



California Capital Region Assets & Opportunity Network Strategic Plan for 2015

Vision

The California Capital Region Assets & Opportunity Network envisions striving and thriving families able to weather financial crisis.

Values

Income inequality, jobs, housing, education and health, among other factors, all impact the financial well-being of households.

Through diverse collaborations and leveraging of resources, families can achieve financial stability and vitality.

Asset building is key to improving financial health and lifting families out of poverty.

Asset security is having sufficient liquid savings to subsist for three months in the event of a job loss or other financial emergency.

Asset building is profoundly influenced by race, ethnicity and culture, and the most effective strategies build on these community assets.

Challenge

Nearly 40 percent of regional households live in liquid asset poverty, which means that liquid savings are so limited that if faced with a job loss or other financial emergency, this could mean falling below the poverty line within three months.

Purpose

The Network works to increase the number of Sacramento region households that are asset-secure through innovative partnerships, programs and policies that reduce economic insecurity by building financial stability and success.



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STRATEGIES

Partnerships:

- 1) Bring additional funding and other resources to bear for existing and new asset building projects in our community by cultivating foundation, corporate and individual support, accessing federal, state and local funds, and acquiring sponsorships for Network members' related programs, events and projects.
- 2) Grow the Network by meeting quarterly, using social media and other communications to convey opportunities and resources, meeting individually with stakeholders, practitioners and potential supporters, and developing a sign-on membership process that outlines the benefits of participating in the Network.
- 3) Establish the Network's infrastructure by expanding the steering committee, holding monthly steering committee meetings, establishing project/program committees, communicating progress regularly to the broader Network, and securing funding for the operations of the Network.
- 4) Strengthen existing Active Referral Partnership network to reach more people and get more people from crisis to stable and from stable to thriving.

Programs:

- 1) Enhance local asset-building skills and capacity by facilitating a collaborative learning group of practitioners and coordinating trainings on best practices and innovations in asset building and financial learning.
- 2) Participate in the Family Assets Count project with national asset-building advocate CFED; through this project our Network will access and release local statistics about asset poverty and engage local elected officials and other community leaders in the process of creating and implementing local solutions.
- 3) Increase public awareness through a communications plan that includes presentations to service groups, a dedicated website, op-eds and industry publications, public service announcements and press releases, media events, networking with potential partners, and social media.
- 4) Create and/or partner with scalable matched savings opportunities for adults and youth.
- 5) Develop specific strategies to integrate programs for financial literacy and savings through education, health, housing, workforce development and other venues to maximize impact, reach and outcomes for low income families.

Policies:

- 1) Improve public policy by developing a local policy platform, using the local asset poverty profile and other data resources for meeting with policymakers, and coordinating with other networks and collaboratives to impact local and state public policy. The policy platform will also take into account the need to strengthen existing local efforts as well as fill local gaps in services and programs.