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Deborah A. Ellwood
President and CEO

March 21, 2018

Dear Colleague,

CFLeads is pleased to offer this application for participation in the Community Foundation Asset Development Action Alliance.

Goals and Approach of the Asset Development Action Alliance

Funded by the Charles Stewart Mott Foundation, the Asset Development Action Alliance is a community foundation network designed to help participants improve the financial security of low-income families through Children's Savings Accounts (CSAs). Built on the knowledge that peers learn best from each other, the Action Alliance will bring together six community foundation teams to work together over the course of a year to promote and expand access to CSAs.

Using an iterative, action-oriented approach, each team will identify its own specific challenge to work on throughout its engagement with the Action Alliance. The Alliance's work will be guided by national content experts who will provide substantive information on current research, best practices and effective policies; connect teams to resources; and provide one-on-one coaching.

Makeup of the Asset Development Action Alliance Teams

The Asset Development Action Alliance will be made up of four - five person teams organized by each of the six participating community foundations. Teams include a senior community foundation executive, preferably the CEO, who has the external relationships necessary to bring partners to the table and is best positioned to effect change. In addition, each team also includes a community foundation board member with expertise and the ability to help foster knowledge and links to the entire board, another senior staff member and at least one community partner, such as a representative from a school district, financial institution or other foundation.

Action Alliance Resource Team

The Asset Development Action Alliance will be guided by a Resource Team made up of CFLeads staff who have experience working with hundreds of community foundations each year to advance practice and our content partners. CFLeads will be joined by Carl Rist of Prosperity Now and Frank DeGiovanni, formerly with the Ford Foundation, two nationally known experts in asset development who will provide content expertise, connections to resources and coaching for the Action Alliance teams.

Action Alliance Format and Meeting Elements

The Action Alliance will meet three times throughout 2018 and early 2019. Each meeting will take place over three days, beginning on the afternoon of the first day and concluding around noon on the third day.

Meeting elements include:

1. Customized program content from field experts
2. Substantive presentations on family asset development from community foundations from inside and outside the Action Alliance
3. Structured peer advising
4. Team action planning
5. Informal networking time
6. Site visits, as appropriate

Benefits to community foundations from participating in the Asset Development Action Alliance

- Your community foundation will have a better understanding of important CSA program elements and some of the effective strategies for expanding access to CSAs for low-income families.
- Your community foundation will make progress on your CSA-related work, furthered by advice from national content experts, accountability to other participating community foundations, and the useful discipline of short-term action plans.
- You will better align board and staff in around your CSA work in order to increase your organizational effectiveness and the long-term sustainability of your work.
- Your team will gain regular, organized and well-structured exchange with colleague foundations that, like you, are highly motivated to improve the financial security of low-income families by increasing access to children's savings accounts. Through this interaction, you will build strong peer connections to draw upon in the future for problem solving or collaborative action.

Required Community Foundation Commitments

To participate in the Asset Development Action Alliance, selected community foundation teams commit to:

1. The creation of a 4-person team as outlined above
2. Full team attendance at all three meetings of the network (exact dates/locations TBD):
 - a. Summer, 2018
 - b. Fall, 2018
 - c. Winter 2018/2019
3. Participation in the entirety of each of the three meetings, which start on the afternoon of Day 1 and conclude around Noon on Day 3
4. 90-minute team interviews in advance of each meeting
5. Completion of team homework to be presented at each meeting
6. Active engagement with other participating community foundations to further learning.

Community Foundation Financial Responsibilities

There is no fee to participate. If selected, community foundation teams will be responsible for travel and accommodations for all team members to all meetings.

CFLeads will provide food, space, content expertise, agenda development, meeting planning, meeting facilitation, and logistics coordination with support from the Charles Stewart Mott Foundation.

Application Process and Timing

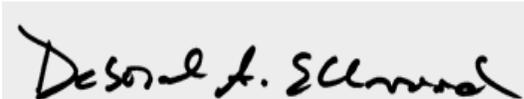
Please submit the attached application by **April 13, 2018**, if you are interested in participating in the Asset Development Action Alliance. You may be asked to participate in an interview with a member of the Resource Team. Decisions regarding selection for participation will be made by May 4, 2018.

Please direct questions and send applications to:
Caroline Merenda, Director of Operations and Program Services
cmerenda@cfleads.org
(800) 292-6149, ext. 610

As a national network of community foundations that is committed to increasing community foundation effectiveness and community impact, CFLeads is pleased to offer this unique peer learning opportunity to community foundations interested in working with their staff, board and community members to improve the financial security of low-income families through Children's Savings Accounts (CSAs).

We look forward to hearing from you.

Sincerely yours,

A handwritten signature in black ink on a light gray rectangular background. The signature reads "Deborah A. Ellwood" in a cursive script.

Deborah A. Ellwood
President and CEO