

**2020**

# **Annual Report**

**CATALYST**  
**MIAMI**



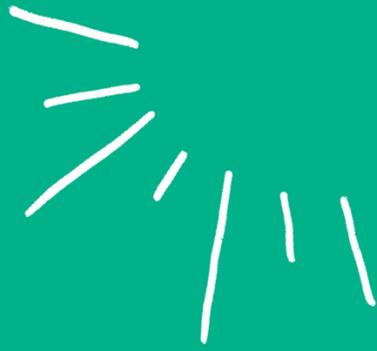
**Catalyst Miami's mission is to identify and collectively solve issues adversely affecting low-wealth communities throughout Miami-Dade County. Our vision is a just and equitable society in which all communities thrive.**

# Policy & Engagement

- Engaged **8000+** Miami-Dade County residents through **132+** community events, **2000** of which were engaged as a part of our 2020 Census canvassing efforts
- Attended **42** meetings with local and state legislators, creating space for **482** community members to speak truth to power
- Championed **21** policy wins at the local (10), state (10), and corporate (1) levels; including responding to the coronavirus pandemic by establishing and extending the moratoriums on evictions and electricity shut-offs, as well as securing \$37.3M for resilience and affordable housing in state and local budgets
- Hosted **2** CLEAR and **2** HEAL cohorts, resulting in **81** total graduates
- Hosted a 5-part Enable Project Workshop with **150** participants
- Advocated for oral health in Tallahassee, resulting in **4** meetings with elected officials
- Held the 2020 Catalyst to the Capital event, resulting in **15** meetings with elected officials on housing, climate, healthcare, and wages



# Policy wins



## Corporate

- Advocated for Florida Power & Light to institute a power shut-off moratorium and to keep this policy in place for 8 months

## Miami-Dade

- Established walk-up food assistance sites
- Established walk-up COVID-19 testing sites
- Supported policy for automatic vote-by-mail applications to be sent to voters
- Achieved a \$12.3M investment in the Affordable Housing Trust Fund through the County budget process (with 100 community speakers)
- Reversed mayoral decision to activate the police force to enforce evictions starting in September
- Supported the passage of the Better Bus Project
- Won a County resolution urging Florida Power & Light to extend their moratorium on power shut-offs through the length of the state of emergency
- Established support for the passage of a countywide emergency rental assistance program

## City of Miami

- Updated language around climate action & sustainability in the Resilience & Public Works section of the budget
- Inclusion of an overall resilience chapter in the beginning of the budget
- Emojis added to the budget indicating all funding that goes to support the City's climate action plan
- \$25,000 in gap funding for the climate mitigation coordinator position
- Public Land for Public Good initiative secured \$25K from City of Miami to support their efforts

## State of Florida

- Fought off a proposal to strip energy efficiency requirements from Florida's largest utilities
- For the first time in over a decade the Sadowski Fund (affordable housing trust fund) budget was passed in full; however \$250M in CARES Act funding was used to replace \$225 in SHIP funds
- Advocated to maintain the statewide eviction moratorium over 8 months in partnership with the Florida Housing Justice Alliance

# Engagement outcomes

- Directly connected with **2000+** community residents about the 2020 Census via branded mask distributions, phone banking, and presentations at local events. Indirectly reached over **67,000** residents with Census messaging through social media videos targeting the Haitian community, and radio spots targeting Spanish-language audiences in South Dade.
- Distributed **500+** hurricane preparedness kits, including masks and food, to community members across Miami-Dade.
- **5** op-eds were published by community members two weeks following our community op-ed training.
- Hired **20** community champions in Overtown and South Dade to lead neighborhood based initiatives.
  - Community champions self-organized in many ways, including organizing weekend walks to log and report issues to the NET offices, fundraisers to support teachers during the coronavirus pandemic, and advocating around price gouging at local supermarkets. Residents experienced the power of coming together.



# Prosperity Campaign

## Programs launched

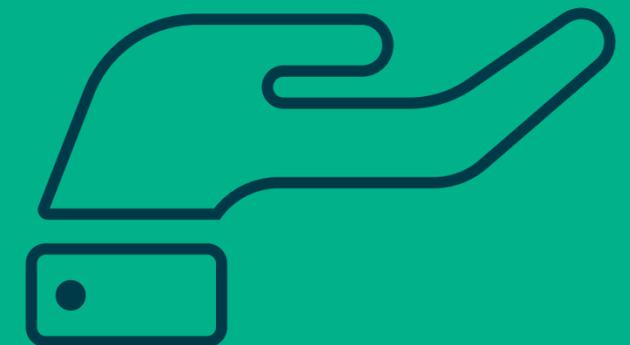
- We participated in the United Way's Miami Pandemic Assistance Program (MPAP), distributing approximately **\$100,000** in relief funds to those impacted by COVID-19.
- We established a **COVID-19 triage team** comprised of staff assisting the Prosperity Campaign with client screening and referrals.
- We were selected to participate in **Get Your Refund**, a virtual tax preparation platform. In addition, we revamped our existing VITA tax program in order to provide tax preparation and related services in a secure virtual environment.
- We participated in a **"benefits cliff"** pilot with LeapFund. This tool allows our Prosperity coaches to have more in-depth conversations with clients about the benefits cliff and how changes to their financial status (change in job, raise, etc.) impacts their eligibility for public benefits.

## Funding secured

- We received funding from **Comcast** to launch a multi-generational technology literacy program.
- We received and distributed approximately **\$100,000** in **COVID-19 relief funds** from **United Way**.
- We received scholarships for several of our coaching staff to pursue the **AFCPE accreditation**.

## Partnerships developed

- We are now working with **ICUBaby**, **LeapFund**, **GetYourRefund**, and **Le Jardin**.



# Insights from the field

- **Addressing technological gaps**

We felt the full impact of client limitations with regard to accessing and using technology. In a virtual environment, many clients faced a steep learning curve. As a result, we sought funding for a program pilot designed to integrate multi-generational technological literacy with financial capability.

- **Virtual service delivery forced us to immediately improve our internal communication systems**

We developed a new method of “triaging” clients, as well as setting up appointments and tracking client interactions and services. This pivot has greatly improved our ability to serve clients and track their progress—an improvement that will continue to serve us well as we transition back to in-person operations.



# 2020 data

 **1488** 

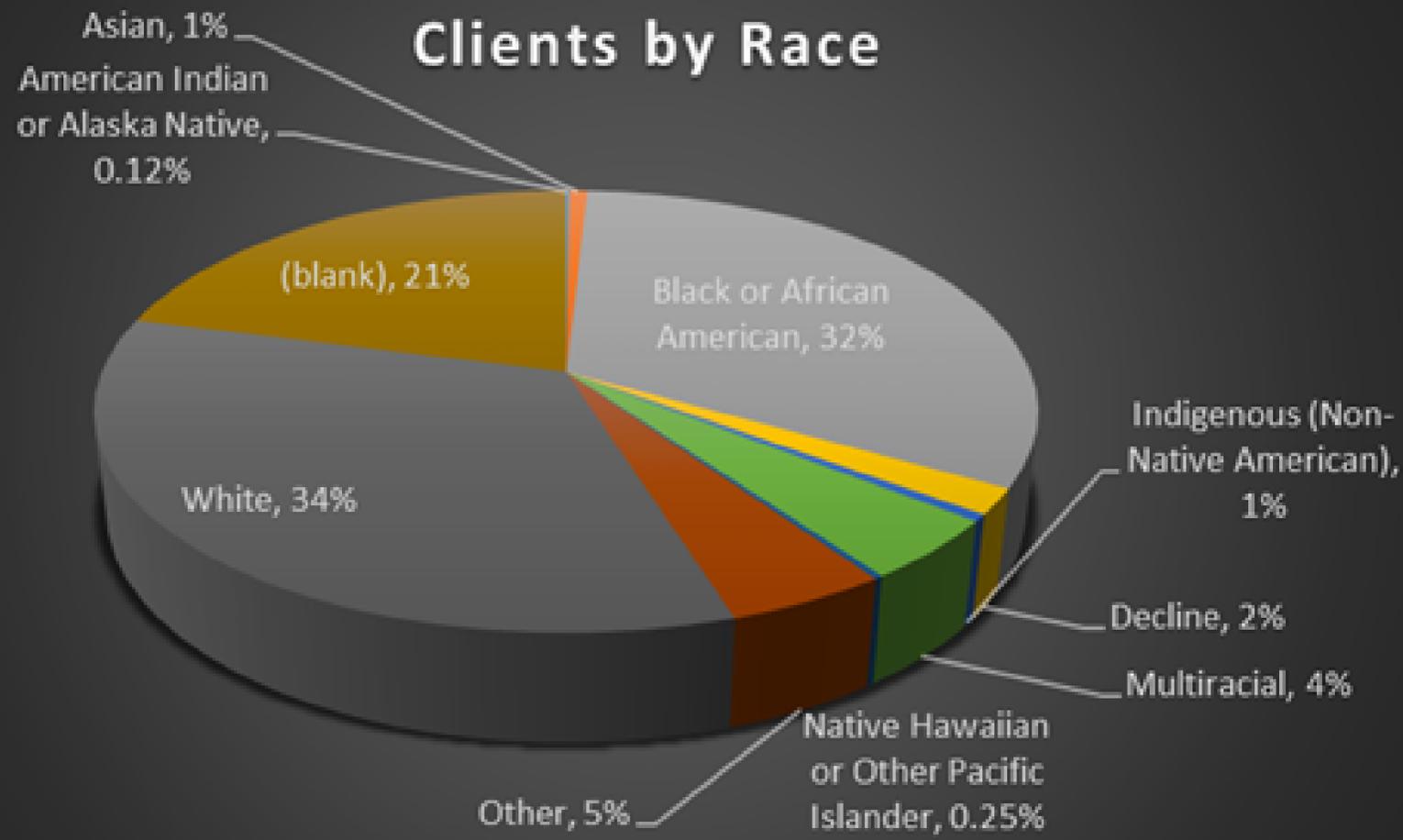
**Prosperity Campaign  
services to**

**863**

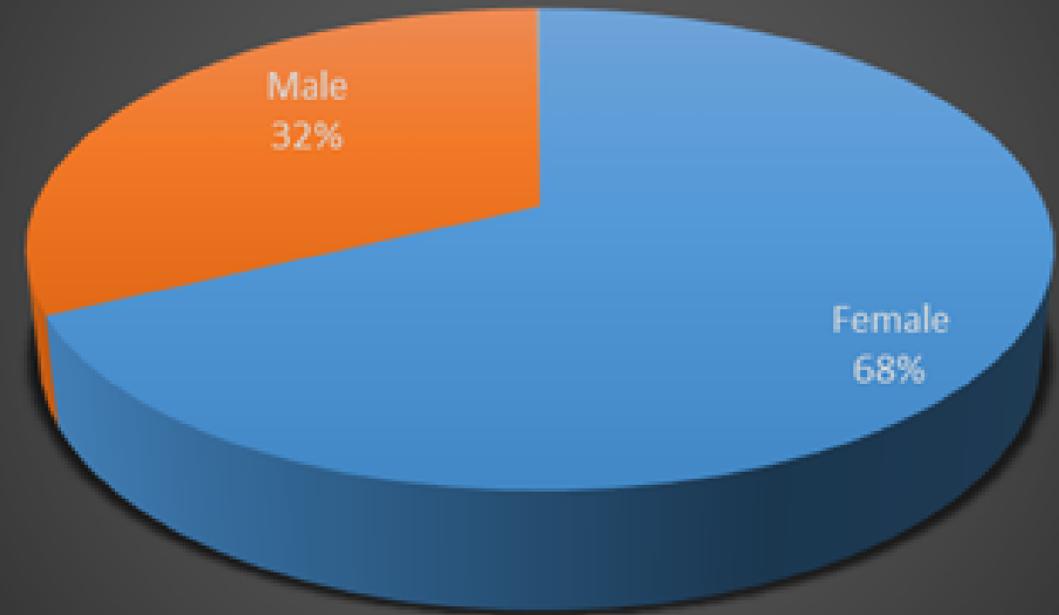
**individuals and  
small businesses**



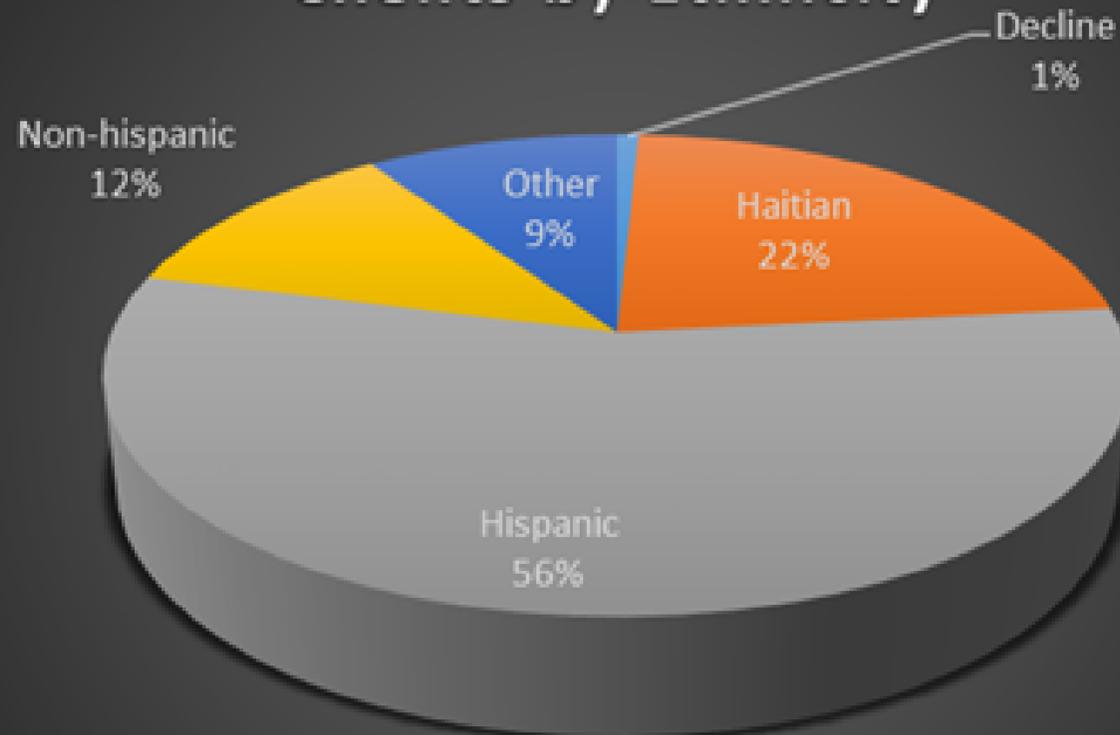
### Clients by Race



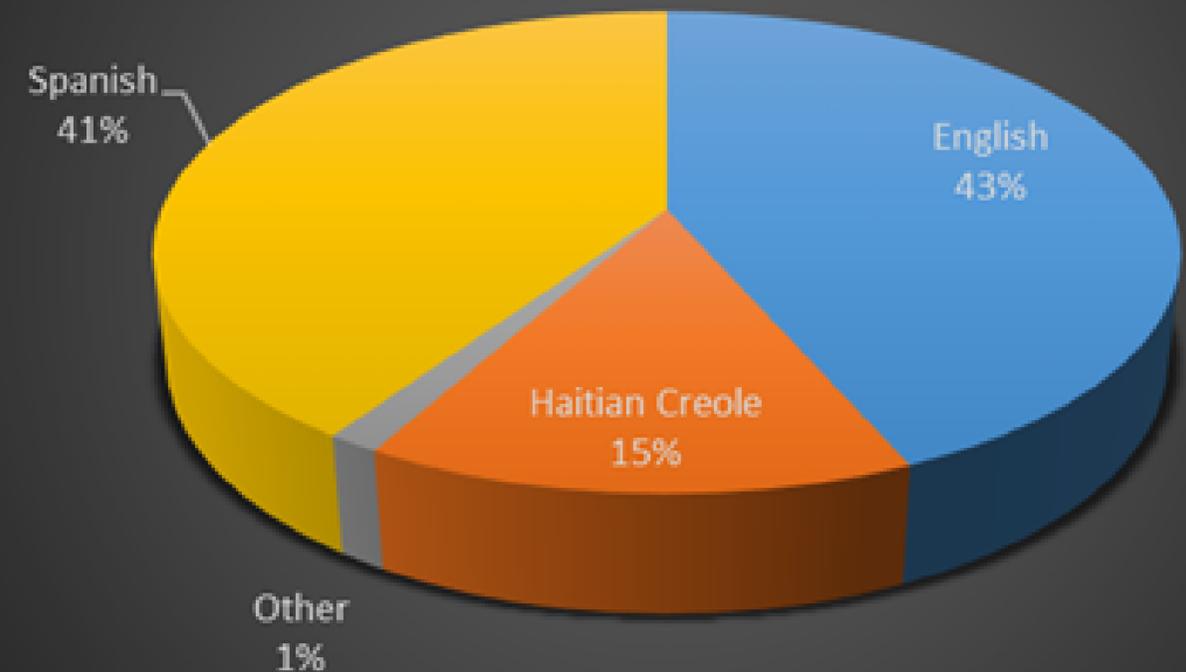
### Clients by Gender



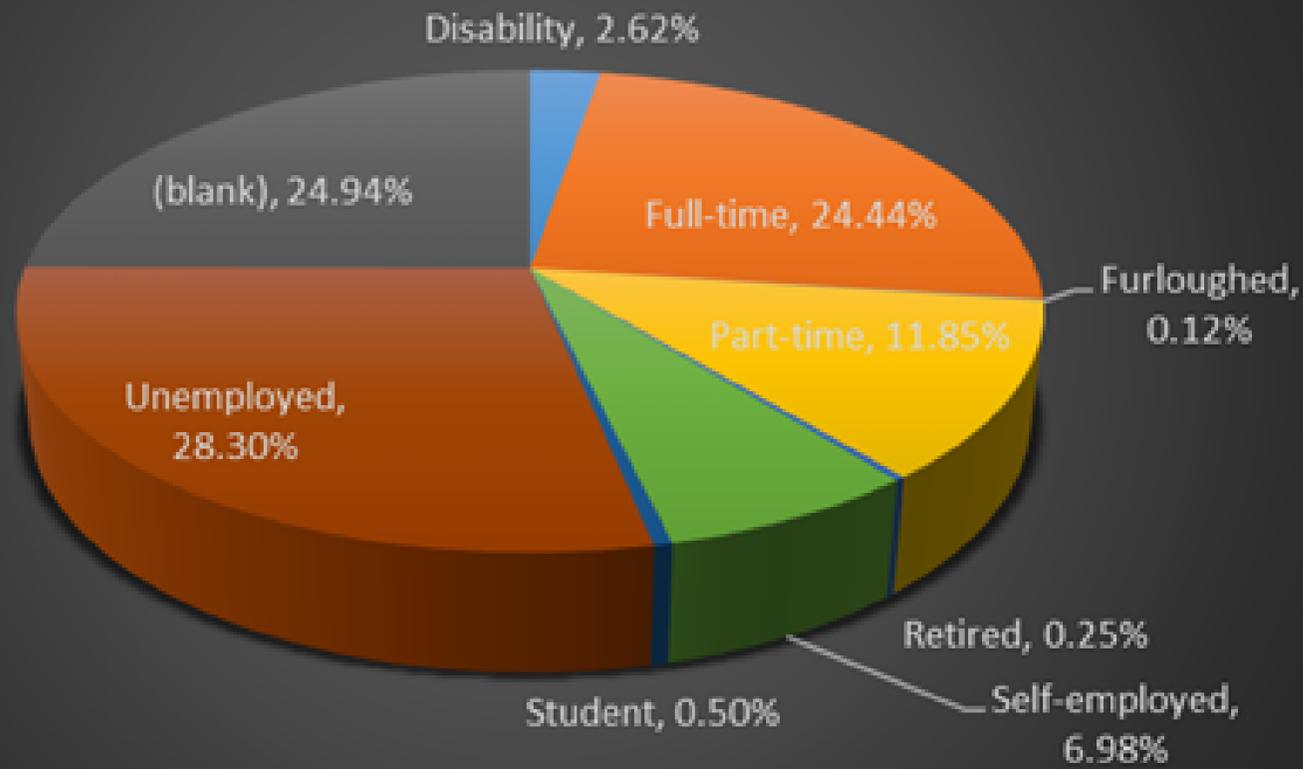
### Clients by Ethnicity



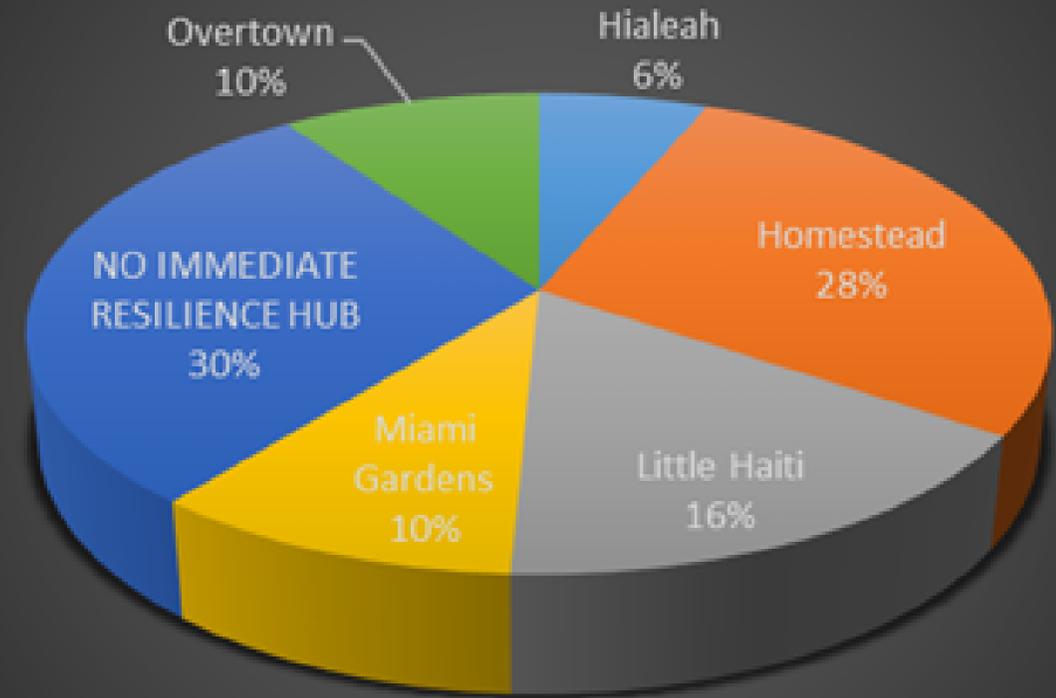
### Clients by Language Spoken at Home



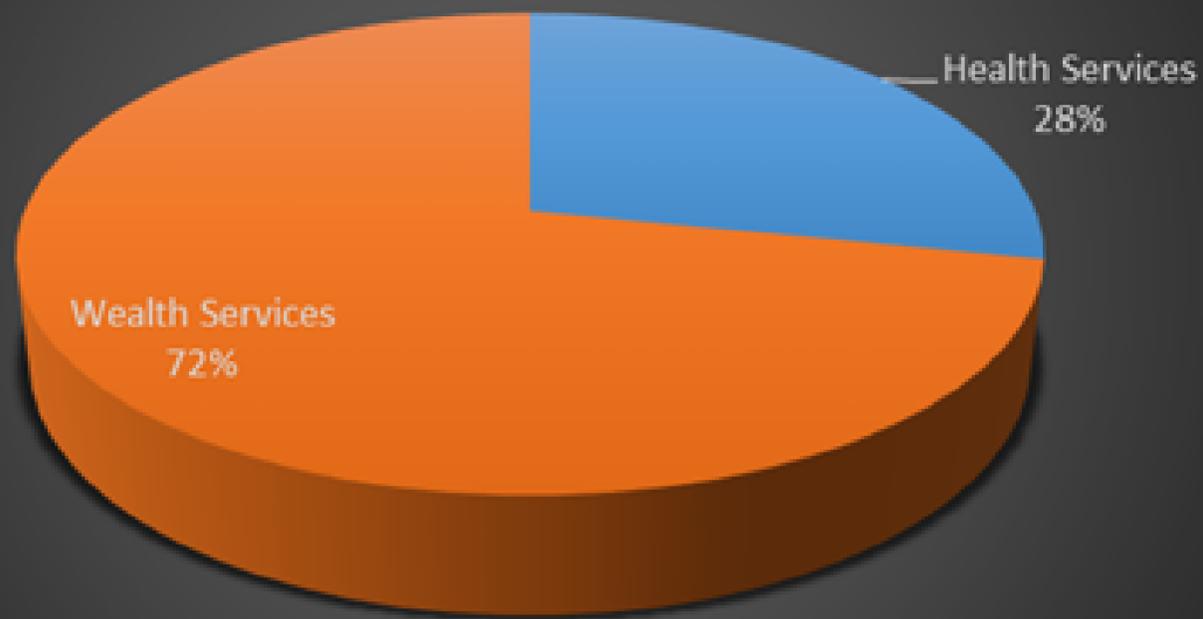
### Clients by Employment Status



### Clients by Resilience Hub



### Clients by Initial Service



### Clients by Initial Outcome



# Milestone Moments

**Milestone Moments denote when a client achieves a meaningful change in their life as a result of their engagement with Catalyst.**

This could include an outcome related to health or wealth, or a key process win that puts them on the path to greater success. A snapshot of our Milestone Moments from the Prosperity Campaign are on the next slide.

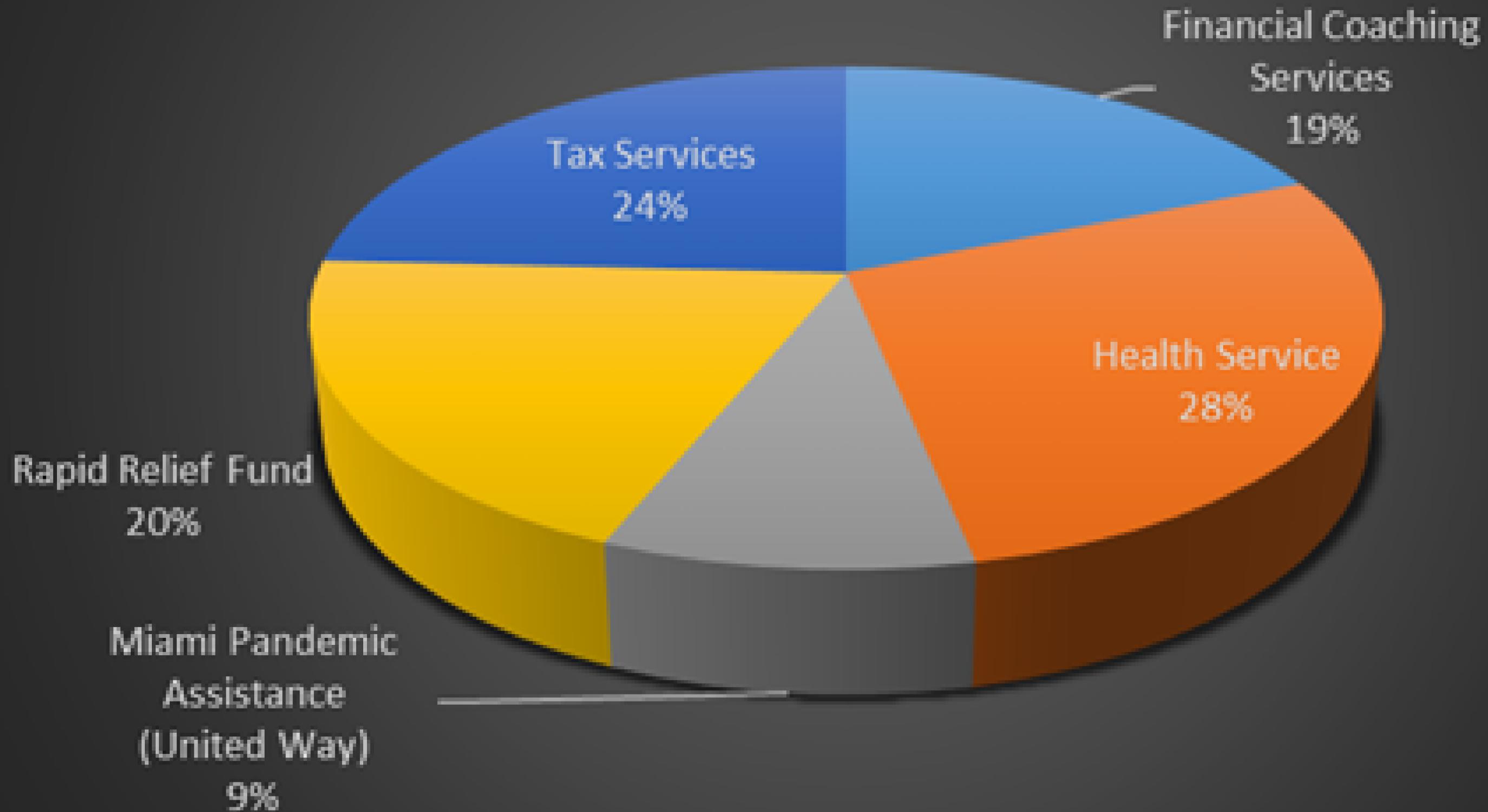
**Total Milestone Moments in 2020:**



**998**



# Clients by Service Offering



# Wealth building initiatives

## Small Business Assistance

- Launched in May amidst the COVID-19 pandemic  
Provided **50** businesses with contextualized technical assistance, interfaced with **200+** businesses  
North Miami projects: provided **\$3,500** grants to four small businesses and surveyed **60+** to collect data on COVID-19 impact
- Forged partnership with City of Miami and County's RISE fund to help businesses secure capital
- Partners: City of Miami, North Miami CRA, Beacon Council, RISE fund, South Florida Anchor Alliance

## Worker-Owned Enterprises

- Launched Academy in February with County proclamation signed by Daniella Levine Cava
- **26** people graduated from the first worker cooperative academy in June
- Incorporating **2** cooperatives (eco-friendly commercial cleaning, food prep/delivery and catering) with others in the pipeline (childcare, landscaping, bookstore, weatherization)
- Partners: Project Equity, Opa Locka CDC, Allapattah Collaborative CDC



# Wealth building initiatives

## Building Prosperity Workforce Cohort

- The Building Prosperity Workforce Cohort, our contribution to the Advancing Cities initiative managed by The Miami Foundation, provided professional skill-building trainings, networking opportunities, and connections to employers for **30 residents** of Miami-Dade County.
- The pandemic, economic downturn and upheaval of the local economy made it challenging to place cohort participants in workforce programs and secure jobs.
- We developed a partnership with Lyft allowing us to provide **180 discounted rides** to Miami-Dade residents traveling to work, job interviews, and training/employment programs.
- Via our cohort participants, we were able to collect valuable feedback to share with the other partners on the Advancing Cities grant that will hopefully lead to a stronger workforce ecosystem.
- Catalyst Miami was awarded funding from the Health Foundation of South Florida (as a subgrantee with M-DCPS) to connect job seekers to anchor institutions.





# 2019-2020 Achievements

## Launched Program for 2,300 youth in 30 Schools

- Established scalable curriculum
- Built out portal for activations, disbursements, and communication with all account holders
- Implemented seed incentives for all participants
- Successfully launched first activation period



# By the numbers

- **14% of kindergarten students from our first cohort activated their Future Bound Miami account.**
- **4% of those accounts had active deposits from parents with a total of \$5,385 deposited (not including incentives)**
- **95% of kindergarten students received 2 sets of financial education lessons as part of the kindergarten curriculum**
- **Over 350 parents/guardians attended Future Bound Miami information sessions at all 30 participating schools**



# Impacts of COVID-19

## 2019-2020 School Year

- 2nd activation period postponed for 1st cohort
- Additional incentive activities and engagement activities delayed

## 2020-2021 School Year

- 1st cohort (now 1st grade students) will be able to activate as well as 2nd cohort of kindergarten students in Spring 2021
- Prepared to be flexible in implementation in coordination with M-DCPS School Operations
- Expanded financial coaching opportunities will be provided to families

# Program expansion plans

**Goal: Countywide implementation by 2023-2024 school year**

- Approximately 23,000 kindergarteners annually at scale
- Annual seed investment per kindergartner is up to \$50
- Annual Investment for each kindergarten cohort once at scale is less than \$1 million

**Miami-Dade County engagement: \$500k for activation incentives**

- 15 UMSA high school feeder patterns
- 98 elementary schools in 15 UMSA feeder patterns
- 2021 -2022 UMSA proposed roll-out - 7 feeder patterns (approximately 7,600 kindergartners)
- Additional 8 feeder patterns to be added 2022-23 school year
- Resolution passed both Community Disparities Subcommittee & Chairwoman's Policy Council. Final BCC vote took place in October 2020 and passed unanimously.



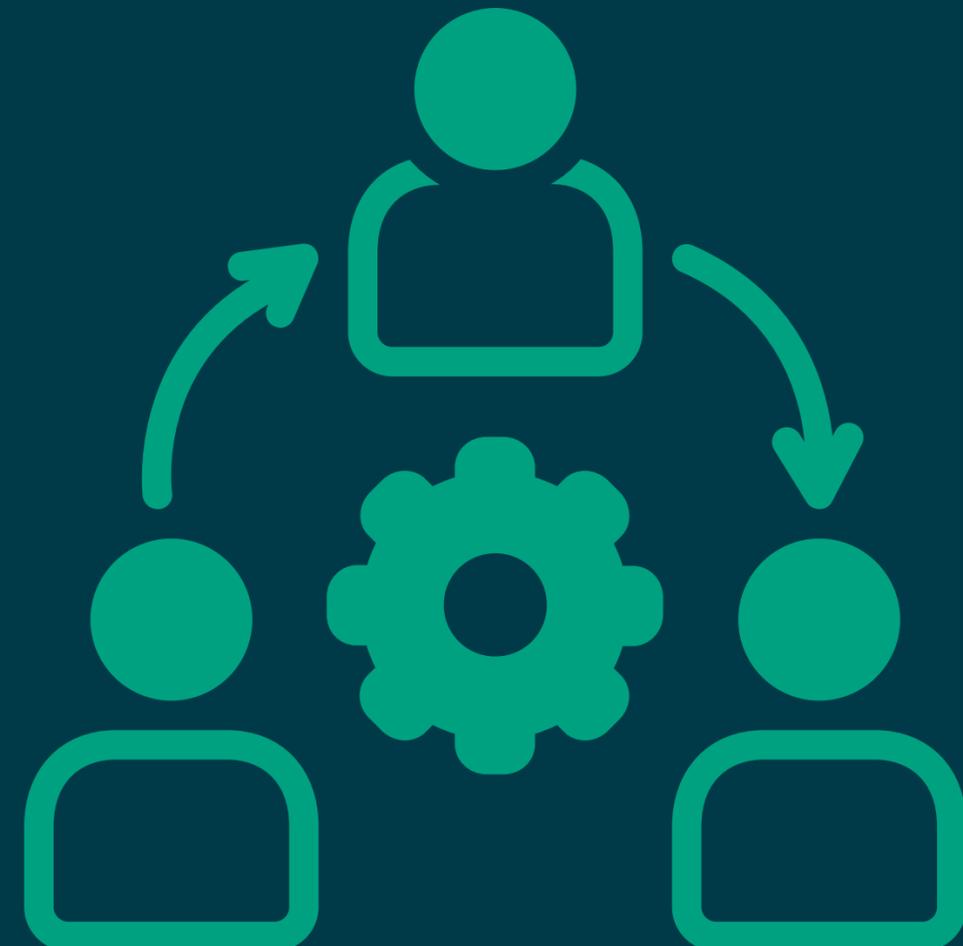
# Capacity building

## TCT Small Community Based Organization Capacity Building

- Catalyst and TCT hosted **11** workshops in 2020, nine of which were virtual
- CBOs collectively received **348** hours of coaching in 2020
- Genesis Hopeful Haven partnered with Dibia DREAM, SEEK, and Mind&Melody to provide programming for their annual summer camp
- Mind&Melody and Friendship Circle of Miami collaborated to reunite the Friendship Circle Band and create a Virtual Choir
- Miami Diaper Bank and SEEK partnered for National Diaper Needs Awareness Week

## Florida Thrives

- Launched Florida Thrives Resilience - a capacity building and coaching program designed to build the resilience of nonprofits amid crises



# Rapid Response Fund for pandemic relief

**\$73,000**  
dispersed



**86%**  
qualification rate



**146**  
families



Avg HH Size: 2.38



**Avg. Income Pre-Pandemic: \$22,603**  
**Avg. Income Post-Pandemic: \$7,382**  
**Percent Whose Income Went to \$0: 42%**

# Program spotlights



## HEAL Grad Speech Video



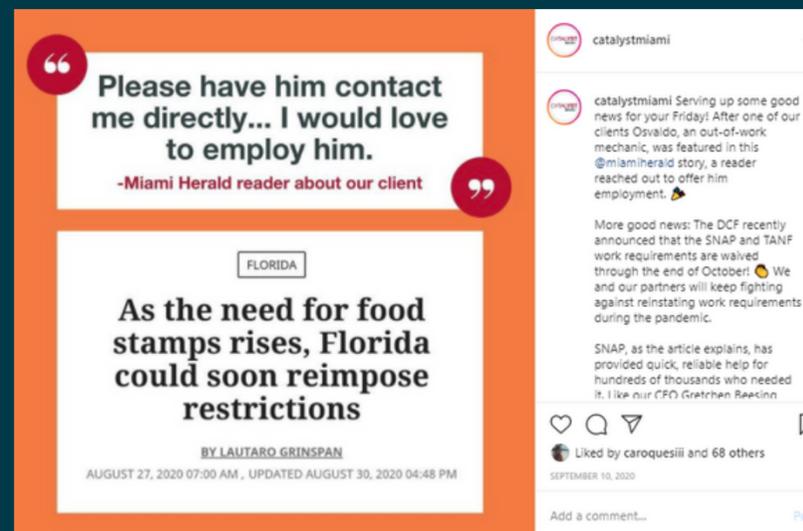
## CLEAR Grad Speech Video



## CLEAR Fellowship Project Video



## Client success story



# Media mentions

Catalyst Miami was featured in local and national news **30+ times** during the 2020 pandemic. Here are a few noteworthy mentions. Click to read.

Aside from strengthening our local media connections, we forged new relationships with journalists at the New York Times, Bloomberg, US News & World Report, and more.



# Operational achievements

- We made several enhancements to our internal database, **Salesforce**, allowing us to better connect staff, track client progress, and respond to requests for assistance.
- This past summer, we offered staff access to both **group and one-on-one counseling** in order to help them process the trauma of the pandemic as well as the civil unrest experienced throughout the country.
- We transitioned from our antiquated **phone system** to a modern virtual platform, which allows all staff to send/receive work calls and texts via an app or desktop platform. This is a major enhancement to our infrastructure.
  - This fall, we switched PEOs from ADP to **Insperity**. This has allowed us to provide better and less costly health insurance to our staff and leverage better technology for our HR efforts.
  - We implemented a new system for **performance reviews** and have adopted a strategy of **performance-based raises**.
  - We launched our second cohort of **executive coaching** for a select group of staff.
  - We created an internal **COVID-19 taskforce** that is responsible for monitoring the pandemic and its implications for our work and organization.
  - We enhanced our IT systems to include **added security** features to support our virtual work environment.
  - Through **Article of the Month Club**, we continued creating space for staff to read relevant articles highlighting trends and opportunities related to their work, staff connection, and community engagement.
  - We continued our work developing a **Culture of Curiosity**, digitally tracking questions submitted by staff and exploring answers.
  - Established a new partnership with **Salesforce Premier Support** to clean our CRM and build out new processes and integrations to increase efficiency.



# Goodbye, Public Allies

2020 marked the 13th and final year of Catalyst Miami hosting the Public Allies Miami program.

- In Fall 2020, Public Allies sites across the country transitioned their operational model to pilot a new national cohort. Public Allies Miami is a part of this cohort, maintaining a local presence in Miami, operated outside Catalyst Miami.
- We are very proud of all we've accomplished while operating Public Allies Miami
- and will continue our connection with the program—as a host of Public Allies.

The successes of the Public Allies 2019-20 program year included:

- 6 Allies successfully graduating
- 2 Allies exiting the program with compelling personal circumstances making them eligible to receive a prorated education award
- 90% of Public Allies increasing their leadership skills
- 80% of Public Allies demonstrating practical job skills
- 75% of Public Allies securing employment with a nonprofit organization or enrolled in higher education within 3 months of graduation



# Our Supporters

Mission Level



## Program Level





**CATALYST**  
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