



Building Bridges to Economic Security *Economic Security Champion – Call for Applications*

Background

Wider Opportunities for Women (WOW) is launching an exciting opportunity for advocates and service providers to spotlight and build on their work to promote economic security across the generations. For over 45 years, WOW has been a leader on the national advocacy stage in shaping the public dialogue regarding low-income issues affecting women and their families.

For the last 15 years, a major part of WOW's national work has been carried out through its Family Economic Security (FES) programs and, in the past four years, the Elder Economic Security Initiative (Initiative). Both projects provide a conceptual framework and tools that redefine what it takes to make ends meet. The framework and tools behind these campaigns inform a broad-based coalition building, advocacy and outreach strategy to promote social change at the federal, state and community levels.

Today, WOW works with close to 40 statewide coalitions that include more than 2,500 advocacy groups, grassroots networks, direct service organizations, public agencies, policy makers, media representatives and philanthropists who share a commitment to promoting economic security for workers, families and elders.

WOW's Building Bridges to Economic Security Campaign (Building Bridges) draws on and strengthens WOW's achievements to date. Its overarching goals are as follows:

1. To change the public dialogue from one of poverty to one of economic security;
2. To provide a common messaging framework and tools for advocates and service providers working across the age spectrum; and
3. To ensure economic security for individuals of all ages through policy and program change.

To accomplish these goals, WOW is hosting five regional meetings to review the findings of opinion research related to intergenerational economic security. Local members and individuals of our allied organizations (including WOW's Elder Initiative and FES partners), WOW network members, agency administrators, community-based provider agencies, faith-based groups and other non-profit organizations are invited to attend these briefings.

At the briefings, WOW will facilitate a discussion on how to build on public opinion research to achieve economic security for all Americans. WOW will provide technical assistance on how to use an intergenerational economic security messaging framework to build and strengthen coalitions and influence public policy decisions and/or program implementation.



Economic Security Champion Award

Economic Security Champions are organizations that participate in innovative work in the field of economic security. Champions are organizations that are willing to embrace a framework for promoting economic security across the age spectrum through organizing, advocacy and outreach activities.

WOW will recognize Economic Security Champions from across the country and designate them as the key partners in the regional meetings. The Champions will receive:

1. Access to intensive training (web/phone based) prior to the meetings on the outcomes of the national poll and the supporting action materials.
2. Recognition as an Economic Security Champion and event cosponsor on event materials.

In return, Champions are asked to:

1. Develop and implement a strategy to recruit 10 – 25 community-based advocates and service providers to attend a regional event.
2. Introduce an innovative use of an economic security framework to promote policy and/or program change that spans the generations, including children, workers, families and elders. These innovative ideas will be spotlighted at regional events across the country and in the campaign's supporting materials.

Award Amount

Champions will be selected from each region and awarded \$500 - \$1,000. The award can be applied to the organization's recruitment strategy or for general operating purposes.

Locations & Dates of Meetings

Monday, September 20, 2010 – Chicago, Illinois

Monday, September 27, 2010 – Los Angeles, California

Friday, October 1, 2010 – Denver, Colorado

Monday, October 4, 2010 – Philadelphia, Pennsylvania

Friday, October 8, 2010 – Atlanta, Georgia

Applying to Be a Champion

Applications for Economic Security Champions will be accepted and reviewed on a rolling basis.

The application deadline is roughly one month prior to each event; see below for specific deadlines. Send application (form included) to the attention of Kelly Stellrecht, Field and Program Associate to the Elder Economic Security Initiative via e-mail, fax or postal mail as follows:

- a. Email: Kelly Stellrecht at kstellrecht@wowonline.org
- b. Fax: (202) 464-1660
- c. Mail to:

Wider Opportunities for Women
Attention: Kelly Stellrecht
1001 Connecticut Ave, NW, Suite 930
Washington, D.C. 20036



Specific deadlines are:

Monday, **August 23**, 2010 for Chicago based applicants

Friday, **September 3**, 2010 for Los Angeles, Denver and Philadelphia based applicants

Wednesday, **September 8**, 2010 for Atlanta based applicants

If you have questions or require more information, please contact Kelly Stellrecht, Field and Program Associate of the Elder Economic Security Initiative, by email at kstellrecht@wowonline.org or call 202-464-1596.

We will contact you if we have questions or require additional information. We will acknowledge your application within two weeks of its receipt.



APPLICATION
Building Bridges to Economic Security
Economic Security Champion Award

Organization Information

Organization: _____

Name: _____
First *Last*

Address: _____
Street Address

City *State* *ZIP Code*

Phone: () _____ E-mail: _____

Regional Meeting Location: _____

Program Information

To be considered for an Economic Security Champion Award, please answer the following three questions. Keep answers concise with applications being no longer than two – three pages.

1. Please provide information on your capacity to create partnerships and generate event turnout. (For example, prior events held and turnout; existing partnerships; etc.)
2. What is your strategy to recruit participants to attend the Building Bridges to Economic Security regional meetings? Please indicate the number of people you expect to recruit. (For example, busing staff and volunteers to the event; using e-communications to generate interest; etc.)
3. Please describe your innovative idea for promoting economic security for all. (For example, lobbying efforts around legislation; public education campaigns; innovative outreach materials, such as bookmarks or door hangers, etc.)