

# About the 2020 Plan



## FAQs (Frequently Asked Questions)

### What is the 2020 Plan?

The 2020 Plan is a collective impact initiative to reduce the poverty rate by 30% by 2020 in South St. Petersburg (City of St. Petersburg), an area with the largest concentration of poverty in Pinellas County, Florida.

The latest Census data show St. Pete leading Florida and the nation in poverty reduction (black poverty is falling five times faster). A data drill down shows that the pace is *a direct result* of the work of community partners who agreed in 2014 to the collective 2020 vision.

### 5 unique facets of The 2020 Plan

1. It is Florida's **largest** poverty-reduction plan (by geographic span and scope of actions).
2. It is the only such plan with a **specific target** for reducing the poverty rate.
3. It is the only such plan that functions as a **collective impact initiative**, which is different from traditional collaboration.
4. It is the only such plan that **aligns** economic & workforce development with social services.
5. It is the only such plan **created by the community** versus the social service or government sector.

### Who leads it? Who's involved?

The 2020 Plan is led by a network of 100 partners, and backed by funders such as Allegany Franciscan Ministries, United Way Suncoast and Bon Secours Mission Fund, as well as business leaders from the St. Petersburg Chamber and St. Petersburg Economic Development Corporation. The plan is endorsed by city, county, state and federal officials and is named as one of the top five priorities of St. Petersburg Mayor Rick Kriseman.

The plan is implemented by service providers who excel in the interventions needed to move the poverty needle. They include Pinellas Opportunity Council, Pinellas County Urban League, Pinellas Ex-Offender Re-Entry Coalition, Tampa Bay Black Business Investment Corporation, Mt Zion Progressive Missionary Baptist Church, and others.

### 3 layers of leadership

1. **The 2020 Core Team** of 13 community leaders includes nine founders of the vision
2. **The 2020 Plan Taskforce** of 60 leaders meets quarterly to review progress, recommend changes and synthesize resources
3. **The 2020 Partner Network** of 100 key leaders and organizations contribute time, talent or treasure to 2020-related projects.

### What does the 2020 team do?

The 2020 Core Team functions as a "backbone organization" that plays three primary roles in the collective design of the 2020 Plan. Importantly, 2020 *does not* operate programs that serve the poor. *Rather*, we support the network of service providers who are moving the poverty needle.

### 3 roles of 2020

#### 1 2020 collectively raises resources

We help raise the millions of dollars in resources needed to implement interventions that move the poverty needle. So far, the 2020 team has helped raise over \$4 million to expand programs that put more people on a path out of poverty through employment and increased income.

#### 2 2020 organizes collective impact projects

We organize & support collective impact projects and strategies that speed progress by integrating and de-duplicating community programs, and activating new resources. Examples on next page.

## Examples of 2020-supported collective impact projects



**The 1000 in 5 Campaign** to grow youth employment is achieving historic surges. Compared to 2014, the number of youth earning experience and income grew 86% in 2015 and 119% in 2016 to 500!



**The \$10 million Capital Quest** has closed the gap in services for aspiring entrepreneurs. Compared to 2014, partners have grown the number being intensively trained & supported 7-fold to 228 in 2016.



**The Bridge of Pathways out of Poverty** to grow and integrate programs that help more families exit poverty. Compared to 2014, the number programs has grown from 1 to 10, which have so far 890 adults to increase their income.

### 3 2020 supports data-driven action

We help create new ways to evaluate progress and performance and help funders evolve to data-driven investments. As examples....

- We inspired and helped shape new policies and evaluation protocols across all City-funded youth employment programs
- We helped create impact evaluations with 12 community organizations.

#### **5 facts about the 2020 "organization"**

1. We are not a traditional 501c3 agency. The Pinellas County Urban League has served as 2020's fiscal home since 2013. Our office space is donated by St. Petersburg College.
2. 2020 has two paid staff, thanks to funding from Allegany: Executive Director Cory Adler and Programs Director Rod Cunningham.
3. Our annual operating budget was \$100,000 for 2016 and is \$155,000 for 2017, funded by Allegany, the City of St. Petersburg and the St. Petersburg Chamber.
4. 92% of the funding 2020 has helped raise went to our partners to fund programs to put more people on a path out of poverty.
5. 8% of the funding 2020 has helped raise went to 2020's core operations (staff, fiscal agent fees, supplies, etc.).

### The 2020 Core Team

- **Gypsy C. Gallardo**, CEO, The 2020 Plan
- **Deborah Figgs-Sanders**, Co-Chair, 2020 Taskforce & Executive Director, YMCA Resource Centers
- **Harvey Landress**, Co-Chair, 2020 Taskforce and retired Organizational Development Director, R'Club Child Care
- **Cory Adler**, Executive Director, 2020 Taskforce
- **Rod Cunningham**, 2020 Programs Director
- **Charlotte Anderson**, VP, Pinellas County Urban League
- **Louell Britt**, Executive Director, Sanderlin Center
- **Loretta Monroe Calvin**, CEO, Monroe Strategic Consulting
- **Watson Haynes, II**, CEO, Pinellas County Urban League
- **Michael Jalazo**, CEO, Pinellas Ex-Offender Re-Entry Coalition
- **Carolyn King**, Executive Director, Pinellas Opportunity Council
- **Rev. Louis Murphy, Sr.**, Senior Pastor, Mt Zion Progressive Missionary Baptist Church
- **Karl Nurse**, St. Petersburg City Councilman

### Contact Us:

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