Waushara County Prevention Council and the Child & Family Partners group recently formed a Waushara County Vision 2020 workgroup to talk about what can be done locally to spread awareness, provide education, and inspire action to eliminate poverty. The group's first official meeting will be Monday, June 9 at 11:00am. Individuals interested in participating with this group are encouraged to contact Jan Novak at 920-787-6550.

**Statewide:** In April, UW-Extension hosted a workshop in Portage on poverty and public policy for 25 Extension educators. WCCF and WISCAP partnered with Extension to plan this two-day training, which featured substantive discussions and updates on critical policy areas related to child poverty (health and nutrition, affordable and safe housing, jobs and wages, and early childhood education). The training also included overviews of the Wisconsin legislative and budget process and the role that education and advocacy can play in policy outcomes; measuring poverty and understanding local data; discussions of how to connect with poverty-related policy issues as an educator and Extension's poverty curriculum. Workshop participants also watched the Vision 2020 video and discussed how they could make Vision 2020 come alive in their communities and through their local networks. Contact Vicky Selkove at [yselkove@wccf.org](mailto:yselkove@wccf.org) or (608) 284-0580, ext. 326 if you're interested in planning a similar training for your organization/community.

### **Save the Dates! Upcoming Poverty Related Events**

**Friday, June 27th: Vision 2020 for Rock County, 10am-1pm, Rock County Job Center.** Featuring leaders of the Fox Cities Project Promise Initiative. (<http://www.projectpromisefoxcities.org/>) See above for more information.

**July 23 & 24th: A Home for Everyone Conference** at the Radisson Paper Valley Hotel in Appleton. More information at: [http://www.wiscap.org/ec\\_conference\\_ahfe\\_registration\\_main\\_page.htm](http://www.wiscap.org/ec_conference_ahfe_registration_main_page.htm)

**Friday, August 15th:** The Hunger Prevention Coalition of Eau Claire County is sponsoring **Changemakers Summit - Community Prosperity: Moving from Poverty to Opportunity**. Friday, August 15th, 8:00am-1:00pm, L.E. Phillips Senior Center. For registration or more information contact Eau Claire County Extension Office, (715) 839-4712.

**September 18 & 19th:** Statewide Poverty Conference. The Wisconsin Community Action Program Association (WISCAP)'s Annual "Women and Poverty" conference will this year be called "**Poverty Matters: Renewing Economic Opportunity**" and will be held at the Radisson Paper Valley in Appleton. More information and registration coming soon to <http://www.wiscap.org/index.asp>

### **So...you signed up for Vision 2020, now what? 5 Next Steps!**

As many of you recognize, signing the Vision 2020 Pledge Card is just the first step. We are concentrating now on raising awareness about poverty throughout the state, community by community.

**1. Help build the base of Vision 2020 Pledge Card Signers:** Tell just two of your friends, neighbors, or co-workers about the campaign and encourage them to join you in signing the pledge card at [www.2020wi.org](http://www.2020wi.org) . We want to be able to tell policymakers and the media that 2,000 people have signed onto this campaign in its first year. Help us make that goal a reality!

**2. Talk to your elected representatives about poverty:** Call your city council, county board or legislative representative (or all of them!), describe Vision 2020 and urge them to join you in supporting the campaign. If you're interested in meeting with your elected officials to talk about poverty in your community, we can help you prepare for this meeting and provide you with local poverty data and other resources.

**3. Host an event in your community:** Our Vision 2020 Video is the perfect thing to show at a community or organizational event to explain what the Vision 2020 Campaign is all about and to spark discussion about what can be done about poverty both locally and statewide. We also can bring the most recent poverty data about your county to these presentations. We will partner with you to plan such an event and we can come to facilitate a discussion about poverty and solutions, to help move your organization or community forward as part of the Vision 2020 Campaign.

**4. Sponsor Advocacy Training:** WCCF offers low-cost advocacy training for organizations or community groups interested in learning how to hone their advocacy skills on issues that impact low-income kids and families. We can tailor the training to your group's needs to make sure that as your group gears up to combat poverty locally and statewide, you have the skills and know-how you need to be highly effective & successful advocates.

### **5. Form a Local Delegation to Attend the Poverty Matters Summit in September:**

The Poverty Matters Summit (September 18th & 19th in Appleton, see above for more information) will feature a Poverty & Policy Engagement Track specifically aimed at connecting Vision 2020 groups & leaders from around the state, as well as interested new poverty advocates. Start building a group of 5-10 from your community or organization who will attend the Summit together.

*Contact Vicky Selkove at (608) 284-0580, ext. 326 or [vselkove@wccf.org](mailto:vselkove@wccf.org) to talk about any of these ideas or other ideas you have, to set up an event in your community, to obtain copies of the the Vision 2020 video which can be purchased for your own use (<https://payments.auctionpay.com/ver3/?id=w043835> ), or to get Vision 2020 bumper stickers, pledge cards, and local data.*

### **Other Items of Interest**

#### **New Report Shows Cost of Child Poverty in Wisconsin**

A report released recently by the Human Services Policy Center shows the cost of child poverty in every state and puts the annual cost to Wisconsin at a staggering \$7.2 billion dollars. Read the summary here: [http://www.2020wi.org/pdf/poverty\\_statecosts.pdf](http://www.2020wi.org/pdf/poverty_statecosts.pdf)

**If you haven't checked out the Spotlight on Poverty and Opportunity website yet, (<http://www.spotlightonpoverty.org/>) make sure you do so.** The website features news and research updates on poverty related issues, information on the presidential candidates' positions on poverty issues, and more. It's a tremendous resource.