

2017 POVERTY MATTERS! CONFERENCE

September 13-14, 2017
 Holiday Inn & Convention Center, Stevens Point, WI



Wednesday, September 13, 2017				
Time	Program Type	Program Title	Presenter/Speaker	Room
9:00-10:00	Open Plenary	A Look at Poverty in Wisconsin in 2017	Mary Patoka & Panel	Expo 1 & 2
10:15-11:30	Workshop Session A			
	Workshop 1.1	Reducing Poverty by Preventing Unplanned Pregnancies: Promoting LARC in WI	Deb Ehrenthal and Amy Williamson	Sands
	Workshop 2.1	How to Start and Build a Direct Mail Fundraising Campaign	Kim Theno and Jonathan Hansen	Spruce
	Workshop 3.1	Policy about Poverty in Wisconsin	Tim Smeeding	Frontier
	Workshop 4.1	Race-Ethnic Disparities The Journey: Speaking Truth About Your Identity & Privilege	Toriana Pettaway	Evergreen
	Workshop 5.1	Educating Policymakers About Poverty Issues in Your Community	Vicky Selkove	Harvest
11:45-1:15	Lunch Plenary	RREAL Presentation & Awards Ceremony	Jason Edens	Expo 1 & 2
1:30-2:45	Workshop Session B			
	Workshop 1.2	Eviction Defense-Stabilizing Housing for Low-Income Tenants	Raphael Ramos	Sands
	Workshop 2.2	Public-Private Partnerships: Breaking Barriers	Ann Munro	Spruce
	Workshop 3.2	What does Continuous Improvement have to do with Reducing Poverty?	Lynn Coriano and Lisa Strandberg	Frontier
	Workshop 4.2	Solar Solutions to Energy Poverty	Jason Edens and Katherine Klausung	Evergreen
	Workshop 5.2	Using Advocacy to Achieve Local Goals	Matt Stienstra and Sharon Pomaville	Harvest
3:00-4:15	Workshop Session C			
	Workshop 1.3	How can we Help? A New Service Delivery Model for Youth Aging out of Foster Care	Wendy Henderson	Sands
	Workshop 2.3	Customer Service 101: The Front Door through an Effective Intake Interview	Michael Jonas	Spruce
	Workshop 3.3	An Overview of Current Developments in Hunger Policy	Maureen Fitzgerald	Frontier
	Workshop 4.3	Combating Stigma: Court Records, Criminal Records & the Struggle for Access to Opportunity	Kori Ashley, Jennifer Johnson and Sheila Sullivan	Evergreen
	Workshop 5.3	Non-Profit Advocacy 101	Mike Bare	Harvest
5:00-7:00	Reception	Sponsored by Hunger Relief Federation of Wisconsin		Expo 1 & 2

Brought to you by Wisconsin Community Action Program Association

Thursday, September 14, 2017				
Time	Program	Topic	Presenter/Speaker	Room
8:00-9:30	Breakfast Plenary	Perspectives on the Need for Comprehensive Criminal Justice Reform in Wisconsin	David Liners & WISDOM	Expo 1 & 2
9:45-11:00	Workshop Session D			
	Workshop 1.4	Putting Our Clients Back in the Driver's Seat (literally!): A Session on Driver License Recovery	Elizabeth Groeschel & Sue Pomplun	Sands
	Workshop 2.4	Evidence & Outcomes: Making your Case	Ofelia Mondragon	Spruce
	Workshop 3.4	Halving Child Poverty in Wisconsin	Peter Bakken and William Van Lopik	Frontier
	Workshop 4.4	On the Street Where You Live: The Elderly and Disabled	Cindy Piotrowski and Kate Schilling	Evergreen
	Workshop 5.4	Effective Coalition Building!	Tami Jackson and Marion Holmberg	Harvest
11:15-12:30	Workshop Session E			
	Workshop 1.5	Compassion Fatigue	Leah Thibodeau	Sands
	Workshop 2.5	Non-Profit Branding & Social Media	Thomas Jaime	Spruce
	Workshop 3.5	Implementing Culturally Linguistically Appropriate Services (CLAS)	Mike Williams	Frontier
	Workshop 4.5	Removing Legal Barriers to Economic Stability	Stacia Conneely	Evergreen
	Workshop 5.5	5 Tips to Effectively Tell Your Advocacy Story	Ambar Mentor-Truppa	Harvest
12:30-2:00	Closing Plenary	Janesville: An American Story	Amy Goldstein	Expo 1 & 2

WORKSHOP SESSION A

Wednesday September 13, 2017

10:15 a.m. to 11:30 a.m.

1.1

Reducing Poverty by Preventing Unplanned Pregnancies: Promoting Long Acting Reversible Contraceptives (LARC) In Wisconsin

Long Acting Reversible Contraceptives or LARCs are very effective at preventing unplanned and unwanted births until a couple is ready for children. It has been estimated that nationally, a 25 percent penetration of LARC as a source of contraception can lower poverty amongst single mother and children by 2 full percentage points over a 10 year period.

Deborah Ehrental, MD, MPH

Associate Professor

Department of Obstetrics & Gynecology

School of Medicine and Public Health

University of Wisconsin-Madison

Amy Williamson, MPP

Administrative Director

Lifecourse Initiative for Healthy Families

Department of Obstetrics & Gynecology

School of Medicine and Public Health

University of Wisconsin-Madison

2.1

How to Start and Build a Direct Mail Fundraising Program

Year in, year out individual donors are the most reliable source of revenue for successful organizations, and direct mail remains the most reliable and cost effective way to reach and raise money from those donors. This training will explore the hallmarks of a successful direct mail program: including developing a calendar, elements of a successful solicitation letters, tips to get people to open the envelope, and more.

Kim Theno

Development Director, Food Pantry of Waukesha County

(Hunger Relief Federation of Wisconsin)

Jonathan Hansen

Director of Development, Hunger Task Force

(Hunger Relief Federation of Wisconsin)

3.1

Policy about Poverty in Wisconsin

Findings of the 2017 Wisconsin Poverty Report and policies proposed (or passed in summer 2017) to further reduce poverty in WI. For a preview see Kleefisch and Smeeding op-eds in WJS in late June.

Tim Smeeding

Lee Rainwater Distinguished Professor of Public Affairs and Economics, University of Wisconsin-Madison

4.1

Race-Ethnic Disparities The Journey:

Speaking Truth About Your Identity & Privilege

Racial and ethnic disparities in our community need to be confronted in many of our professions. Join us to learn about these disparities and how to deal with them personally and professionally.

Toriana Pettaway

Racial Equity Coordinator, City of Madison

5.1

Educating Policymakers About Poverty Issues in Your Community

Every day, your organization, your staff, and your clients & community members see what poverty looks like in your community. You know all too well how low-income individuals & families struggle, and what would help them succeed. Policymakers – including your city council, county board, and state legislators – need to hear from you to better understand those realities, needs, and solutions. If you're not educating them, then likely, no one is, and the voices and needs of low-income individuals and families go unheard and unaddressed. And guess what? Nonprofits *can* educate policymakers about poverty issues. In this interactive and practical workshop, learn how you can become an effective messenger to policymakers on poverty issues and why it's so important that your organization's work includes these educational efforts.

Vicky Selkove

Lead Instructor, Policy Institute

Wisconsin Women's Network

WORKSHOP SESSION B

Wednesday September 13, 2017

1:30 p.m. to 2:45 p.m.

1.2

Eviction Defense: Stabilizing Housing for Low-Income Tenants

This presentation will provide attendees with information about Legal Action of Wisconsin's Eviction Defense Project and discuss the services provided by the EDP. We will also discuss the Project's history, the various community partners that have helped make the Project possible and successful, and how interested communities could create similar projects. From a practical perspective, we will also discuss common strategies to help tenants avoid eviction and how to defend against eviction. We will also address laws that advocates and social services providers should be aware of when advising tenants in order to avoid issues that could lead to eviction.

Raphael Ramos

Eviction Defense Project Coordinator

Legal Action of Wisconsin - Eviction Defense Project

2.2

Public-Private Partnerships: Breaking Barriers

Showcasing The Harbor House Step Up Program, Ann Munro will take participants through the process of how employers have the opportunity to enhance their own hiring pool and adopt a philanthropic approach to building their workforce. This workshop will focus on the key barriers to gaining and maintaining employment and will include a break-out session to access and link community resources.

Ann Munro

Economic Advocate, Harbor House

3.2

What Does Continuous Improvement have to do with Reducing Poverty?

In 2016 funders, nonprofits, service providers and community volunteers in NE Wisconsin embarked on a journey to understand how learning continuous improvement methodologies might improve and catalyze our collective efforts to reduce poverty in NE Wisconsin. Come to this session to learn about the POINT initiative, one organization's transformation, and where we are in developing indicators and a dashboard to better understand and measure our progress.

Lynn Coriano

Poverty Initiative Project Director, US Venture

Lisa Strandberg

*Development & Communications Director,
The Samaritan Counseling Center*

4.2

Solar Solutions to Energy Poverty

Solar energy promises to permanently address energy poverty with a renewable solution, yet solar energy remains out of reach of low-income families. RREAL has forged a new nationally relevant, scalable model of energy assistance: Community Solar for Community Action (CS4CA). Rather than simply paying low-income families' energy bills annually, RREAL is proving that shared solar is a fiscally responsible and environmentally appropriate alternative to conventional, fossil-fuel based energy assistance.

Jason Edens

Director, Rural Renewable Energy Alliance

Katherine Klausing

RENEW Wisconsin

5.2

Using Advocacy to Achieve Local Goals

Advocacy is easier and more local than you think. In this session we'll give you a step-by-step guide on identifying problems, partners and a pathway to success on campaigns to fight poverty. Attendees will hear from a resource center director who ran her own campaign and saved her organization thousands of dollars by working with schools. Then we'll get a chance to break out, apply some of the planning tools and receive feedback and guidance on how to break down barriers and build partnerships that will help us fight poverty in our communities.

Matt Stienstra

*Advocacy Campaign Manager, Hunger Task Force
(Hunger Relief Federation of Wisconsin)*

Sharon Pomaville

*Executive Director, Sharing Center
(Hunger Relief Federation of Wisconsin)*

WORKSHOP SESSION C

Wednesday September 13, 2017

3:00 p.m. to 4:15 p.m.

1.3

How can we Help? A New Service Delivery model for Youth Aging out of Foster Care

Each year roughly 300 youth age out of the home care (foster care) system with significant barriers to successful transitions to adulthood. This workshop will describe the youth aging out of care, their current outcomes, and the efforts being made statewide to improve the trajectory of these vulnerable youth. The DCF/Bureau of Youth Services Framework for serving youth will be presented and there will be time for discussion of how local agencies can bring this work to share with the young adults they serve.

Wendy Henderson

Director, Bureau of Youth Services

Wisconsin Department of Children & Families

2.3

Customer Service 101: The Front Door through an Effective Intake Interview

This training will provide an overview of good customer service practices as used in food pantries and food banks, and discuss how these lay the groundwork for effective intake interviews. Participants will receive an actionable set of ideas which can be used to assess and improve your organizations customer service, and a review and role-play modeling of best practices for effective intake interviews.

Michael Jonas

Food Bank Director, Hunger Task Force

(Hunger Relief Federation of Wisconsin)

3.3

An Overview of Current Developments in Hunger Policy

Millions of vulnerable low-income Americans are fed every day through federal programs like SNAP/FoodShare, TEFAP, the National School Lunch/School Breakfast Programs, WIC, and others. But these programs, our nation's first line of defense against hunger, are currently under attack at both the national and state level. This briefing will provide an overview of current developments in hunger policy, the potential impact on low-income households, and ways in which anti-poverty advocates can help protect them.

Maureen Fitzgerald

Advocacy Director, Hunger Task Force

(Hunger Relief Federation of Wisconsin)

4.3

Combating Stigma: Court Records, Criminal Records, and the Struggle for Access to Opportunity

How do court and criminal records affect your communities and communities of color, especially when it comes to employability? What legal tools exist to overcome or limit the stigmatizing effects of criminal and court records and how can you and your organization access them? Learn all of this, as well as how to help your clients & community members understand how to disclose criminal and court records, how to read and understand a Wisconsin Crime Information Bureau Criminal History Record report (the most common form of background check in WI), and about possibilities for expungement of conviction and arrest records in this interactive workshop focused on overcoming barriers to opportunity.

Jennifer Johnson

Staff Attorney, Legal Action of Wisconsin

Kori Ashley

Staff Attorney, Legal Action of Wisconsin

Sheila Sullivan

Staff Attorney, Legal Action of Wisconsin

5.3

Non-Profit Advocacy 101

Advocating for the change you want to see can be a challenge. All poverty advocates should think about what problems could be solved by public policy. Participants in this workshop will learn about the policy process, and how to effectively advocate for change that advances their goals.

Mike Bare

Research and Program Coordinator,

Community Advocates Public Policy Institute

WORKSHOP SESSION D

Thursday, September 14, 2017

9:45 a.m. to 11:00 a.m.

1.4

Putting Our Clients Back in the Driver's Seat (literally!): A Session on Driver License Recovery

For people who are low-income, choosing to pay a utility bill instead of a traffic ticket can result in a 12-month driver's license suspension. And losing a license can mean losing a job or the ability to travel to find a job. Please join ADVOCAP and Legal Action of Wisconsin, Inc., in discussing driver license suspensions and revocations and how you can help your client with driver license recovery.

Elizabeth Groeschel

Staff Attorney, Legal Action of Wisconsin

Sue Pomplun

Work N Wheels Coordinator, ADVOCAP

2.4

Evidence and Outcomes: Making Your Case

Accountability and measurable outcomes is what funders are looking for when supporting nonprofit organizations. Social Development Commission has developed a successful process to set-up grants for success and track measurable outcomes. We will be providing resources and share our processes to report unduplicated people served.

Ofelia Mondragon

Quality Assurance Manager, Social Development Commission

3.4

Halving Child Poverty in Wisconsin

There is a growing consensus across the political spectrum that government has an important role to play in reducing poverty, but ideological divisions block effective action. Can we break through the impasse with a campaign to commit Wisconsin to the goal of cutting the childhood poverty rate in half, while also halving racial disparities in childhood poverty? Join this discussion of how we can build a movement to drive meaningful, accountable action toward this goal.

Peter Bakken

Public Policy Coordinator, Wisconsin Council on Churches

William Van Lopik

Campaign Coordinator for the Faithful Citizenship project

4.4

On the Street Where you Live: The Elderly & Disabled

Who are seniors and adults with disabilities in our communities? What is the conversation about them? Miscommunications, myths and areas of disparity that exist today will be explored. Topics will include healthcare, affordable housing and the targeting of both populations for fraud.

Cindy Piotrowski

Director, Aging & Disability Resource Center of Portage County

Kate Schilling

Legal Services Manager, Elder Law Center at Greater Wisconsin Agency on Aging Resources

5.4

Effective Coalition Building!

Working in coalitions can lead to terrific collaborative outcomes, but it can also be frustrating and challenging. Effective coalitions have certain key characteristics – learn what those are and how to avoid or get out of common coalition pitfalls. This workshop will also provide strategies for keeping coalition partners engaged, responsive, and accountable; discuss how to transform a stagnant coalition or consortium that's great at providing updates but not as great at *taking action*; and share examples from recent coalitions.

Tami Jackson

Public Policy Analyst & Legislative Liason

WI Board for People with Developmental Disabilities

Marion Holmberg

Steering Committee Member, Save IRIS

WORKSHOP SESSION E

Thursday, September 14, 2017

11:15 a.m. to 12:30 p.m.

1.5

Compassion Fatigue

Day-in and day-out work with people who are struggling with poverty and its related traumas can leave volunteers and staff physically stressed, burnt out and numb to the pain of the people we purport to care about. This training will offer practical strategies and tactics that staff and volunteers can use to avoid burn out and remain open and receptive to the people we serve.

Leah Thibodeau

Volunteer Engagement Leader

St. Joseph Food Program

(Hunger Relief Federation of Wisconsin)

2.5

Non-Profit Branding & Social Media

Do you know that your brand needs more attention but you don't know exactly where to begin? Join us for this workshop to discuss the do's and don't's, the how-to's and basic steps on branding a non-profit and using social media to further it.

Thomas Jaime

Director of Communications, Special Olympics Wisconsin

3.5

Implementing Culturally Linguistically Appropriate Services (CLAS)

In response to the growing health-related needs of diverse communities in our state, the implementation of the CLAS standards is critical. Our goal is to increase our ability and the ability of our partners to meet the needs of persons of diverse cultural, religious, racial and linguistic backgrounds, disability status, socioeconomic status, gender and sexual orientation.

Mike Williams

Director of Community Engagement and

Achivement Collaborative, Milwaukee Fatherhood Initiative & My Brother's Keeper Initiative & Black Male Achievement Program

4.5

Removing Legal Barriers to Economic Stability

The basic needs of shelter and food are impacted by a person's credit and debt. This session will give advocates tips on addressing consumer credit issues, and it will help advocates recognize when the help of an attorney is needed. We will discuss how to access resources available to everyone and how to approach the courts, if needed, for credit report, ID theft, and garnishment issues.

Stacia Conneely

Consumer Law Priority Coordinator,

Legal Action of Wisconsin

5.5

5 Tips to Effectively Tell Your Advocacy Story

Strategic communications is a critical advocacy tool to ensure you can help shape hearts and minds while also advancing your agenda to key audiences. Learn how to build a foundation of effective storytelling no matter what size your organization is. Understand the elements of a strong media engagement strategy. Develop plans to be able to communicate a central, values-driven message across multiple channels.

Ambar Mentor-Truppa

Vice President of Communications,

Sargent Shriver National Center on Poverty Law