



**SEACAA**  
Southeastern Association of Community Action Agencies

# spotlight

*on community action*

A Newsletter of the Southeastern Association of Community Action Agencies

Number 15 • May 2015



*With unlimited options for fun, sixty miles of soft sandy beach, entertainment and attractions for everyone, endless shopping, exquisite dining, thrilling water sports and so much more -- Myrtle Beach is the place to be.*

# Riding the Waves

## OF OPPORTUNITY, EXCELLENCE, AND OUTCOMES

**SEACAA 2015 ANNUAL TRAINING CONFERENCE  
.....COMING TO MYRTLE BEACH, SC**

**“RIDING THE WAVES OF OPPORTUNITY, EXCELLENCE AND OUTCOMES”  
MYRTLE BEACH, SC – OCTOBER 19-23, 2015**

Community action practitioners and leaders are change agents who strengthen society by bringing hope and inspiration to help people find their courage and fulfill their potential. Join the cast of distinguished speakers and gain new skills to effectively shape economic and social change in communities and the region through relevant, innovative workshops. Network with hundreds of your colleagues at SEACAA’s regional meeting of the profession—the 2015 SEACAA Annual Training Conference, “Riding the Waves of Opportunity, Excellence and Outcomes.”

Email: [info@nccaa.net](mailto:info@nccaa.net) • Visit [www.seacaa-us.org](http://www.seacaa-us.org) to keep up with new developments.



# Splash.. INTO SOME FUN AT THE EMBASSY SUITES MYRTLE BEACH - OCEANFRONT RESORT IN MYRTLE BEACH

[Click here](#) for more information about the Embassy Suites



## EMBASSY SUITES-

Nine swimming pools, the Splash! Waterpark, full-service Royale Day Spa, and a 50,000 sq. ft. Sport and Health Club – these are just a few of the amenities that await at the Embassy Suites

Myrtle Beach-Oceanfront Resort, in Myrtle Beach, SC – the host conference hotel for the 2015 SEACAA Annual Training Conference.

Nestled on the north end of Myrtle Beach, SC, the Embassy Suites Myrtle Beach-Oceanfront Resort offers 255 spacious two-room suites with private balconies, all with panoramic Atlantic Ocean views. Start each day with a free cooked-to-order breakfast. The 50,000 sq. ft. Sport and Health Club offers fitness classes, an indoor pool, tennis, and all the equipment you need to maintain your exercise routine.

After a full day of conference sessions, unwind in a whirlpool or at the oceanfront bar. When not in session, enjoy some relaxing time on the beach or chill with a cold beverage at the oceanfront bar.

## MYRTLE BEACH -

Embassy Suites Myrtle Beach-Oceanfront Resort offers ideal proximity to area attractions and activities.

After hours you might want to treat tag-along family members to an interactive dinner showcasing a pirate battle on an indoor lake at Pirates Voyage Fun, Feast & Adventure or perhaps watch migratory waterfowl as you stroll the boardwalk at Barefoot Landing, a shopping, dining and entertainment district. You might also take in the sea life inhabiting Ripley's Aquarium at Broadway at the Beach. This location also offers live theater performances, unique shops, restaurants, and carnival rides appealing to the whole family. Visit Alligator Adventure, one of the largest reptile facilities in the world.

If shopping is your passion, find bargains at Tanger Outlet Mall, shop at Colonial Mall, or gear up for camping, fishing and boating at Bass Pro Shop. With over 100 golf courses, Myrtle Beach entices golfers who want to play challenging rounds.

## SUPPORT THE 2015 SEACAA SILENT AUCTION

Securing adequate funding continues to be difficult for David Bradley and the National Community Action Foundation (NCAF)—the recipient of our Silent Auction proceeds.

### Here's how you can help!

1. Please donate items to be auctioned at the 2015 SEACAA Annual Training Conference.

*You do not have to be present to support this effort.*

Send prizes (gift cards, donations, etc.) to the following:  
SEACAA c/o the North Carolina Community Action Association  
4428 Louisburg Road, Suite 101 • Raleigh, NC 27616

2. Please bid on items being auctioned at the conference.

WE DEPEND ON NCAF TO PERFORM ESSENTIAL, MAKE-OR-BREAK TASKS FOR US.

WITH THIS YEAR'S SILENT AUCTION, LET US DEMONSTRATE OUR APPRECIATION FOR AND CONFIDENCE IN NCAF WITH OUR MOST GENEROUS DONATIONS AND BIDS!

## Tennessee

# SOUTHWEST HUMAN RESOURCE AGENCY (TN) - SERVING OTHERS FOR OVER 30 YEARS

*“Those that have come before us have laid the foundation for the successes we share today”*



The Chickasaw Area Development Commission was formed on January 1, 1972. It arose from a merger of the Shiloh Area Development Corporation with the office in Savannah, Tennessee; West State Economic Opportunity Offices located in Lexington, TN, and Big Hatchie Development Corporation whose office was in Brownsville, TN. The merger took place as an executive order of the Governor of Tennessee with the intent to bring all counties within the Southwest Development District boarder lines together.

As a result of the merger, the Chickasaw Area Development Commission was strengthened by making three smaller and lower funded agencies to one. The Chickasaw Area Development Commission was made up of Chester, Decatur, Henderson, Haywood, Hardeman, Hardin, and McNairy Counties. The Agency existed as a Community Action Agency from 1972-1983.

The Agency re-organized under TCA 13-26-101 and was chartered pursuant to an act adopted by the General Assembly of the State of Tennessee as Chapter 289, Public Acts of 1973, and as the Human Resource Act of 1973, hence establishing Southwest Human Resource Agency.

The purpose of the Agency is to promote the development of human resources in the Southwest Tennessee region through the effective and efficient delivery of human services. It was recognized that a special need existed to obtain strong local involvement in the decisions of Federal, State and other agencies which affected the welfare and well-being of the region's citizens.

Southwest Human Resource Agency celebrated its 30 year anniversary of service to people all over the eight county areas in 2015. Service to others best describes the work of Southwest.

### *The Promise of Community Action*



**May:**  
**National Community  
Action Month**

National Community Action Month in May was created by the Community Action Partnership to reinforce Community Action Agencies' role in helping low-income families achieve economic stability.

During National Community Action Month, Community Action Agencies truly make the Promise of Community Action—to help people and change lives—come alive by hosting events that help put a “face” on the families living in poverty and the dedicated individuals who are helping them escape it. Success stories are honored and personal achievements are recognized. Some governors and mayors even proclaim May “Community Action Month” in their states and cities.

Community Action Agencies also use National Community Action Month to call attention to poverty-related problems. As Community Action Agencies are showcasing their programs, they are also giving local residents—many who are unaware of the poverty in their communities—a first-hand look at the struggles low-income families face and how Community Action programs help these families achieve financial security.



# Poverty

## CHILDREN'S DEFENSE FUND - ENDING CHILD POVERTY NOW

*By taking such actions, "the nation could reduce child poverty by 60 percent and lift 6.6 million children out of poverty."*

The Children's Defense Fund released its report, Ending Child Poverty Now, that discusses action steps that can be taken to end child poverty. Suggestions include investing more in existing programs and policies that increase parental employment, make work pay, and ensure children's basic needs are met. By taking such actions, "the nation could reduce child poverty by 60 percent and lift 6.6 million children out of poverty."

Several of the report's suggestions are in line with initiatives at Community Action Agencies. For example-many CAAs help parents train for better paying jobs while providing quality, affordable child care for their children. And still others offer a variety of services from Head Start to programs for teens. These efforts are helping to ensure successful educational and personal development for young people.

**SHARE YOUR THOUGHTS ABOUT ENDING CHILD POVERTY!**

**FOLLOW THE DISCUSSION ON TWITTER.**

**USE THE HASHTAG  
#ENDCHILDPOVERTY**



[Click here](#) to learn more about how you can help end child poverty!

## NONPROFIT SECTOR TRENDS : RESOURCE SQUEEZE CITED AS #1 2015 TREND TO WATCH

NATIONAL COUNCIL OF NONPROFITS

Trends in the economy, demographics, technology, communications, and even how we spend our leisure time, can affect the core capacities needed by every charitable nonprofit to be effective and sustainable.

### HOW DO TRENDS AFFECT BOARD MEMBERS?

It is useful for board members to be aware of the external influences shaping a nonprofit's environment. Recognizing trends, such as the growing awareness of the board's role as an advocate to protect and advance a nonprofit's mission, should be on every board member's radar screen.

### HOW DO TRENDS AFFECT GRANTMAKERS?

Many of the trends affecting charitable nonprofits, such as state governments being starved for cash, also affect the operations of grantmakers because

they share the same tax-exempt legal structure with charitable nonprofits, and are committed to solving the same social problems as their grantees.

### WHAT ARE THE TOP 3 TRENDS FACING CHARITABLE NONPROFITS IN 2015?

The top three trends for charitable nonprofits will continue to be: limited resources, which last year was dubbed, "the resource squeeze," increased demands on nonprofits, stemming from increased needs in communities; and the growing awareness that every nonprofit and board member needs to be an active, vocal advocate for her/his nonprofit's mission.

### #1 THE RESOURCE SQUEEZE

Grantmakers for Effective Organizations (GEO) highlighted the most significant trend - limited resources - when it documented in its recent national study of philanthropic practice that:

Nonprofits still don't have the resources they need to respond to new opportunities, leadership transitions or changes in their environment. Most nonprofit leaders report that raising money continues to be their greatest challenge, especially when factoring in the second big trend: increasing needs in communities. While charitable giving from individuals and foundations is slowly creeping upwards, giving has not returned to pre-recession levels. And it's not just financial resources that are scarce.

The ripple effect of six years of very limited resources is taking its toll. There is a great need right now for most nonprofits to take stock of the infrastructure and core capacities that make their nonprofit resilient and adaptable in times of financial strain.

THE GOOD NEWS, however, is that in that same study, GEO also reported a "marked improve-



# 2015 SEACAA CALENDAR

- MAY** 26-28  
Managing Organizational Change, LKLP  
Hazard, KY (CCAMP Certification module)
- JUL** 7  
SEACAA Board of Directors Meeting  
Savannah, GA (GCAA Annual Conference)
- AUG** 25-28  
2015 Community Action Partnership  
Annual Convention, San Francisco Marriott Marquis  
San Francisco, CA  
*www.communityactionpartnership.com*
- 24-25  
Wipli's OMB's New Uniform Guidance  
Community Action Partnership Annual Convention  
San Francisco Marriott Marquis • San Francisco, CA  
- *Additional Registration Fee*
- SEP** 15-18  
2015 NASCSP Annual Training Conference  
Hyatt Regency • Sacramento, CA
- 19  
Cut-off date for discounted conference hotel rate  
(Embassy Suites Myrtle Beach) is September 19, 2015  
*SEACAA 2015 Annual Training Conference*
- OCT** 19-23  
2015 SEACAA Annual Training Conference  
Embassy Suites Myrtle Beach • Myrtle Beach, SC
- NOV** 5-6  
Risk Management (CCAMP re-certification session)  
KCEOC • Barbourville, KY  
(CCAMP Certification module)
- DEC** 7-8  
Strength-Based Management, ACHR  
Ft. Walton Beach, FL (CCAMP Certification module)  
Contact Andrea Hammons for additional information  
about CCAMP modules, at (606) 546-3152, Fax (606)  
546-5057 or email [acarnes@kceoc.com](mailto:acarnes@kceoc.com).

## SEACAA SPOTLIGHT NEWSLETTER SUBMISSION AND PUBLICATION DATES:

SUBMISSION DEADLINE:	PUBLICATION DATE:
MAY 29	JUNE 15 - SUMMER
AUGUST 31	SEPTEMBER 15 - FALL
NOVEMBER 30	DECEMBER 15 - WINTER

## CALL FOR PROPOSALS: 2015 SEACAA ANNUAL TRAINING CONFERENCE

The Southeastern Association of Community Action Agencies (SEACAA) 2015 conference committee encourages innovative session proposals that explore new paradigms and best practices for alleviating poverty, innovation, entrepreneurship/social enterprise, opportunities for collaboration and technology to address inequalities and support for community action networks in the 8-state southeast region.

All submissions must relate to our mission and support the Association's work to advance the conditions and quality of life of low-income families, children and the elderly.

Presenters must be experienced professionals or practitioners. Proposals should describe a 60-minute minimum process and should not exceed 90 minutes in length. All proposals should include a workshop title, description, learned outcomes, presenter name(s) and title(s), contact information, along with a photo and brief bio. **Maximum of 3 presentations.**

### Proposal Topics..

- Child/Family Development
- Communications and Marketing
- Community Engagement
- Corrections/Re-entry
- CSBG Best Practices
- Employment
- Fiscal Management
- Governance
- Housing
- Human Resources
- Leadership
- Healthcare
- Organizational Standards
- ROMA and Evaluation
- Self Sufficiency Models/Successes
- Senior Services
- Social Enterprise
- Staff Development
- Weatherization
- Workplace Safety and Liability Issues

Please submit presentation proposals by July 31st. We would be pleased to receive proposals that address topics in any of the tracks listed above. Session proposals should focus on challenges, trends, and lessons learned, with ample time for discussion. Email: [info@nccaa.net](mailto:info@nccaa.net).

Due to space limitations, not all deserving proposals can be accommodated. Reviewers will prioritize proposals based on a balanced program and areas of importance to the membership in accordance with the listed review criteria. Presenters are not required to register, but are asked to cover the cost of hotel and travel expenses associated with the presentation.

Presenters should also plan to provide their own laptops/cables and the cost of internet services (if needed). SEACAA has a limited number of LCD projectors available depending on presenter needs.

All presenters will be notified via email regarding proposal decisions by August 15, 2015. For more details, [click here](#) to visit the SEACAA website. **5 seacaa spotlight**

## Non-Profit Sector Trends Continued..

ment” in the frequency of grants from private foundations for multi-year support, compared to a 2011 study when “multi-year support was nearly impossible for nonprofits to find.” However, the fact that the resource squeeze tops the trends list for the second straight year signals that individuals and communities served by nonprofits are increasingly at risk.

Nonprofit leaders’ biggest challenge for 2015 will be accessing needed resources, including raising the money needed to sustainably advance nonprofit missions.

### #2 INCREASED NEEDS IN COMMUNITIES

As documented by Nonprofit Finance Fund (NFF), basic needs in communities are rising. This means that demands on charitable non-profits are steadily and significantly increasing – without the corresponding resources to relieve the pain in communities. The past 6 years of continuous strain on individual household incomes that started before the Great Recession, is now manifesting itself in many state government coffers and budgets falling short of cash. And because all philanthropic giving totals far less than money earned by nonprofits performing services for governments, the fact that demands for services are increasing but government dollars continue to be cut at all levels – federal, state, and local – further compounds the resource squeeze.

How are nonprofits responding to the rising demands, coupled with the resource squeeze? The strain on the social safety net means **nonprofits need to cast a wide net for funding**, and do what our sector does best: try out new approaches (“innovate”) and in-

crease efficiencies to soldier on – as long as possible. But in doing so, resiliency may be an elusive goal for many nonprofits.

*The growing needs for services in communities, combined with cuts in government support for social programs, are outpacing our sector’s current capability to address community needs.*

Some good news related to new resources in 2015 and beyond: Nonprofits signing new agreements with governments to provide services paid in whole or in part by federal funds should be able to recover more of their full costs for delivering those services. The federal Office of Management and Budget (OMB), which oversees use of federal funds, issued new rules effective in late December 2014. These new rules, called the “OMB Uniform Guidance,” require governments at all levels – local, state, and federal – that hire nonprofits to deliver services to reimburse nonprofits for the reasonable indirect costs (sometimes called “overhead” or “administrative” costs) those nonprofits incur when federal dollars are part of the funding stream.

### #3 GOVERNMENTS SHIFTING THEIR BURDENS TO NONPROFITS

As new lawmakers take their seats in state and local governments, the tendency of politicians to look to the limited resources of charitable nonprofits to fill government budget holes will continue. Some government officials have openly told constituents to “seek help from local charities and churches,” while those same governments are targeting nonprofits as sources of revenue. So, this shift of government financial responsibility to charitable nonprofits is happening at the same time that governments openly expect charitable nonprofits to

step forward to fill the service gaps and address growing needs in communities. As state and local governments invent new ways to assess fees and creatively extract payments from nonprofits, charitable nonprofits have to divert their focus away from missions to fend off the very real threats to their delicately balanced budgets.

Nonprofit Finance Fund’s 2014 State of the Sector Survey tells us that for the first time in the six years of its survey (a period that corresponds to the Great Recession) the majority of nonprofits surveyed reported having less than 3 months of operating cash on hand.

Some positive news: Nonprofit staff, board members, and grant-makers alike are becoming more aware of the need to engage in advocacy to remove barriers and protect and promote their missions.

A priority in the coming year will be to continue to draw attention to issues affecting nonprofit sustainability and the importance of financial management and governance practices that are ethical, transparent, and accountable. Visit the National Council of Nonprofits’ website for more information.

National Council of Nonprofits

1200 New York Avenue NW  
Suite 700  
Washington, DC 20005

202.962.0322

[www.councilofnonprofits.org](http://www.councilofnonprofits.org)

## President's Corner

The 2015 SEACAA Annual Conference is approaching. The conference and registration information is now on the



*Ricky Baker*

www.seacaa-us.org website. The Annual Conference will be held October 19-23 at the Embassy Suites in Myrtle Beach, South Carolina. The theme is SEACAA: Riding the Waves of Opportunity, Excellence and Outcomes. We look forward to seeing everyone in Myrtle Beach!

I ask each of you to visit the SEACAA website in the coming days for more information about conference workshops and activities. You can find current and upcoming training opportunities through our SEACAA certification program. You will also find information about our annual awards for agencies, staff, and volunteers. These awards are presented at the banquet each year and information will be posted on the website about the submission process. Help honor those who have helped Community Action "change lives."

SEACAA's mission is to strengthen the Community Action Agencies in Region IV. By providing technical support, training opportunities, and advocacy, SEACAA remains on the cutting edge serving Community Action Agencies in Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee. If you

know a way that SEACAA can help you or your state, please let us know how!

By now, everyone should have received copies of the SEACAA Platform Issues brochure. You should also know that the CSBG reauthorization bill has been introduced in the U.S. House of Representatives. H.R. 1655 seeks to create the Community Economic Opportunity Act of 2015. This bill would amend the Community Service Block Grant and reauthorize it through 2023. States are required to adopt performance requirements and benchmarks to be included as part of the performance measurement system under this Act. SEACAA supports the passage of H.R. 1655 and asks for your support to ensure the bill is passed to help low-income families throughout the southeast region.

As is our promise, "Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live." See you in Myrtle Beach in October!!!

**Ricky Baker**  
**SEACAA President**

## SEACAA EXECUTIVE COMMITTEE

President - Ricky L. Baker  
Vice-President - William Holt  
Secretary - Brenda L. Fox  
Treasurer - Belva Dorsey

### OUR MISSION:

SEACAA exists as a professional organization that provides research and policy development resources, education and training to ensure progress toward the elimination of poverty and causes of poverty in the Southeast. We focus particularly on serving our membership, which represents the interests, issues and concerns impacting the quality of life in communities.

We also link local, state, and national organizations in developing strategies, policies, and actions. We believe that investing in improving the quality of life of citizens and communities through carefully planned programs and policies is a crucial investment in the nation's well being.

**SEACAA IS THE UNITED VOICE THAT ADVOCATES ON BEHALF, AND WORKS TO EMPOWER LOW-INCOME-PEOPLE.**

**HOW WILL YOU HELP?**

# CAREER CHOICES. HOW SHOULD WE HELP EX-OFFENDERS?

Fulton Atlanta Community Action Authority (GA)

Nearly one half the men who seek services from FACA each year have been incarcerated in a jail or prison structure, on probation or parole, and cannot find a job because of their record.

This number can be as high as 1,000 or as low as 50, depending on the program that provides some form of help or supportive services (CSBG, LIHEAP). Over 90% of ex-offenders do not possess high school credentials, nor a GED. To condense this thought, let's face it...once in prison, all thoughts of success become a faded dream...unless, of course, he enrolls in either FACA's Career Choices or YouthBuild program based on program criteria.

What's the answer for ex-offenders in need of these days? A look at the evening news seems to be filled with glimpses of young men, and a few women, who are committing crimes and surely headed to prison for years to come and no chance for rehabilitation or a productive life once released. While there are programs for people on parole, very few jobs are offered that pay living wages...the homeless population is filled with fugitives and ex-offenders with no supportive family ties nor education and job skills to market themselves as free

citizens. Add to that, disenfranchisement and loss of personal esteem, some really have nothing to lose and therefore wind up in prison again, and again. These men cannot even support their children or pay fines.

Once upon a time in America, programs like CETA (the Comprehensive Employment & Training Act), offered chances to change the course of failure to ex-offenders. This program, though replaced by JTPA and Work-Force Development Organizations, has had marginal effect for persons with misdemeanor and non-violent felonies. Meanwhile, the greater portion of ex-offenders remain unemployed, destitute and full of criminal intent....just to make it today. There are only a few programs in American cities with special focus on the formerly incarcerated or ex-offender populations. One is Career Choices in Atlanta, GA. The Fulton Atlanta Community Action Authority offers assistance to find housing, employment and family counseling which includes re-uniting families. This intervention is very difficult in light of employer reluctance to hire persons with histories of theft, violence or

sexual misconduct.

One of the strategies FACA uses, and it works, is teaching ex-offenders to "Be Their Own Boss." This is a job creation program that teaches business skills and builds self confidence. Though there are still hurdles or barriers to overcome (such as obtaining business licenses, bonds or insurance, and start-up funds) a few of the men counseled by Career Choices make bold moves. The completion rate remains low, but we are helping primarily men, change their lives. Also, three former offenders completed YouthBuild's program cycle, out of a class of 19 graduates. Career Choices continues to support men and women in search of self-sufficiency. They are also eligible for emergency assistance and homeless prevention services.



FACA is encouraged by recent legislation signed into law by Georgia's Governor Nathan Deal. Because of this law, employers are restricted from asking jobseekers if they have been to prison. Though the effects of this new legislation have not been revealed, we are hopeful that the chances of employment will increase. Georgia could benefit if ex-offenders would possibly become taxpayers.

DR. JOYCE DORSEY - PRESIDENT/CEO

COMMUNITY ACTION PARTNERSHIP ANNUAL CONVENTION

COMMUNITY ACTION 2015: EMPOWERING FAMILIES, TRANSFORMING COMMUNITIES

August 25-28, 2015  
San Francisco Marriott Marquis  
San Francisco, California

THE CONVENTION BROCHURE is now available to download, [click here](#).

[Click here](#) for Convention reservations at the Marriott Marquis.

On-line REGISTRATION for the Annual Convention is now available, [click here](#).

Keep an eye on [this link](#) for more information!