



# Case Study of Half in Ten, The Campaign to Cut Poverty in Half in Ten Years

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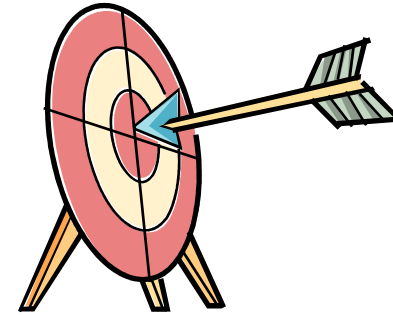
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## Campaign objectives

- Build the political and public will to cut poverty in half in ten years
- Win passage of policies to achieve that goal
- Expand the constituency for taking action to fight poverty and increase opportunity
- Increase and demonstrate public support for specific antipoverty policies
- Promote accountability by tracking our progress year to year in reducing poverty and increasing opportunity



Why a goal to reduce poverty?

- focuses a diverse set of partners on achieving a common objective
- Breaks down silos among federal, state, and local government agencies, and inspires innovative solutions and non-traditional collaborations among the public sector, the private sector, non-profits and individuals, all aiming for the same target
- Promotes accountability to make progress



## How Half in Ten works

- The Half in Ten campaign is a joint project of the Center for American Progress Action Fund, The Leadership Conference on Civil and Human Rights, and the Coalition on Human Needs.
- Half in Ten partners with individuals, state organizations, and elected officials to promote sound public policies that fight poverty.



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## Guiding principles and 2010 policy agenda

- Half in Ten advocates for policies that create good jobs, promote economic security, and strengthen families.
- For the remainder of 2010, Half in Ten is focusing on the following policy issues:
  - Making the tax code work for working families by making the 2009 reforms to the EITC and CTC permanent
  - Continuing federal unemployment benefits through the end of 2011
  - Saving subsidized jobs by extending the TANF ECF
  - Fighting back cuts to human needs programs in the upcoming appropriations process



## Campaign Structure

- National Half in Ten Coalition
- State-level coalitions
- Cultivating individual activists
- Outreach to grassroots organizations



## National Coalition

- 40+ national organizations working together on key policy priorities
- Joint Hill visits and Hill briefings on budget, tax, job-creation legislation, etc....
- Increased efforts to coordinate grassroots outreach to build political will on key antipoverty policy priorities
- Partnering on timely policy briefs and resources to inform antipoverty legislation or lift up an important issue (i.e. partnering with NCLR on Latino child poverty brief)



## Half in Ten State Coalitions

- Minnesota: Affirmative Options Coalition, A MN Without Poverty, and the Joint Religious Legislative Coalition
- Arkansas: Arkansas Advocates for Children and Families
- Colorado: 9to5: National Association for Working Women
- Virginia: Virginia Interfaith Center for Public Policy







## Examples of our state coalition work

- **Colorado** training hundreds of low-wage women to advocate on the policies that directly impact them
- **Minnesota** (later this week) will hold large-scale event, web-linked to 5 sites across the state, with hundreds of people to check-in on the status of poverty in MN and will hold an artistic competition to draw attention to the issue
- **Arkansas** holds policy cafes across the state, educating grassroots activists, they just published recommendations of their state poverty commission, which recommended state goal to cut poverty in half in 10 years
- **Virginia** creating a documentary of what poverty looks like in the state, collecting stories of people who lost their jobs/access to services to put a human face on the policies



## Cultivating & Empowering individual activists

- Monthly action alert & sample letters on timely policy issue
- Newsletter with up-to-date resources for activists
- New media action opportunities (twitter and facebook, etc...)
- Webinars to train activists and issue large-scale calls to action
- Grassroots resources for public education. Examples:
  - Poverty Data by Congressional District – Interactive Map
  - Video on supplemental poverty measure





## Partnering with grassroots groups

- Grassroots groups sign the Half in Ten pledge (so far over 100 groups across the country) and commit to:
  - Placing op-eds and LTEs
  - Hosting events
  - Submitting a program/event ideas
  - Circulating action alerts and policy resources
  - Developing spokespeople, collecting stories
  - Using new media (Facebook, Twitter, blogs) to build the movement
  - Encouraging individuals and organizational coalition partners to join Half in Ten



## Tracking Progress Towards the Goal, 2010-2020

- Headline statistic is supplemental poverty data so that we can register the impact of public policies in cutting poverty in half
- But we also recognize that just because someone is earning slightly above the poverty level does not mean they are economically secure
- Therefore, we will examine and track several other indicators over the next several beginning with a baseline report published next fall



## Key resources

- Half in Ten one-pager and policy agenda
- [Short video in Spanish](#) describing Half in Ten
- Fact sheets on the [earned income tax credit](#), the [child tax credit](#), and the [TANF emergency fund](#)
- Seminal 2007 report: [\*From Poverty to Prosperity\*](#)
- Briefs: [Creating Good Jobs](#), [Promoting Economic Security](#), [Strengthening Families](#), [Cutting Poverty in Half](#)
- Interactive map: [2009 Poverty Data by Congressional District](#)



## Contact information

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