

THE FLORIDA PROSPERITY PLAYBOOK

A hyper-local guide to cutting poverty
in half one zip code at a time

**FLORIDA
CHAMBER**
Foundation



FLORIDA PROSPERITY INITIATIVE

OVERVIEW

Equity gaps exist in America including right here in Florida. Together, Florida's business leaders have said enough is enough. Currently there are 870,505 children living in poverty in Florida's 983 zip codes. Half of our children who live in poverty live in just 15 percent or 150 of our zip codes.

Part of the Florida Chamber Foundation's **Florida 2030 Blueprint**, and the goal of the Florida Prosperity Initiative, is to cut **childhood poverty in HALF by 2030**. By uniting business for good, the private sector is solving what government cannot.

Evidence is clear that poverty cannot be solved by the Federal government, State government or even County government. It is an issue that must be combated at a hyper-local level - down to the zip code and neighborhood. **The Florida Prosperity Playbook is a roadmap** to help each neighborhood create a team of business leaders to make this happen. The business-led approach sets up a local approach that is measured, researched and focused on results. We can, and will, end generational poverty in Florida. All we need is business leaders to step up and step in.

OBJECTIVE

Cutting childhood poverty in half by 2030 is an audacious goal and, to be clear, it's never been done before – anywhere in America. If this scares you, stop reading and please forward to a leader who is motivated by it. The only way to eat an elephant is one bite at a time. The only way to cut childhood poverty in half is **one zip code at a time; one neighborhood at a time.**

We need business leaders and organizations to help us tackle this goal at the neighborhood level by uniting the business community for good and taking ownership of making Florida the national example in creating Equality of Opportunity. Our "Ten Root Causes" method is patent-pending and will become the national model in the next few decades.

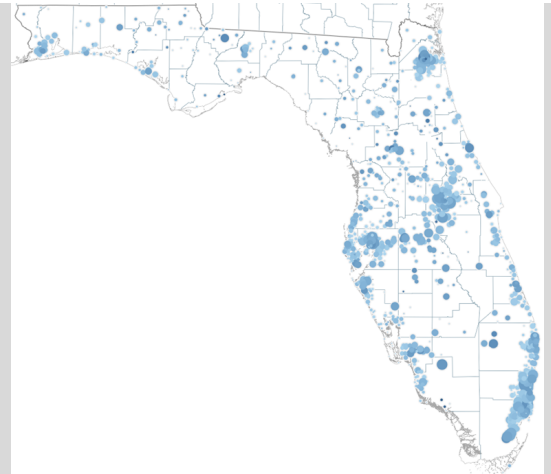
FLORIDA'S UNDER-18 POVERTY

Florida has more than 3 million residents living in poverty, or 14.8 percent. 870,505 of that total, or 21.3 percent, are under the age of 18. This is compared to the national overall poverty rate of 11.85 percent and 16.27 percent for national under-18.

The sheer number of Floridians living in poverty in our state impacts not only individual families, but also local businesses, Florida's economy, and our state's global competitiveness.

"I don't know that there is a way to completely eradicate it, but we should be creating a society where someone born into poverty doesn't have to stay that way."

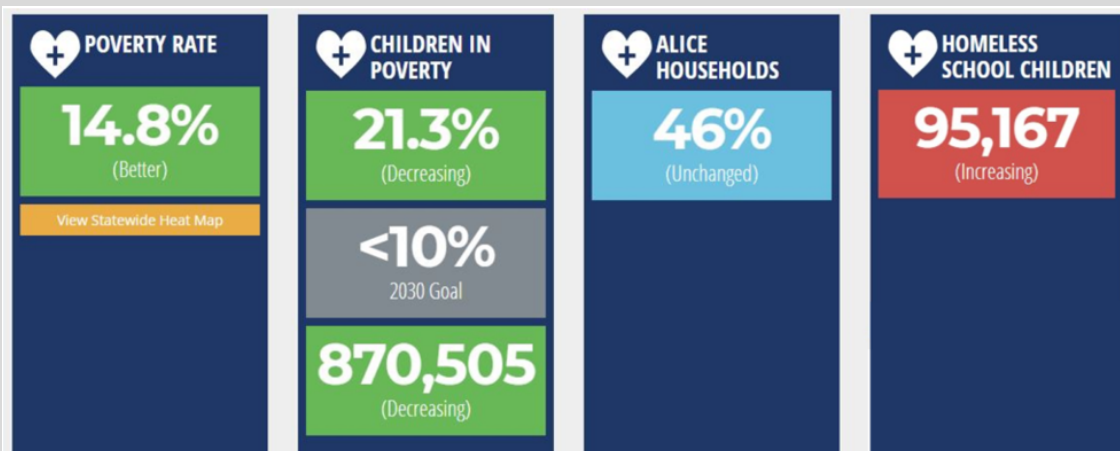
- Will Weatherford, Former Speaker, Florida House of Representatives



THE FLORIDA SCORECARD™

TheFloridaScorecard.org is a dynamic online tool that identifies and tracks the key factors impacting Florida's future. The Florida Scorecard™ gives local stakeholders the power to measure progress within their own communities and provides leaders with the metrics they need to secure Florida's future.

Metrics tied to the Prosperity Initiative on www.TheFloridaScorecard.org include Poverty Rates, Children in Poverty, ALICE Households and Homeless School Children. This information is available for every Florida County and Zip Code.



WHY WE UNITE BUSINESS FOR GOOD

Why should the business community rally around ending generational poverty? The "why" is actually part of a larger story.

Florida is now the third most populous state and, by 2030, 26 million Floridians will call Florida home and 1.5 million more jobs will be needed. To prepare for this continued growth and ensure Florida remains successful, the Florida Chamber Foundation released the Blueprint for Florida's future – Florida 2030. This two-year research initiative engaged over 10,000 business and community leaders in each of Florida's 67 counties and identified key trends and the factors that drive their regional economies.

The research found that if Florida were a nation, it would be the 17th largest economy in the world. It also identified 39 goals and targets we need to accomplish over the next decade to secure Florida's future. One of those goals is to cut childhood poverty in half by 2030. If we do the right things and unite the business community around these goals over the next 10 years, Florida has the opportunity to become the 10th largest economy in the world, again, if we were a nation.

When the business community unites, major change and positive impact can be achieved. We are asking the business community to commit to understanding what causes equity gaps and what the business community can do through Promising Practices and the Florida Prosperity Initiative to create economic opportunity in every Florida zip code and for every Floridian regardless of where they were born, their race, gender, sexual preference, disability, or any other factor.



THE TEN ROOT CAUSES OF POVERTY

As part of the Florida 2030 research, the Florida Chamber Foundation identified the root causes of poverty - what leads people into poverty and what keeps them there.

The 10 Root Causes of Generational Poverty

Our research into childhood poverty identified ten root causes that create the cycle of generational poverty;

- Lack of employment opportunities
- Lack of education & workforce development
- Unaffordable and unattainable housing
- Poor transportation options
- Disproportionate adverse health outcomes
- Food insecurity
- Unaffordable & unattainable child care and family care
- Unsafe environments,
- Imbalance of outcomes in the criminal justice system,
- Lack of community voice – are all voices in a community being heard



PROMISING PRACTICES

Through the Florida Chamber Foundation's Prosperity Initiative, we are highlighting organizations that are working on private sector solutions in each of the ten root causes of poverty. These "Promising Practices" are so simple and successful that they can be replicated in one zip code or 200 zip codes.

While there are 10 Root Causes, we can have hundreds of Promising Practices on issues such as food deserts, homelessness, access to healthcare, back-to-school preparation, transportation to job training and other poverty related anchors.

Across Florida, businesses are sharing their stories of how they are creating, supporting, or participating in programs to help their communities, teaming up with private and public sectors to come up with solutions that work, and investing back into the communities that need it the most. In the following section, we showcase a few Promising Practices making a big impact.

PROMISING PRACTICES

Root Cause: Food Insecurity

Solution Provider: 4Rivers

The Florida Department of Agriculture's Summer Food Service Program provides meals to students, but this program does not cover other hungry family members. 4Roots and 4Rivers come alongside meal program sites – over 60 in Orange and Seminole counties – to provide Family Meals to students' family members, and others in need.

Location: Orange and Seminole Counties

Root Causes: Education, Health Care

Solution Providers:

Achieve Escambia - Gulf Power, United Way of Escambia County

Born out of the business community with Gulf Power, Baptist Health Care and Navy Federal Credit Union leading the way, Achieve Escambia is a cradle to career collective impact effort focused on the complex system of education and workforce development. Achieve Escambia is an "all-in" partnership of Escambia County stakeholders from the education, non-nonprofit, business, faith, equity, economic development, military, law enforcement, judicial and philanthropic sectors committed to aligning community resources so everyone is empowered to achieve success. *Location: Escambia County*

Believe Miami

In October 2019, AT&T launched Believe Miami, a local initiative focused on removing barriers that keep local youth and young adults from achieving their dreams. The AT&T Foundation has committed \$300,000 to Dibia DREAM, His House Children's Home, Miami Marlins Foundation, Pridelines, Breakthrough Miami, Miami Rescue Mission, and Florida International University to help provide youth and young adults with resources they need to succeed in school and life. *Location: Miami*

Bosses for Babies – The Children's Movement of Florida

Bosses for Babies is an initiative that brings together business leaders in Florida who are ready to take action in support of early childhood—understanding that this is an investment both in their bottom line and in community-level prosperity. The initiative highlights the many ways Florida businesses are taking action and enables more businesses to get involved. This initiative contributes to The Children's Movement's partnership with the Florida Chamber of Commerce Foundation. It allows businesses to support the goal of 100% K-readiness by 2030 and drives engagement with the Business Alliance for Early Learning, leading to more business-led advocacy for greater investment in early care and education. *Location: Statewide*



PROSPERITY [INSERT COUNTY]

To cut childhood poverty in half by 2030 will take all 67 Florida counties stepping up to create a local effort focused on tackling generational poverty one zip code at a time, one neighborhood at a time.

The goal is to have a countywide Prosperity Initiative in each of Florida's 67 counties with a team of business leaders and organizations owning each zip code and championing root cause solutions down to the neighborhood block. In Broward, Prosperity Broward is doing just that.

We hope this inspires you to launch a Countywide Prosperity Initiative in your own backyard.



PROSPERITY BROWARD

Prosperity Broward is an initiative of the Greater Fort Lauderdale Alliance Foundation which seeks to power prosperity for all by leveraging the county's booming economy to benefit individuals in six economically challenged zip codes: 33311, 33309, 33313, 33319, 33069, and 33023.

The six focus areas for this initiative are: education/training, employment, small business development, employer engagement, support services, and policy.

LAUNCHING A COUNTYWIDE PROSPERITY INITIATIVE

Tackling generational poverty one zip code at a time is the only way to cut childhood poverty in half by 2030.

For each county to be successful, it will take numerous business leaders joining forces to own one particular root cause in one zip code or a number of zip codes in your county. The formula is simple. The steps are clear. Once you unite the business community, paving a path to prosperity in your community will become a tangible, attainable goal.

The Path to Prosperity

1. Having an organization like a local Chamber of Commerce or Economic Development Council own and launch a countywide Prosperity Initiative is an important step as this organization can serve as the lead and hub for the initiative.
2. Next, you will need to identify a business lead or Quarterback for each zip code in your county. This business leader will ensure that the 10 root causes of poverty are being tackled in their zip code. Think of each zip code as having a mini Prosperity Initiative.
3. With the Quarterbacks in place, it's time to create your zip code team. This will equate to one business owning one of the 10 root causes in a particular zip code. For example, a local restaurant can own Food in a zip code and commit to providing meal solutions to the children in that zip code. Another business leader can take on health and so on until each root cause is covered.
4. Replicate the mini Prosperity Initiative in each zip code in your county and you have addressed childhood poverty at the most local level.
5. In its most simplest form, it will take one organization to champion the countywide Prosperity Initiative, a zip code Quarterback to lead the mini Prosperity Initiative for a zip code and nine other businesses to step up and each take on solving one of the root causes of poverty in the zip code.
6. Create an opportunity whether monthly, quarterly, bi-annually or otherwise to bring these zip code champions together to discuss Promising Practices, measure results and continue working toward the ultimate goal of cutting childhood poverty in half in your county.



LAUNCHING A COUNTYWIDE PROSPERITY INITIATIVE

Prosperity Lead Organization
"County Coach"

Zip Code Leader
"Quarterback"
Root Cause #1

Root Cause Champion
#2

Root Cause Champion
#3

Root Cause Champion
#4

Root Cause Champion
#5

Root Cause Champion
#6

Root Cause Champion
#7

Root Cause Champion
#8

Root Cause Champion
#9

Root Cause Champion
#10

Zip Code Leader
"Quarterback"
Root Cause #1

Root Cause Champion
#2

Root Cause Champion
#3

Root Cause Champion
#4

Root Cause Champion
#5

Root Cause Champion
#6

Root Cause Champion
#7

Root Cause Champion
#8

Root Cause Champion
#9

Root Cause Champion
#10

Zip Code Leader
"Quarterback"
Root Cause #1

Root Cause Champion
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Root Cause Champion
#3

Root Cause Champion
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Root Cause Champion
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Root Cause Champion
#5

Root Cause Champion
#6

Root Cause Champion
#7

Root Cause Champion
#8

Root Cause Champion
#9

Root Cause Champion
#10





CONTACT

For more information about starting a County Prosperity Initiative, to lead a zip code or to adopt a root cause in a zip code, or to simply learn more about the Florida Prosperity Initiative opportunities including joining the Advisory Council, please contact:

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