



ACT *for* **ALEXANDRIA**
A COMMUNITY FOUNDATION

Welcome to
ACT for Alexandria's
Strategic Plan Briefing
January 26, 2024

1

Overview



Community Listening & Strategic Planning Team

- Welcome
- Message from ACT Board Member
- Strategic Planning in Review
- Approved Strategic Direction
- Discussion Questions
- ACT's 20th Anniversary
- Upcoming Announcements
- Closing Remarks

2

Guidelines



Make sure your preference is set to “Speaker View,” which can be found in the top right-hand corner of your screen. Click the CC Show Captions icon at the bottom of your screen to enable closed captioning.



Use the chat to engage with colleagues and friends on the call.



ACT for Alexandria is committed to creating a comfortable, respectful environment where stakeholders can build relationships and community among other stakeholders and collaborate in a space that is free from solicitation in any form.

3

ACT Team



Heather Peeler
President & CEO



Tricia Ritchie
Chief Development Officer



Brandi Yee
Chief Program Officer



Sally Bolger Gardner
Operations Manager



Leeann Napoleon-Turkal
Development Program
Manager



Vannice Evans
Development Program
Associate



Shelley Spacek Miller
Program Manager

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4



5



6

Our Mission

Amplify the work of our community by bringing people and resources together

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7

Beliefs

As Alexandrians, we (ACT's board and staff) find ourselves surrounded by:

- A beautiful city with a rich, complex history and an extraordinary legacy from our forebears;
- A diverse population of newcomers and long-term residents that provides great strength;
- People who live and work in Alexandria who are generous and want to serve and share their time, talent, and money to help our community;
- An effective city government that is committed to private/public partnership; and
- Amazing nonprofits that work hard every day to improve the lives of Alexandrians.

As such, we feel both compelled and obligated to share and organize these assets to help everyone in our community thrive and feel a sense of belonging.

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8

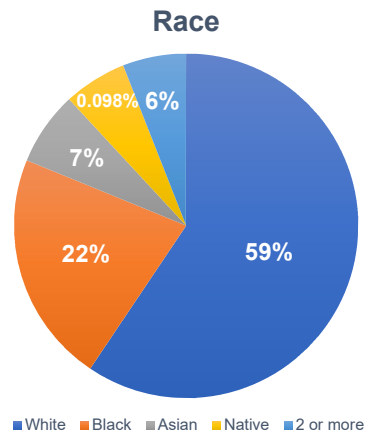
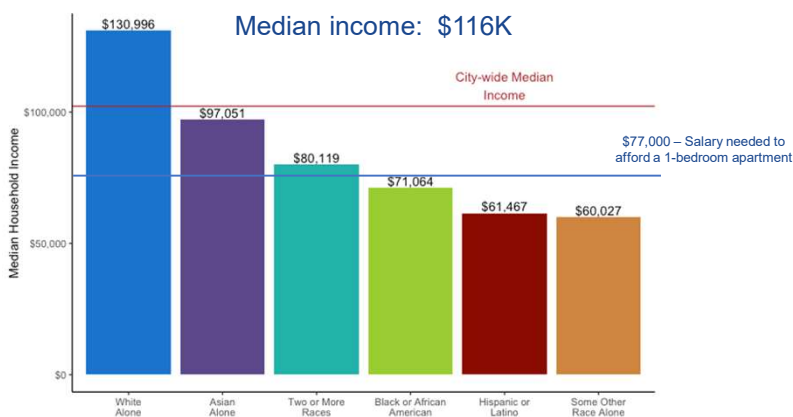
We are experiencing a “new” normal

The child poverty rate more than doubled, from 5.2 percent in 2021 to 12.4 percent in 2022.

US Census Bureau

9

Alexandria Snapshot: 158,309 residents



16% of residents identify as Hispanic/Latino

10

Our DIVERSITY BY THE NUMBERS

Source: ACS 5-Year Estimates 2017-2021; AEDP, Q1 2020



43% of our households are one-person households



37%+ of our workforce is employed in service-related industries



31%+ of our residents (5+ years) speak a language other than English at home



25%+ of our residents are foreign born



20% of our households have a member 65+



20% of our households have children under 18

6

Data source: City of Alexandria ACTforAlexandria.org | 11

11

Community-Driven Strategic Planning

What issues matter most to Alexandrians?

How can ACT make a difference?

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12

Community-Driven Strategic Planning

- October 2022 – May 2023
- 18-person planning team
- Engaged 240+ people through surveys and focus groups
- Made recommendations to ACT's board of directors
- Strategic direction was approved in May 2023



Rental housing with terrible conditions (rats, roaches etc); ignored by wealthy landlords who still charge high rent.
– Beatley Library Focus Group

There's a lack of compassion and empathy for those who are living on the margins.
– FACE/Amharic Focus Group

A lot of people without resources end up having compound issues that build upon one them. If I could wave a wand, I would focus it on everyone who is below a certain median income.
- Departmental Progressive Club Focus Group

At one time, Alexandria was an affordable place; now it's being taken away from working and people of color. People are being trapped in low-income housing.
– Carpenter's Shelter Focus Group

Making sure the diversity that is here can remain here and that the voices of those who are not in meetings etc. are still represented.
– Chamber ALX Focus Group

More opportunities for young people to build skills, such as professional workshops.
– Youth Focus Group

What would progress look like? Being well-paid. Affordable housing; reasonable cost, no extra surprise fees.
– Casa Chirilagua Focus Group

Create a one stop shop where people could go to get the resources they need, not get the runaround or pointed in a million incorrect directions.
– Beatley Library Focus Group

I would say like focusing more on the west side to like, give people here more opportunities.
– Youth Focus Group

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15

What the community says:



Affordable Housing



Economic Success



Racial Equity

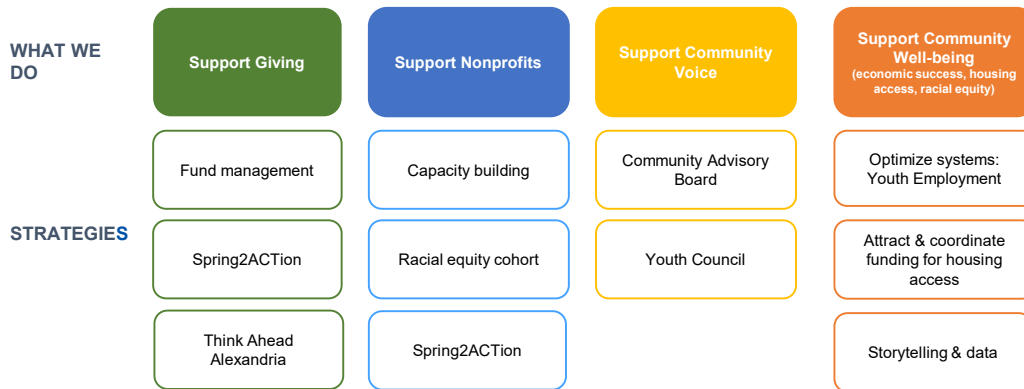


Community Well-being

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16

Approved Strategic Direction



Support Giving

Catalyze individual passions and generosity to advance community well-being



Support Nonprofits

Ensure that Alexandria's nonprofits are strong and offer high-quality, effective programs

Desired outcomes

- Strengthen nonprofit capacity
- Increase support for Alexandria's nonprofits

What we will do in 3 years

- **Host the community's biggest fundraising event** – Spring2ACTion
- **Sustain ACT's capacity-building** grant program at \$100,000 annually
- **Encourage support for legacy giving community wide** – *Think Ahead Alexandria* initiative and leverage media relations to highlight impact of local giving.
- **Resource sharing** – Nonprofit Newsletter Fundraising Advice Corner and industry standard research tools.

Support Community Voice

Support and amplify local leadership to ensure that groups that have been historically excluded are involved in community-decision making

Desired outcomes

- **Youth and community leaders report increased agency** and confidence in advocating for issues that are important to them

What we will do in 3 years

- **Establish a Community Advisory Board for the Fund for Racial Equity** to set priorities and make decisions
- **Continue working with the Youth Council** to elevate youth voice on issues that matter; offer grantmaking opportunity

Support Community Well-being: Systems

Optimize systems and ensure they work better for Alexandrians who have been systemically marginalized

Desired outcomes

- **More youth have career opportunities** that provide a living wage
- Alexandrians have **increased awareness of and access to services** that support a road map to move from crisis, to stability, to prosperity

What we will do in 3 years

- **Ensure an independent Youth Support Network** focused on ensuring all youth have access to high quality programs
- **Launch a Youth Employment Working Group** to connect HS-age youth to living wage career opportunities in Alexandria's major employers
- **Create an Upward Mobility Map** for Alexandria that can be used by the City, nonprofits to inform strategy and investment, and by residents to access support

Support Community Well-being: Housing Access

Support programs and initiatives that help low-income Alexandrians access safe, affordable housing

Desired outcomes

- Low-income residents have **increased support for and access to affordable housing**

What we will do in 3 years

- **Launch a Housing Fund** with \$30K in seed funding
- **Engage stakeholders** to identify common goals and priorities
- **Map the landscape** of actors and partners
- **Develop & launch a collaborative initiative** to increase access to affordable housing

Support Community Well-being: Storytelling & Data

Challenge outdated mindsets about the root causes of poverty and build public support for policies and programs that work

Desired outcomes

- **Shift in public mindset** and understanding of root causes; greater support for effective policies
- **Greater policy and public resource investment** for economic success and housing access

What we will do in 3 years

- **Share ARISE pilot outcomes and personal stories** to deepen public understanding of poverty in Alexandria and potential solutions
- Partner with the City of Alexandria **to advocate for direct cash assistance programs in Virginia**, including Child Tax Credit and Earned Income Tax Credit

Discussion Questions

- What has piqued your interest the most?
- What would you like to learn more about?

20 Years of Impact



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25

Upcoming Announcements

- March 7 - Coffee & Conversation Series – Money Matters
- April 20 - ALX Dog Walk – Spring2ACTION Nonprofit Village
- April 24 - Spring2ACTION
- May 29-30 - Search Inside Yourself Workshop
- June 8 - ACT 20th Anniversary Community Celebration

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26

Together is a great place to be!



27

For more information



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28