

Family Success Center 2 at Salvation Army of Greensboro

EXECUTIVE SUMMARY - December 2019

A FAMILY SUCCESS CENTER STORY:

Becky came to the Family Success Center (FSC) in her mid-60s. After some serious health challenges led to losing her home, she had landed in a precarious living situation, renting a room from someone. Her friend showed her a newspaper article about the new Family Success Center at Salvation Army, and Becky decided to join to seek a more financially stable life. Soon after enrolling, she had a setback and found herself facing homelessness. Her FSC coach helped her secure a bed in the Center of Hope shelter (a separate Salvation Army program), and together he and Becky started forming a long-term game plan.

“Money Bootcamp” class and six weeks of one-on-one financial coaching, using a firm budget, helped Becky save money to get an apartment. She also completed a Food and Nutrition class to help with meal planning as she prepared to live on her own. When she moved into her new apartment, FSC staff were there, providing bags of food and household supplies to get her started. Next steps in her game plan include getting a computer and securing some transportation. She lives on a fixed income now but would like to go back to work part-time, possibly in customer service, which she always enjoyed in the past.

Becky says there are a few features about the FSC that really stand out as helping her succeed. The staff, she says, demonstrate daily that they are not there to criticize, only to support and encourage. “There is never a critical word said, and that makes all the difference in the world.” Also, Becky calls the staff “very intuitive people - they get you the help that you didn’t even know you needed.” Finally, the FSC coaches always check in and follow up. “You never feel alone.”

The Family Success Center is Guilford County’s first integrated service delivery model focused on families living in generational poverty. The goal is to educate and prepare able family members for careers and employment at self-sufficiency wages.

LAUNCHED March 26, 2015, with Lead Agency Guilford Child Development

- Total of 30 integrated human services partners
- Bundled services and supports in one location with long-term case management for two generations of a family
- The second United Way Family Success Center (“FSC2”) began classes in January 2019 at lead agency Salvation Army of Greensboro.

FSC2 figures from end of Oct. 2019 with 78 households served to date (92 adults, 150 children):

- Employment
 - 25% of adults are typically employed at intake.
 - **17% (16 adults) have achieved employment since joining the Family Success Center.**
 - 13% (12 adults) have completed job readiness classes.
 - Two FSC2 members have enrolled in post-secondary or vocational training this quarter.
 - Coaches work with members to plan a career path and obtain the education and training needed to reach financial stability for their household.

- Adult Education
 - The FSC encourages and assists members in continuing their education to meet career goals, whether it's GED, post-secondary education or vocational training, applying for financial aid, obtaining books and supplies, exploring career paths, and finding child care scholarships.
 - FSC2 has plans to begin GED classes onsite via GTCC, later this year.
- Financial Capability
 - 12% (11 adults) have completed the financial capability classes AND had one-on-one financial coaching sessions with the instructor.
 - Several FSC2 members are actively working toward a goal of home ownership.
- Health & Wellness
 - **34% (31 adults) have participated in supportive “life skills” classes conducted by the mental health partner, Peace of Hope.**
 - FSC2 members are able to visit on-site with the Cone Health congregational nurse and/or the Peace of Hope counselors.
 - Nutritious cooking classes now offered by NC Cooperative Extension Service have become popular.
- Family and Child Development
 - 27 children have been receiving high-quality, on-site early child care, which is free while parents are in FSC2 classes or services.
 - 26 school-aged children are enrolled in the Boys & Girls Clubs.

The FSC removes **PERSISTENT BARRIERS** to engagement: lack of transportation, the challenge of meeting basic needs (including child care), reductions in public assistance (the “benefits cliff”), and the psychological burden of poverty, including social isolation.

INVESTMENTS: Annual budget exceeds \$500,000 for one FSC. **Over \$3.9 million was raised** for the Family Success Centers from 60 community leaders and 30 organizations between March 2015 and May 2019.

CONCLUSION: The poverty rate in Greater Greensboro is 20% for adults and 25% for children, 31% higher than the national average. The generational nature of poverty is evident in four zip codes (27401, 27403, 27405, and 27406). The Family Success Center is a demonstration of integrated service delivery as a system to collaborate on long-term anti-poverty solutions for children and their parents. Pilot outcomes indicated positive progress toward generational upward mobility.

United Way of Greater Greensboro has a plan to scale, expand and sustain integrated service delivery systems like this. The next phase is to open two more FSCs by 2022. A five-year campaign to raise \$3 million is underway to ensure start-up investments for the new centers. The sustainability plan for funding FSCs includes the annual United Way campaign as well as grants from local and national foundations.