

# TWO GENERATION STRATEGY

A SOCIAL ENTERPRISE OPPORTUNITY

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# DIVERSIFIED COMMUNITY SERVICES OVERVIEW

- We are a deeply-embedded neighborhood-based nonprofit agency in Point Breeze, a low-income, predominantly minority South Philadelphia.
  - Diversified is a multi-purpose social service agency working with children, adults, and families providing quality early childhood education, youth development, and family development programming, and community development as an integral function of its mission in Point Breeze.
  - While we provide housing counseling and other housing and energy-related services, we sometimes act as a developer.
  - Early childhood education, out of school time programming, workforce development, adult education and financial literacy programs are all a part of Diversified's menu of services.
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## TWO GENERATION APPROACH

- Diversified's two generation approach addresses the educational, social, and economic development of our community by linking the highest quality early childhood education for young children to a variety of family engagement, employment, housing counseling, and financial literacy programs for our low-income parents and families.
  - Using this approach, it is our intention to both reduce poverty and its impact on the entire family in the present generation, while offering quality early childhood education at the earliest possible age to prevent poverty for the next generations.
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# TWO GENERATION FRAMEWORK

Figure 6: The Two-Generation Framework

## social capital

- peer support & cohort models
- family, friends, neighbors
- community & faith-based organizations
- school & workplace contacts
- leadership & empowerment programs
- case managers & career coaches
- support for parent-child relationships
- mental health
- family life skills
- family engagement



## emerging component: health and well-being

*(illustrative examples)*

- mental health supports
- preventing toxic stress
- access to health insurance
- support for parent-child relationships
- family planning

## education

- postsecondary education & workforce development
- early intervention
- early childhood development programs (child care; Head Start; prekindergarten; home visiting; hubs of support for family, friend, and neighbor caregivers)
- K-12 education
- family literacy

## economic supports

- housing
- transportation
- financial education & asset building
- tax credits
- child care subsidies
- student financial aid / Pell Grants
- access to health insurance / Medicaid
- food assistance / SNAP

## TASKER VILLAGE APARTMENTS

- In 2011, Diversified acquired the Tasker Village Apartments (“TVA”), an existing affordable housing facility at 16th and Tasker Streets, with the intent to make capital improvements to ensure preservation of affordable housing in the Point Breeze community.
  - TVA had been awarded a \$3.6 million allocation of 9% Low Income Housing Tax Credits for the preservation of 28 affordable housing units.
  - Tasker Village is a 27,243 square foot, 28 unit apartment complex, comprised of five buildings with manicured gardens and sitting areas. Total development cost for Tasker Village was \$6.7 million.
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# TWO GENERATION FACILITATING FACTORS



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## SUPPORTIVE POLICY FRAMEWORK

- Allow two generation investments to focus on families rather than just adults or just children.

## LEADERSHIP

- Every two generation strategy project needs a champion, a trailblazer, or a lead organization.

# TWO GENERATION FACILITATING FACTORS

## PROGRAM ADMINISTRATION

- An approach to program administration that brings together employers, workers, and training partners to create pathways to family-supporting careers for low-skilled workers.

## EVIDENCE ORIENTED CULTURE

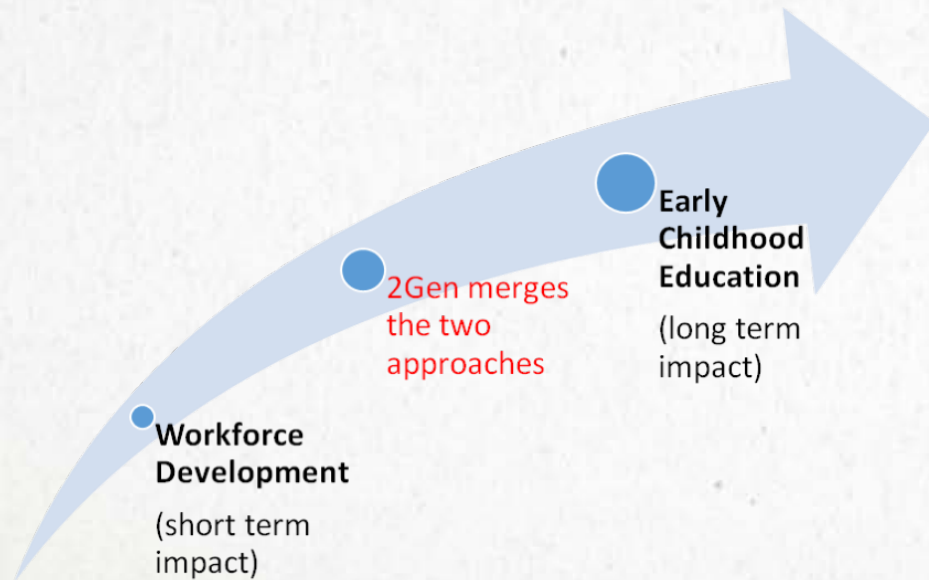
- This exists when ;policymakers collect and use data to understand the impacts of investments.
- Successful two generation strategies require careful analysis of current conditions and family (parent & child) outcomes.



# INTEGRATED & FLEXIBLE FUNDING STREAMS

- Think beyond traditional investments to identify opportunities to link, leverage, and otherwise capitalize on existing workforce and education training funding.
  - Braided funding pulls together resources across a number of public, private, or nonprofit funding streams to meet the needs of participating families.
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# 2GEN & AFFORDABLE HOUSING MARRIAGE



- How can developers help?
  - Partner with housing counseling and social service providers to develop 2Gen models.
  - Create workforce opportunities in affordable housing developments.
  - Invest in mixed use developments that includes childcare as a part of the commercial model.



# **TWO GENERATION STRATEGY**

A social enterprise opportunity