

overview

DESCRIPTION: Family Connection, a program of Rainbow Days, inspires homeless children, ages 4-15, to live a life filled with hope and promise. Family Connection uses a specialized curriculum to teach homeless children coping and social skills. The curriculum has been proven effective by an independent randomized control study and has been replicated in multiple cities across the country. Family Connection collaborates with 23 Dallas shelters, schools and community-based organizations to provide comprehensive programming to fill gaps in services and meet the identified needs of 1,300 homeless children each year. Since 1989, over 15,000 homeless children and 4,300 parents have benefited from Family Connection.

INVESTMENT OPPORTUNITY: Family Connection is seeking \$776,000 in private support over the next two years to maintain current services and to provide seed money for expansion within the greater Dallas area, thereby providing critical support for over 2,800 homeless children each year.

NEED FOR CHANGE

Homeless children are our community’s most vulnerable population. Homelessness adversely impacts everything children need to be successful, including: their sense of security, education, and overall emotional well-being.

- Families with children make up the fastest growing segment of the homeless population.
- One out of 36 children in the Dallas Independent School District is classified as homeless.
- 50% of all school-age homeless children have emotional problems that interfere with learning, such as anxiety and depression.
- 25% of homeless children have witnessed violent acts, and have problems with aggressive behavior, limiting their success in school significantly.

OPPORTUNITY FOR SOCIAL IMPACT

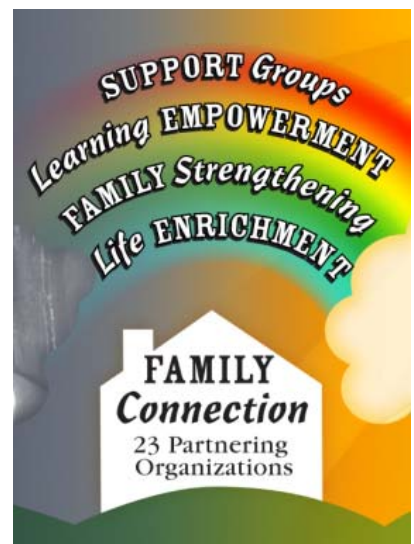
While Texas ranks 50th among other states in the care of homeless children, in Dallas, Family Connection has a 20-year history of providing services which mitigate many of the devastating effects of homelessness on children. Family Connection targets specific gaps in Dallas’ continuum of care for homeless children; focusing on children’s unmet emotional, mental and social health needs, and on helping parents meet their children’s need for additional support.

- The impact of Family Connection’s research-based model has been validated by external evaluators and won many awards.
- By partnering with 23 organizations, Family Connection fills service gaps, ensures consistency and quality of programming, and maximizes resources.
- Highly skilled Family Connection staff provide children with caring, positive and consistent role models, who help them set goals and build skills for the future.

SOCIAL INNOVATION IN ACTION – THE FAMILY CONNECTION MODEL

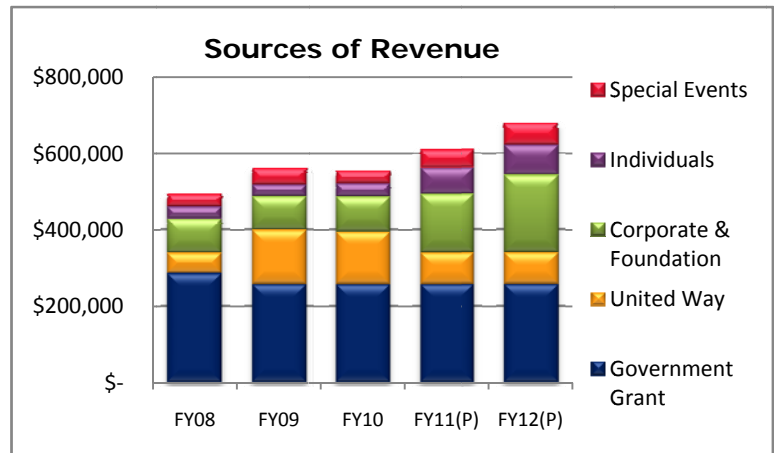
Rainbow Days helps Dallas’ homeless children through four main categories of service:

- 1. SUPPORT GROUPS:** Support Groups are the core of Family Connection. Small groups of 6-12 children meet weekly to learn skills, such as self-confidence, healthy choices, and decision-making. Staff combine the research-based curriculum with interactive learning, including art activities and role-play.
- 2. LEARNING EMPOWERMENT:** Kids’ University, a summer learning experience at UT Dallas, promotes literacy and goal-setting for higher education. At a Back-to-School Celebration, children receive new backpacks filled with school supplies and a new school uniform. Families also receive a Learning Tool Kit for parents’ use in helping their children develop basic learning skills.
- 3. FAMILY STRENGTHENING:** Because homeless family’s ties are often strained, Family Connection provides a 10-session course on child development. Additional ongoing, weekly support groups enable parents to learn the skills necessary to foster their children’s development. Family connection also provides opportunities for parents to learn how to play with their children, and special Family Outings to create family bonds and memories.
- 4. LIFE ENRICHMENT:** To stimulate children’s creativity, reduce stress, and to give them an outlet to express themselves, Family Connection provides a range of activities, including Mentored Arts Retreats, Camp Broadway, and Outdoor Adventure Camp.



FINANCIAL SUSTAINABILITY

The Family Connection program has a 2010 budget of \$555,000 which represents 25% of Rainbow Days' organizational budget. Rainbow Days has benefited from a strong and diverse revenue base for over 28 years. Family Connection has received significant support from both public sources (HUD) and private sources (including AT&T, Baron & Blue Foundation and Harold Simmons Foundation). Family Connection is seeking \$776,000 in private support over the next two years to maintain current services and to provide seed money for expansion within the greater Dallas area, thereby providing critical support for over 2,800 homeless children each year. This financial goal is part of Rainbow Days' overall strategy to increase private support by 9% through the launch of an individual donor Major Gift Society and continued efforts to seek new foundation & corporate partnerships.



GOALS AND PERFORMANCE MEASUREMENT

PROGRAM AND ORGANIZATIONAL HEALTH: Below is a summary of the key measures Rainbow Days tracks to demonstrate progress, capture lessons learned and make course corrections as needed. *Note: Fiscal year is September 1 - August 31.*

	FY 2009	FY 2010 (P)	FY 2011 (P)	FY 2012 (P)
Program Performance				
Number of children served through Support Groups	930	940	950	1,020
Number of children served through Learning Empowerment Programs	930	940	950	1,030
Number of children served through Life Enrichment Programs	520	520	530	570
Number of children and families served through Family Strengthening Services	1,280	1,290	1,300	1,400
Total number of children served (unduplicated)	1,250	1,320	1,350	1,450
Total number of hours of service provided	115,280	121,530	124,200	133,400
Organizational Health/Capacity-Building				
Expand services within and outside of Dallas	Needs Assessment	+2 sites in Dallas	+2 sites; Irving added	+2 sites; Collin County added
Launch membership society - "Heroes of Hope" (Donors of >\$1,000)	N/A	Launched	60 members	72 members
Increase in-kind donations	\$171,000	+10%	+10%	+20%

SOCIAL IMPACT: Currently, Rainbow Days uses the metrics below to measure its impact on children in their programs.

Impact Indicators		Financial Indicators	FY 2010
Percentage of children who improved their coping, life/social skills, and positive character traits (including assertiveness, empathy, self-control, and cooperation)	91%	Cost of a child to participate in a full year of programming	\$386/child
Percentage of children who increased their understanding of and commitment to healthy choices, including adopting a non-use attitude toward alcohol, tobacco, and other drugs	93%	Cost of one contact hour	\$4.19/hour

invest

Ways to Invest: Financial

- \$ 60,000 Hire additional staff to expand outside of Dallas
- \$ 10,000 Sponsor 28 children to attend a week of Kids' University or Camp Broadway
- \$ 1,100 Sponsor three children to participate in a full year of Family Connection's comprehensive services

Ways to Invest: In-kind

- Warehouse space for storage of donated supplies
- Access to moving truck
- Nutritious snacks for children