



THE CITY CLUB OF CLEVELAND

RESILIENT FAMILIES SPEAKER SERIES PROGRAM



Resilient Families

Program Strategy Overview

We catalyze and sustain opportunities to ensure that community resources meet families' needs and empower parents to implement their vision for the healthy development and well-being of their families.

GRANTEE PARTNER: CITY CLUB OF CLEVELAND

The City Club's mission is to create conversations of consequence that help democracy thrive.

WHAT WE FUNDED: The Foundation's grant (\$20,000) provided support for the planning, production and convening of a variety of programs, including speeches, interviews, panels, and roundtables, to help community leaders understand the impact of policies and proposed new initiatives on families and to explore the power and efficacy of using family strength as a framework.

WHAT IS THE NEED?

- Family resiliency is emerging as an important context for understanding policy across our community and throughout the work of the public sector and not-for-profit organizations.
- Policy conversations concerning the prosperity of families often take place in silos or have been built on systems that create barriers rather than solutions.
- Leaders often overlook the impact of policy proposals on families and their communities.

WHY WE FUNDED THIS WORK: To elevate conversations about the challenges facing families in our community and to create opportunities to convene stakeholders to learn about policies and issues so we can collectively better address families' needs.

GOALS FOR THIS GRANT

- To help community leaders understand the significance of family impact when it comes to evaluating and understanding new policies and initiatives
- To spark a change in thinking among community leaders
- To engage more community members in a conversation about how to better address family needs

THE APPROACH WE SUPPORTED

- Four to six public programs over an 18-month period
- Planning guided by a volunteer group of individuals representing non-profit agencies, government agencies, and for-profit organizations working in our community

OUTCOMES

- Five forums centered on family resiliency were attended by over 750 audience members; 42% of attendees came to more than one forum.
- The Resilient Families Series engaged a new group of citizens and organizations from across our community to be part of the conversation: 59% of attendees were new to the City Club.
- Forums were viewed by thousands more by way of primary media partner ideastream; this extended audience engaged with the series by radio, television, webcast, podcast, and archives made available on The City Club's website.
- Attendees' ratings of their understanding of the factors influencing family resilience rose from an average of 3.7 prior to the series to an average of 4.4 after the series. (1 = no understanding, 5 = strong understanding)
- When asked to what extent they agreed with the statement "The forum(s) I attended was deeply engaging," the average response was 4.4. (1 = strongly disagree, 5 = strongly agree)
- When asked to what extent they agree with the statement "I would be interested in more forums or information on family resilience," the average response was 4.5. (1 = strongly disagree, 5 = strongly agree)

REPORTED GRANTEE-LESSONS LEARNED

- More targeted outreach to individuals and organizations in our community (with the intent of bringing together as many people as possible to share in the conversations that begin at The City Club) will ensure that new ideas presented at the forums are shared throughout our community after the event ends.
- Continue to be more deliberate in our selection of themes, and connect the topics to solution-based conversations.
- Seek more opportunities in the future to host added-value events with the speakers and direct service professionals.