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# National Circles Campaign



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# Circles Initiative

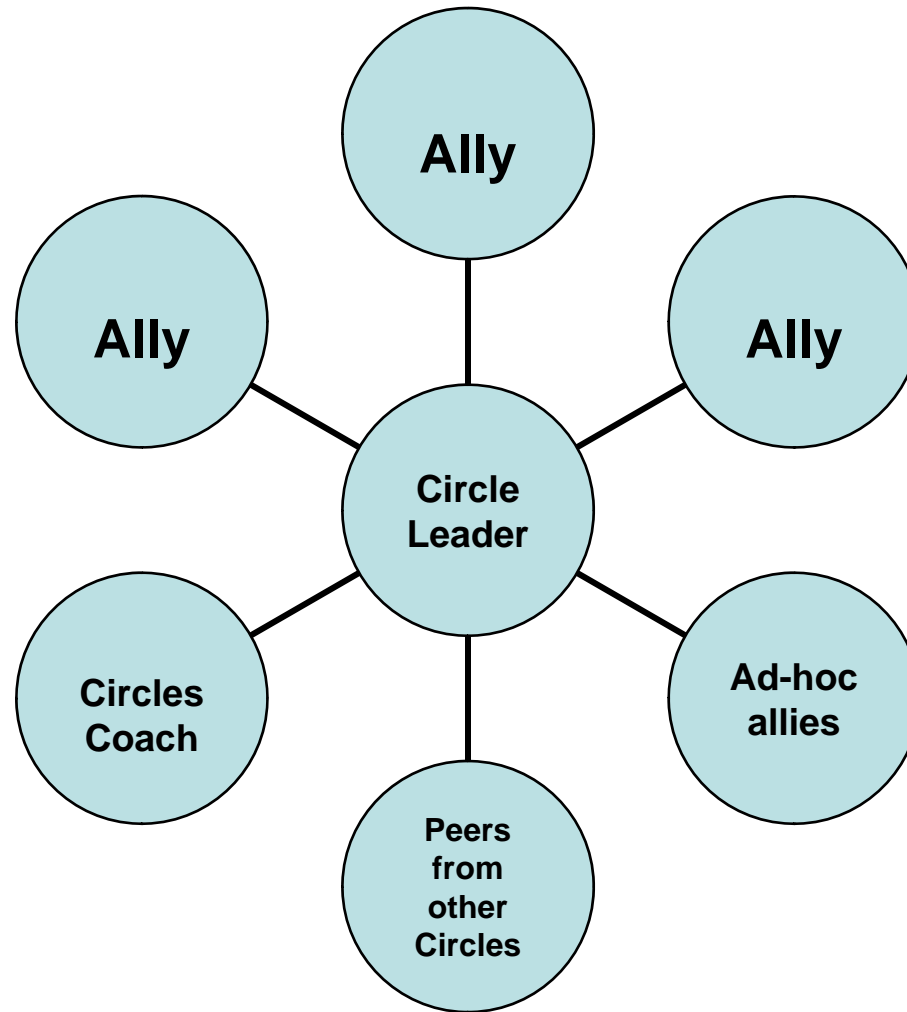


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The core of a Circle is 2-4 allies befriending a family leaving poverty



# A Circle



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# Circles™

The mission of the Circles™ Campaign is to transform communities by building relationships that inspire and equip people to end poverty.

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# Typical bridge out of poverty in the United States



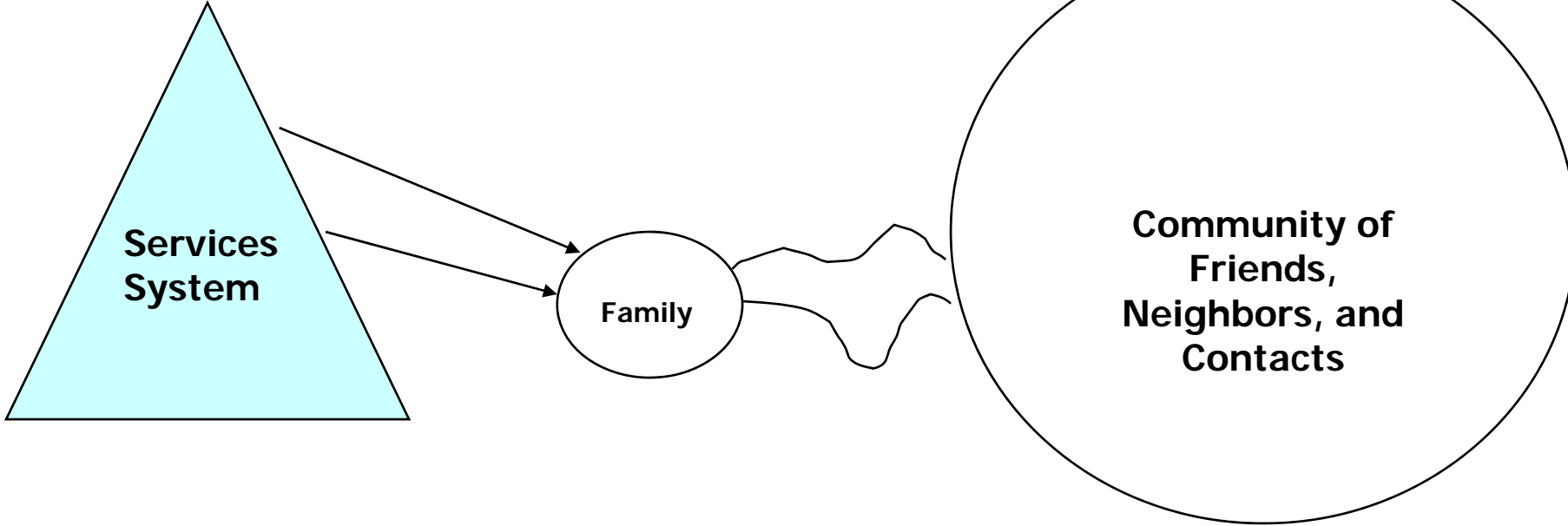
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# Circles is a Community Engagement Strategy

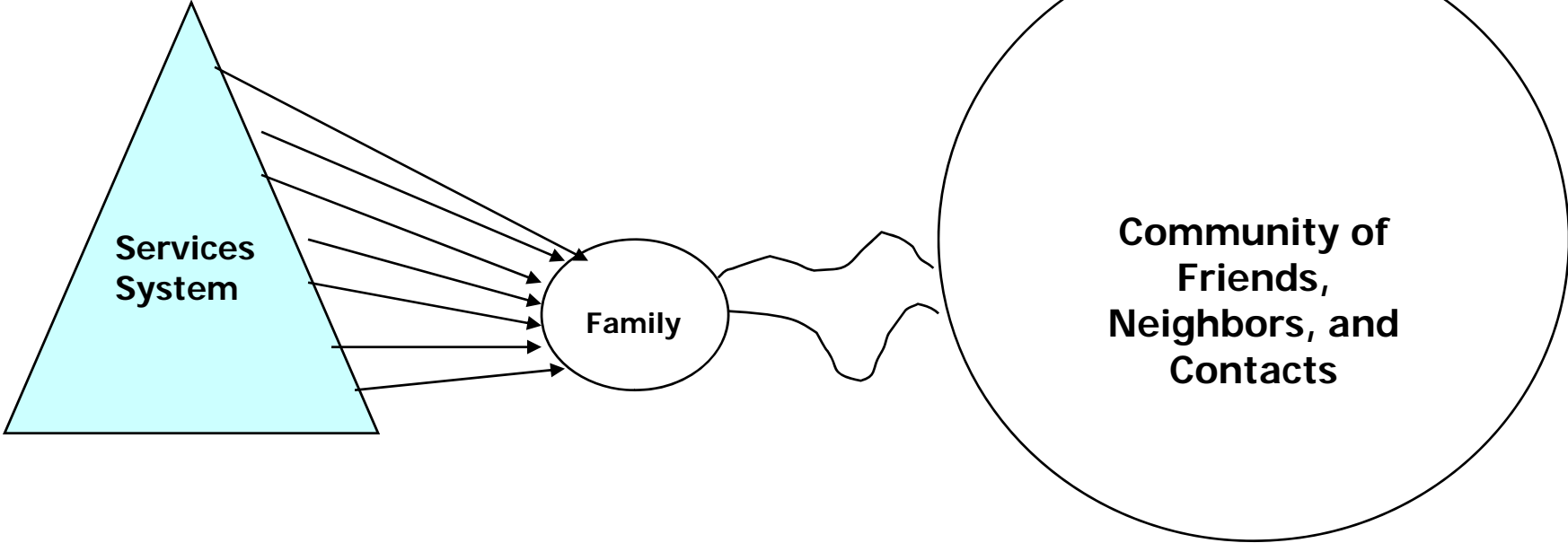
The next six slides show the typical social service delivery system and how Circles differs

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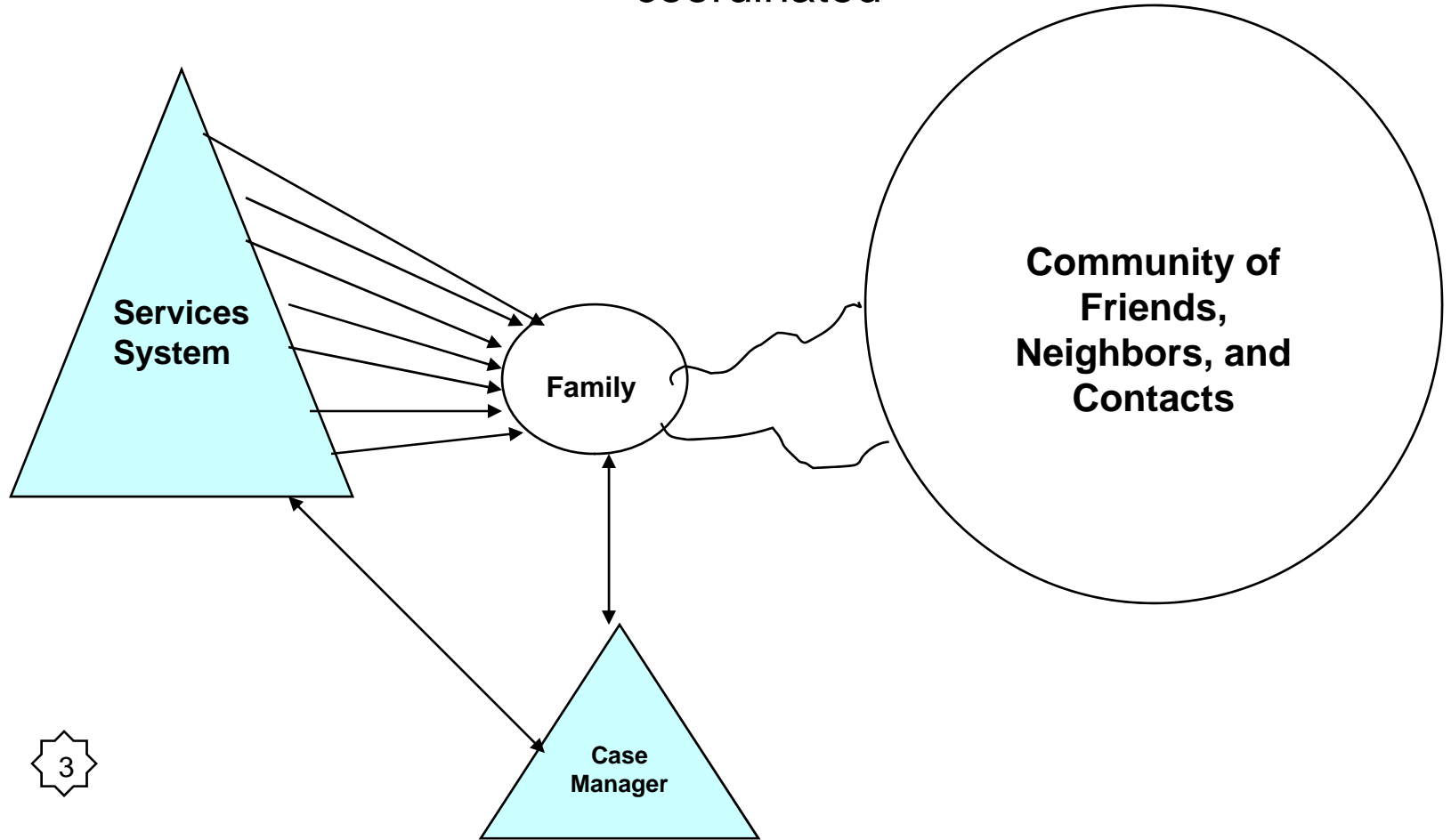
Providing families with services that are not coordinated



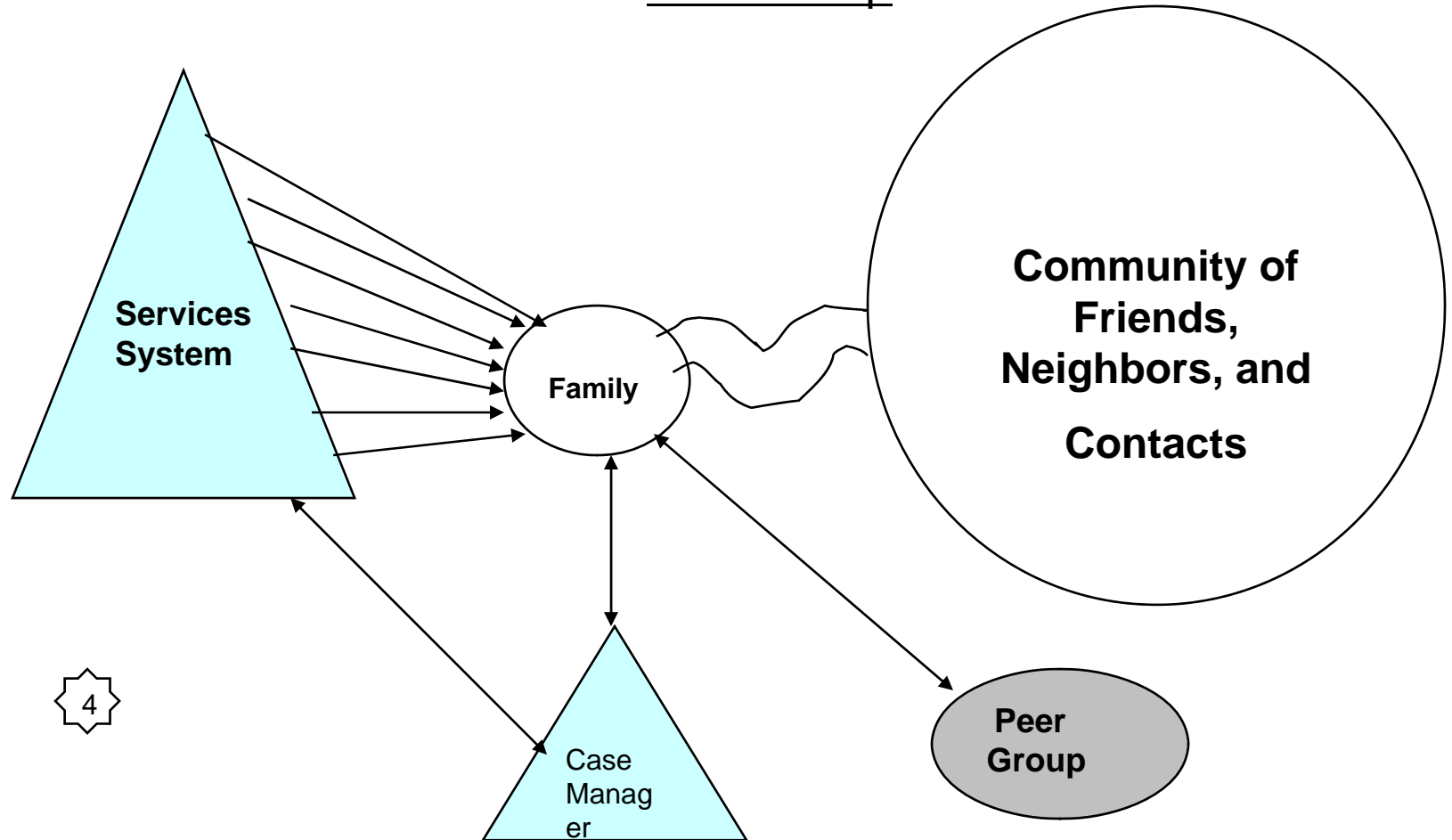
Providing families with more services that are not coordinated



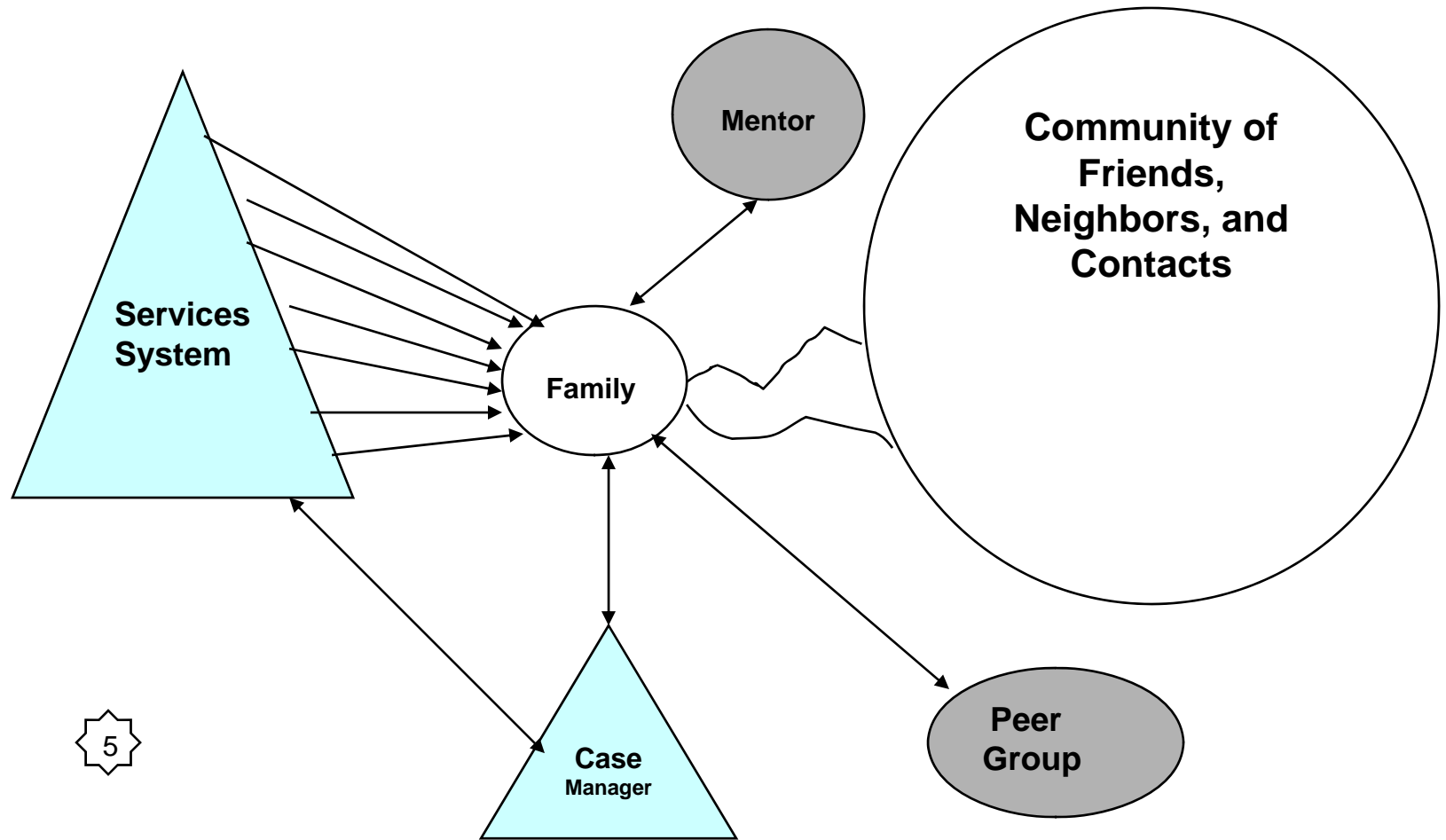
Providing families with services that are  
coordinated



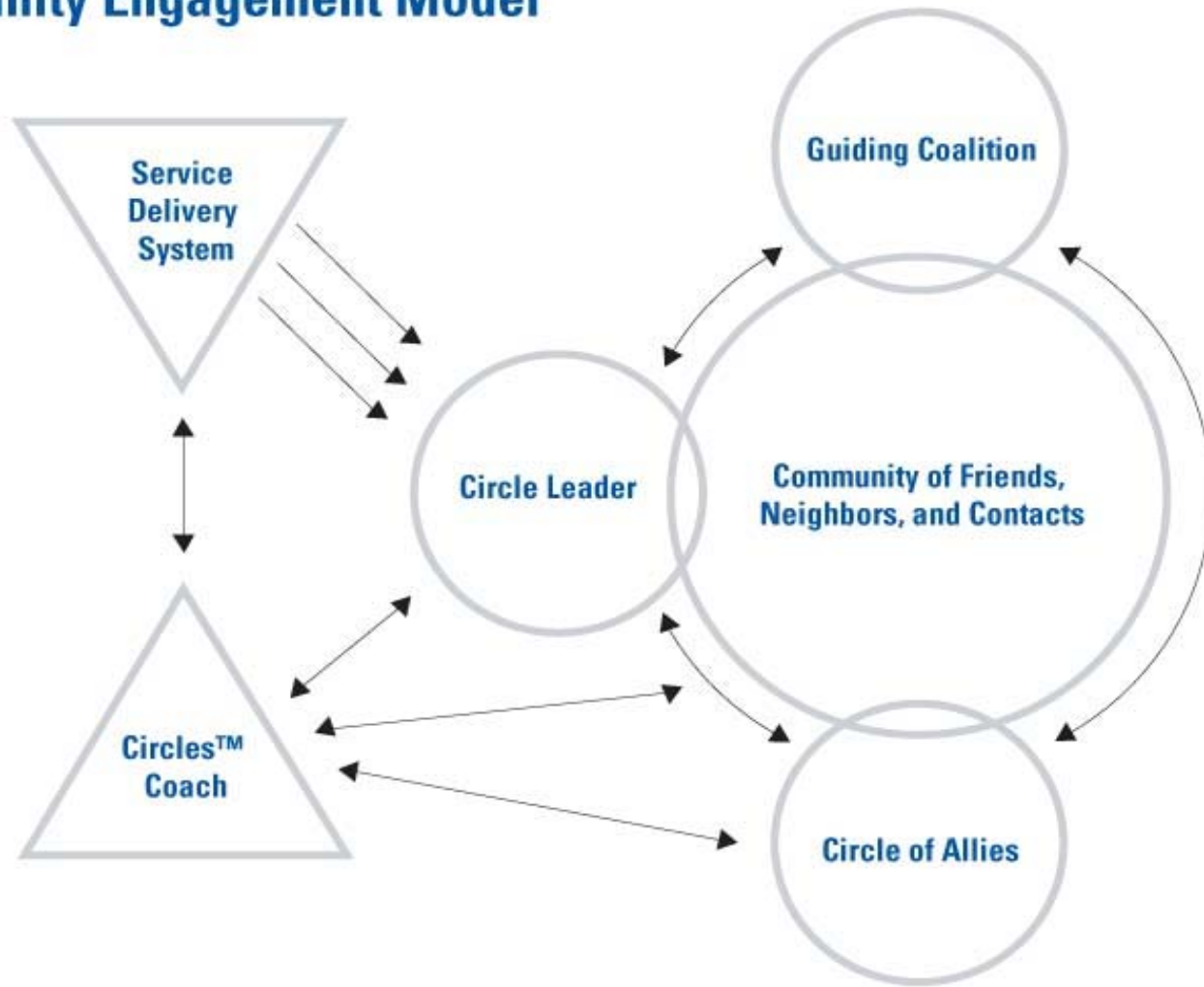
Providing families with services that are coordinated  
and a Peer Group



Providing families with coordinated services, a peer group,  
And mentor



# Community Engagement Model



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# Ten Steps in Implementing Circles

1. Decide if Circles is right for your Community
  2. Build a Guiding Coalition
  3. Put infrastructure in place
  4. Recruit Circle Leaders
  5. Begin Getting Ahead
  6. Recruit and Train Allies
  7. Begin Weekly Meetings
  8. Match Circles
  9. Change the mindset
  10. Evaluate
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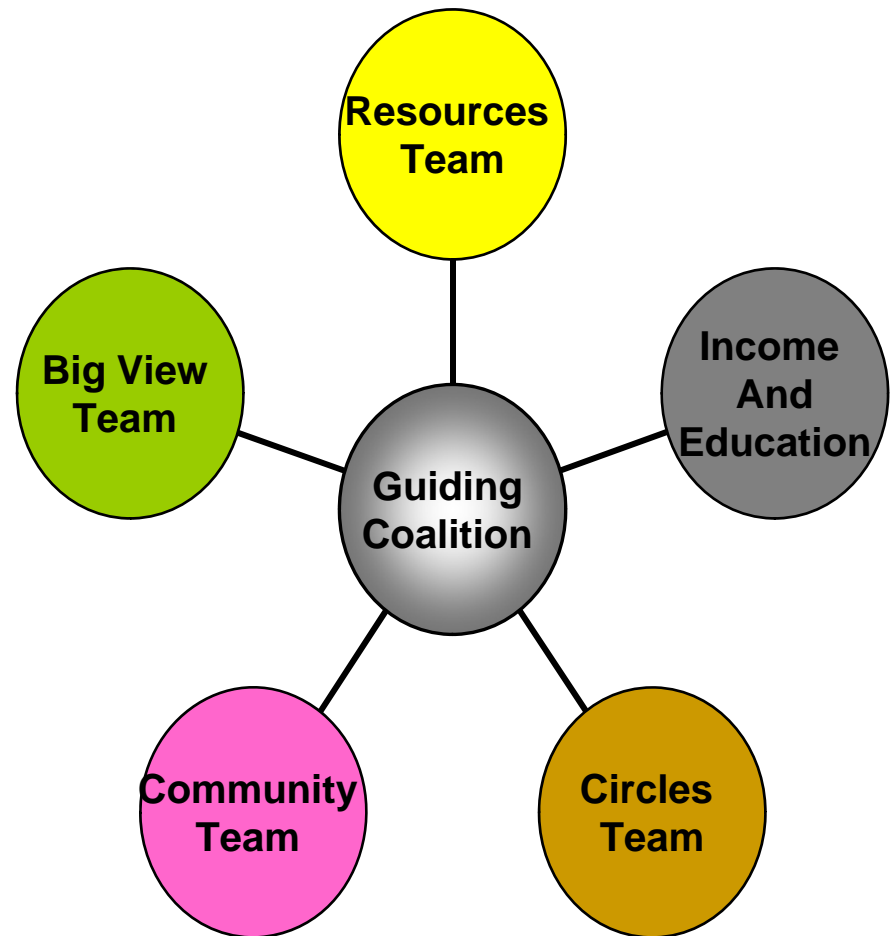
# Non-Negotiable #1

The Leader of the lead organization or community coalition is committed to Circles™- there is a community champion.



# Non-Negotiable #2

A Guiding Coalition representing all sectors of the community is responsible for the Circles™ initiative



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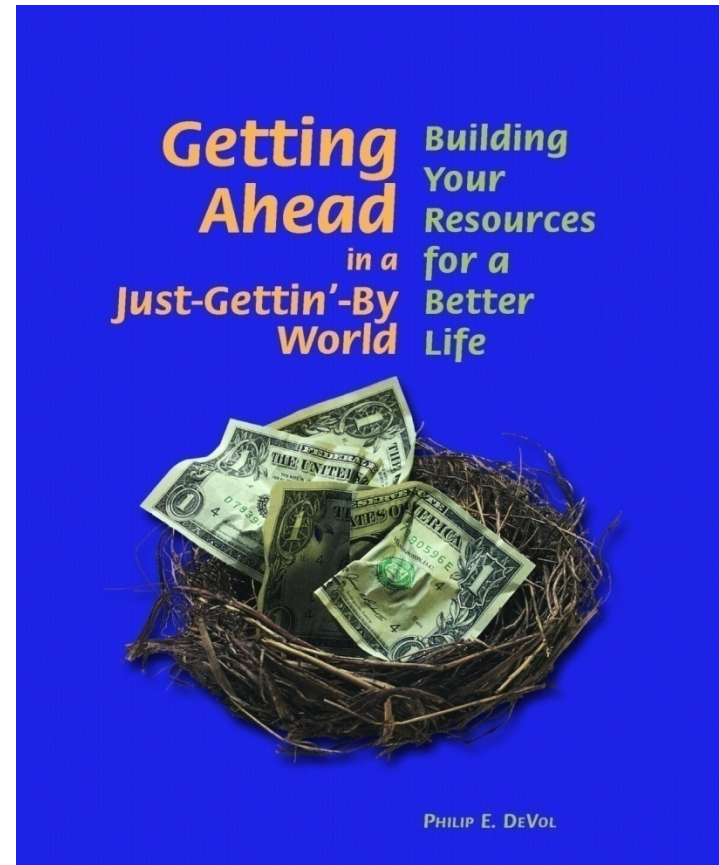
# Non-Negotiable #3

Low-income people are on the community Guiding Coalition



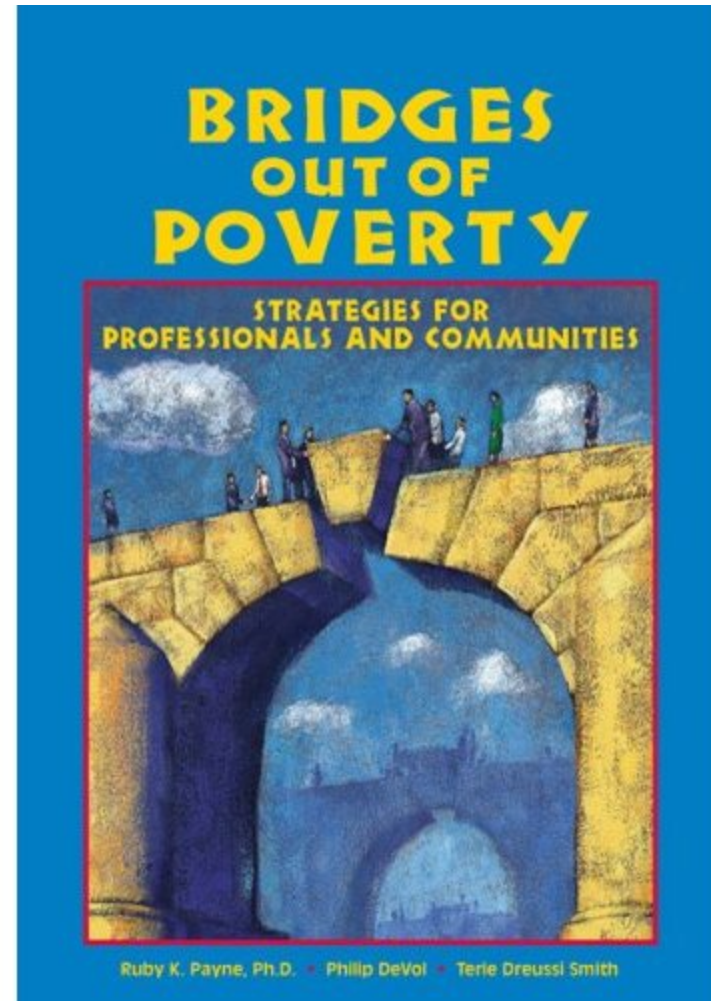
# Non-Negotiable #4

*Getting Ahead* curriculum is used as part of the orientation for Circle Leaders to support individual plan development and identification of systemic issues



# Non-Negotiable #5

*Bridges out of Poverty* curriculum is used as part of the orientation for Guiding Coalition members and allies



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# Non-Negotiable #6

Circle Leaders are  
matched with 2-5  
allies



# Non-Negotiable #7

Weekly meetings occur with meal, child care, and program



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# Non-Negotiable #8

Monthly Big View meetings occur to address systems change



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# Non-Negotiable #9

Trained individuals  
provide case  
management support  
to families and allies



# Non-Negotiable #10

Community organizing is a supported function of the initiative



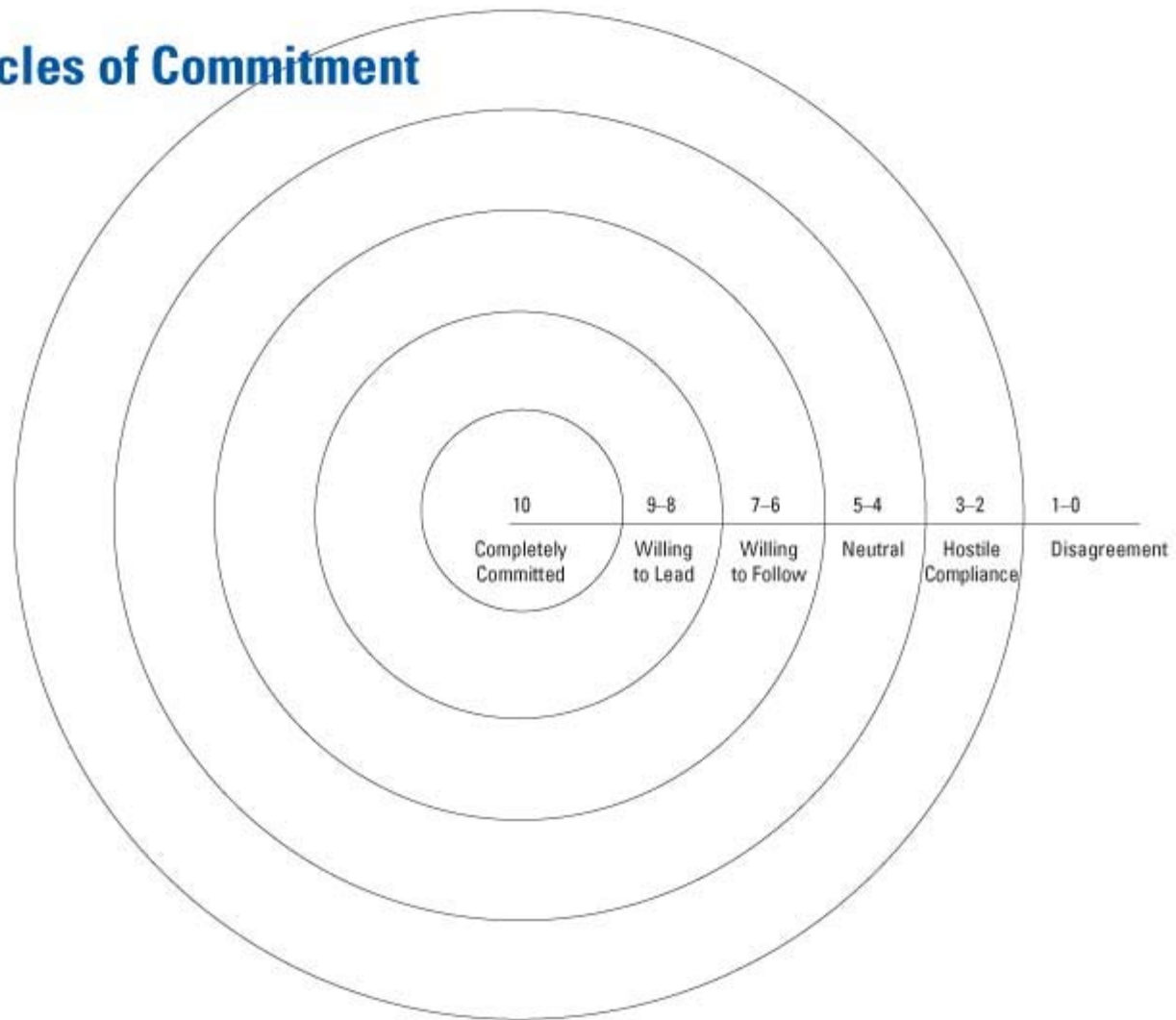
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# Non-Negotiable #11

Community demonstrates fidelity to the model and participates in evaluation of Circles™ initiative following national protocol; data is shared with MTM for national aggregation



## Circles of Commitment



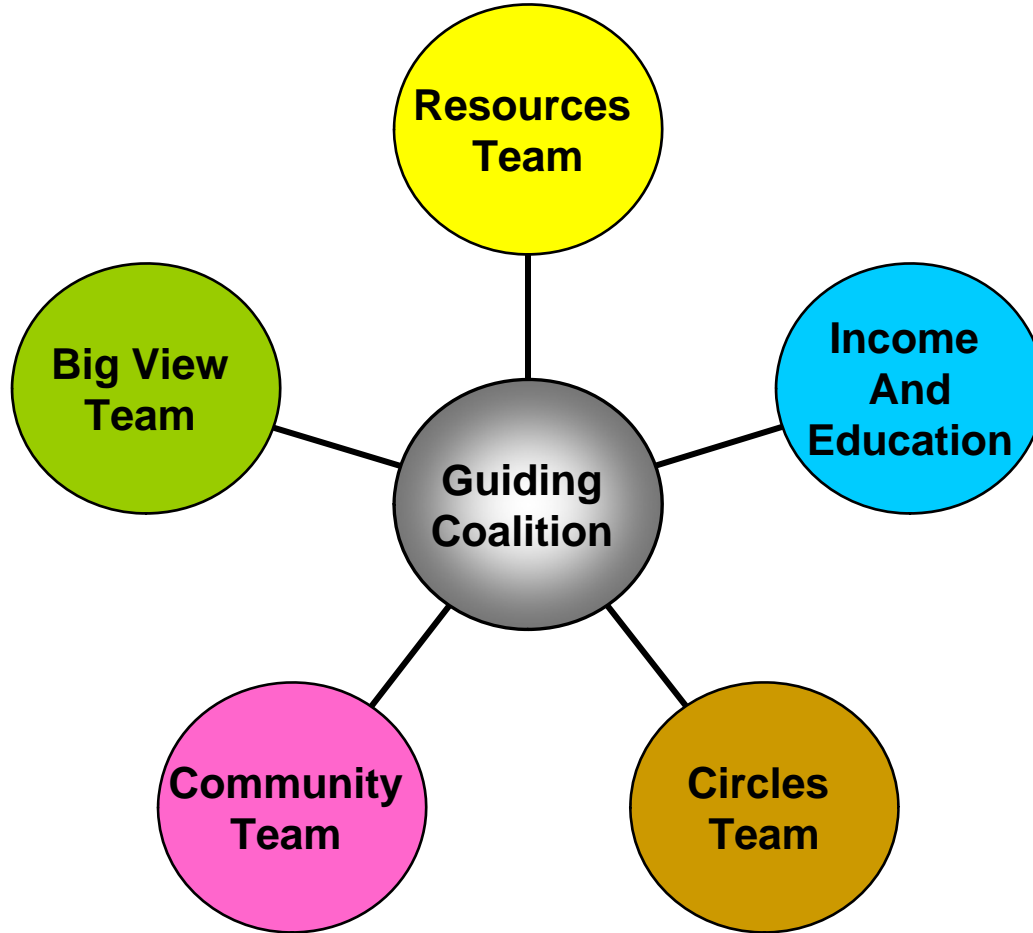
# Weekly Community Meetings



# Big View Meetings



# Guiding Coalition



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# What does the Circle leader do?

- Create life changes that lead to permanent self-sufficiency
  - Develop their unique gifts and leaderships skills
  - In time, to lead the Circle and give back to the community
  - Use their experience of poverty to advocate for change
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# What Does an *Ally* do?

- Create an intentional friendship with someone who wants to get out of poverty
  - Meet with them at least once a month as a circle of allies
  - Attend as many weekly meetings as you can
  - Help eradicate poverty by participating in monthly Big View meetings
  - Be the change in your community
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# What Does a Circle Coach do?

Helps launch a Circle

Provides information to Circles about community resources

Works with the Guiding Coalition to monitor and support Circles

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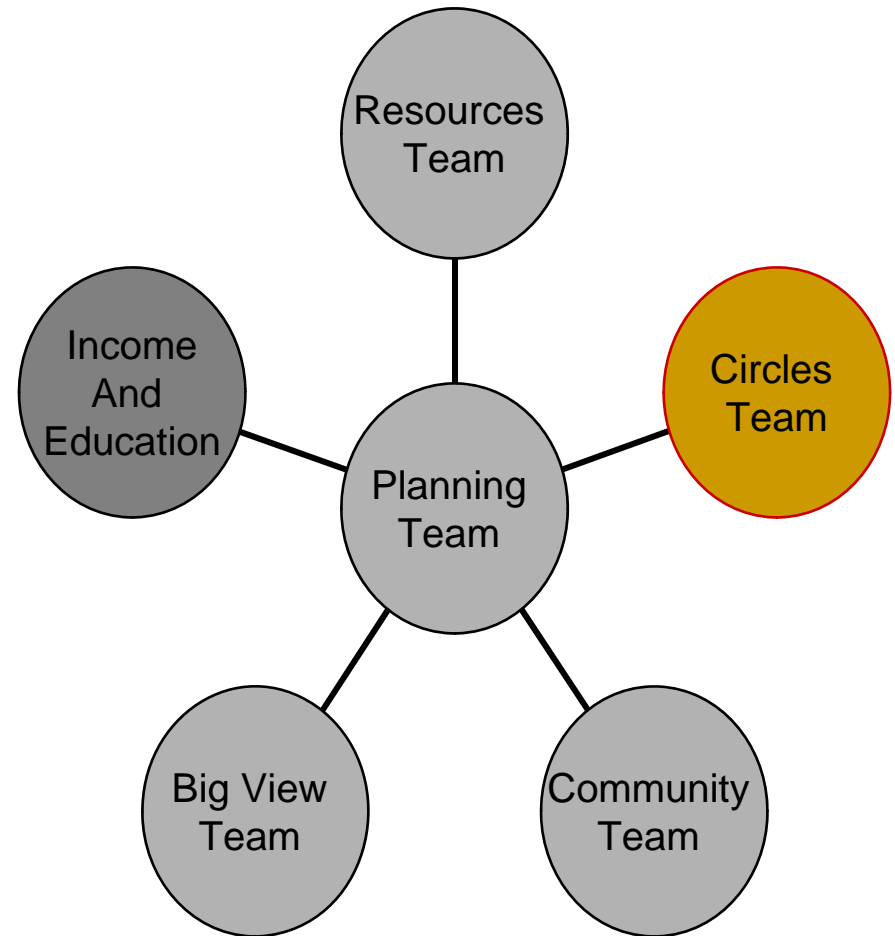
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# What does a Community Organizer do?

- Recruits and convenes the Guiding Coalition
  - Assists Circles team to recruit allies
  - Assists the Guiding Coalition with the Big View process
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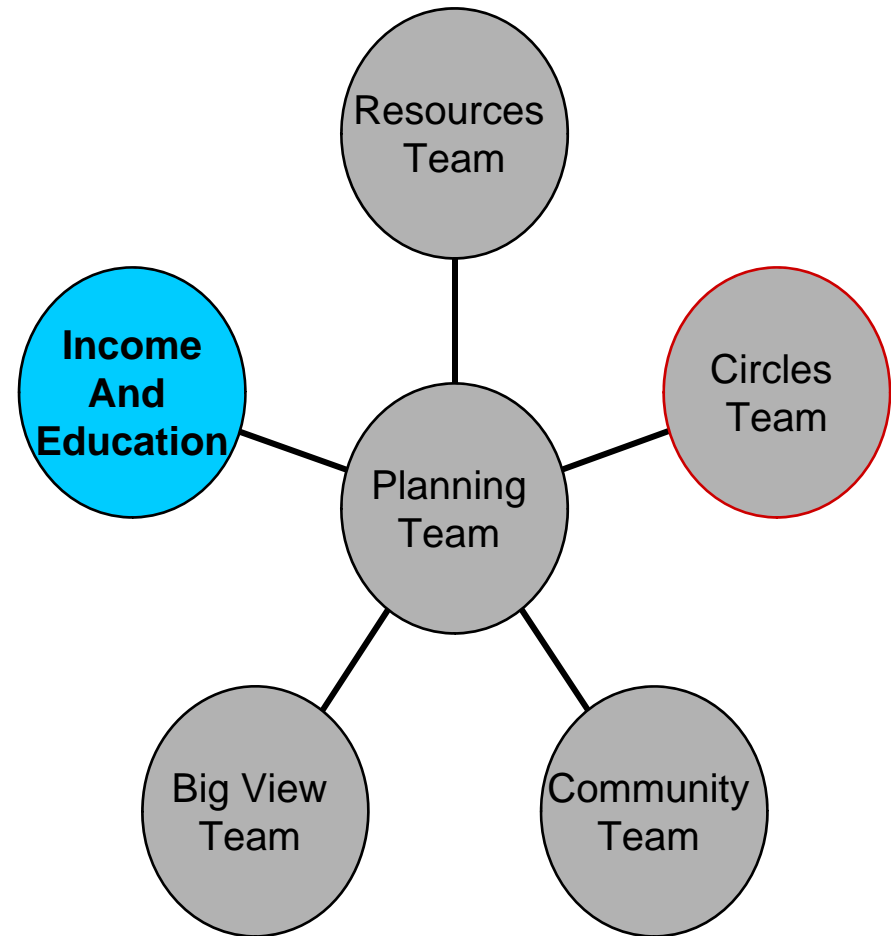
# Circles Team

- Recruits, trains, and supports Circles leaders and allies



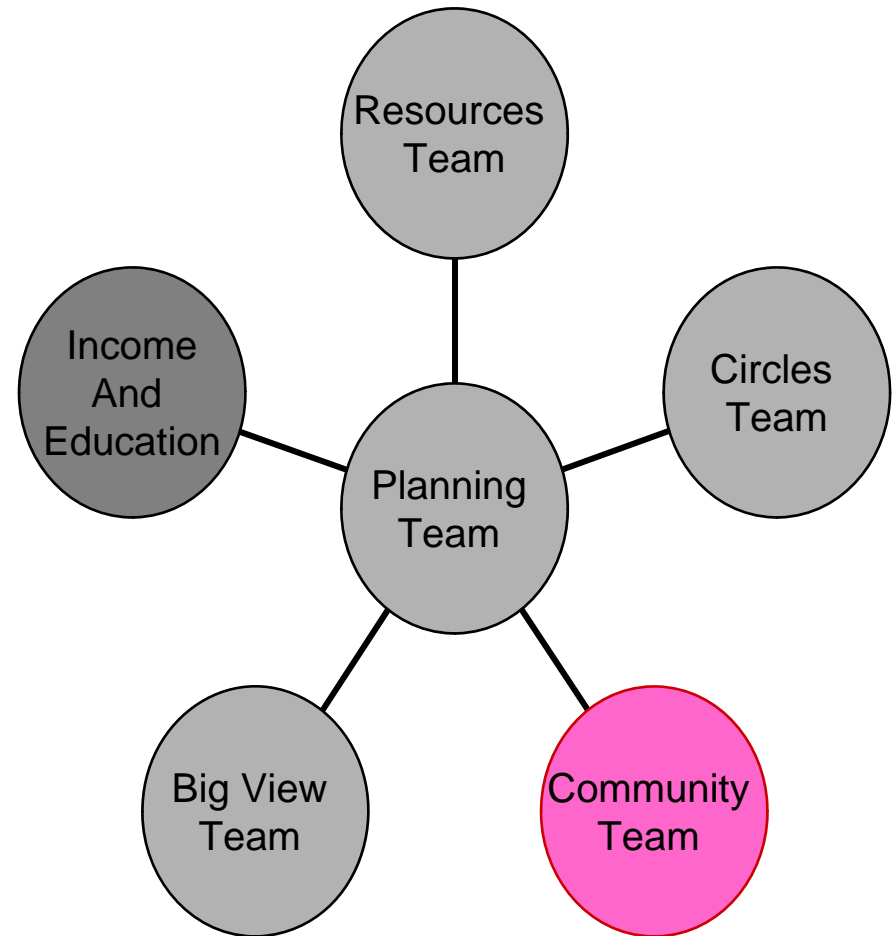
# Income and Education Team

- Ensure Circles Leaders have access to income and education opportunities
- Organize referral network with workforce and education systems



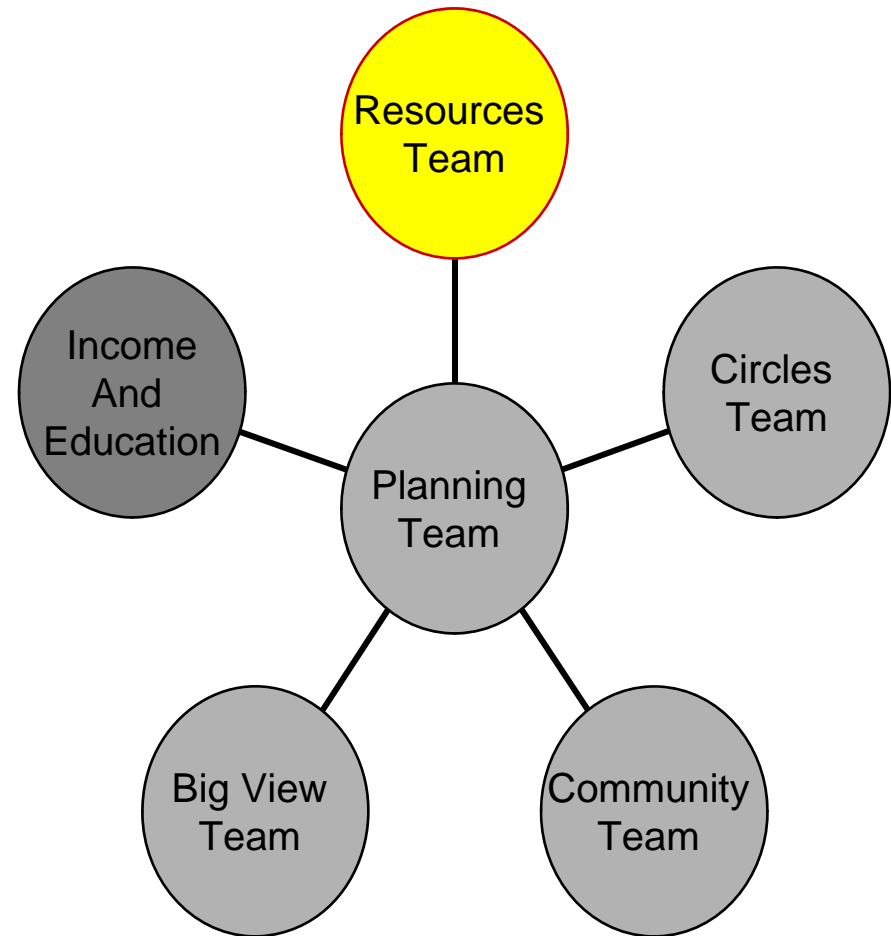
# Community Team

- Ensure that weekly meetings provide community and support for goals



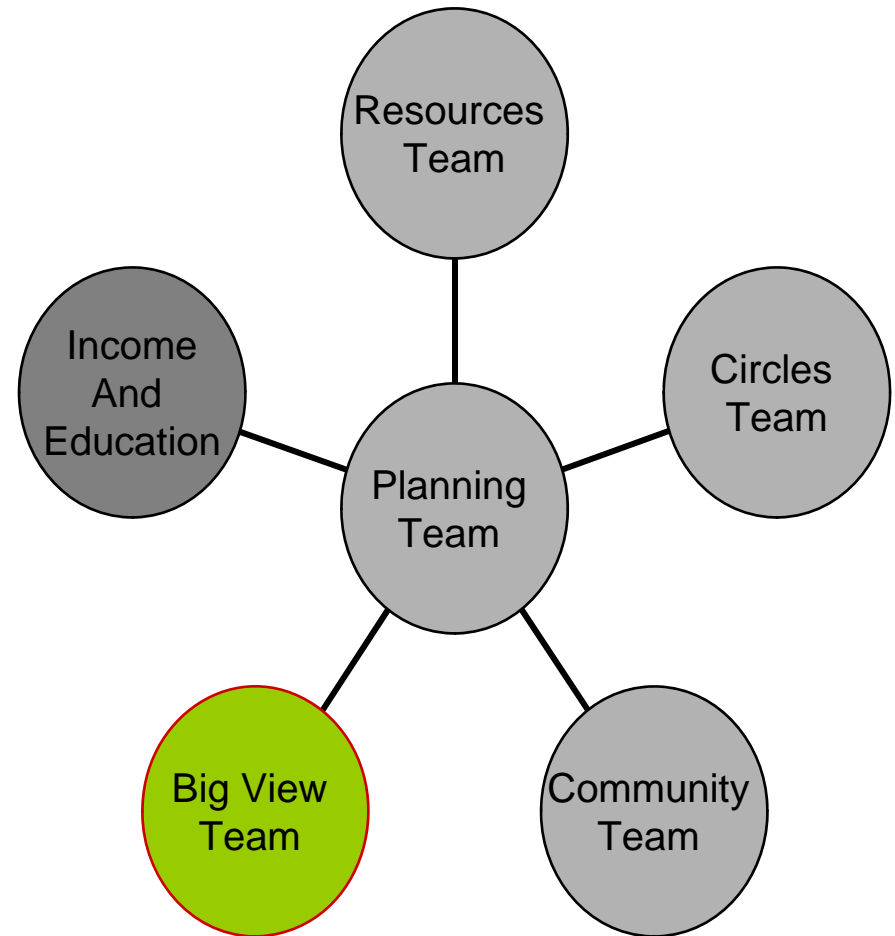
# Resource Team

- Make sure the Circles initiative has enough money, donations, and other resources to help people reach their goals



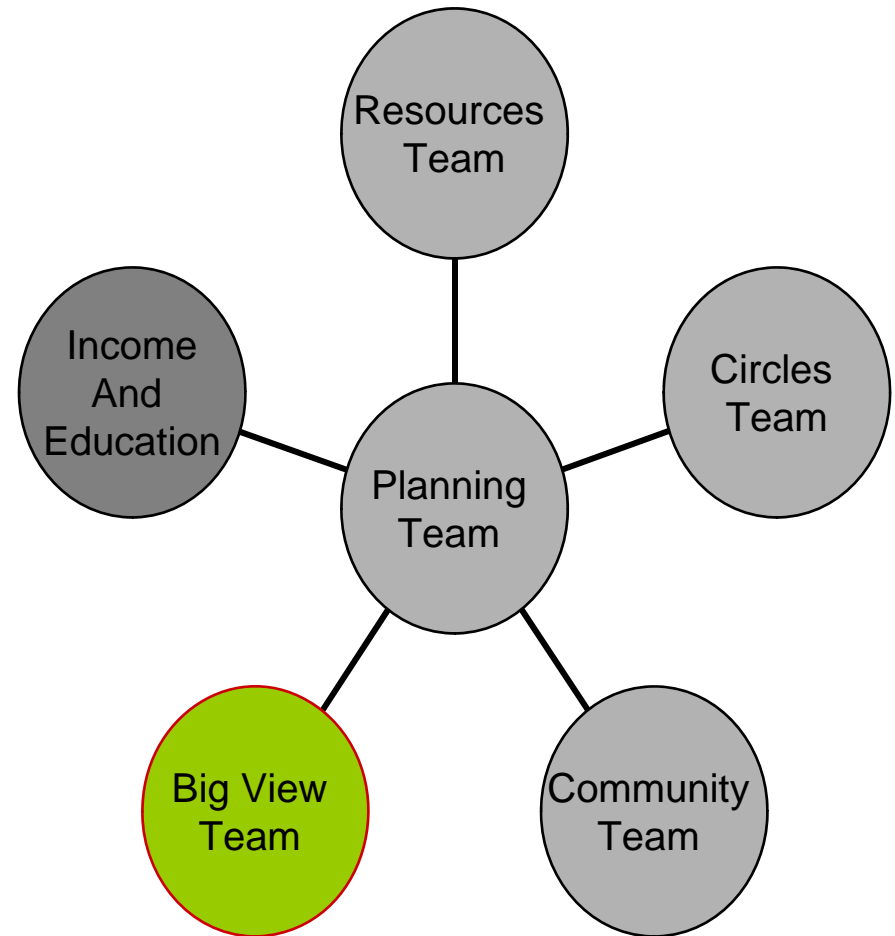
# Big View Team

- Make sure that the community and systemic barriers that people encounter are acted upon by the larger community and systems



# Big View Team

- To use the stories of Circles to change the mindset of the public so that people want to help end poverty



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# Bridges Out of Poverty

- Mental models for understanding poverty, middle class and wealth.
  - Hidden rules of class to improve relationships, resolve conflicts, and design effective approaches.
  - Common language for building relationships across class and race lines.
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# Early Results from Circle Initiatives Show:

- **More education**
  - Reduced welfare benefits
  - **Better transportation, housing, and healthcare**
  - Stronger support system
  - **Better emotional health**
  - Job Readiness
  - **Increased earned income**
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