

Marguerite Casey Foundation

# 2011 IMPACT ASSESSMENT REPORT



marguerite **casey** foundation  
change is possible.™

Marguerite Casey Foundation helps low-income families strengthen their voice and mobilize communities. Our grantmaking strategy, Equal Voice, supports movement building by investing in organizations that:

Put families at the forefront of efforts to address poverty and bring about long-term change



Recognize that to give visibility and voice to families, they must work together across issues, regions and cultures.

We provide multiyear, general-operating support to **national organizations** as well as groups in distinct regions.

## Home State

(Washington state)  
Fund discontinued  
at end of 2011

## West

(California)

## Southwest

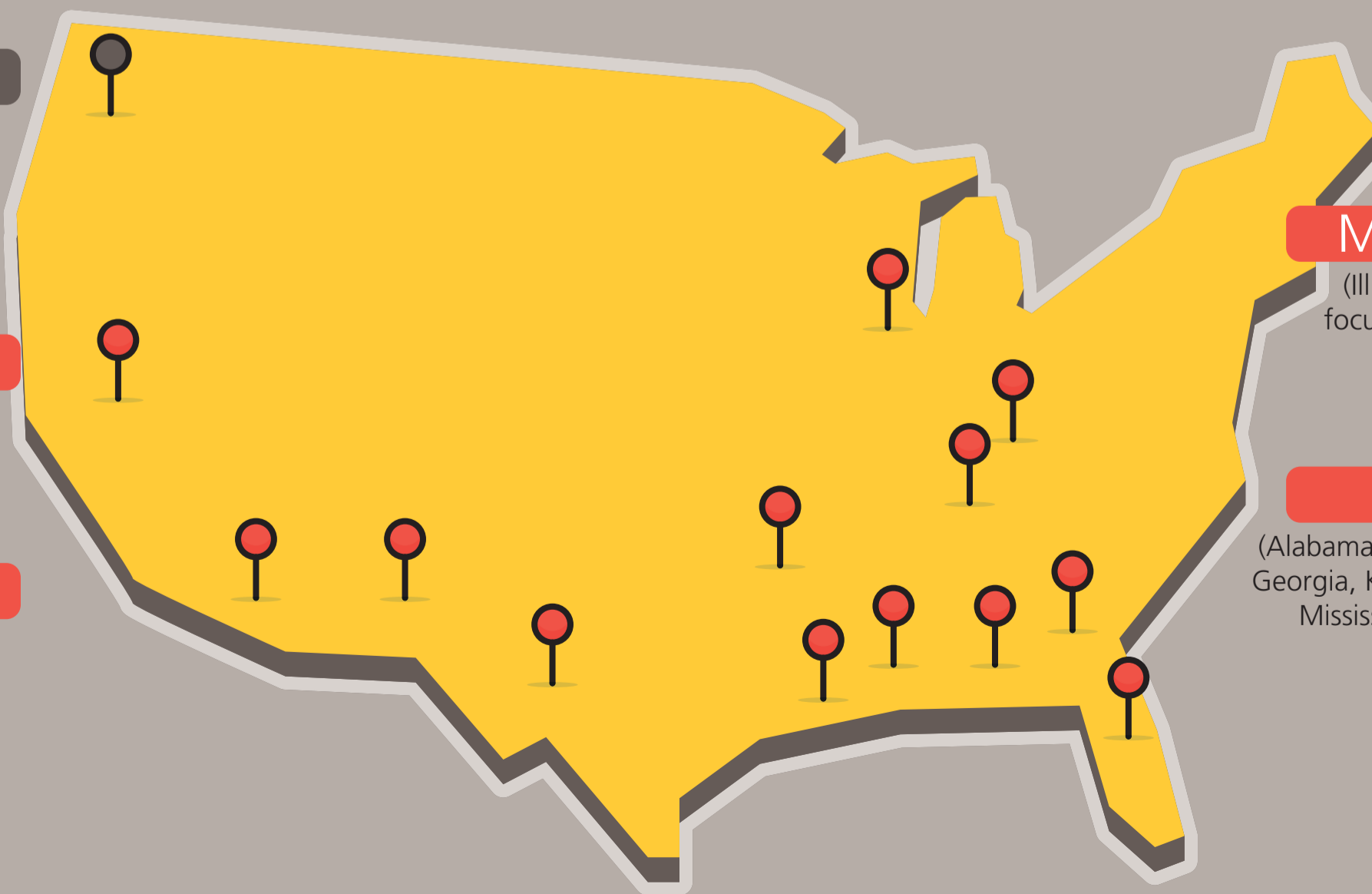
(Arizona, New Mexico  
and Texas)

## Midwest

(Illinois, with a  
focus on Chicago)

## South

(Alabama, Arkansas, Florida,  
Georgia, Kentucky, Louisiana,  
Mississippi, Tennessee)



## Grantee Activities and Outcomes

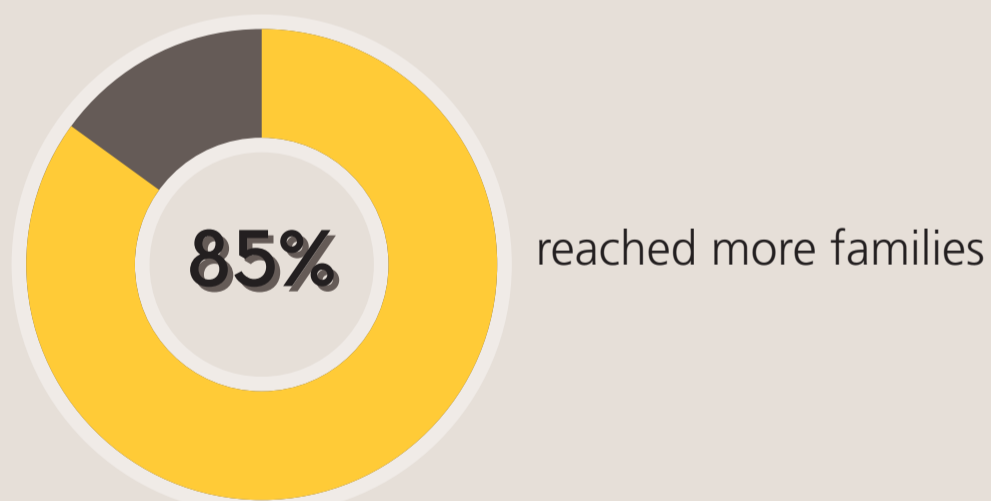
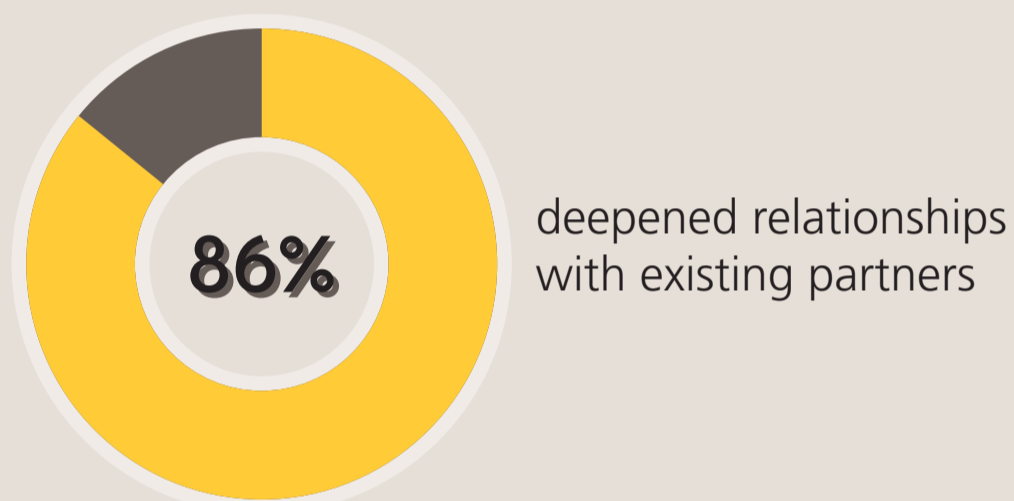
We conduct an annual grantee survey to assess progress made on five indicators of movement building. Results for grantees active in calendar year 2011 follow.

### Organizational Capacity

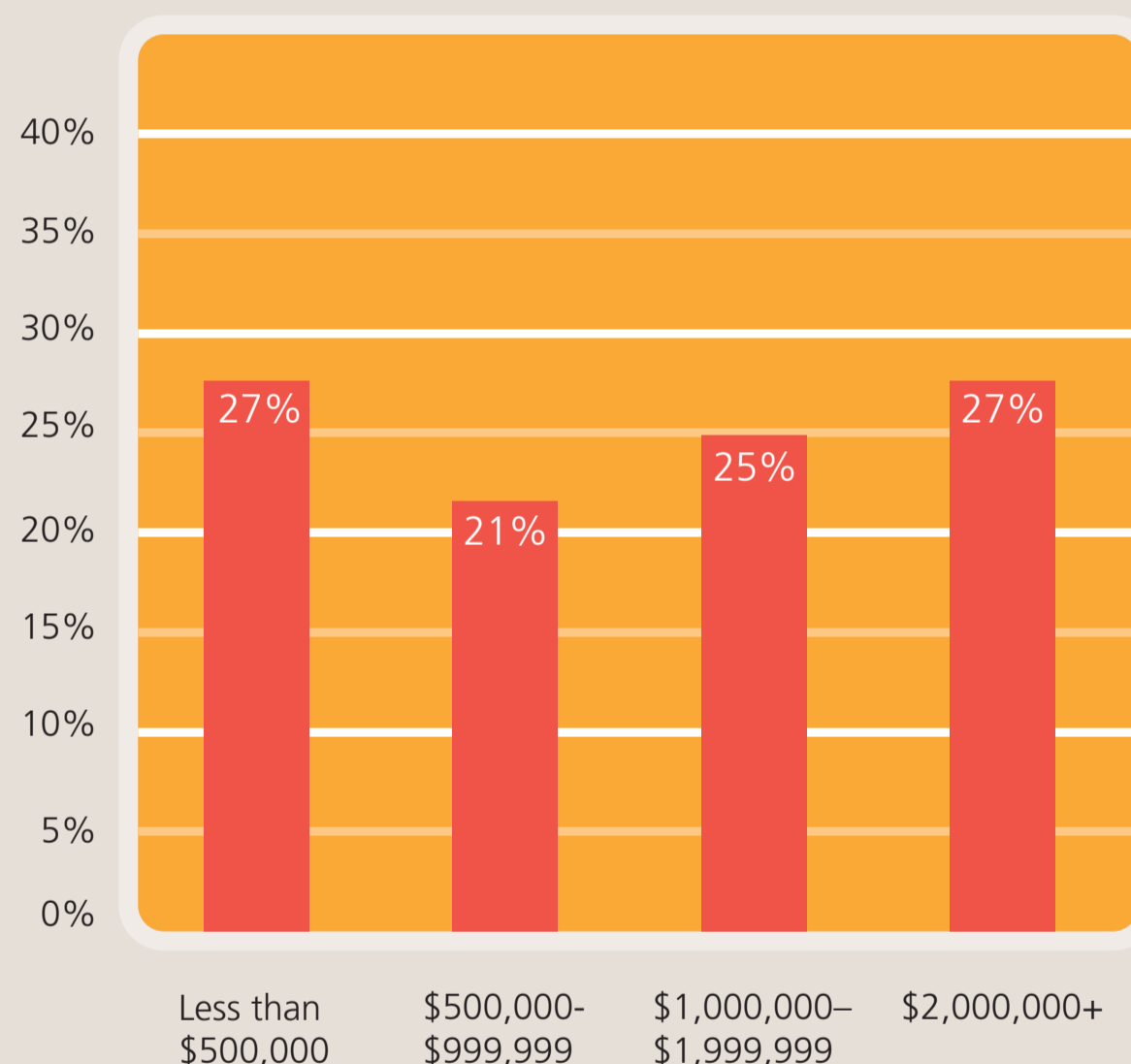
How grantees built organizational capacity



As a result of Marguerite Casey Foundation support, my organization...



Grantee budget size



Ended fiscal year with surplus

50%

### Leadership Development

Grantees built grassroots leadership in many ways, from formal leadership development programs to informal one-time community meetings, introducing families to leadership development principles in their communities.

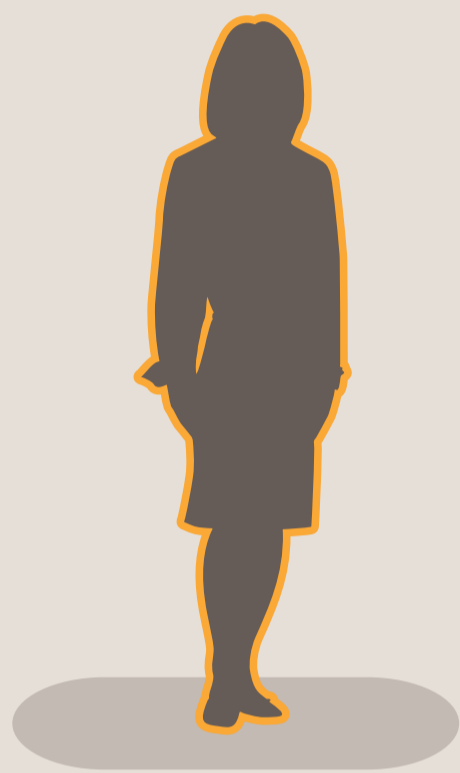
83,000

Provided leadership training to approximately 83,000 people

22,000

Developed approximately 22,000 core leaders (people who regularly participated in planning meetings, task forces, public events or are board members)

### How grantees developed leaders in their communities



ADULTS

82%

developed skills in policy advocacy



76%

developed skills in community organizing



63%

involved families as board members or members of an advisory board



63%

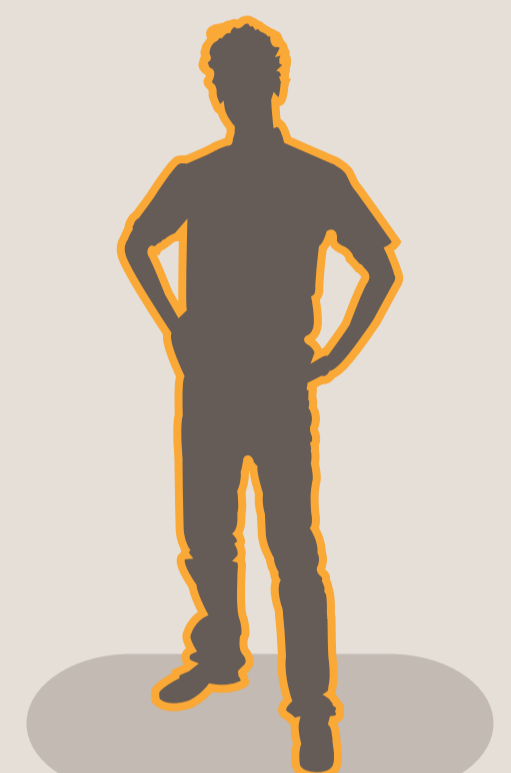
developed skills in policy advocacy

63%

developed skills in community organizing

59%

provided youth with mentoring by more experienced leaders

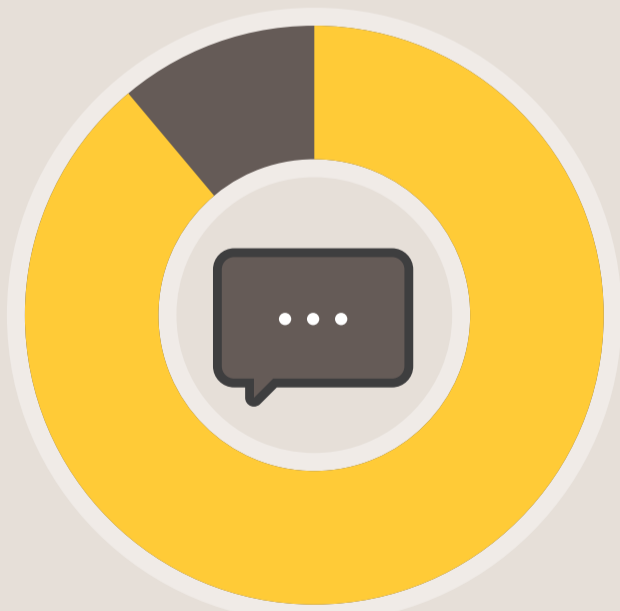


YOUTH

### Network Development

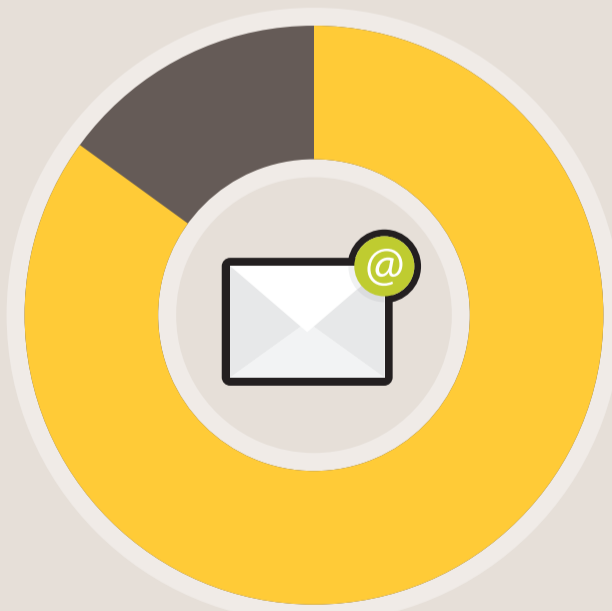
Grantees built partnerships to share knowledge and best practices, organize constituencies of low-income families and pursue policy advocacy campaigns for change.

### Methods used to share knowledge and best practices



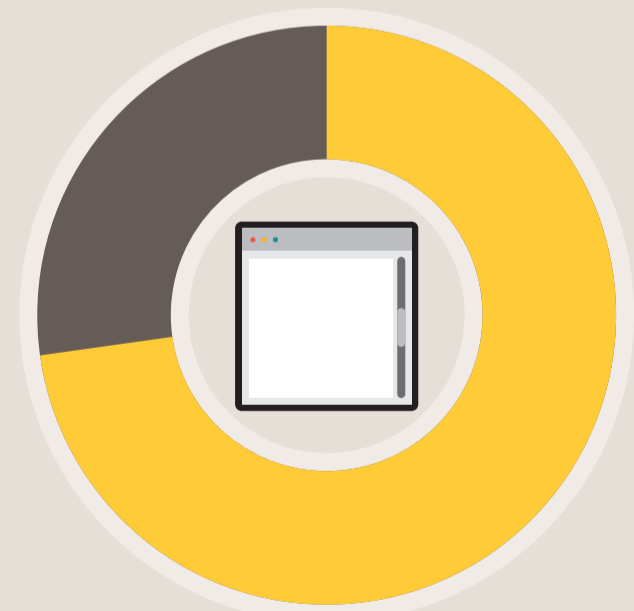
89%

face-to-face meetings



85%

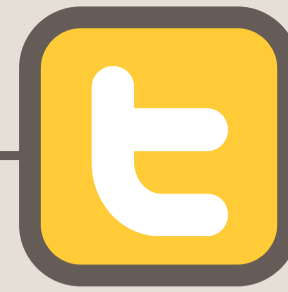
email



73%

website

87% of grantees used social media



How grantees used Facebook

How grantees used Twitter



44% to fundraise

27% to reach media



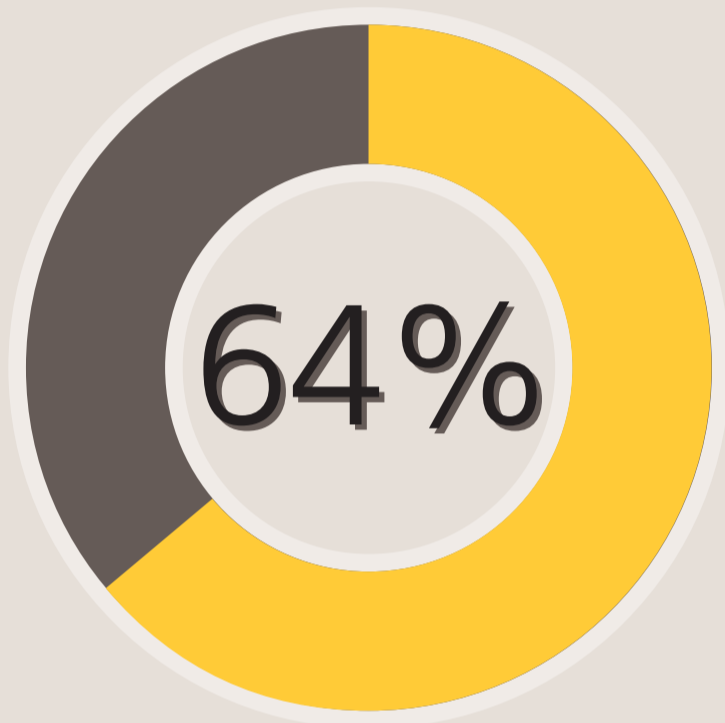
41% to network with other organizations

25% to network with other organizations

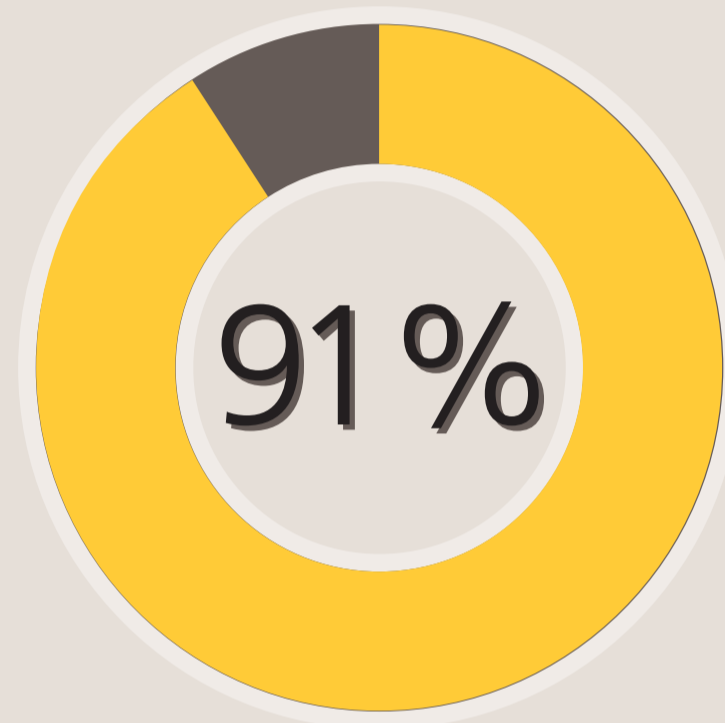


38% to engage and grow constituency

23% to engage and grow constituency



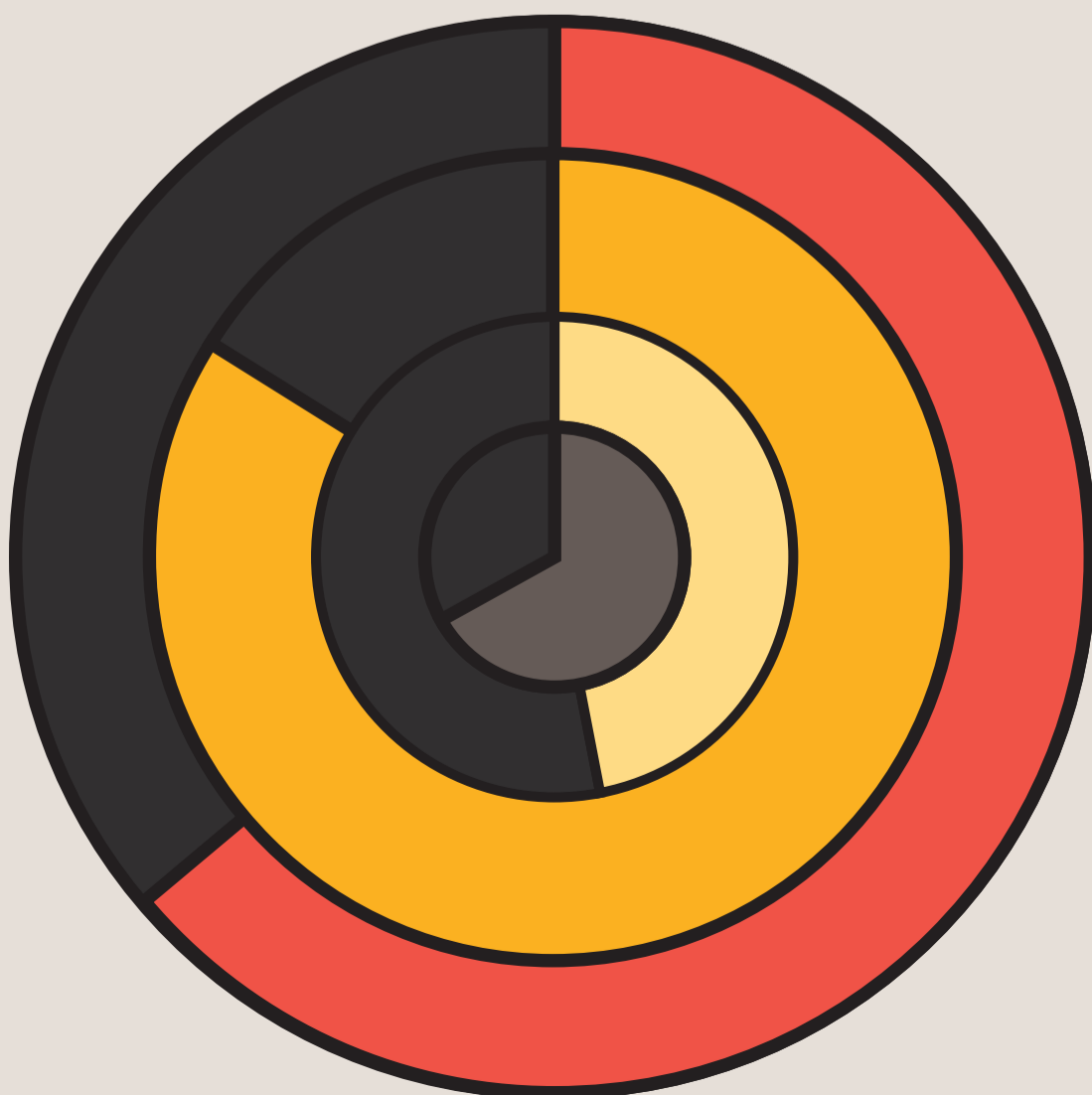
engaged in cross-sector collaboration



were affiliated with at least one network/coalition focused on advocacy

### Policy Impact

Grantees advocated across issues at multiple levels of government decision-making.




64% advocated at the federal level

84% advocated at the state level

47% advocated at the county level

67% advocated at the city level



 = 10 policy wins

Grantees identified over 200 policy wins achieved in 2011, including

## Louisiana



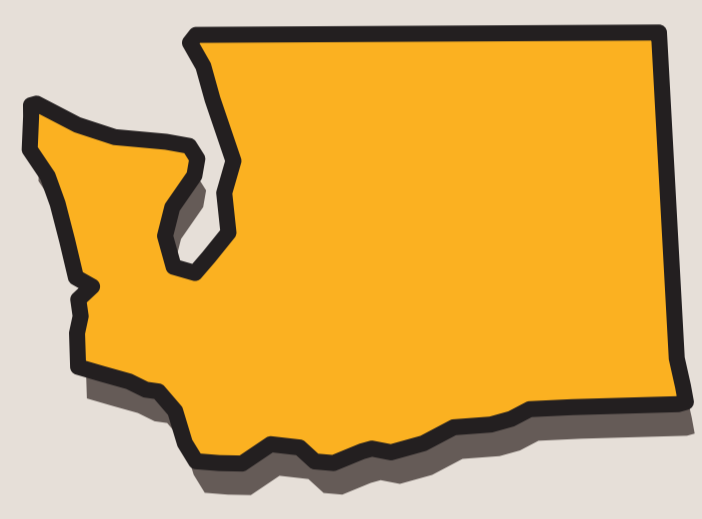
Passage of SB527, which requires local school districts to provide classroom management trainings to school personnel to assist them in keeping children in class, learning.

## Chicago



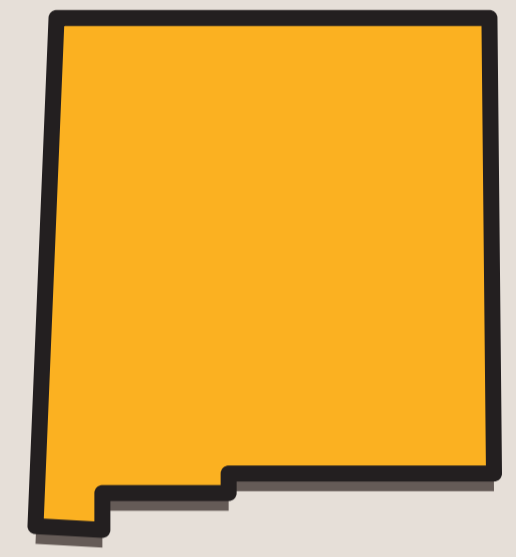
The city adopted an ordinance that offers tax-increment financing incentives to redevelop rental housing for low-income families.

## Washington State



The Foreclosure Act was signed into law, which created a foreclosure mediation program that requires banks to negotiate with homeowners before foreclosure can proceed.

## New Mexico



EPA withdrew its permit to build the Desert Rock power plant on the Navajo reservation.

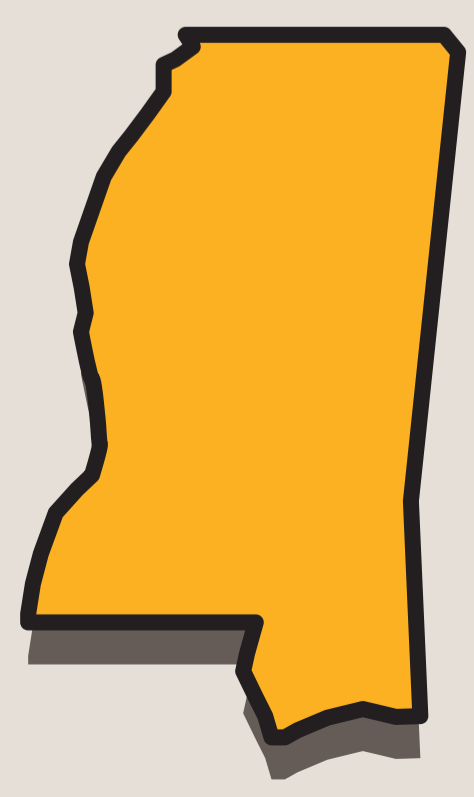
## Los Angeles

Won commitments from the Police Department and Unified School District Board to halt "truancy/tardy ticket sweeps" that had a disproportionate impact on low-income students of color.



## Oakland, Calif.

Passage of the city's Energy and Climate Action Plan, which calls for reducing greenhouse gas emissions, enabling low-income communities to adapt to climate change and creating living-wage green jobs.

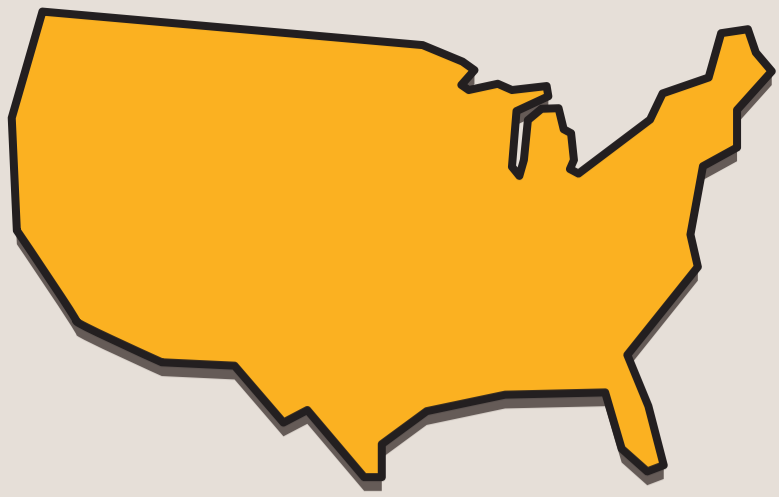


## Mississippi & Texas

Advocates defeated 125+ anti-immigrant bills.







# Nationwide

Campaign for a Fair Settlement successfully advocated the National Mortgage Settlement, a historic joint state-federal settlement with the country's five largest mortgage servicers.

## Family Engagement

Grantee organizations promoted the genuine leadership and engagement of families.



Grantees educated approximately

# 6.7 million

people about issues that affect them

Grantees turned out approximately

# 450,000

people at public actions, events or meetings

### As a result of grantees' family-engagement work

# 80%

reported families prepared and empowered to speak out on issues and take action

# 79%

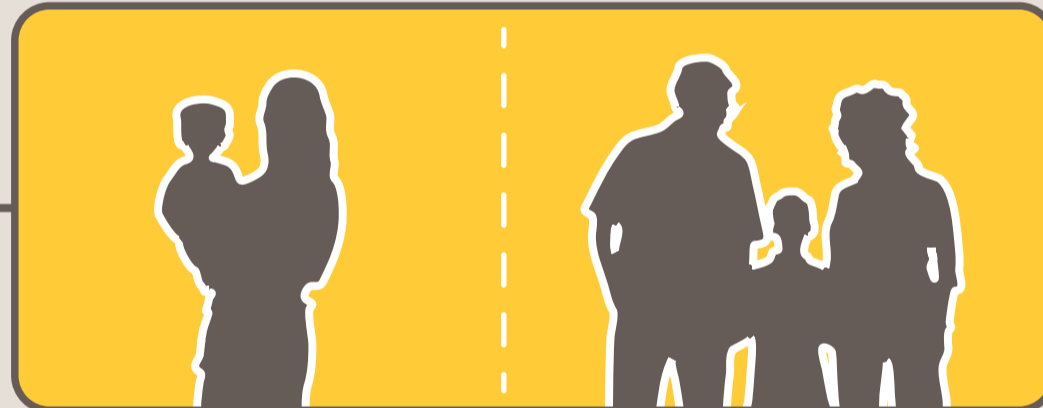
reported families engaged in defining issue priorities

# 77%

reported families communicate directly with policymakers

# 73%

reported families directly and actively engaged in policy and campaign work



## 46% conducted voter education

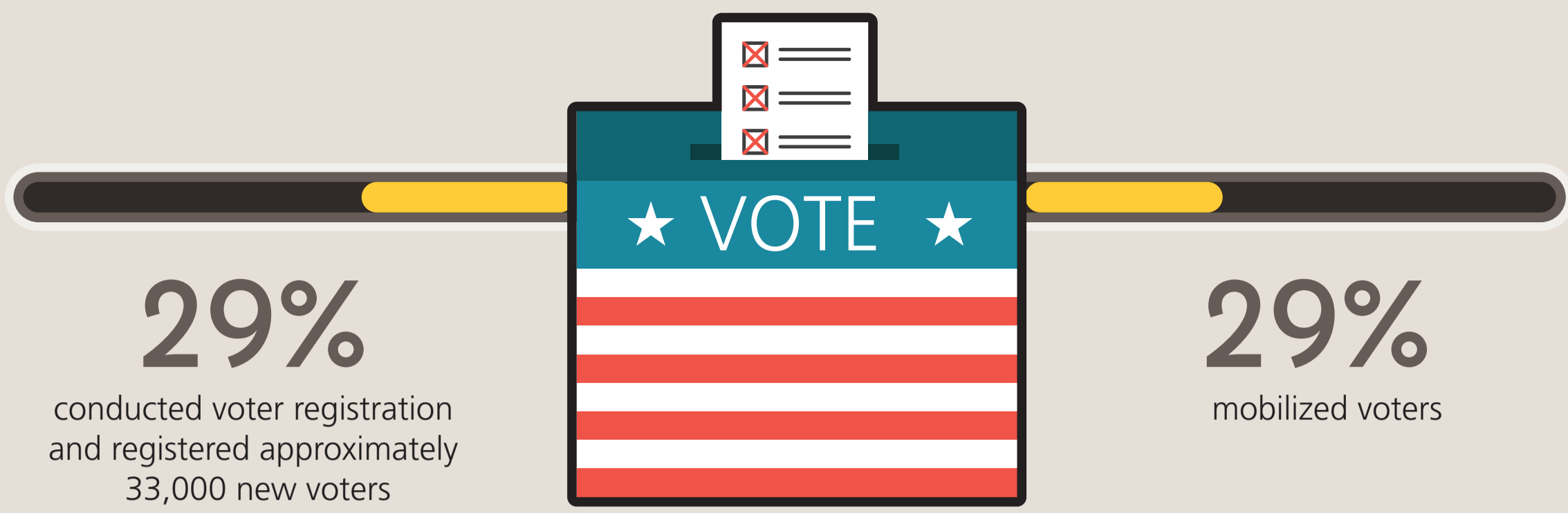


= 100,000 indirect contacts

Made approximately **2.5 MILLION** indirect contacts (door hangers, phone, email or text messages)

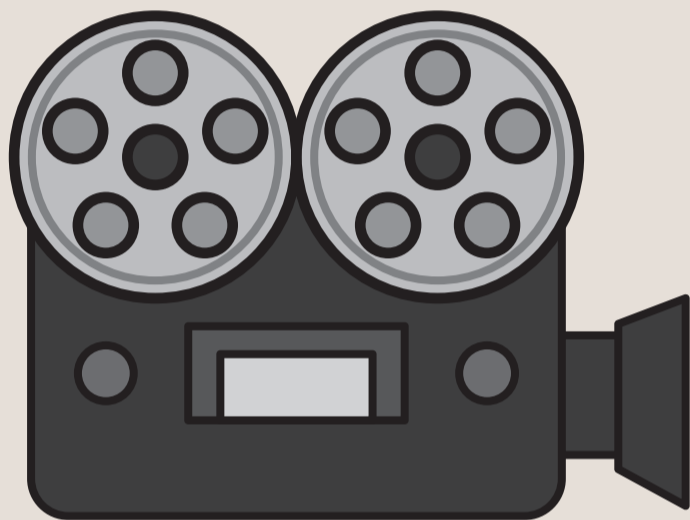
= 80,000 direct contacts

Made approximately **240,000** direct contacts (home visits or phone calls)



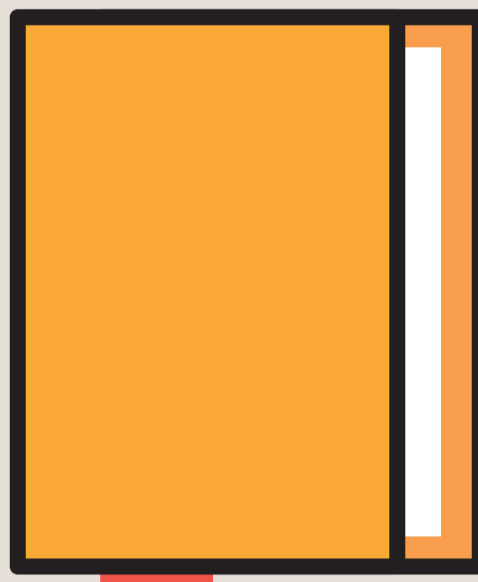
## Communications

We used five mediums to further our communications strategy in 2011.



### Documentary

**Maria Full of Hope:**  
*An Equal Voice Story*



### Publications

**Leadership for a 21st Century  
Movement**  
*2010 Annual Report*

**2010 Equal Voice National Convening**  
*Equal Voice: Turning the Corner*

**2011 Native Gathering**  
*A Summary of Proceedings*



### Social Media

*Equal Voice* Facebook page  
fans grew from

**336 ▶ 3,626**

@EqualVoiceNews Twitter followers grew from 306 to 2,788



**Equal Voice News**  
[www.equalvoiceforfamilies.org](http://www.equalvoiceforfamilies.org)

**10,266**

Unique visitors

**78,923**

Page views



We refreshed and  
updated our website  
[www.caseygrants.org](http://www.caseygrants.org)

**Website**

**17,047**

Unique visitors

**136,882**

Page views

# Grantmaking and Assets



**114**

general grants approved



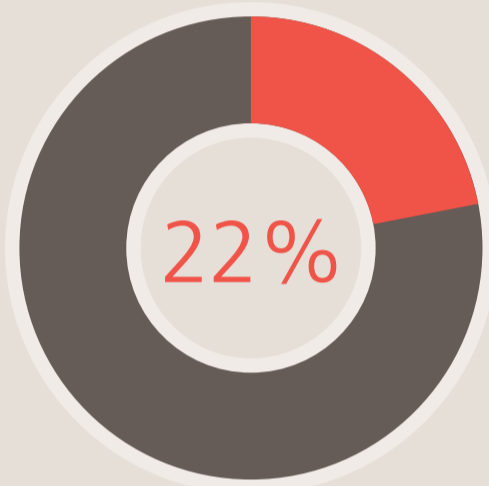
**\$216,167**

average grant size

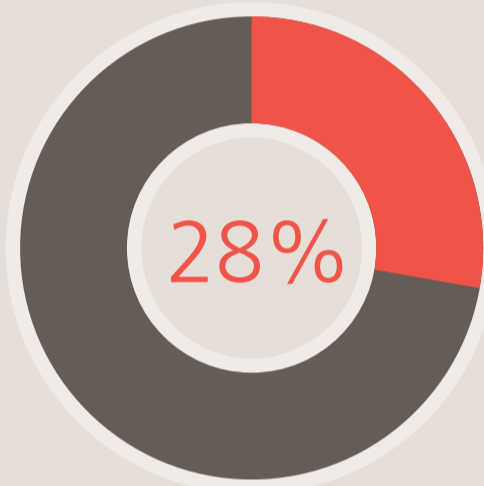


**93%** of grants were for renewed support

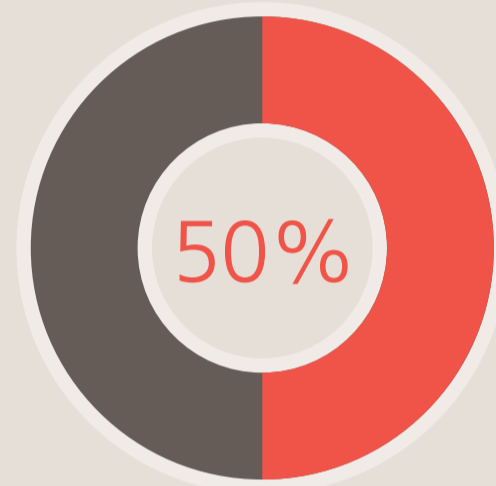
## Grants by primary strategy



Education

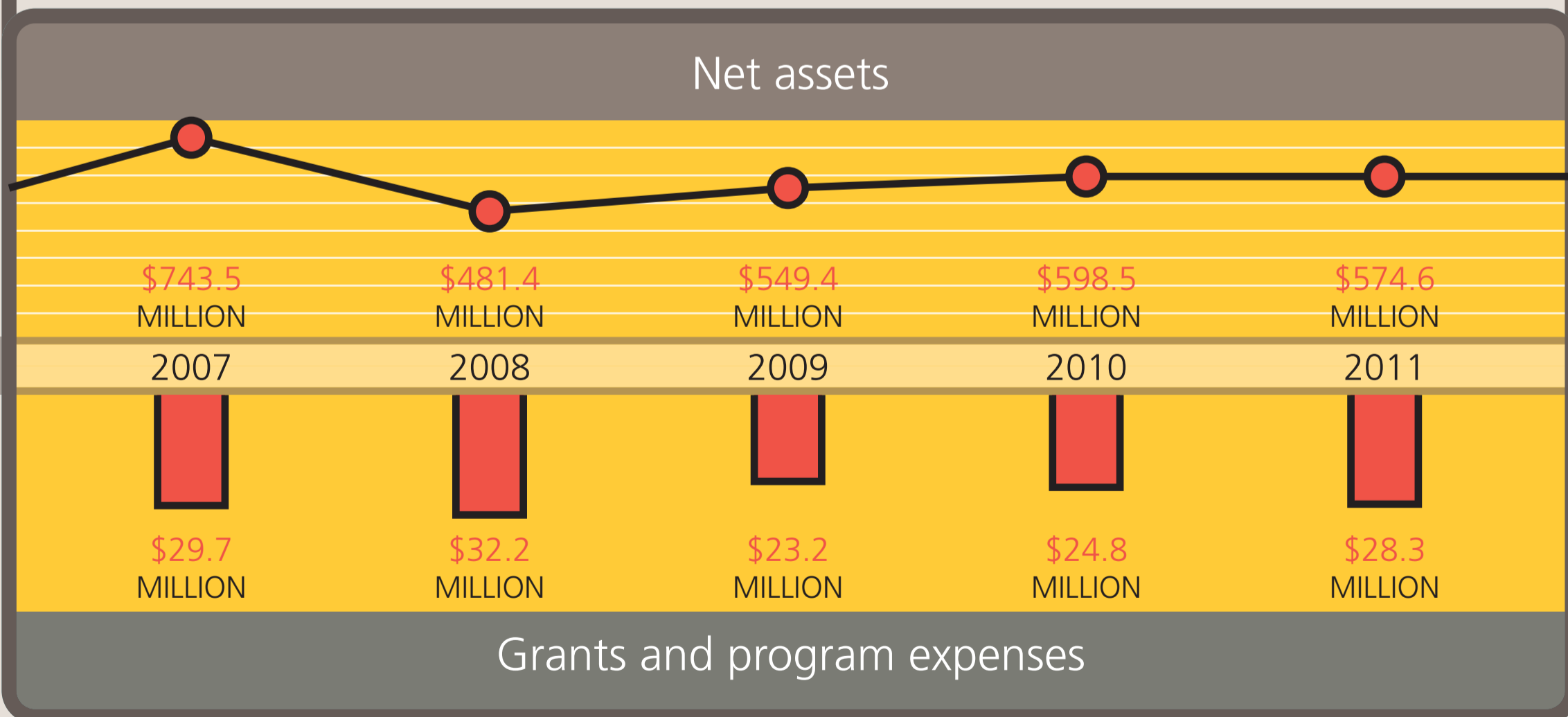


Advocacy



Activism

## Assets and grantmaking expenses



Together, Marguerite Casey Foundation and its grantees made progress in 2011 towards our mission to build a movement of families advocating on their own behalf for change. Grantees reached almost 7 million people, provided leadership training to over 80,000 people, and engaged families and other groups to achieve policy wins that had a significant impact on the lives of low-income families.

**change is possible.™**