

National LEGACY Outreach Campaign
Final Narrative Report to W.K. Kellogg Foundation
Submitted by Outreach Extensions
August 31, 2000

I. Project Summary (1 – 2 pages)

On August 26, 1999, the National LEGACY Outreach Campaign, through Urbi-Culture, Incorporated, received a grant in the amount of \$100,000 from the W.K. Kellogg Foundation to design, develop and produce a toolkit (*Legacy Community Action Toolbox*) with appropriate materials for community action groups to use in educating and mobilizing target audiences around the core themes in the LEGACY documentary. The grant period is September 1, 1999 through August 31, 2000. At the time the grant was received, the 90-minute documentary, which the campaign supports, was scheduled for broadcast on HBO in spring 2000.

Outreach Extensions has developed / maintained / advanced strategic partnerships with seven national partners, as well as alliances with other stakeholders (including project funders) and nonprofit organizations, which have participated in the National LEGACY Outreach Campaign's design and implementation. National partners assisted the campaign in developing tools and resources that they, and others, are now using with specific audiences to serve local needs. Partnering organizations include: Interdenominational Theological Center, Generations United, Center for Community Change, Los Angeles Women's Foundation, Boys & Girls Clubs of America, United Way and the Association of Black Psychologists. Their combined resources and assets have been fully utilized to reach and serve communities.

Developed in collaboration with the national partners, the *Legacy Community Action Toolbox* is organized in eight sections to assist diverse audiences in implementing the outreach campaign. In addition to the Viewer's Guide in Section 2, both the Faith Based Community and Youth Development sections of the Toolbox offer discussion guides that have aided dissemination efforts to reach the special audiences they serve.

- Section 1:* *Legacy Community Action Toolbox* provides an overview of the Toolbox and introduces the community partners.
- Section 2:* LEGACY Documentary introduces the Collins family and chronicles key events in their lives. Producer Tod Lending talks about the "Making of" the film. *The LEGACY Viewer's Guide*, written by members of the Association of Black Psychologists, provides a culturally based approach to viewing and discussing the film.
- Section 3:* National Outreach Campaign outlines the campaign, delineates steps in mobilizing the community and invites community participation in the

- National Business Plan Competition and in the LEGACY Community Action Minigrants.
- Section 4:* Faith-Based Community -- Interdenominational Theological Center
- Section 5:* Grandparents and Other Relatives Raising Children – Generations United
The Intergenerational Concept – Generations United
- Section 6:* Families and Children in Public Housing – Center for Community Change
- Section 7:* Economic Literacy: An Innovative Approach to Breaking the Cycle of Poverty – Los Angeles Women’s Foundation
- Section 8:* Youth Development – Boys & Girls Club of America

Significant to Kellogg’s investment is the project’s support by two other major foundations: The John D. and Catherine T. MacArthur Foundation and The Annie E. Casey Foundation. (Both of these funders also invested in the LEGACY documentary.) The commitment of all three foundations made possible a highly strategic campaign with custom-designed, integrated components to benefit families and communities. For Kellogg, this has meant, for example, that Outreach Extensions could provide needed technical assistance to organizations receiving the *Legacy Community Action Toolbox*.

Project Objectives

The campaign adheres to the following set of objectives:

- To increase public awareness of, and build interest in, the LEGACY documentary and action-based outreach components as a means to introduce practical interventions to advance the development of healthy individuals and effective communities.
- To develop tools and resources to advance community utilization of the film and its outreach materials/activities with key target audiences; and to offer self-help strategies to support long-term sustainability within families and communities.
- To use the documentary and outreach resources as a means to engage community-based organizations, public housing residents, the faith community, community leaders, HBO cable operators and PBS stations in raising awareness of the challenging issues confronting children and families in our poorest and most distressed neighborhoods and communities in America.
- To stimulate dialogue and inform public policy initiatives that present an integrated perspective on the complex issues inherent in poverty and distressed neighborhoods (e.g., substance abuse, housing, economics, welfare to work and aging), yet which allow targeted “calls for action.”
- To build upon local strengths and support coalition building and cooperative activities among community-based organizations, neighborhood associations and the faith community to mobilize resources and support programs that will strengthen the capacity of youth and families at risk to improve their lives.
- To create opportunities to use the power of the media to enhance discussions about poverty, diversity / inclusiveness and class, to give voice to underrepresented populations, and to raise questions about equity and justice in American society.
- To convey realistic messages: that the cycle of poverty can be broken; that internal and external life changes can occur; that despite high risk factors, families can be strong and

resilient; and that community support structures and resources are available to create impetus for individual and social action.

II. Progress Toward Goals (2 – 10 pages)

A. Outcomes

Developed in association with the seven community partners, the National LEGACY Outreach Campaign's key outreach tools and resources include:

- **Legacy Community Action Toolbox** looks at public policies, human service reforms and community support structures that can effectively meet the needs of youth and families – and help them to help themselves. It provides practical interventions and model projects, delineating webs of relationships to connect people to economic opportunity, social networks, services and supports.
- Launched in February 2000, the **LEGACY Web Site** (www.legacymovie.com) highlights the documentary as well as the outreach campaign, and includes all of the Toolbox materials – providing access for the general public as well as specialized audiences. To adhere to HBO's requirements, the site is static.
- The 90-minute LEGACY documentary has gained the attention and acclaim of the international film community through screenings at important film festivals around the world. (See attached list.) **Screenings, conference presentations and events** occur through the community partners, funder initiatives, national organizations, film festivals and Outreach Extensions. Both the 90-minute documentary and 35-minute videotapes are available for this purpose. The outreach campaign supports the participation of the Collins family and Outreach Extensions for designated outreach events. The San Francisco Film Festival, for example, offered an educational component that included school visits by Nickcole Collins Pierre and her mother AlaiSSa Collins. Producer Tod Lending provides an overview of the outreach campaign as part of his presentation.
- A limited number of community organizations will receive **LEGACY Minigrants** to support local activities that use LEGACY's tools and resources and support the project's objectives. Outreach Extensions provides a range of technical assistance to insure the attainment of project objectives. Both the 90-minute documentary and 35-minute videotapes are available free to funded organizations.
- In order to involve congregations in community building, the **faith-based community component** included distribution of a Faith-Based Brochure, a follow-up package with the 35-minute **Legacy of Faith videotape** and Faith-Based Community section of the Toolbox. The videotape was developed in consultation with an esteemed faith-based advisory group convened by the Interdenominational Theological Center.
- **Community Action** work has featured briefings for policymakers and elected officials, youth development leadership orientations, economic literacy summits and targeted family strengthening / neighborhood transformation projects. A 35-minute **Legacy of Community Action** videotape supports community dialogue.
- A unique **public television outreach prototype to support the cable broadcast of LEGACY has been** developed in association with KPBS / San Diego. The effort works in coordination with The Annie E. Casey Foundation's Making Connections initiative.
- **Members of the Collins Family** have participated in the outreach campaign. Nickcole has been particularly active in a range of settings including film festivals, the KPBS prototype and youth organizations.

B. Implementation

Implementation of the National LEGACY Outreach Campaign is outlined on the attached chart, LEGACY Outreach Campaign Development Processes. It presents three phases, Strategic Planning Phase, Implementation Phase and Evaluation Phase, identifying Campaign Management activities and providing a LEGACY Example. The chart illustrates the complexity and depth of the campaign along with the strategic management required for its successful outcomes.

(1) *How did you develop the contents of the Toolbox to make sure it is useful, relevant and applied?*

Consultation with stakeholders, including funders, experts and community organizations engaged in urban poverty helped Outreach Extensions to identify critical issues presented in the LEGACY documentary that could support community action. These issues included:

- welfare to work, self determination, breaking the cycle of poverty
- substance abuse to recovery
- public housing to private homeownership
- youth violence and violence prevention
- youth development, stay in school, mentoring
- economic literacy / empowerment
- intergenerational relationships

Our advisors brought clarity to these issues, helped us to assess priorities on the basis of community needs and infrastructure and offered suggestions on how to handle the issues within the campaign.

Once we defined the issues and established the campaign's strategy, we formed partnerships with community organizations to help us develop relevant materials and implement the campaign. From the beginning, the partners committed to using the materials with their constituencies. Our LEGACY partners, as noted earlier, include the following: Interdenominational Theological Center (ITC), Generations United, Center for Community Change, Los Angeles Women's Foundation, Boys & Girls Clubs of America, Association of Black Psychologists and United Way. Throughout the campaign, we have continued to seek alliances with other groups, coalitions and organizations that can increase public access to the campaign's resources.

Selection of community partners was based on various criteria, including their work in developing effective programs to assist families and communities, and their content expertise. We looked for a range of partners, and considered access and reach to diverse audiences, visibility, size and geographic location. ITC, for example, serves a national audience of 70,000 African-American churches. Useful to LEGACY were our partners' solution-based programs related to faith; youth development, including economic literacy

to help young girls understand how to earn and manage money; grandparenting and kinship care; and public housing resident organizing.

(2) *What was the process for introducing the Toolbox to community groups and making sure they were applied to mobilizing communities?*

The LEGACY outreach project seeks to reach specialized audiences: community leaders, the faith community, local community service collaborators, community housing builders, community developers, policymakers and youth and families at risk. Campaign materials allow these audiences to deal concretely with the issues and solutions presented. These materials are used in a range of community and faith-based settings: strategic planning, coalition building, neighborhood reinvestment workshops; trainings for community action groups; and school and conference presentations for youth, teachers and adults. Special content materials, including a culturally based *Viewer's Guide* developed by members of the Association of Black Psychologists, have been especially effective in reaching African-American families.

Various processes were used to introduce the Toolbox, based on target audiences and referring organizations. These included special mailings, national / regional conference presentations, one-on-one telephone contacts and technical assistance, film screenings in association with educational outreach, newspaper / newsletter articles and Web site inquiries. The campaign operated cost-effectively to advance our reach to as many organizations as possible. In addition to sending the full Toolbox, select groups received single reproduced sections of the Toolbox along with customized cover letters. Organizations receiving minigrants also distributed copies of the Toolbox to their constituencies. Finally, the campaign is working in coordination with The Annie E. Casey Foundation and local public television stations to engage the 22 cities in Casey's Making Connections Initiative to use the LEGACY tools and materials.

(3) *What are the specific outcomes of using the Toolbox? Describe them for each target audience.*

Specific outcomes related to the distribution and reach of the National LEGACY Outreach Campaign is provided on the attached set of documents entitled National LEGACY Community Partners: Distribution & Reach. Highlights of the campaign related to specific audiences are outlined below.

W.K. Kellogg Foundation: Outreach Extensions obtained contact information from the W.K. Kellogg Foundation on its grantees, including Capitalizing on Diversity, Devolution, Leadership Conveners, Health, Turning Point and Food Systems. Letters were sent to organization / project leaders along with a copy of the Toolbox and the 35-minute *Legacy of Community Action* videotape. Organizations were invited to contact the LEGACY campaign to discuss potential collaborative activities. Between March and June 2000, Outreach Extensions systematically called the majority of organizations to encourage their

participation and invite them to apply for \$500 - \$2,500 LEGACY minigrants. Some contacts were deliberately postponed to be closer to the HBO broadcast date.

Here are two examples of organizations that are using LEGACY as well as expanding the project's reach to other constituencies. (Please see the more comprehensive list of Kellogg grantees involved in LEGACY, which is attached to this report.)

STRIVE Battle Creek is successfully using the 90-minute LEGACY documentary as part of its job readiness training program. In "Stand & Deliver," participants begin to deal with obstacles in their lives. After watching the LEGACY documentary, they are able to identify additional emotional / psychological / physical barriers that are holding them back from employment. The Battle Creek office is developing a curriculum module that incorporates the 90-minute LEGACY documentary and will help the LEGACY campaign to recruit additional STRIVE offices around the country.

Beginning in April 2000, Outreach Extensions has been working with Joy of Jesus (a grantee of both Kellogg and The Annie E. Casey Foundation) on its community building activities in Detroit as part of the Southeast Village. Activities have included a luncheon convening (May 16, 2000) to introduce the partnering Southeast Village individuals/ organizations to the LEGACY project and a train-the-trainers event (June 17, 2000) for church leaders who are working to organize other churches to use LEGACY with their constituencies. Joy of Jesus is distributing copies of the Toolbox along with the *Legacy of Faith* videotape and training pastors in the use of these materials.

Faith-Based Community: Distribution of the Toolbox to the faith community has been a multi-pronged effort. At the center has been the involvement of the Interdenominational Theological Center (ITC), beginning with its preparation of materials for the Toolbox. In partnership with the ITC, Outreach Extensions mailed a special faith-based packet to 1,500 churches nationwide. The packet included a cover letter, the Faith-Based Community section of the *Toolbox* and the *Legacy of Faith* videotape. Outreach Extensions continues to contact churches to find out how they are using the materials and to identify faith-based organizations interested in submitting minigrant applications. ITC has also introduced the LEGACY project in national conferences, in community reinvestment workshops and in educational settings.

Other efforts have included the involvement of the National Black Catholic Congress, which will culminate in recognition of the Collins family at its national conference in Chicago in 2002. Principal Brigid Miller at St. Malachy School, who is close to the Collins family and has been instrumental in their attainment of self-sufficiency, is presenting the project to local and national audiences, including the National Catholic Educators Association annual conference (April 2001). The Faith-Based Community section of the *Toolbox* will be mailed to 1,400 parochial middle and high schools nationwide. They will be invited to request the 35-minute videotape for use with students and parents.

Intergenerational Audiences: In July 2000, a mailing was sent to 88 organizations affiliated with Generations United and the Brookdale Foundation. Follow-up calls are currently underway to gain their involvement. In addition, Generations United staff members have made dozens of presentations around the country that include LEGACY and its powerful message of hope. Audiences include intergenerational service providers, government agencies, grandparents raising grandchildren and support group facilitators. Generations United is the only national membership organization working to promote intergenerational cooperation in support of children, youth and the elderly.

Policymakers: The National LEGACY Outreach Campaign is working in two primary arenas to reach policymakers. With Outreach Extensions, Generations United (GU) will lead an effort to prepare and promote federal housing legislation designed to support grandparents and other relatives raising children. Groundwork for this effort was laid through sponsoring a briefing on Capitol Hill in June 2000 on mental health and housing needs of grandparents and relatives raising children.

Working with a consultant, Outreach Extensions is presenting the LEGACY project to the Congressional Black Caucus and the Congressional Black Caucus Foundation. This will fulfill the campaign's earlier commitment, originally planned to occur through the Interdenominational Theological Center. A primary goal is to have members of the Black Caucus raise awareness about the LEGACY campaign and its issues in their districts and pass on the LEGACY tools to organizations whose constituencies can directly benefit from the information.

Public Housing/ Workforce Readiness: Toolboxes were sent to various constituencies of the Center for Community Change (CCC), including governors, mayors, HUD officials and Resident and Partner networks. CCC advised Outreach Extensions to contact workforce organizations, which has become a successful strategy for the campaign. Workforce organizations involved with LEGACY include STRIVE, Benton Harbor Workforce Skill Development Center, Center for Employment Training and YouthBuild.

Youth: Highlights of the wide-ranging youth effort include the following:

- Boys & Girls Clubs of America distributed its Youth Development section of the Toolbox and a minigrant application to 1,000 Clubs nationwide, including those located in housing projects. The project was presented to B&GCA staff at regional Program Institutes for youth staff in San Antonio, Texas and Atlanta, and at Regional Leadership Conferences for executive personnel in Denver, Providence and Indianapolis. Kenny Butler, Nickcole's mentor has been assisting the project in recruiting the participation of Clubs and Nickcole has visited Clubs in Chicago to talk to teens.

- Los Angeles Women's Foundation sponsored a conference on economic literacy for low income, ethnically diverse at-risk girls at the University of Southern California in April 2000. Nickcole Collins Pierre was the featured luncheon speaker. The event and its message of economic literacy were featured on CNN's *In the Money* and a conference report was mailed to key constituencies.
- The campaign has partnered with key organizations to address the issue of teen pregnancy. This includes a presentation at the convention of the Georgia Campaign for Adolescent Pregnancy Prevention (February 2000), the preparation of General Talking Points on Teen Pregnancy by the National Campaign to Prevent Teen Pregnancy and a presentation to runaway teens at Sisters Choice in San Diego (June 2000). United Way of Battle Creek has asked the LEGACY campaign to assist it with addressing the issue of teen pregnancy.

C. Context

In association with the LEGACY documentary, the National LEGACY Outreach Campaign expands public awareness and dialogue as well as works in partnership with key organizations engaged in local initiatives to strengthen youth, families and communities. It is intended to educate, challenge and mobilize individuals, coalitions and organizations to make communities a better place to live – and work toward systematic and sustainable change. In preparation for a presentation on the campaign at the Annual Meeting of the Council on Foundations in May 2000, Outreach Extensions reviewed / analyzed many factors surrounding the campaign. The attached document on Challenges and Solutions focuses on various contexts affecting the campaign. These include: multiple themes / issues in the documentary, limited experience of community partners with media outreach, organizational changes affecting partners and reduced budget that lessened opportunities for community involvement. Throughout the campaign, as illustrated in the chart, Outreach Extensions has been proactive in identifying potential barriers and forging solutions that have kept the project on track.

Two of the most significant challenges to the campaign emerged from HBO as the broadcast entity. These included HBO's lack of an infrastructure at the local level to support an outreach campaign and HBO's changing of the broadcast date for LEGACY. In February 2000 we learned, once again, that HBO was moving the airdate, this time from October 2000 into next spring (2001). In restructuring the outreach campaign, we had to clarify which of our national partners could continue with the campaign beyond their original commitment dates, as well as build productive upgrades/extensions of their work. We also had to determine which of our second tier alliances and prototypes were ready for expansion along a more calculated pathway.

The limited experience of our community partners with media outreach combined with HBO's lack of outreach infrastructure at the local level meant that Outreach Extensions needed to step up its hands-on community involvement in the campaign. This necessitated

an aggressive distribution and follow-up effort to engage local organizations in migrant and other activities. Kellogg grantees have become an enormously important source of community activity. Moreover, the extraordinary effort to develop the public television model will pay off in Phase 2 as implementation expands to other cities.

In addition to the work of our original partners, new opportunities have continuously meant a careful analysis and reframing of all variables. This required great finesse for Outreach Extensions to orchestrate a high level of community activity in alignment with the campaign's significant goals. Our refined strategies and successful implementation efforts are reflected in the prototypes described below, which will be the foundation for the campaign's expansion in Phase 2.

III. Future Plans

With the additional unanticipated time prior to the HBO premiere in Spring 2001, Outreach Extensions has carefully crafted Phase 2 for the campaign, which will begin on September 1, 2000 and end on July 31, 2001. A central campaign goal from the beginning – to develop a pioneering outreach effort for HBO/cable projects – will be fully realized in Phase 2 through our work to build tools, networks and prototypes. Developed in Phase 1, these prototypes will be expanded, utilizing the LEGACY tools and resources, to targeted coalitions and organizations engaged in community building. Campaign priorities focus on increasing awareness about urban poverty issues and engaging in a range of community development solutions.

Based on the campaign's success in creating significant partnerships and strategic interventions, which have resulted in innovative outreach prototypes, Phase 2 will focus on refining and replicating five models to address solvable problems in neighborhoods. Since LEGACY is an HBO property, Outreach Extensions has always envisioned a model development process as essential to exploring new ways to conduct outreach for cable (and other non-PBS) properties. In accordance with the original priorities for the campaign, the five prototype initiatives for Phase 2 will be: a Public Television Outreach for Cable Broadcast Initiative, Legislative / Public Policy Initiative, Faith-Based Initiative, Workforce Initiative and Youth & Family Strengthening Initiative.

A. Prototype #1: Public Television Outreach for Cable Broadcast Initiative

From the beginning of the National LEGACY Outreach Campaign, Outreach Extensions has advanced a dual strategy to utilize the strengths of both HBO (audience reach and media power) and PBS (targeted audiences, community outreach expertise and activities, role of stations as neutral conveners, PBS Online) to reach and serve communities. This strategy was created to build a seamless campaign for the planned first (HBO) and second

(PBS) broadcast windows. Having a completed production well in advance of broadcast is a highly valued commodity in gaining the buy-in of stakeholders.

The build up of The Annie E. Casey Foundation's Making Connections Initiative led to a strategy to target its 22 cities as potential users of the LEGACY campaign materials. Bringing public television stations together with the Making Connections organizations in key cities offered a sound strategy to expand public participation in the campaign. Access to a targeted list of the W.K. Kellogg Foundation's grantees provided additional potential linkages between public television stations and local organizations.

A critical part of the PBS strategy was to work with a well-respected station and create a model project. This was particularly important since technical assistance would be needed from Outreach Extensions to forge a relationship between the station and the Making Connections Initiative. Outreach Extensions would also have to function as the liaison to HBO. In developing a model, we sought to achieve the following:

- Bring public television stations to the table on a long-term initiative that fulfills their community mission.
- Advise the station on how to assist the Making Connections Initiative to use media to advance their objectives / outcomes.
- Demonstrate successful activity that is outside the box to public television nationally and to local community outreach staff.
- Leverage the model's success to gain the involvement of public television stations within the 22 cities.
- Determine, through community sensing, the resonating themes that could be significant in building long-term campaigns as well as that could be most useful to the Making Connections organizations.
- Establish a communications structure and comfort level for local stations to work in partnership with a national campaign.
- Demonstrate the growing leverage that some local outreach personnel have in gaining the involvement of their stations in innovative projects.
- Provide effective strategies and activities to link station programming and initiatives to the LEGACY campaign.
- Produce an outreach campaign that could forge relationships with cable broadcasters.

Outreach Extensions' willingness to develop the model was based on our confidence that it would produce long-term, cost-effective results. An important objective was to advance utilization of the film and its outreach materials to support long-term sustainability within organizations serving families and communities. The model would pave the way for later phases, including reaching out to stations in the 22 cities and preparing for later broadcast on PBS. Even if PBS decides not to offer LEGACY to stations, Outreach Extensions is prepared to approach programmers in selected markets.

In November 1999, Outreach Extensions approached KPBS / San Diego to work with us to develop the model project for public television. Reasons for selecting KPBS included the station's strong dedication to educational and community outreach and its exceptional outreach director, Monica Medina, who is recognized nationally for her creativity and effective campaigns. Additionally, San Diego has a rich and diverse ethnic culture and the community is committed to the Making Connections Initiative. This would also give us the

opportunity to test the use of the LEGACY materials in dominant Latino communities. A joint licensee (television and radio), KPBS explored the potential use of both broadcast media, as well as print, Web and community event strategies.

The original plan included permission from HBO (which has the broadcast rights) to hold a community premiere of LEGACY as well as broadcast it on KPBS in June 2000. KPBS boldly changed the planned broadcast of its local production on welfare reform (“Welfare’s Missing Dads), moving it up from a December 2000 broadcast and making it the launch program for its new FULL FOCUS series in June. The station would then use the two productions as cornerstones of an outreach campaign to highlight relevant local issues and actions. In February, HBO reversed itself and disallowed the screening and broadcast. Even with permission denied, and the subsequent changes of the HBO broadcast date to fall 2000 and then spring 2001, KPBS remained committed to the model project.

Working with Outreach Extensions, KPBS was successful in creating a powerful, multifaceted outreach initiative with far-reaching results. The station completed a series of events, in partnership with the Making Connections organizations, which served various constituencies including ethnically diverse community leaders, youth and families and grandparents. The comprehensiveness of the station’s work establishes a blueprint for programming and community action at other public television stations. The effort is being sustained through the station’s ongoing relationships with partnering organizations and programming initiatives. *A full description of KPBS’ activities is attached to this report.*

Outreach Extensions is now spearheading the rollout of the public television prototype to other markets. As in San Diego, the national strategy is to forge a relationship between the local station and The Annie E. Casey Foundation’s Making Connections Initiative, using LEGACY as the shared vehicle. The overall strategy / outcomes are being managed by Outreach Extensions, which is providing technical assistance to help stations manage multi-tiered outreach campaigns with a range of core themes. This includes ascertaining how to implement themes / activities across traditional PBS departments (e.g., Ready to Learn, Educational Outreach, Community Outreach). Monica Medina will provide technical assistance to develop local activities. The campaign has already been launched in Des Moines, Iowa. Additional stations / cities will be targeted incrementally as part of Phase 2, beginning with St. Louis, Missouri and Milwaukee, Wisconsin. KOCE / Orange County, California also has an interest in the campaign.

B. *Prototype #2: Legislative & Public Policy Initiative*

Groundwork for two primary legislative and public policy initiatives has already occurred – one to prepare and promote federal legislation in partnership with Generations United, and one to engage members of the Congressional Black Caucus to extend the LEGACY campaign to the cities / states they represent. *(See page 6 of this report.)* These two efforts will be coordinated in Phase 2 to assure maximum impact for the campaign.

Generations United will also develop a user-friendly Community Action Kit to mobilize communities in support of intergenerational approaches and issues related to grandparents and other relatives raising children. It will build on the existing LEGACY of Community Action Toolbox, offering specific tools to move from awareness to action. Its content will be transferable to other issues important to the National LEGACY Outreach Campaign. The primary objectives of the Kit are: to identify and work with selected communities to assist them in creating successful action-based events, to build a base of constituents who will develop awareness among policy makers for the need to support the proposed federal housing legislation (described above), and to plan and promote a national event on Capitol Hill in conjunction with community events occurring around the country. Events will focus on using the LEGACY campaign and materials to support families and intergenerational relationships. Local groups will be encouraged to plan their events to coincide with Intergenerational Week – the third week in May.

C. Prototype #3: Faith-Based Initiative

Involving the faith community has been an important part of the National LEGACY Outreach Campaign. Historically, it has been the Black Church that has been the most influential catalyst in the transformation of African-American communities, and it remains the singular entity that has the organizational structure; physical, financial and spiritual resources; and legions of volunteers dedicated to faith-based personal enrichment and community revitalization. The deep commitment of members of the Collins family to their faith, shown in the documentary, motivates faith-based audiences to take action. For the Collins family, too, the Catholic Church was a vital community support structure that made possible their transformation to self-sufficiency. In addition to the Interdenominational Theological Center and the numerous churches associated with ITC nationwide, the following organizations are engaged in the Faith-Based Initiative: Joy of Jesus (Detroit), New Focus National, National Black Catholic Congress, St. Malachy School (Chicago) and the National Catholic Educator's Association.

D. Prototype #4: Workforce Initiative

In the LEGACY documentary, Collins family members struggle with barriers to employment – substance abuse, lack of child care, low self-esteem, fear of failure, educational limits and a lack of knowledge of basic workforce behaviors to gain and keep employment. Various organizations, engaged in helping people in poverty and those unable to find / maintain employment, are using LEGACY to change behavior and motivate people to identify and overcome their own barriers to employment. All organizations engaged in the workforce initiative are grantees of the W.K. Kellogg Foundation: STRIVE, YouthBuild, National League of Cities, Center for Employment Training (Cleveland) and the Benton Harbor Workforce Skill Development Center.

E. Prototype #5: Youth and Family Strengthening Initiative

Central to the National LEGACY Outreach Campaign is our work with nonprofit organizations engaged in strengthening youth, women and families. These efforts focus on a myriad of issues including economic literacy / self-sufficiency, substance abuse and recovery, youth development, pregnancy prevention, health, empowerment and leadership. Participating organizations include: United Way of Battle Creek, National Council of Negro Women, Los Angeles Women's Foundation, National Campaign to Prevent Teen Pregnancy, National Conference of Black Social Workers, America's Promise, Children's Express, Penn State University's Diversity Outreach Project, Institute for Diversity in Health Management, Inc., Operation Get Down and P.O.W.E.R. In addition, the campaign will continuously seek new opportunities throughout Phase 2. Beyond assisting direct service efforts, the campaign will seek awareness-building opportunities through screenings, film festivals and special events.

IV. Dissemination

Annual Meeting of the Council on Foundations – The National LEGACY Outreach Campaign was pleased to be the case study for a workshop on “The Changing Role of Producers,” organized and led by Alyce Myatt (The John D. and Catherine T. MacArthur Foundation). Outreach Extensions created a set of strategic planning materials (referred to earlier in this report) for the workshop held on May 1, 2000 from 2:00-3:30 pm in Los Angeles. Fellow presenters included Halcyon Liew (Kellogg), Joy Thomas Moore (The Annie E. Casey Foundation) and Tod Lending (producer of LEGACY). Cristina Regalado discussed local LEGACY activities conducted by the Los Angeles Women's Foundation and its Collaborative for the Economic Empowerment and Readiness of Girls. Most of the 50 – 70 member audience remained an additional half hour with questions and discussion.

Networking: As presented elsewhere in this report, the National LEGACY Outreach Campaign reaches audiences through various means, including mailings, conference presentations, workshops / trainings and the Web site. The national community partners help to disseminate information on the project through their newsletters and other communications. Activities undertaken as part of the campaign, including those funded by the LEGACY minigrants, are shared as “best practices” with other organizations. The train-the-trainers event for Joy of Jesus in Detroit, for example, included descriptions of other faith-based minigrant activities as well as the work of ITC. The development of outreach prototypes also supports dissemination, as evidenced by KPBS' role in supporting expansion to other public television stations, beginning with Des Moines, Iowa. Participation / mention of the outreach campaign in association with screenings of the 90-minute LEGACY documentary at national and international film festivals expands awareness about the project and the issues it addresses.

Evaluation: Outreach Extensions has contracted with Applied Research & Consulting LLC (ARC), based in New York City, to conduct the evaluation for Phase 2. ARC's unique brand of research-based consulting, using both qualitative and quantitative research techniques, enables clients to understand their relationships with key constituencies and find innovative solutions. Research questions will parallel the direction of the campaign to implement and test outreach prototypes. Beginning in September 2000, the work of ARC to document the project will provide critical information on process and outcomes. Outreach Extensions will work with the National LEGACY Outreach Campaign's funders, stakeholders and community partners to disseminate the project's efforts to strengthen families and build communities.

V. Project Director's Opinion / Other

Outreach Extensions is grateful for the W.K. Kellogg's generous grant, which along with the support of The Annie E. Casey Foundation and The John D. and Catherine T. MacArthur Foundation, has made possible the development and implementation of a highly strategic and innovative campaign to support the LEGACY documentary.

The LEGACY campaign development process has been creative and intensive, beginning with strategic planning, partnership development and the need to craft a multi-year campaign with custom designed, multi-tiered, integrated components. It will end with partners and other community organizations empowered to institutionalize and sustain campaign activities and resources long after the media phase has concluded. In managing the campaign, Outreach Extensions is in continuous contact with partners and organizations implementing LEGACY in local communities. We provide technical assistance, link them to resources and offer needed support to complete their agreed-upon responsibilities. Now moving into Phase 2, Outreach Extensions will continue to seek alliances with other groups, coalitions and organizations that can also use the documentary and campaign resources to initiate community dialogue and action.

Reports: Throughout the grant period, Outreach Extensions has submitted regular, comprehensive reports to the W.K. Kellogg Foundation on the National LEGACY Outreach Campaign. Not attached to this final report, the earlier reports have specified our achievements as well as included work products. Selected analytical documents (as noted below) detailing the campaign's strategies and methodologies, as well as specific organizational activities, which were prepared for the LEGACY presentation at the Annual Meeting of the Council on Foundations May 2000, are included with this report.

Attachments:

- (1) National LEGACY Outreach Campaign, Phase 2 Prototypes / Activities, Highlighting W.K. Kellogg Foundation Grantees

- (2) Distribution list for *Legacy Community Action Toolbox*
- (3) List of film festivals presenting the 90-minute LEGACY documentary
- (4) Selected documents distributed at the Annual Meeting of the Council on Foundations in May 2000:
 - (a) LEGACY Outreach Campaign Development Processes
 - (b) National LEGACY Community Partners: Distribution & Reach
 - (c) LEGACY Outreach Campaign: Challenges & Solutions
- (5) KPBS activities



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