ROADMAP to cut BAY AREA POVERTY
A BETTER, MORE VIBRANT BAY AREA FOR ALL

OUR GOAL
328,500 FAMILIES WILL REACH ECONOMIC SUCCESS

CREATING PATHWAYS OUT OF POVERTY
FOCUS ON THREE KEY DRIVERS OF ECONOMIC SUCCESS

BASIC NEEDS
Ensure building blocks are in place: health care, child care, food, housing, financial services and technology access.
- Increase access to basic needs

EDUCATION
Close education gap. More people graduate high school and are ready for college and/or 21st century careers.
- Skills for high-growth sectors
- College and training access
- Achievement of critical milestones

JOBS
Develop a vibrant local economy that creates good jobs and offers pathways to employment.
- Attract and retain employers
- Ensure jobs with competitive pay and benefits
- Create pathways to employment in well-paying growth careers

% Increase of families with housing, health care, child care and food
% Increase of seniors who age in place
% Increase of people with bank accounts
% Increase in savings

% Increase in achievement of 3rd grade reading
% Increase in English fluency
% Increase of people with degrees
% Increase in high school graduation rates

# Increase of jobs accessible to critical populations
% Increase of people securing living wage jobs

5 CRITICAL POPULATIONS
FEMALE HEADS OF HOUSEHOLD
FAMILIES WITH YOUNG CHILDREN
MEN AND BOYS OF COLOR
IMMIGRANTS
SENIORS

COLLECTIVE IMPACT
CROSS-SECTOR INSTITUTIONS THAT ALIGN RESOURCES, PASS PUBLIC POLICIES AND CHANGE SYSTEMS

SOCIAL MOVEMENT
PASSIONATE CHAMPIONS FROM ALL WALKS OF LIFE WHO SHIFT PUBLIC WILL AND GIVE, ADVOCATE AND VOLUNTEER

START HERE TO CUT POVERTY

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