



Advancing Equity and Building Capacity of Community-Based Organizations

CDC Foundation and WE in the World

Project Overview

CDC Foundation partnered with **WE in the World** to connect with their RISE Community network and expertise in systems change. From this network, **five** communities were selected to participate.

- Albany, Georgia
- Algoma, Wisconsin
- Conetoe, North Carolina
- Crystal City, Texas
- Pine Ridge, South Dakota

Two-Pronged Approach

First level of funding to the **“coordinating organization”** - \$75k for a systems change project. This organization nominated a direct service organization in their community to receive the 2nd grant.

Second level of funding to the **“direct service organization”** - \$47k to provide direct services to their community and collaborate with their coordinating organization.

REACH, IMMUNIZATIONS, SYSTEM CHANGE FOR EQUITY

An equitable recovery is built on trust

Together we are transforming our relationships and systems to create the conditions for everyone to thrive.



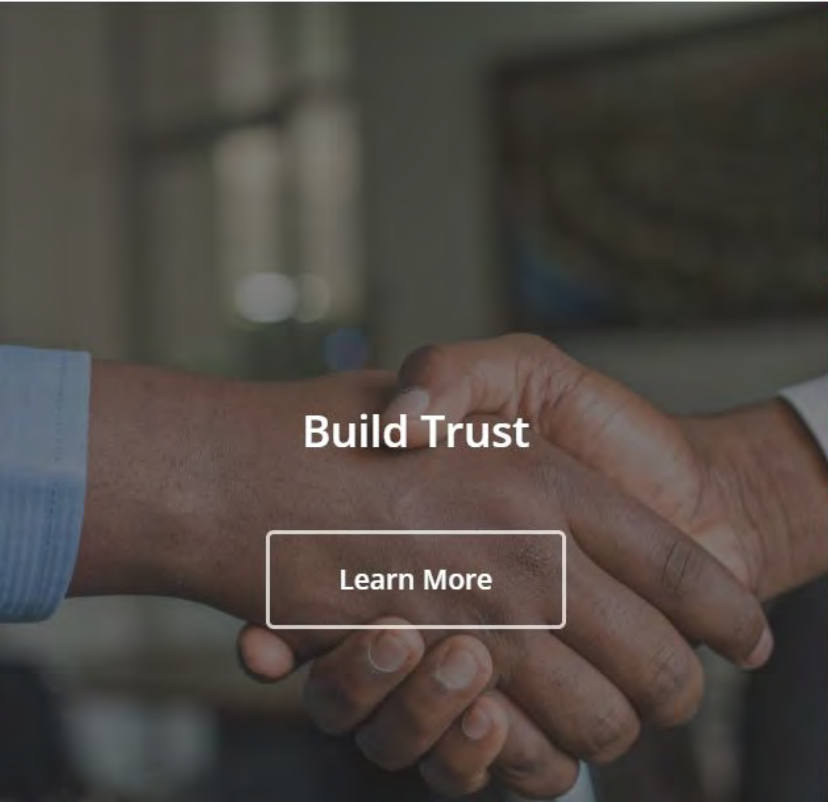
COMMUNITIES RISE PARTNERS -2400+ CBOS ON THE GROUND WHO BRING DEEP DECADES LONG EXPERIENCE TO REACHING HARD TO REACH COMMUNITIES



Facilitated by



RISE PILLARS OF ACTION



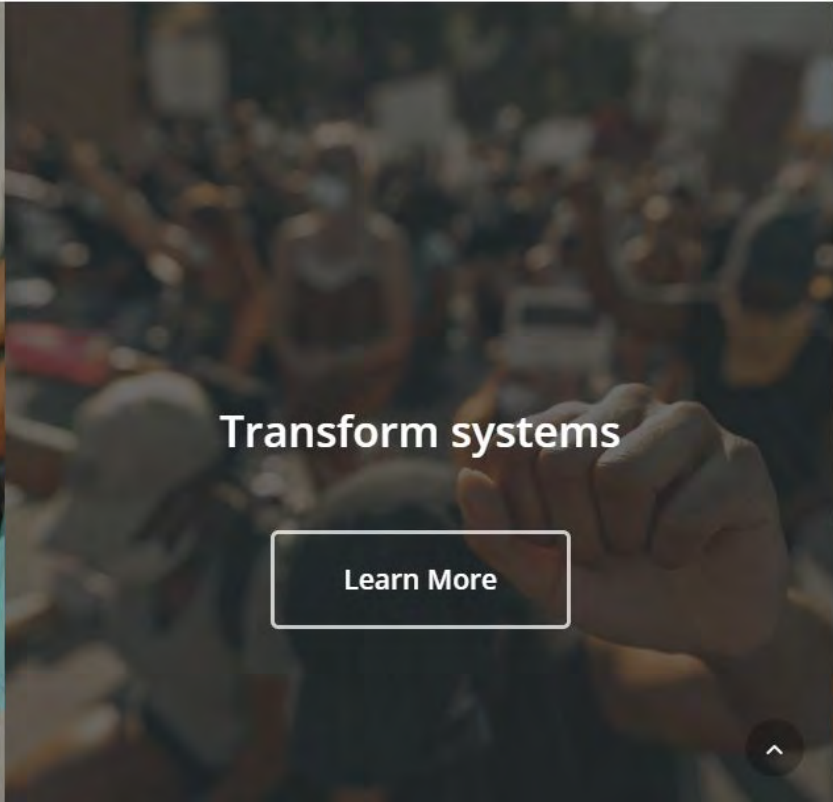
Build Trust

[Learn More](#)



Deepen Civic
Capacity

[Learn More](#)



Transform systems

[Learn More](#)

Access to Adventure

Providing Accessible Outdoor Opportunities for ALL



9 Spaces accessed



18 Partnerships



317 Participants



69.6 % New experiences



Inclusion through Action

Outdoor lands are meant for everyone to enjoy, and yet are only accessible to some. By supporting the acquisition of Action Trackchairs we are able to connect those with mobility challenges to nature.



Connection to the Natural World

Each person has a basic need for health. By utilizing the abundant public land available to us, we can provide unique recreational opportunities that allow us to connect with nature and improve mental health.



Public Spaces for Everyone

The ability to access outdoor spaces is an opportunity that all should have regardless of age, race, or physical ability. By introducing new populations to new spaces, we can create safe environments that welcomes all and celebrates our unique diversity.



Collaboratively Creating Sustainability

By connecting with community-minded organizations, we build meaningful relationships that allow us to educate future generations on the importance of a Thriving Natural World.

Highlights: Algoma, WI

- Inclusive public spaces where everyone feels they belong
 - Purchase of Action Trackchair that connects people with mobility challenges to the outdoors
 - Customized outdoor programming with diverse communities
- Policy change around adaptive equipment in public spaces
 - Motorized vehicles in public places (Track chairs)
- Sharing of assets and resources between those participating in shared programming



Access to Adventure



88.4% Fun



74.2% Learned



87.6% Comfortable



87.5% Belonged

What did the participants say?

Barriers to Access



Busy Schedule

Nowhere to go

Transportation



Friends/Family don't like it

Too scary

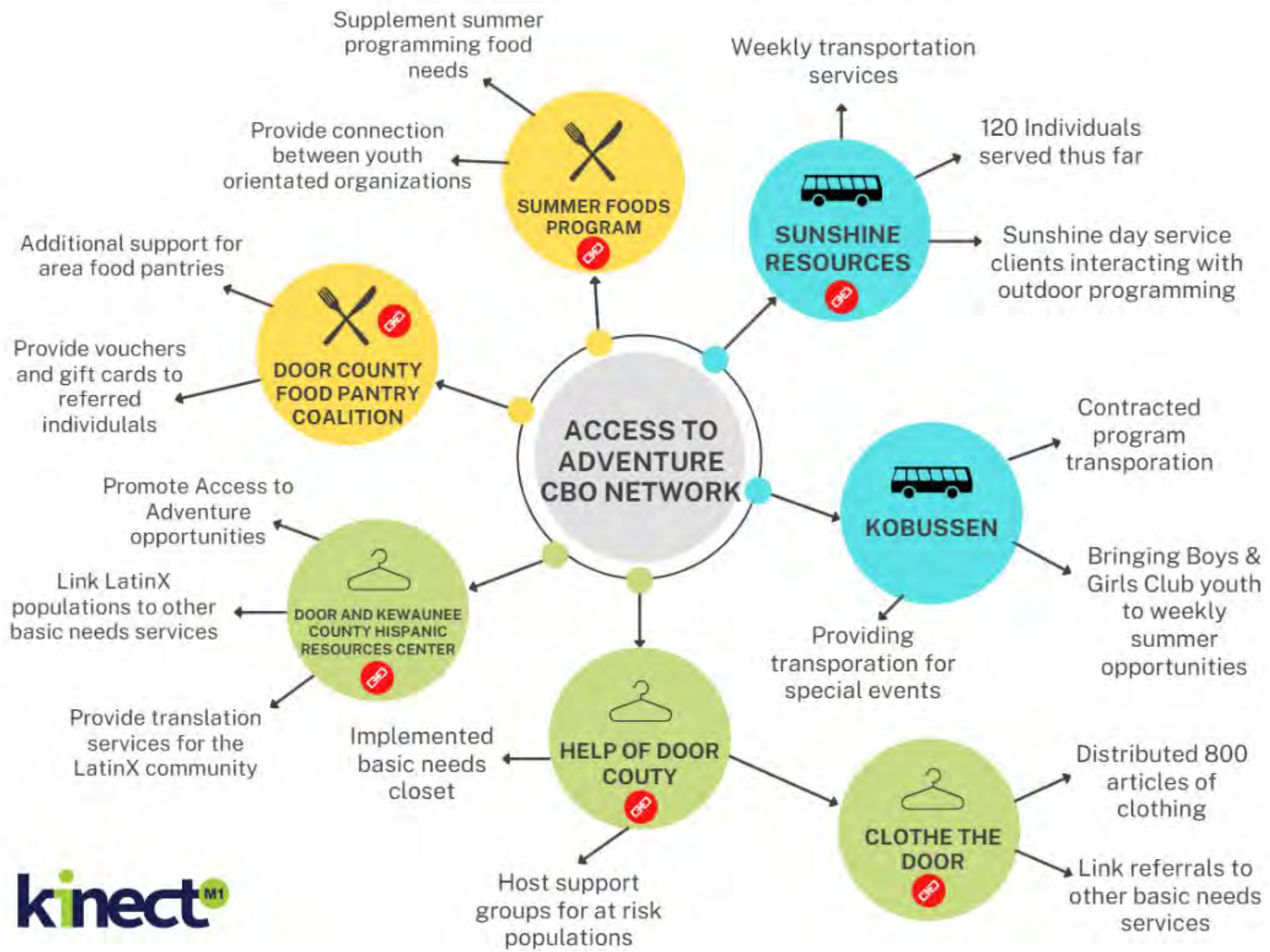
Not welcomed



Cost

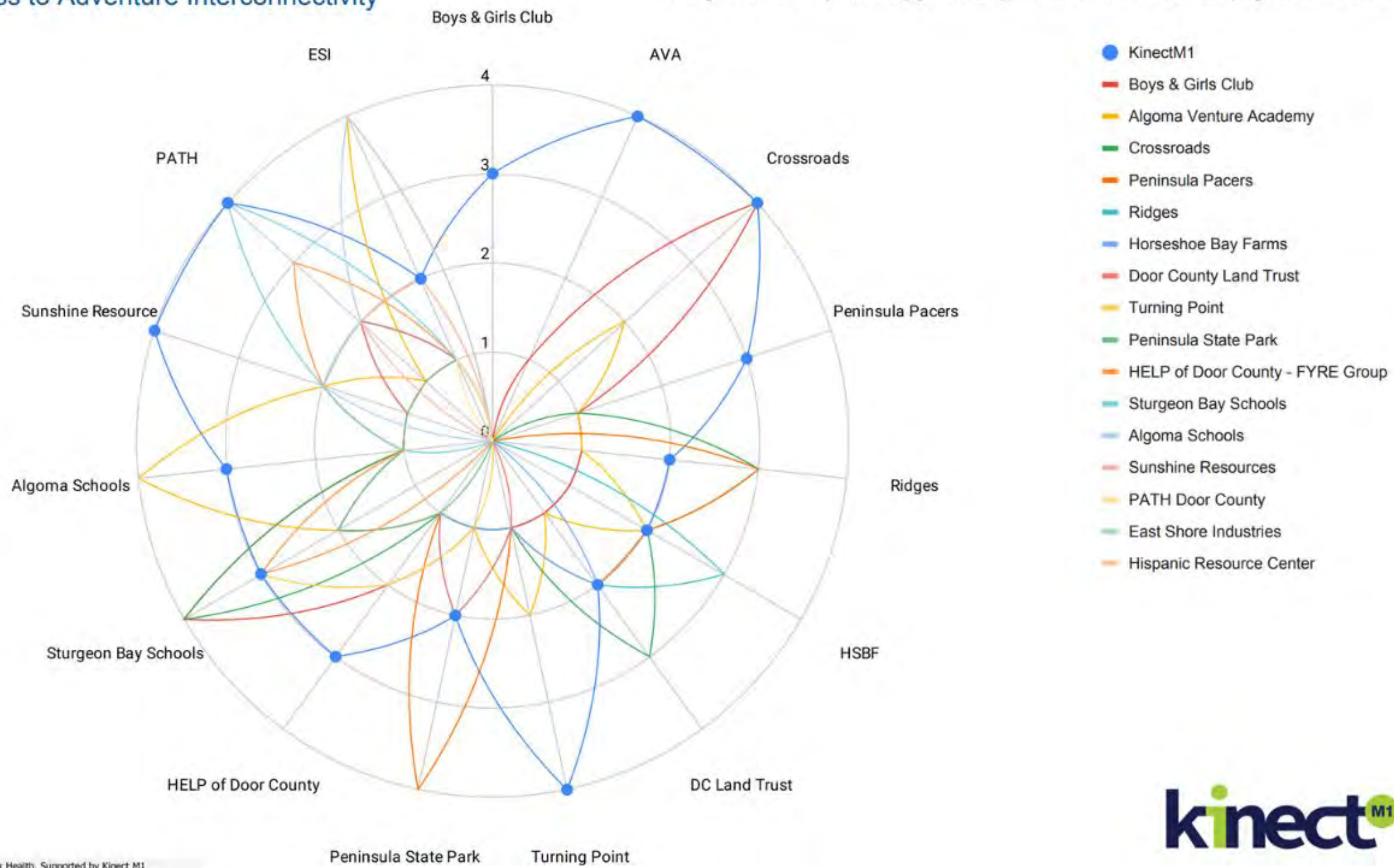
Don't have the right clothing

CBO NETWORK



Access to Adventure Interconnectivity

1 = "Awareness" - **AW** - relationships are those in which basic awareness exists of a partner's mission and activities.
2 = "Cooperative" - **COOP** - relationships are those in which partners engage in informal exchanges of information and resources and may attend meetings together.
3 = "Coordinated" - **COOR** - relationships are those in which partners synchronize activities for mutual benefit.
4 = "Integrated" - **INT** - relationships involve binding agreements that support work in related content areas, and often require greater resources to maintain.



Lessons Learned: Algoma, WI

Our mission of connecting diverse individuals to outdoor opportunities has been successful. We are now working towards making sure diverse stakeholders are at the table in these spaces and that they have a voice.



Conetoe Model

1 year:
How can your current efforts support your long-term vision?

5 years: Model community developed

Improved health, well-being and educational outcomes

An attractive and growing community for young families

Inclusive community with good relationships between groups

Model of community development scaled (10 years)

Whole/holistic community approach to mental , physical, social and spiritual well-being

Community managing farm/growing food and planning for the community as a whole using a human development model

Change efforts are sustainable and focused on human development (not institutional growth)

Cradle to grave holistic planning (focus on children)

Youth internship, summer camp

Community gardens

Partner with policymakers to create a community that has good jobs and public schools for young families

Community education around economic development (SBA loans, etc)

Community Council representative of the community

Regenerative farming with local minority farmers

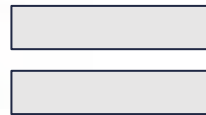
Recruit or grow people who will stay

Strong investment in education (green school grounded in equity)

Community building, not physical builds (sustainable infrastructure cost)

Eastern North Carolina

Our Coalition + Our Ambitious Plan



"People working together in a strong community with a shared goal and a common purpose can make the impossible possible"
- Tom Vilzak

Highlights: Eastern NC

- Vaccines and food to communities together
- Youth apprenticeships
- Building an ecosystem to support minority farmers across the region with seed and sustainable, regenerative farming practices
- Seeing what needs and solutions are and engage local government representatives at food and vaccine events
 - Able to use these events to build relationships with legislators
- 103,594 pounds of food donations
 - Enough to feed a family for an entire week





ACTUAL	GOALS
127	Engage 50 churches, barbershops, hair & nail salons, civic groups, and other community institutions within the geographic region to act as a hubs for information dissemination & organizing
27,056	Personally engage 5,000 community members (families and individuals) via canvassing or text
58	Engage 15 legislators
10,889	Disseminate 1,000 informational brochures/flyers pertaining to legal support, healthcare disparities, voting rights, healthy living & vaccine efficacy
37	Host 10 community resource events with trainings re gardening and systems reform NOTE : <ul style="list-style-type: none"> 19 gardening 18 systems reform
103,594	Distribute 10,000 lbs of food at 10 community events
373	Vaccinate 300 people
22	Share 20 personal stories on vaccine hesitancy and those directly impacted by COVID-19
✓	Engaging the legislature regarding community needs as determined by our community members directly impacted by injustice
✓	Engage 100,000 local community members via social media on unique RISE NORTH CAROLINA landing page and Social Media Accounts
1,462	Obtain 300 surveys from community members

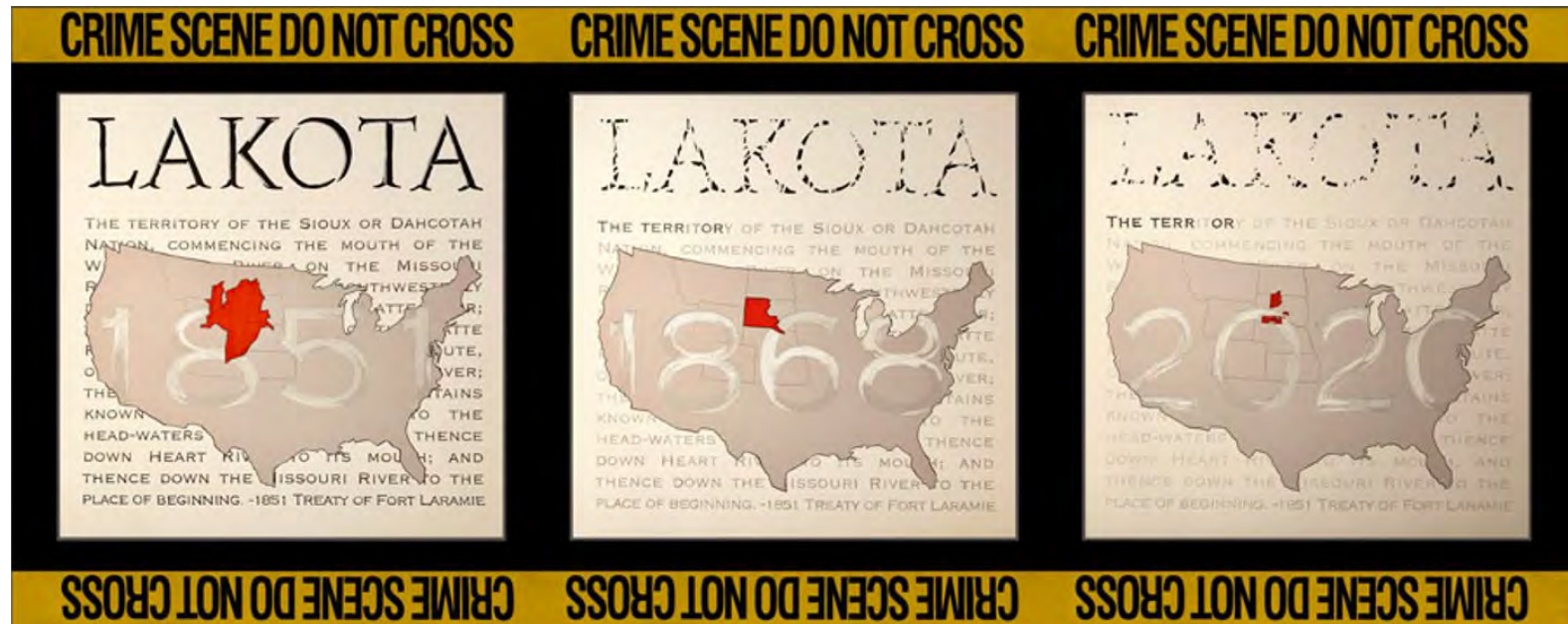
Lessons Learned: Eastern NC

System change means building power and trust; so, it is crucial to be present, consistent, and responsive. By hitting these pressure points, people will continuously line up with us (step-by-step and side-by-side) demonstrating their support in numbers – and passion(!) – in order to push legislation.

Oceti Wakan, Pine Ridge, South Dakota

The Pine Ridge Reservation serves as the home to an entire Native American population living in conditions equivalent to those found among the poorest third world countries.

- The population of the Pine Ridge Reservation is 18,834.



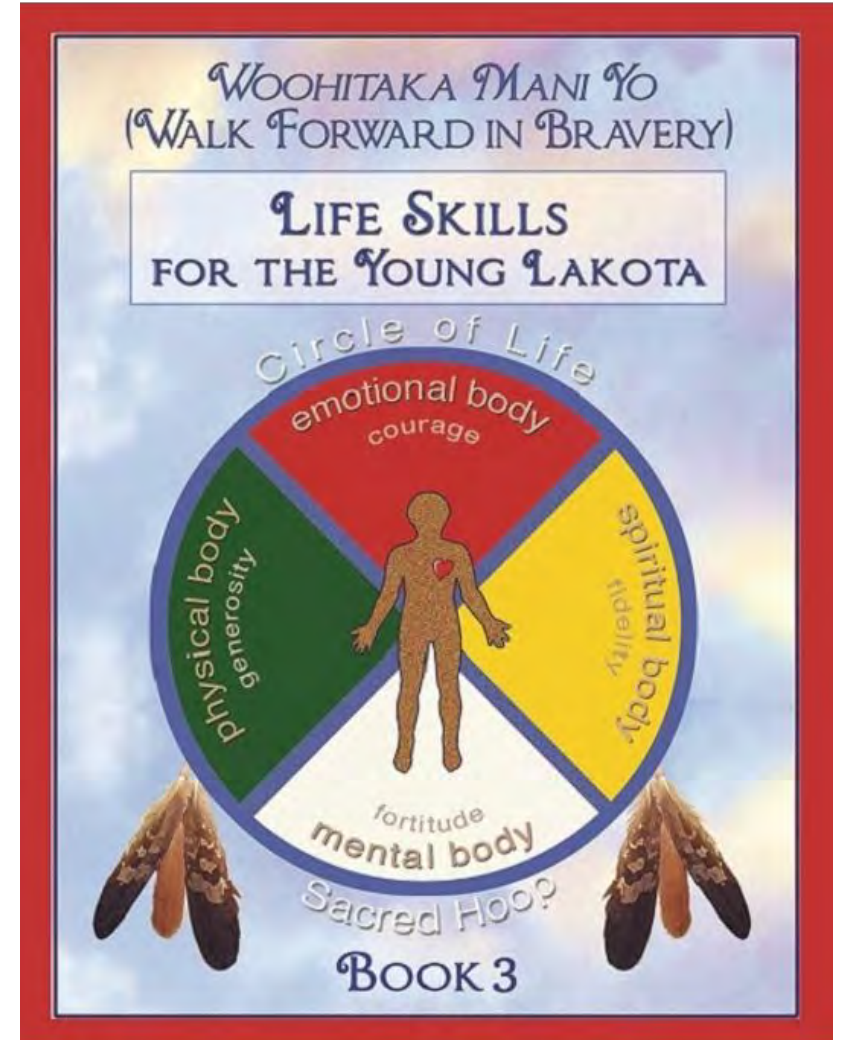
“The deadliest place in America”

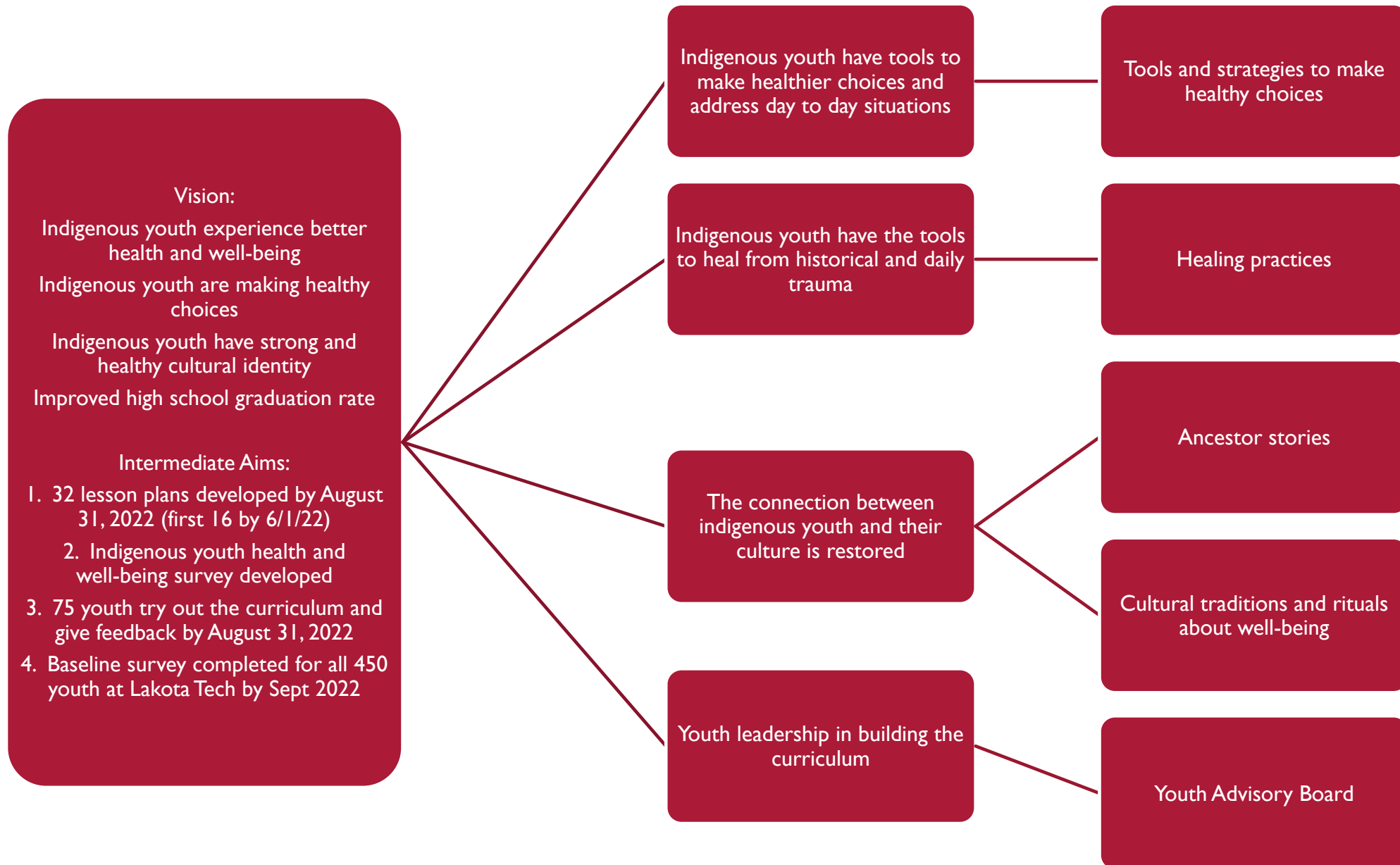


- **Alcoholism affects eight out of 10 families, contributing to a death rate that is 300 percent higher than the remaining U.S. population.**
- **97 percent of the population lives far below the U.S. federal poverty line with a median household income ranging between \$2,600 and \$3,500 per year.**
- **Pine Ridge Reservation has no industry, technology or commercial infrastructure to provide employment for its residents, contributing to its 90 percent unemployment rate.**
- **50% of population is under the age of 25**
- **There is a 70 percent high school dropout rate. 500 suicide attempts in 2014 between the ages of 9-24.**

Highlights: South Dakota

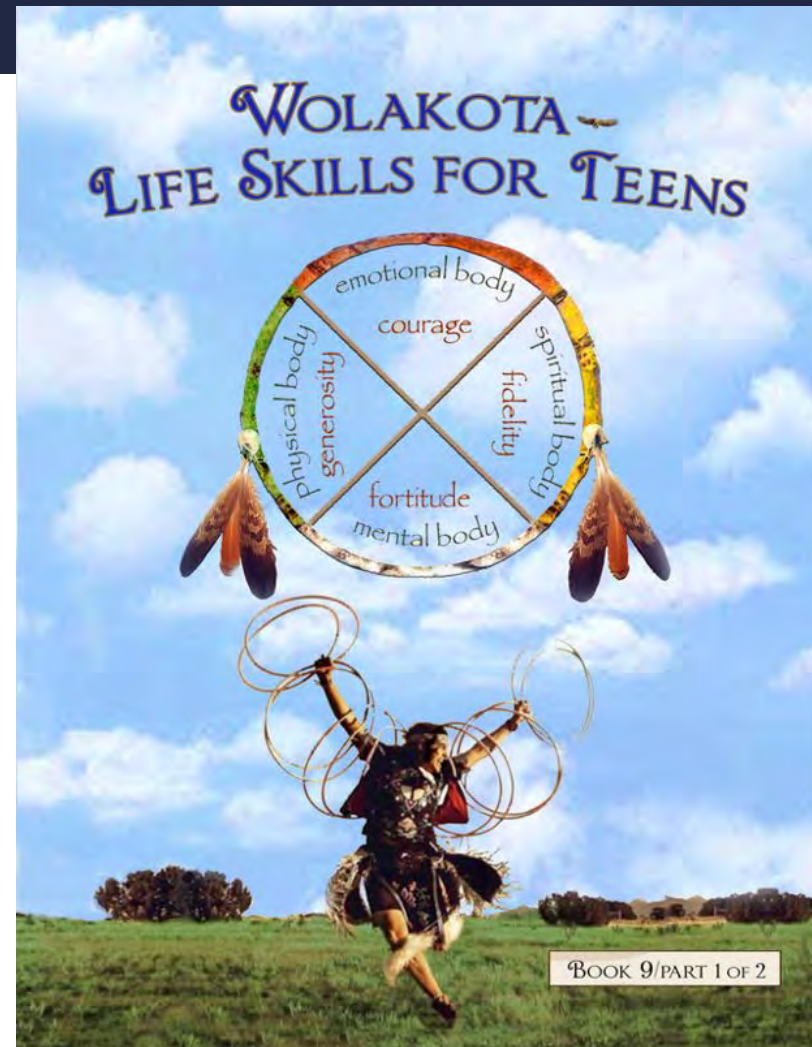
- Oceti Wakan - organization begun by 37th and 38th generation Lakota medicine men to restore indigenous culture and healing practices to restore health and well-being
- Culturally based curriculum for Indigenous 9th grade youth to preserve culture and provide healing from historical trauma
 - Youth Advisory Board has been instrumental in the development of curriculum
- Increase in relationships developed on the Reservation from this work





OUTCOMES

- ❑ 9th grade curriculum developed - 32 lesson plans, 8 turns of the medicine wheel
- ❑ Over 100 teachers across 16 schools were trained
- ❑ 900+ youth will try out the curriculum by 8/31
- ❑ 1000 youth will be beginning this curriculum in 4 schools this fall



Lessons Learned: South Dakota

Our short term strategy is creating the curriculum so that once complete it can help us achieve our long term strategy of getting the curriculum into the school systems which will impact our children and youth for their entire lives, by building a strong foundation of life skills that will provide the foundation of their understanding and decisions for the rest of their lives.



THE IMPACT OF THE RISE INITIATIVE AS A WHOLE

13

partners with deep roots working with communities experiencing inequities.

25+

states engaging in equitable vaccinations, civic capacity building and system change

200+

communities working together to create the conditions for everyone to thrive

44M+

people reached

184,000

people vaccinated (approx.)

215,000

people (approx.) connected to basic needs (food, housing, etc)