

# Circles<sup>®</sup> USA

*Thriving Families, Thriving Communities*

**In response to EVERYBODY COUNTS  
findings that the service community  
desires more involvement,  
engagement, and collaboration in  
fighting poverty.**

Manhattan, KS

7 May 2014

# Circles USA History and Findings

- Initiated in Ames, Iowa in 1995
- In 2004 it was measured by Iowa State University to have
  - 2-1 return on welfare and food stamps assistance (\$490,000 annual savings)
  - 4-1 return on new earned income for 58 families (\$960,000 new annual income)
- From 2003-2007 Circles was transferred through the community action network to communities in Minnesota, Idaho, Iowa, and Missouri. Average income went up in all chapters in the first 12-20 months.
- The fidelity of the model was difficult to sustain. Lessons learned were embedded in new training programs and coaching protocols. The most recent aggregated data from Circles shows steady increases in earned income and assets and reduction in reliance on welfare benefits and food stamps: In McPherson, Pratt, Newton and Salina Kansas which all have successful and growing Circles programs.

# Poverty Statistical Analysis of Manhattan, KS

DO WE HAVE a NEED?

See handout

POVERTY AND ASSOCIATED STATISTICS

Poverty rates are determined by the number of members in a household and their annual income

<http://www.kansasfoodbank.org/mapthegap/>

| # in Family | 100%     | 130%     | 185%     | 200%     |
|-------------|----------|----------|----------|----------|
| 1           | \$11,490 | \$14,937 | \$21,257 | \$22,980 |
| 3           | \$19,530 | \$25,389 | \$36,131 | \$39,060 |
| 4           | \$23,550 | \$30,613 | \$43,568 | \$47,100 |

From the most recent U.S. Census Data:

Riley County Population: 71,115 (2010); 2013 Estimate: 75,394

Riley County Households: 25,711 (2010)

<http://quickfacts.census.gov/qfd/states/20/20161.html>

Income per capita

Population in Poverty  
100%  
200%

Population Receiving  
Medicaid

Unemployment rate

Public Assistance  
Children in Poverty  
(% children 0-17 living in a  
Household under 200% of Poverty)

Snap assistance (% of Households)  
*This indicator is relevant because  
it assessed vulnerable populations  
likely to have multiple health  
access, health status, and social  
support needs.*

Children Free &  
Reduced Lunches

Manhattan 383  
(Entire District 2013)  
Manhattan 383  
(Elementary 2013)

Riley County

\$22,200

22.71% (16,150 people)  
42.47% (30,202 people)

6.16%

5.1%

1.0%  
13.24%

3.76%

37.03%

41.7%

46.1%

Kansas

\$26,844

13.21%  
32.22%

14.18%

6.3%

2.31%  
17.85%

8.69%

47.96%

*Stan Ward (School District) has a wealth of  
information related to Manhattan Schools. The  
elementary figures may provide a truer picture due  
to upper school age children often do not get free  
lunches due to shame issues, they just go without.*

U.S.

\$28,000

14.88%  
33.56%

19.59%

8.6%

2.7%  
20.84%

11.44%

48.34%

**POVERTY AND FOOD**

Food insecurity is a household-level economic and social condition of limited or uncertain access to adequate food. Hunger is an individual-level physiological condition that may result from food insecurity.

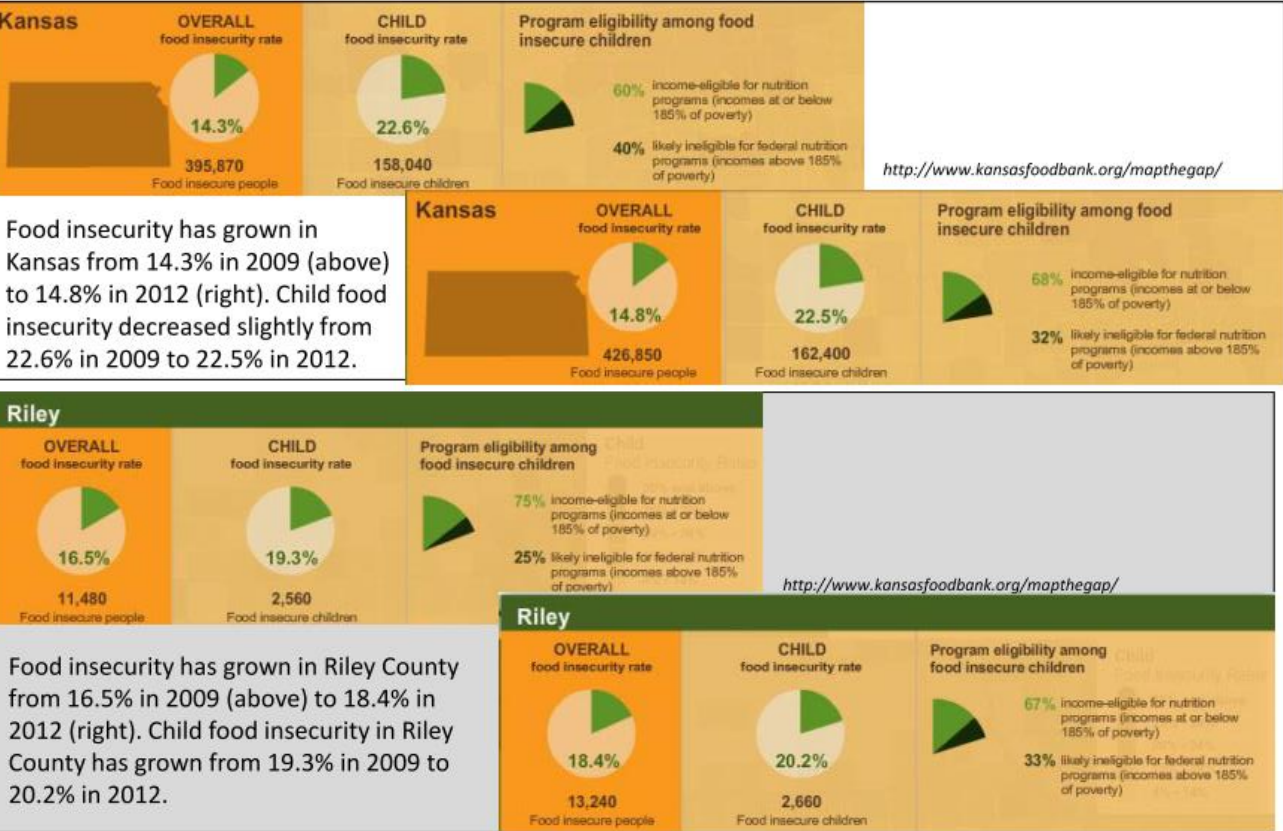
<http://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-us/definitions-of-food-security.aspx>

|   | Riley County                    | Kansas | U.S.   |
|---|---------------------------------|--------|--------|
| Food Insecurity Rate<br><i>(2<sup>nd</sup> highest in the State – Wyandotte is highest)</i> | 16.2%                           | 14.8%  | 15.9%  |
| 2012 Child Food Insecurity  | 20.2%                           | 22.5%  | 21.6%  |
| Geary County  | 21.7%                           |        |        |
| Pottawatomie  | 17.9%                           |        |        |
| Cost of Meals   | \$3.14 <i>(20% above State)</i> | \$2.61 | \$2.74 |
| Geary County  | \$2.69                          |        |        |
| Pottawatomie  | \$2.39                          |        |        |

<http://www.kansasfoodbank.org/mapthegap/>

**Poverty and Homelessness in Manhattan**

A “Point in Time” survey conducted February 2014 indicates 79 homeless: Emergency Shelter (33), Transitional housing (28), Imminently Homeless (6), In Free Hotel Room (3), In Car/Outside (3), Precariously Housed (18). The most frequently requested Needs were Food, Dental, Healthcare. During this one day, over 200 hot meals were served and 9,000 lbs of food were distributed from Harvesters, in addition to the 11,000 lbs they distributed in their regular distribution the week before.



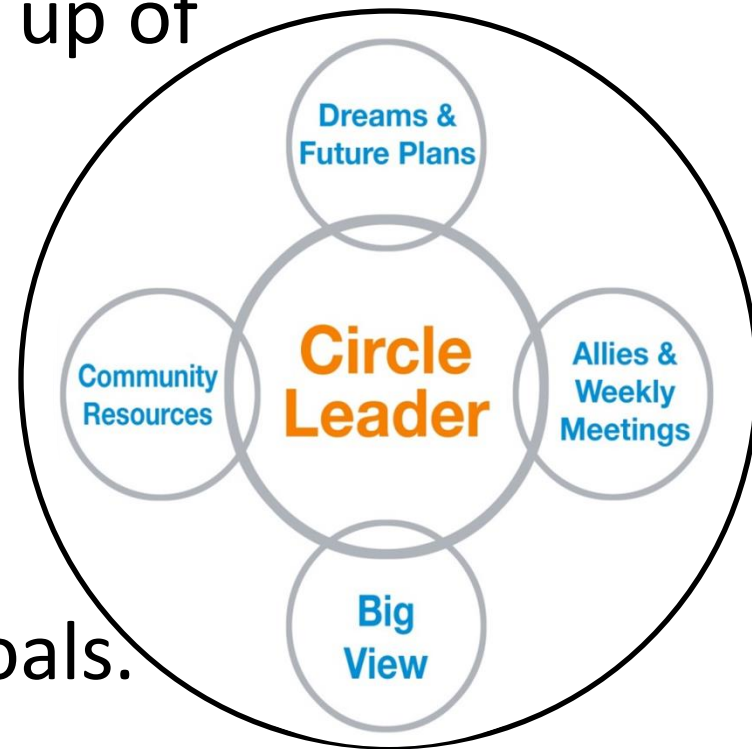
Food insecurity has grown in Kansas from 14.3% in 2009 (above) to 14.8% in 2012 (right). Child food insecurity decreased slightly from 22.6% in 2009 to 22.5% in 2012.

Food insecurity has grown in Riley County from 16.5% in 2009 (above) to 18.4% in 2012 (right). Child food insecurity in Riley County has grown from 19.3% in 2009 to 20.2% in 2012.

# So, What is a CIRCLE?

**A Circle** is a supportive, intentional, reciprocal, befriending relationship made up of **1 Circle Leader and 2-4 Allies**.

A Circle typically meets 2-3x a month to build relationships and to work on the Circle Leader's dreams, plans, and goals.



# A Circle Leader

- An individual or family who is motivated and **trained** to become self-sufficient in meeting their household's economic needs.
- Responsible for their own Circle
  - Convening
  - Leading
  - Giving and receiving support
- Works with Allies and the Circles Coach to complete an individual plan.





# Circle Allies



Community members who want to be in a supportive, intentional, befriending relationship with an individual or family working on **Their Dreams and Future plans** to get out of poverty.

Allies do what makes sense and what brings joy to the relationship; **Allies are trained** in how to best support **trained Leaders** in finding and utilizing **Community Resources** to achieve their goals to get out of poverty.

Allies join Circle Leaders in advocating for removing **Big View** community barriers for people who are working to move out of poverty.

A Circles program includes a cohort of up to 25 Matched Circles where 30-75 people could be part of a **Weekly Community Meeting**.



# Circles Weekly Meetings

The Circle Leaders, Allies, and other interested community members come together at **Weekly Community Meetings** to provide support and networking for each other.

Best practices show that the Weekly Community Meeting needs to include:

- Community meal
- Child care and programming for the children
- Community building
- Leadership development opportunities
- Programming and activities to support the work of the Leaders in moving out of poverty.

# Financial Organization

## Options:

- Utilize the 501c3 status of an organization like the Greater Manhattan Community Foundation?
- Utilize a Church like First United Methodist Church's 501c3 status.
- Independently apply for 501c3 status.

## Cost Benefit discussion

# Facilities Organization

A hosting agency is necessary:

Options:

- Utilize First UMC.
- Identify another church venue.
- Find another non-church venue.

Cost Benefit discussion

# Human Resource Organization

As we go through these, please consider how you might fit into the Circles USA program and please make nominations for the committee and team roles discussed.

# Guiding Coalition

Chairpersons from:

- The Circles Teams
  - Resource
  - Recruitment
  - Community
  - Career and Education
  - Big View
- Members of the Executive Committee
  - President
  - Vice President
  - Secretary
  - Treasurer
- Circle Leaders
- Circles Director and Coach(non-voting)

# ***The Resource Team***

- Assures that there are sufficient resources to implement Circles.
- Ambassador to local funders and other stakeholders.\*
- Develops and implements program self-sufficiency tools.
- Develops a Comprehensive Fundraising Plan including special events and annual campaigns.
- Develops and implements monthly communication plan to all donors and funders.
- Invites funders to events to meet with Circle leaders and members.
- Develops a sustainability plan.
- Participates in budget development and quarterly fiscal review of revenues and expenses.

# ***The Recruitment Team***

- Recruit, train, and support families bridging out of poverty and Allies.
- Work with Circles Director and Circles Coach to develop recruitment plans for Getting Ahead, Circle Leaders, and Allies.
- Develop support plans for Getting Ahead, Allies and Leaders
- Engage Leaders, Allies and Guiding Coalition members in the recruitment process.
- Assist with matching Leaders and Allies.
- Ensure friendship and reciprocity are the overarching characteristics of each Circle.
- Troubleshoots when issues of communication or substance abuse, domestic abuse, or mental health arise and may require professional services.
- Recognition of contributions by members.
- Follows up with Leaders and Allies to ensure connections have been made and program and/or services are being provided and used correctly.



# ***The Community Team***

- Organizes Weekly Community Meetings ( location, greeters, food).
- Attends to the “community building” aspects of the weekly meeting.
- Facilitates schedule of program topics and logistical assignments with regard to:
  - Meals
  - Childcare and youth development
  - Space and clean-up
- Assist Circles Director as necessary with the youth development program. This will include:
  - recruitment of volunteers
  - Coordinate with Career and Education Team on weekly meeting topics to see what technology is needed for the trainer, handouts, and if a facilitator is needed for introductions and facilitation of audience involvement.

# ***The Career & Education Team***

- Identify and implement research based trainings for Weekly Community Meetings based off the need of Circle Leaders and Allies.
- Identifies program and service areas which will assist Leaders in obtaining their goals.
- Arranges group presentations and one-on-one meetings with Ad Hoc Allies who can deliver information on these programs and services.
- Follows up with the Circles Coach to ensure connections have been made and program and/or services are being provided and used correctly.

# ***The Big View Team***

- Gathers community leaders and Circles members to identify, discuss and find ways to resolve barriers to getting out of poverty.
- Assists with community-wide mindset change.
- Develops evaluation approach and plan to report and incorporate results.
- Facilitates communication with system leaders to communicate Circles progress and results.

# Executive Committee

All members of the Executive Committee will support one of the Guiding Coalitions Teams, staff, or Bridges Out of Poverty.

## ***President***

Presides at all meetings of the Guiding Coalition and the Executive Committee.

Authority to call special meetings of the Board, and on the request of at least 50% +1 members of the Board, must call said special meetings.

Perform such other duties and responsibilities as requested from time to time by the Guiding Coalition.

## ***Vice President***

Serves in the absence of the President.

Serve as a member of the Guiding Coalition and the Executive Committee.

Serves as a liaison between the Resource and Development Team and the Executive Committee.

Performs such other duties and responsibilities as requested, from time to time, by the Board or Directors.

# Executive Committee

All members of the Executive Committee will support one of the Guiding Coalitions Teams, staff, or Bridges Out of Poverty.

## ***Secretary***

Maintains a current copy of the Bylaws and keep a register containing contact information of all Guiding Coalition members.

Serves as a member of and shall keep minutes for the Guiding Coalition and the Executive Committee.

Assists with securing an electronic version of minutes from each of the five teams for Circles to be utilized by Circles of Manhattan Administration during site visits and auditing of the overall program.

## ***Treasurer***

Oversees and records all funds, property, and securities of Circles of Manhattan, KS upon the establishment of proper banking and record-keeping in accordance with the requirements of the fiscal agent.

Maintain a working relationship with the Chair of the Resources Team, and report to the Guiding Coalition at each meeting.

# Proposed Timeline

- Establish Executive Committee and heads of other Executive Coalition Committee/establish by-laws (May 14)
- Identify Host and 501c3 Sponsor (May 14)
- Complete Charter with Circles USA and fulfill financial obligation (June 14)
- Identify and collect grants and contributions (June –July 14)
- Complete Kansas Heath Foundation Grant Application ( July 14)
- Complete list of volunteers for all committees. (June-August 14)
- Conduct 2nd Annual Everybody Counts (Aug 14)
- Identify first class of Circles Candidates (June-Aug 14)
- Conduct first Circle Pot Luck and Getting to Know Class (Sept 14)
- Hire Staff (sometime in CY 15)

# New Sites Receive in their first year:

- ✓ Access to all of the latest training curriculum and program materials.
- ✓ Access to unlimited use of our new Circles Integrated Data System to track progress of Circle Leaders and manage volunteer, donor, and partner relationships for your chapter.
- ✓ Access to Circles internal network of peer-to-peer information and discussions to help answer questions you have, and to stay abreast of new innovations throughout the year.
- ✓ 2 registrations to our 3.5 day Hands-On Training for Staff and Key Leaders.
- ✓ 2 registrations to our annual 3 day North America Circles Conference with peer-to-peer and expert training workshops.
- ✓ 2 registrations to one Regional Circles Conference for ongoing planning and learning from your neighboring Circles sites.
- ✓ Regularly scheduled group coaching sessions on all aspects of Circles.
- ✓ Quarterly training phone sessions with your certified Coach that includes assessment, trouble-shooting, planning, and ongoing training on how to succeed with Circles.
- ✓ Templates and technical assistance for website, social media, local promotion, and on-line fundraising systems.
- ✓ Inclusion in capacity-building proposals to national foundations made by Circles USA.



- ✓ **Integrated Data System:** With the generous in-kind support from Nivera Systems, Inc. and financial support from Green Mountain Coffee Roasters, The Charles Trover Foundation, and Sunflower Bank, Circles USA is able to provide a comprehensive data management system to track all of your activity with Circles. Training and troubleshooting is included.
- ✓ **Fundraising Support:** CUSA has a full-time Chief Development office who provides regular monthly webinars on raising funds for Circles. Templates are available for foundation proposals, United Way applications, corporate sponsorships, and individual donor campaigns. In addition, technical assistance and platforms are available to chapters for on-line donation campaigns.
- ✓ **Circles Training and Coaching:** CUSA subcontracts with Think Tank, Inc. to provide the Circles Hands-On Training program, a four-day immersion into Circles. CUSA certifies staff from veteran Circles chapters to provide site visits to local chapters and ongoing coaching in order to build, sustain, and expand Circles in your community.
- ✓ **Communications:** A national strategic communication plan provides consistent messaging and branding for Circles chapters in order to strengthen the identification of Circles with potential donors and volunteers. Localized brochure templates, logos, and media kits are provided.
- ✓ **Curriculum and Materials:** Manuals and workbooks for Circle Leaders, Allies, Staff, and Guiding Coalition Members are constantly being updated and provided to chapters. Recruitment, weekly meeting, and guiding coalition meeting materials are available on-line along with numerous other best practices materials generated throughout the Circles network.
- ✓ **Research and Development:** CUSA contracts with University of New Mexico to provide evaluation and reports on the impact of Circles. Evaluations from beta tests inform the development of Circles for new target groups such as formerly homeless vets. All revisions in training programs and curriculum are informed by a combination of evaluation and focus groups form throughout the network.
- ✓ **National and Regional Conferences:** CUSA provides an annual conference for North America Circles chapters, and regional conferences that allow staff, participants, and volunteers involved in Circles to learn from their colleagues in nearby communities.

# Next Steps

- This community based program depends on your support and we are eager to see it develop organically. We have set an ambitious timeline but feel the level of organization and energy is in place to achieve it...with your help.
- Please consider how you might fit into the Circles USA program and make nominations for the committee and team roles discussed.
- Contact Phil Mattox 785-320-5018 or Pastor Patrick 785-776-8821 or via email: [manhattankscircles@gmail.com](mailto:manhattankscircles@gmail.com)
- Stay tuned for more information about Circles and Everybody Counts!