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

- Collaboration or partnership development: 88%
- Staff training/development: 81%
- Expanded program and/or policy work: 74%
- Hired new staff: 68%
- Media relations/communications activities: 64%

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

- Deepened relationships with existing partners: 86%
- Reached more families: 85%
- Expanded the number of organizations that are partners: 75%

Grantee budget size

- Less than $500,000: 27%
- $500,000-$999,999: 21%
- $1,000,000-$1,999,999: 25%
- $2,000,000+: 27%

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.
Network Development

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

**Youth**
- 63% developed skills in policy advocacy
- 63% developed skills in community organizing
- 59% provided youth with mentoring by more experienced leaders

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

- **Face-to-face meetings**: 89%
- **Email**: 85%
- **Website**: 73%

87% of grantees used social media
Policy Impact
Grantees advocated across issues at multiple levels of government decision-making.

<table>
<thead>
<tr>
<th>How grantees used Facebook</th>
<th>How grantees used Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>44% to fundraise</td>
<td>27% to reach media</td>
</tr>
<tr>
<td>41% to network with other organizations</td>
<td>25% to network with other organizations</td>
</tr>
<tr>
<td>38% to engage and grow constituency</td>
<td>23% to engage and grow constituency</td>
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</table>

64% engaged in cross-sector collaboration
91% were affiliated with at least one network/coalition focused on advocacy

- 64% advocated at the federal level
- 84% advocated at the state level
- 47% advocated at the county level
- 67% advocated at the city level
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.

= 10 policy wins
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.

Made approximately **2,500,000** indirect contacts (door hangers, phone, email or text messages).

Made approximately **240,000** direct contacts (home visits or phone calls).
29% conducted voter registration and registered approximately 33,000 new voters
29% mobilized voters

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 to 3,626

@EqualVoiceNews Twitter followers grew from 306 to 2,788

Equal Voice News
www.equalvoiceforfamilies.org

10,266 Unique visitors
78,923 Page views

Website
We refreshed and updated our website www.caseygrants.org
17,047 Unique visitors
136,882 Page views
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.™