Pima County
Poverty Awareness and Action Workshop

A “Changing Faces of Poverty” Project
March 12th, 2009

Conducted by:
Pima County Community Action Agency
Arizona Community Action Association
Arizona State University Partnership for Community Development

Prepared by:
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Workshop Overview

A Poverty Awareness and Action Workshop was convened on March 12th, 2009 at the Kino Community Center in Tucson. The gathering included public officials and representatives of public agencies, nonprofits, and faith-based organizations (see Appendix B). The workshop was convened by the Pima County Community Action Agency in partnership with the Arizona Community Action Association (ACAA). The goal of the workshop was to build connections among community partners to address the burgeoning human services crisis in Pima County -- and to develop strategies to address this crisis. The specific objective was to identify community assets, recruit volunteers, create networks, and develop public messages to tackle poverty in Pima County.

The meeting was facilitated by Arizona State University’s Partnership for Community Development who was commissioned to support ACAA’s “Changing Faces of Poverty” project designed to increase awareness of poverty throughout Arizona. To start the workshop, Norma Gallegos, Executive Director of the Pima County Community Action Agency introduced the following public officials who offered brief remarks that brought focus to the workshop agenda: Richard Elias, Chair, Pima County Board of Supervisors (District 5), Ramon Valadez, Pima County Board of Supervisors (District 2), Steve Leal, Tucson City Council (District 5), and Hank Atha, Deputy Pima County Administrator. Cynthia Zwick, Executive Director of the Arizona Community Action Association, presented recent Pima County poverty-related facts and statistics that provided a focal point for small group discussion amongst workshop participants.

ASU facilitated the process for participant input. After an overview of process strategy, workshop participants were divided into small working groups. Each group was charged with the responsibility for identifying community assets, identifying possible community networks to address the challenges, determining methods for recruiting and organizing volunteers, and developing public messages that could be effective in heightening public awareness and
engagement of poverty in Pima County. Each group did their work on worksheets that served as the data recording device that were collected and are documented in this report.

ASU was commissioned by ACAA to produce this report. The intention is to share the results of the meeting to Pima County citizens, agencies, and organizations and the report can serve to generate further ideas and action plans capable of determining the root causes of poverty and addressing the poverty symptoms that exist today in Pima County.

The report contains Pima County poverty facts and statistics and the results of the work each group did as reflected on the worksheets they produced. Additional Pima County data is provided in Appendix A which is taken from ACAA’s Data Book and Community Action Programs Needs and Assets Assessment (dated October, 2008).

**The Effects of Poverty on Pima County**

At the workshop, ACAA Executive Director Cynthia Zwick provided the following information about poverty and Pima County:

**Traditional faces of poverty:**

- Unemployed
- Homeless
- Seniors on fixed incomes
- Single parents
- Low-skilled individuals

**New faces of poverty:**

- Workers who were employed, self-employed or on commission with middle/higher income earnings who have been laid off, or hours reduced.
- Highly-qualified, out-of-work individuals.
• Laid-off individuals: There are 700 dislocated workers registered with the Pima County One-Stop Center.
• Low-skilled workers: Most new jobs are highly skilled.
• Grandparents raising grandchildren.
• Individuals being released from correctional facilities.
• Individuals with behavioral health problems.

Pima County unemployment rates:
• Pima County  6.5%
• City of Tucson  7.2%
• Arizona  7.2%
• National  7.6%

(Source: Arizona Special Unemployment Report 2009, Arizona Department. of Commerce)

Income and costs of shelter:
• Pima County’s 2007 median income was $43,546 compared to the State’s median income of $49,889.
• Average median rent: $600
• Average median mortgage: $1,000

(Source: Pima County Community Action Agency)

Layoffs:
• According to Pima County’s Rapid Response Team, since July 1, 2008, forty-eight (48) employers have announced layoffs affecting 2,729 individuals.
• Of these 48 employers, 22 (almost 50%) have closed.
• Arizona has been hit harder than any state, with the exception of Nevada. Arizona’s economy entered the recession three months earlier than the national economy, and is
expected to emerge later, according to the Forecasting Project at the University of Arizona. Some 220,000 jobs are projected to be lost during this recession statewide.

Foreclosure Statistics (as of February 17, 2009):

- Trustee sales for the last 3 years and current (these are notices that are filed which indicate mortgages are 90 days delinquent):

<table>
<thead>
<tr>
<th>Year</th>
<th>Trustee Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>1445</td>
</tr>
<tr>
<td>2008</td>
<td>8,956</td>
</tr>
<tr>
<td>2006</td>
<td>2,842</td>
</tr>
</tbody>
</table>

- Trustee deeds: More than 50% of these trustee sales are actually foreclosed:

<table>
<thead>
<tr>
<th>Year</th>
<th>Trustee Deeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>859</td>
</tr>
<tr>
<td>2008</td>
<td>4,215</td>
</tr>
<tr>
<td>2007</td>
<td>1,564</td>
</tr>
<tr>
<td>2006</td>
<td>637</td>
</tr>
</tbody>
</table>

- The highest mortgage foreclosures are located in the following zip codes:

  85706
  85746
  85713

Impacts on food banks:

- The Community Food Bank is seeing an increase in demand for food boxes. They have seen a 54% increase this year compared to last year in requests for services.
- The Community Food Bank has been distributing one food box per month instead of two due to a shortage of food donations.
- With the client load increasing, they are currently $450,000 over budget on food purchases which could affect their budget for next fiscal year.
- In Pima County, the number of food stamp recipients grew from 98,211 in October, 2007 to 116,297 in October of 2008, which is a 20 percent increase.

Impacts on social services:

- Social services and faith-based organizations continue to feel the economic crisis with an increase of requests for services and many are receiving funding cuts.
• The Pima County Community Action Agency receives approximately 235 calls a day for
emergency services which includes: utility, rent, mortgage, move-in, and water bill
assistance. This number also includes the discount programs for the Sewer Outreach
Subsidy and the Telephone Assistance Discount programs which translates to
approximately 4,700 calls a month.
• The Community Action Agency continues to see approximately 5 walk-ins per day which
translates to 100 people a month coming in without appointments.

Funding cuts:
• Pima County Community Action Agency’s budget was reduced by $242,500 for the
current fiscal year by the Arizona Dept. of Economic Security
• Approximately 60% of these funds ($141,300) are direct service vouchers for utility, rent,
mortgage and eviction prevention assistance.
• These cuts translate to approximately 300 households not being provided services this
fiscal year due to funding cuts.

Group Work and Results

John Burk with ASU, provided definitions of a health community, community leadership,
and assets-based community development to frame the groups’ discussion regarding identifying
community assets, recruiting volunteers, creating networks, and developing public messages to
address poverty in Pima County. The following core concepts of mobilizing community
resources to respond to social challenges were introduced:¹

Healthy Community: A place where all people can meet their economic, social,
physical, cultural and spiritual needs; work together for the common good; and participate in
creating their future.

Community Leader: a person who works with others to develop and sustain a healthy community.

Community Leadership: occurs when anyone, regardless of title or position, recognizes an issue or opportunity and works with and through others to take some type of action. Leadership competencies include: Framing ideas, building social capital, mobilization resources.

- Ways of framing ideas include:
  - Identifying community assets
  - Analyzing community problems
  - Accessing community data
  - Developing a community Vision
  - Translating Vision into action

- Ways of building social capital include:
  - Building relationships among individuals, organizations, and agencies
  - Involving diverse groups in dialogue about community issues so they can learn from each other
  - Building environments of trust among these diverse groups

- Ways of mobilizing resources include:
  - Analyzing stakeholders
  - Building coalitions
  - Building effective community teams
  - Recruiting and sustaining volunteers

After being given the above framework, the participants were organized into nine small groups of approximately eight to ten members each. Participants were assigned randomly to the nine groups. The groups were provided with a common focal question to guide their efforts throughout the deliberations:
How can you mobilize resources (assets) to address poverty in Pima County?

The groups were provided with four worksheets. The first was designed to have the groups identify all of the community assets that could be mobilized to address poverty in Pima County (i.e., nonprofits, faith-based organizations, businesses and business groups, community service groups, volunteers [individuals and groups], government agencies, and individuals, families, and associations). The second worksheet focused on having the groups construct a network of (or set of relationships between) community assets listed on the first worksheet that could creatively and effectively address a particular dimension or issue of poverty (e.g., food, shelter, rent/utility assistance, etc.). The third worksheet required the groups to succinctly document their concept for addressing the poverty issue selected, identify proposed action steps, and articulate the outcomes that their proposed community network would achieve. The fourth worksheet identified the messages and media outlets the groups developed to raise awareness about poverty in Pima County. The output of each group is provided in the next section. The results can be used in subsequent community meetings to continue concentrating on reducing poverty in Pima County.
GROUP ONE

Group One focused their efforts on creating new networks to provide rental assistance. The group devised a seven step plan to address the need for rental assistance. The first step is to get organizations together with the assistance of a facilitator. Second, they aim to create a curriculum for the crisis budgeting and wealth building training. Training instructors is the third step. Fourth, the training sessions will be held in all local nonprofits serving those in need of rental assistance. The fifth step involves working with a “phenomenal” grant writer within the next three to six months to procure funds for the program. Asking local businesses to donate funds is the sixth step. Lastly, Group One saw the need to identify and minimize funding duplication from current funders.

As a result of these efforts everyone seeking rental assistance would be equipped with information about how to make the most of their budget, how to trim excess spending, how to pay rent, and how to build wealth. Group One also identified the need for more volunteers to answer phones at CAA. Additional volunteers assisting in this capacity would undoubtedly assist CAA’s staff in serving as many people as quickly as possible.
FIGURE 1: GROUP ONE ASSET MAP

Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

Nonprofit & Faith-based Organizations
- Linda Leatherman
- Community Renewal
- All churches, synagogues
- Lutheran & Catholic Social Services
- Housing Counseling Agencies
- PCOA
- CCS
- SAAF
- AZ Saves
- United Way

Businesses & Business Groups
- Apartment managers and owners
- SW Gas
- T.A.R.
- Builder’s Association
- All Businesses

Community Service Groups
- Community Food Bank
- United Way

Group 1
Subset of Poverty Addressed:
Rental Assistance

Volunteers (individuals/groups)
- Realtors
- Construction Company
- Volunteers

Government Agencies
- P.C. CAA
- Salvation Army
- City of Tucson
- AZ Department of Housing

Individuals, Families and/or Associations
- Mayor of Tucson
- City Council
- Board of Supervisors
- Tucson Association of Realtors
- Builders Association
- Grant Writers
Figure 2: Group One Network Map

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

Nonprofit & Faith-based Organizations
- Chicanos por la Causa
- P.C.O.A.
- AZ Saves
- United Way

Businesses & Business Groups
- All Businesses
- Apartment Building Owners and Managers

Community Service Groups
- Interfaith Community Services

Volunteers (individuals/groups)
- Realtors
- Construction Companies

Government Agencies
- CAA
- Pima City
- COT-Section 8
- Community Services Department

Individuals, Families and/or Associations
- Mayor
- City Council
- Board of Supervisors

Group 1
Subset of Poverty Addressed:
Rental Assistance
TABLE 1: GROUP ONE MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

*What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?*

Southwest Gas inserts in buildings, all employee paychecks, and mail

Message: What can I do now?

- We’ve all got something we can do
- It is okay to ask for help
- Know your options and take action

*What media outlets should be used to reach key stakeholders and community members?*

- Billboards
- Fixers (public, private, nonprofit, and government employers)
- TV (stories of poverty)
- Identify: who is our audience?
GROUP TWO

Group Two focused on the shortage of food in food banks amid recent increases in public demand for assistance. The group aims to communicate the urgency of food shortages in food banks via print and radio media as well as flyers and the Internet. Their plan involved a method for bringing the assets of local food banks, grocery chains, and churches together to create innovative ways for alleviating food shortages. The group also suggested requesting donations from thriving businesses and restaurants.

The proposed steps to implementing this plan include holding meetings once a month that would serve as a food drive as well as providing an opportunity to organize and discuss possible additional food drop locations. Should the proposed steps be carried out, the outcome would be an increase in the number of families that receive and benefit from the aid of their local food banks.
FIGURE 3: GROUP TWO ASSET MAP

Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

- Nonprofit & Faith-based Organizations
  - Food banks

- Businesses & Business Groups
  - City storage for produce
  - Wal-mart
  - Safeway
  - Various grocery stores
  - Food establishments & restaurants

- Community Service Groups
  - People information guide
  - Information & Referral Bank

- Government Agencies
  - Neighborhood Centers
  - Pima County Recreation Centers
  - DES

- Individual, Families and/or Associations
  - Donations from private sector
  - Local Celebrities
  - Home owners associations
  - Schools
  - Thriving businesses
  - Farmers Market

- Volunteers (individuals/groups)
  - Clients
  - Churches
  - Courts – mandated volunteers
Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

Group 2 Subset of Poverty Addressed: Food Shortage in Food Banks

Nonprofit & Faith-based Organizations
- Announce food bank drive & drop off dates and locations.
- Communicate via radio, media, flyers, & mail.

Businesses & Business Groups
- Contact managers from businesses (Safeway, etc.); set up to donate food.
- Tucson chamber of commerce

Community Service Groups

Volunteers (individuals/groups)
- Mail out notices; Individuals required to do volunteer work

Government Agencies

Individuals, Families and/or Associations
TABLE 2: GROUP TWO MESSAGING IDEAS

**Develop Public Messages to address Poverty in Pima County**

*What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)*?

“In this last year the local food banks have served # of families and were forced to turn away # of families due to the shortage of food. It is in these trying times that we must come together and put a stop to individuals and families going hungry in Pima County.”

“Hungry? Who you gonna call? Your local food bank.”

*What media outlets should be used to reach key stakeholders and community members?*

All the local news, presentations to HADs, other thriving businesses should be informed of the objective to increase the food supply in food banks and encourage them to plan ways in which they can positively impact our hungry community.
GROUP THREE

Group Three chose to address the increasing need for rental assistance in Pima County. The proposed action steps call for each identified group (non-profit and faith-based organizations; businesses and business groups; community service groups; individual and group volunteers; government agencies; individuals, families, and/or associations) to raise $200,000. The group suggests using a “United Way” model to organize and fund-raise beginning with a kickoff event. A community action agency will be tasked with administering the raised funds.

The outcome of this fundraiser would be an additional $1.2 million dollars for rental assistance to provide people within 90 days of a tenant’s eviction. The networks established in this venture would also support the needs of the community through their continued partnership and develop other poverty reduction initiatives.
Identify Community Assets and **Recruit** Volunteers 
To Address Poverty in Pima County

*List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?*

**Nonprofit & Faith-based Organizations**
- Churches
- Catholic Community Services
- Interfaith Community Services
- United Way
- Jewish Federation

**Community Service Groups**
- Rotary Clubs
- Lions Club
- Shriners
- Junior League
- Angel Charity
- League of Mexican-American
- League of Women Voters
- Chicanos por la Causa
- Tucson Urban League
- Primavera
- Indian Center

**Government Agencies**
- Tribal Agencies
- HUD
- Public Schools
- Air Force
- DMAFB
- National Guard

**Businesses & Business Groups**
- Chamber of Commerce
- Tucson Association of Realtors
- SAHBA
- Grocery Stores
- Casinos
- Car Dealerships

**Volunteers (individuals/groups)**
- Volunteer Center
- United Way
- Knights of Columbus
- VFW
- Veteran’s Associations
- Retirees
- Good Samaritans

**Individuals, Families and/or Associations**
- Neighborhood Associations
- Diamond Family Foundation
- Click Family Foundation

**Group 3 Subset of Poverty Addressed:**
- Rental Assistance
Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

Group 3
Subset of Poverty Addressed: Rental Assistance
Goal: $1.2 million

- Nonprofit & Faith-based Organizations
  Groups will raise $200K

- Businesses & Business Groups
  Groups will raise $200K

- Community Service Groups
  Groups will raise $200K

- Government Agencies
  Groups will raise $200K

- Volunteers (individuals/groups)
  Groups will raise $200K

- Individuals, Families and/or Associations
  Groups will raise $200K
  Jim Click/Bishop
TABLE 3: GROUP THREE MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

*What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)*?

“A place to call home not just a place to stay”

How you can help: “give your time, your talents, your treasure!”

Cite statistics that relay how grave the need for rental assistance is.

- # of foreclosures
- # of families using food stamps
- # of children eligible for free lunches

*What media outlets should be used to reach key stakeholders and community members?*

Public media outlets:

- Internet
- Billboards
- Church bulletins
- Television
GROUP FOUR

Group Four focused on increasing the accessibility of healthy food for youth and families. Proposed action steps to that end are fourfold. First, the group proposes to make partners aware of other community resources through One-Stops, health fairs, church bulletins, and materials at designated offices. Second, the group would hold a community dinner to allow participants to network and find new ways of collaboration. Third, the group would identify families with little access to healthy food through the school system, parks and recreation services, public libraries, and public transportation. Lastly, the group identified a need to recruit volunteers.

The outcomes of this plan are several. First, there will be an increased access to healthy food and better nutrition for youth and families. Second, the community network will be able to provide healthier food options to youth and families. Third, through additional community resources, youth and families will be educated to make healthier food choices.
Identify Community Assets and Recruit Volunteers To Address Poverty in Pima County

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

Nonprofit & Faith-based Organizations
- Food Bank
- Wingspan
- Houses of Worship
- Soup Kitchens

Community Service Groups
- Wingspan/EOW
- Open Inn
- Meals on Wheels
- Food not Bombs
- Soup Kitchens
- Kids’ Café
- United Way
- El Rio

Businesses & Business Groups
- TEP
- Grocery Stores (Trader Joe’s, Fry’s)
- Pepsi

Group 4 Subset of Poverty Addressed: Healthy Food for Youth & Families

Volunteers (individuals/groups)
- Donors
- Food box packers
- Farmers

Government Agencies
- Food Plus
- W/C
- Arizona Farmer Vouchers

Individuals, Families and/or Associations
- Donations
- Gleaning partners
- Farmers
- Cooking demonstrations
- Rotary
Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)
TABLE 4: GROUP FOUR MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

*What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?*

Statistics detailing the number of people going without food

Offer people ways to help alleviate food shortages

- donations
- volunteering
- referring people to the network

“Are you hungry? We can help.”

“Do you know someone who is hungry? Send them to us.”

*What media outlets should be used to reach key stakeholders and community members?*

- Advertising on public transportation
- Information at One Stop centers
- Public libraries
- Health fairs
- DES offices
- School systems
GROUP FIVE

Group Five emphasized the increased need for emergency utility assistance in Pima County. The group proposed three action steps the community network will undertake. The first requires the identification of individuals and families that suffer from utility insecurity. Secondly, volunteers and a volunteer coordinator(s) will be recruited to assist in answering phones. Lastly, the group recommends obtaining funding from the federal stimulus package to support the program. Additionally, the network will apply for grants to cover program overhead and labor.

As an outcome of the community network’s program, individuals and families most in need of emergency utility assistance will be better served. The clients served will also receive utility education in which energy conservation methods may assist them in lowering their utility bills.
FIGURE 9: GROUP FIVE ASSET MAP

Identify Community Assets and Recruit Volunteers To Address Poverty in Pima County

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

Nonprofit & Faith-based Organizations
- Salvation Army
- St. Vincent de Paul
- Interfaith Community Services
- Tucson Urban League
- Pima Council of Aging
- Community Home Repairs of AZ

Businesses & Business Groups
- TEP/SWG/TRICO
- Tucson Water
- Propane Companies
- Carpenter Unions
- Electric/Plumbing Unions
- Building Trade Organizations

Community Service Groups
- Littletown Human Resources
- Arivaca Human Resources
- Civic Organizations:
  - Rotary
  - Lions
  - Optimist Club

Group 5 Subset of Poverty Addressed: Emergency Utility Assistance

Volunteers (individuals/groups)
- United Way
- Volunteer Center of Tucson

Government Agencies
- Pima County Community Action Agencies

Individuals, Families and/or Associations
- Chamber of Commerce
- Association of Building Trades Council
Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

**Group 5**

**Subset of Poverty Addressed:** Emergency Utility Assistance

- **Nonprofit & Faith-based Organizations**
  - Interfaith Community Services
  - Littletown Human Resources
  - Arivaca Human Resources
  - Salvation Army

- **Community Service Groups**
  - Volunteering (individuals/groups)
    - Volunteer Center of Arizona
    - United Way

- **Government Agencies**

- **Businesses & Business Groups**

- **Individuals, Families and/or Associations**
TABLE 5: GROUP FIVE MESSAGING IDEAS

**Develop Public Messages to address Poverty in Pima County**

*What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)*?

“Help a family/friend/neighbor with an emergency need”

“Volunteer your time or resources to help a family in crisis”

Develop neighborhood/social awareness watch to prevent crisis and to identify neighbors with immediate needs

*What media outlets should be used to reach key stakeholders and community members?*

- Libraries/churches/schools
- Radio/TV/Internet/websites/texting/Facebook
- Print news
- Community food banks/food boxes with utility education flyer
- Neighborhood association
- Human social service agencies
GROUP SIX

Group Six focused on the growing lack of affordable and safe childcare in Pima County. The group noted that many services and subsidies are facing budget cuts. As a result, affordable and safe childcare for parents in search of employment or in need of childcare for their children in order to continue working is a threatened service. Additionally, obtaining certification to become a childcare provider or volunteer is difficult. The community network’s concept will facilitate greater community and volunteer participation in childcare.

Proposed actions steps are as follows:

• Bring together network of stakeholders
• DES will facilitate programs to get churches certified as providers
• Volunteer centers will assist childcare volunteers in obtaining background clearance required to work with children
• Increase capacity of community centers to offer childcare through additional support of volunteers
• Large businesses will increase availability of workplace childcare and donate funds to subsidize childcare vouches
• Parent organizations will help recruit volunteers and increase awareness of lack of affordable and safe childcare

The outcomes of the community network’s efforts will result in an increase in affordable and safe childcare for those experiencing economic hardships. Moreover, there will be a greater awareness of available childcare options.
Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

Nonprofit & Faith-based Organizations
- Churches
- YMCA
- United Way

Businesses & Business Groups
- Hispanic Chamber of Commerce
- Large Business Foundations
- Developers

Community Service Groups
- Child & Family Services
- Pima College
- Legal Aid
- Community Centers
- Schools

Government Agencies
- DES
- CPS
- Parks & Recreation
- Kidco
- WIC

Volunteers (individuals/groups)
- Volunteer Center
- Senior Centers

Individuals, Families and/or Associations
- Neighborhood Associations
- Families
- Parent Organizations
- Parent/Teacher Association
- Foster Parents

Group 6 Subset of Poverty Addressed: Affordable and Safe Childcare
Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

FIGURE 12: GROUP SIX NETWORK MAP

Group 6
Subset of Poverty Addressed: Affordable and Safe Childcare

Nonprofit & Faith-based Organizations
- United Way
- Churches

Businesses & Business Groups
- Large chains that award community grants (e.g., Wal-mart, etc.)

Community Service Groups
- Community Centers

Government Agencies
- DES

Volunteers (individuals/groups)
- Volunteer Center

Individuals, Families and/or Associations
- Parent Organizations
TABLE 6: GROUP SIX MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

“Childcare is an economic issue”

“Children are the future!”

“It takes a village to raise a child”

“Enriching all our lives by caring for our children”

What media outlets should be used to reach key stakeholders and community members?

- Traditional media: newspaper, radio, TV
- Create website
- Bus advertisements, billboards
- Posters, brochures at other service agencies, churches, schools, community centers
- Word of mouth
GROUP SEVEN

Group Seven addressed the need for affordable housing in Pima County. The group nominated Leslie Carlson and Linda Kot to lead the network. The proposed action steps require the network to first be pulled together after which a mission statement and asset chart would be created. The group recommends the network recruit members using the asset chart as a guide. Additional action steps include drafting a media outreach plan, leveraging funding, and distributing funding (to eviction prevention and affordable/ permanent housing programs).

Outcome: through this network, Pima County will be able to place the many needy families in affordable and permanent housing.
FIGURE 13: GROUP SEVEN ASSET MAP

Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

Nonprofit & Faith-based Organizations
- Interfaith Community Services
- CPSA
- Primavera
- Habitat for Humanity
- Project Pep
- Salvation Army
- Gospel Rescue Mission
- The Giving Tree
- Old Pueblo
- CPLC
- Tucson Metro Ministries
- Catholic Social Services

Businesses & Business Groups
- Banking Industry
- Developers/Builders
- Property Management Companies
- Private Landlords
- Investors
- Unions
- Local media
- Tar Realtors

Community Service Groups
- Churches
- Frats/Sororities
- Lion/Rotary
- Davis-Monthan AFB

Government Agencies
- Chamber of Commerce
- Permanent transitional rentals
- City Government:
  - buy foreclosed homes
  - workforce development
  - housing
  - core services employees
  - reduce salaries
- HUD/Section 8
- County Government
- Community Action Agency
- City of Tucson
- Tribal Council

Group 7 Subset of Poverty Addressed: Affordable Housing

Volunteers (individuals/groups)
- Churches
- Frats/Sororities
- Volunteer Center
- Bikers:
  - Sunriders
  - Hells Angel
  - Hogs

Individuals, Families and/or Associations
- Click
- Don Diamond
- Community Associations
- Local family foundation
Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

**Nonprofit & Faith-based Organizations**
- Interfaith Coalition
- Primavera
- PCIC
- Chicanos por la Causa

**Businesses & Business Groups**
- Banks
- Builders Association

**Community Service Groups**
- TPCH

**Government Agencies**
- County and City:
  - Identify inventory of housing
  - Identify federal money
  - THTF

**Volunteers (individuals/groups)**
- Volunteer Center
- Faith Communities

**Individuals, Families and/or Associations**
- Investors
- Foundations
TABLE 7: GROUP SEVEN MESSAGING IDEAS

**Develop Public Messages to address Poverty in Pima County**

*What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?*

“It could be you.”

Providing affordable housing benefits the entire community

Cost benefit analysis

Success stories

“Lack of affordable housing impacts everyone”

*What media outlets should be used to reach key stakeholders and community members?*

- Stores
- Banks
- Mailings – to the wealthy
- Churches
- E-blasts
- Billboards
- Buses
GROUP EIGHT

Group Eight focused on the need for additional and/or strengthened substance addiction services. Their plan would address two aspects of this problem. First, they would employ the concept of restorative justice to increase the number of resources/support services available to current and former substance abusers. Second, an addiction and recovery education program would be created. In this program, the stereotypes commonly associated with substance abusers will also be addressed.

The action steps the network would undertake are as follows:

- Recruit more mentors/volunteers to help those in recovery by providing natural support
- Identify businesses that are sympathetic to people in recovery and are willing to provide employment
- Hold road-shows with the purpose of educating the community about addiction and its relation to poverty
- Broadcast PSAs on Family Life Radio
- Post information wherever possible (SunTran buses, etc.)
- Provide incentives for following treatment plan in recovery using Prize Bowl (businesses to supply prizes)

The intended outcomes of the community network’s efforts are twofold. First, a partnership with local businesses willing to hire and train people in substance abuse recovery will be forged. Second, information about substance abuse recovery services available will be accessible to people in recovery through strategic material placement in jails, courts, houses of worship, shelters, probation/parole offices, etc.
FIGURE 15: GROUP EIGHT ASSET MAP

Identify Community Assets and **Recruit** Volunteers
To Address Poverty in Pima County

*(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)*

**Nonprofit & Faith-based Organizations**
- Churches (prison ministries)
- Sober Project (emergency food pantry)
- Giving Tree (food/shelter/job program; provide ongoing assistance)

**Community Service Groups**
- Kino Service Center
- Community Prevention Coalition
- Goodwill Job Center
- Pima County Action Agency
- La Frontera:
  - Cope
  - Compass
  - CODAC

**Government Agencies**
- CPS
- Family Drug Court
- Adult Probation/Parole
- Law Enforcement
- Adult Drug Court

**Businesses & Business Groups**

**Volunteers (individuals/groups)**
- Former addicts (mentors)
- Poverty Work (shops for congregations)

**Individuals, Families and/or Associations**
- AA/NA groups
- Advocates for those in recovery (knowing who does what; how to access services)
Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

Nonprofit & Faith-based Organizations
Family Life Radio
The Giving Tree
Teen Challenge
The Sober Project
Gospel Rescue Mission
Salvation Army

Community Service Groups
United Way
La Frontera:
• Cope
• Compass
• CODAC

Businesses & Business Groups
Need to identify

Volunteers (individuals/groups)
Mentors:
Need to identify

Group 8 Subset of Poverty Addressed: Addiction

Government Agencies
CPS
Family Drug Court

Individuals, Families and/or Associations
AA/NA groups
TABLE 8: GROUP EIGHT MESSAGING IDEAS

**Develop** Public Messages to address Poverty in Pima County

*What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?*

Education about addiction and recovery – helping remove stigma/stereotypes of persons suffering from addictions

“There is hope!”

The capacity for help is infinite--let’s tap into it to assist struggling community members

*What media outlets should be used to reach key stakeholders and community members?*

- Sun Trans – posters on bus
- Pamphlets/flyers
- Community centers (Kino Service Center, etc.)
- Houses of worship
- Media
  - Share inspiring stories of recovery
- Grocery stores
GROUP NINE

Group Nine addressed the need for greater access to health care in Pima County. The group sees a decline in their community’s health due to the lack of affordable health care. Their vision is to create, operate, and maintain a medical mobile unit that would serve their community. Through the work of the community network, the uninsured (homeless, working poor, undocumented, etc.) will be able to receive medical care 24 hours a day, 7 days a week through the operation of a medical mobile unit.

There are several proposed action steps. The community network would solicit donations and write grants to fund the purchase and operation of the medical mobile unit. An advertising campaign highlighting the health needs of members of the community will be created. Collaboration with city and county officials will allow the burden of operating the medical mobile unit to be evenly shared. The community network will be tasked with staffing the mobile clinic, purchasing equipment, and hiring clinic coordinators.

The outcomes of this effort are threefold. First, residents in the city and county will have access to health care via the medical mobile unit(s). Second, the emergency rooms in the county hospitals will not be as overwhelmed with patients. Third, the community will benefit from improved overall health.
Identify Community Assets and Recruit Volunteers To Address Poverty in Pima County

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

**Nonprofit & Faith-based Organizations**
- Interfaith Community Services
- Houses of Faith
- Red Cross
- Health Clinics
- SMA
- Hope 4 Me
- Giving Tree

**Government Agencies**
- Stimulus package funds
- Grant awards
- Military
- Colleges/University (School of Public Health)
- Fire Department

**Community Service Groups**
- Rotary
- Lions
- Knight of Columbus

**Businesses & Business Groups**
- Media
- Tucson Chamber of Commerce
- Medical Supply Companies
- Insurance Providers
- RV Dealers

**Individuals, Families and/or Associations**
- Neighborhod Associations
- Philanthropic families
- Shamrock

**Volunteers (individuals/groups)**
- Volunteer nurses
- Stipend volunteers
- WPA (work project model)

**Group 9 Subset of Poverty Addressed: Access to Health Care**
FIGURE 18: GROUP NINE NETWORK MAP

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

Nonprofit & Faith-based Organizations
- Giving Tree
- Pantano Christian Church

Businesses & Business Groups
- Media
- Tucson Chamber of Commerce

Community Service Groups
- Rotary
- Lions

Government Agencies
- Stimulus package funds through agencies
- U of A Public Health School
- First responders

Volunteers (individuals/groups)
- Volunteer Center
- Students
- Professionals

Individuals, Families and/or Associations
- Neighborhood Associations
- Philanthropic families
- Foundations by organizations and individuals

Group 9 Subset of Poverty Addressed: Access to Health Care
TABLE 9: GROUP NINE MESSAGING IDEAS

**Develop Public Messages to address Poverty in Pima County**

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

Compare cost of mobile clinic to costs of ER visit, Fire Department emergency services, and hospital stay due to untreated illness and/or lack of preventive medical care.

**What media outlets should be used to reach key stakeholders and community members?**

- PSAs
- Front page stories of community members who have received medical care from mobile clinic
- Human interest stories
- Cost of not having a clinic is very high
- Advertisements
Potential Outcomes for Pima County

After each group completed its work, the entire assembly addressed the questions: *How will we measure success in Pima County? In other words, how will the residents of Pima County know that the initiatives developed in this workshop were successful?* The answers are recorded below.

- Human service agencies are no longer needed.
- Human services are delivered proactively, not reactively.
- Basic needs of all residents are met.
- Crime and addiction are decreased.
- Families are more stable as measured by:
  - Decreased foster care.
  - Decreased Child Protective Services referrals.
- Fair market rental prices decrease.
- There are fewer homeless families.
- Successful advocacy results in more utility assistance.
- There is lower unemployment.
- There are better paying jobs and increased median wages.
- There are higher graduation rates.
- There is more investment in higher education.
- More mentors volunteer to help those in need (of all ages).
- There are fewer broken families.
- There are fewer single-parent households.
- Government is more responsive to poverty issues.
- The community is more helpful to meet human service needs.
• Economic “success” needs redefinition (e.g., home ownership may not be better than renting).

• Mental health is improved.

• The middle-class is strengthened (and their values reassessed in the new economic climate).

• There is more advocacy for human services.

**Workshop Summary**

All of the groups accomplished the workshop objective of identifying community assets, recruiting volunteers, creating networks, and developing messages that could address poverty in Pima County. There was a concentrated effort by some groups to focus on food and shelter for the most vulnerable in Pima County. Other groups focused on fundraising and providing affordable medical care. All of the groups suggested connecting as many community partners as possible as the mechanism for addressing poverty in Pima County -- while recognizing that key stakeholders and coalitions must be responsible for providing leadership to bring the initiatives to fruition. Regarding message development, each group provided creative ideas and slogans that they recommended be distributed in both conventional and unconventional ways to ensure the widest dissemination possible. Ideas ranged from building more efficient communication channels across community groups and agencies to ideas for specific branding and marketing campaign slogans to recommendations for engaging niche media and advertising platforms.

The outcomes of the meeting can be used in a variety of ways. Ideas generated from the groups can be tested by the coalitions and/or lead agencies mentioned in the report. Pilot testing such ideas and measuring results will determine the feasibility of expanding the ideas countywide. Additionally, human service groups that already meet on a regular basis can
undertake some of these initiatives and improve service delivery rather quickly to meet the burgeoning demand. There is a clear need to increase the capacity of those providing human services in Pima County. The ideas documented in this report can be used as a catalyst to generate activity and results that make a difference for the residents of Pima County.
Appendix A

The Arizona Community Action Alliance and Department of Economic Security Data and Resource Book has been specifically compiled to support the development of Community Action Program Needs and Assets Assessments for the Community Services Block Grant (CSBG) programs. In that context, the information contained herein highlights indicators and status related to the CSBG Goals:

Goal 1: Low-income People Become More Self-Sufficient
Goal 2: The Conditions in Which Low-Income People Live are improved
Goal 3: Low-Income People Own a Stake in Their Community
Goal 4 Partnerships among Supporters and Providers of Service to Low-Income People are achieved
Goal 5: Agencies Increase Their Capacity to Achieve Results
Goal 6: Low-Income People, Especially Vulnerable Populations, Achieve their Potential by Strengthening Family and Other Supportive Systems

Data Resources
In each CAP service area there are local reports and information that enhance the Needs and Assets Assessment by being able to localize the data and information to the communities and service areas. Other sources used include the following:

U.S. Census Data
  o U. S. Census Bureau - http://www.census.gov/

Arizona State Agencies
  o Arizona Department of Health Services (ADHS) - http://www.azdhs.gov/
  o Arizona Department of Housing - http://www.housingaz.com/
  o Arizona Department of Commerce – County Profiles - http://www.azcommerce.com/SiteSel/Profiles/County+Profiles.htm

Other Sources
  o Free and Reduced Lunch by School or District – www.azcentral.com/news/datacenter/freelunches08.html

Head Start Programs – Needs Assessments

The subsequent information represents Pima County specific data taken from the Data and Resource Book.
**Population and Age Distribution**

Source: US Census Bureau - American Community Survey 2007

<table>
<thead>
<tr>
<th>Pima</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>967,089</td>
<td>100%</td>
</tr>
<tr>
<td>Male</td>
<td>473,388</td>
<td>48.90%</td>
</tr>
<tr>
<td>Female</td>
<td>493,701</td>
<td>51.10%</td>
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</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5 years</td>
<td>67,045</td>
<td>6.90%</td>
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<tr>
<td>5 to 9 years</td>
<td>60,600</td>
<td>6.30%</td>
</tr>
<tr>
<td>10 to 14 years</td>
<td>63,131</td>
<td>6.50%</td>
</tr>
<tr>
<td>15 to 19 years</td>
<td>68,487</td>
<td>7.10%</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>72,287</td>
<td>7.50%</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>128,052</td>
<td>13.20%</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>124,607</td>
<td>12.90%</td>
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<tr>
<td>45 to 54 years</td>
<td>131,977</td>
<td>13.60%</td>
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<tr>
<td>55 to 59 years</td>
<td>57,919</td>
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<tr>
<td>60 to 64 years</td>
<td>49,770</td>
<td>5.10%</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td>70,270</td>
<td>7.30%</td>
</tr>
<tr>
<td>75 to 84 years</td>
<td>54,398</td>
<td>5.60%</td>
</tr>
<tr>
<td>85 years and over</td>
<td>18,546</td>
<td>1.90%</td>
</tr>
</tbody>
</table>

Median age (years) | 36.8 (X)

**Population by Race, Hispanic Origin**

Source: County and City Data Book: 2007 U.S. Census Bureau; 2005 data

<table>
<thead>
<tr>
<th>Pima</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>967,089</td>
<td>100%</td>
</tr>
<tr>
<td>White</td>
<td>704,983</td>
<td>72.90%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>38,736</td>
<td>4.00%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>39,523</td>
<td>4.10%</td>
</tr>
<tr>
<td>Asian</td>
<td>30,342</td>
<td>3.10%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>2,409</td>
<td>0.20%</td>
</tr>
</tbody>
</table>
### HISPANIC OR LATINO AND RACE

<table>
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<th>Measure</th>
<th>Pima County</th>
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<tbody>
<tr>
<td>Total population</td>
<td>967,089</td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>316,229</td>
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### Population by Educational Attainment

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<thead>
<tr>
<th>American Community Survey 2007 Data Measure</th>
<th>Pima County</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Educational Attainment - Population 25 years and over (S1701)</td>
<td>628,263</td>
</tr>
<tr>
<td>Less than high school graduate</td>
<td>79,843</td>
</tr>
<tr>
<td>High school graduate (includes equivalency)</td>
<td>157,272</td>
</tr>
<tr>
<td>Some college, associates degree</td>
<td>204,523</td>
</tr>
<tr>
<td>Bachelor's degree or higher</td>
<td>186,625</td>
</tr>
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</table>

### Employment Status

<table>
<thead>
<tr>
<th>American Community Survey 2007 Data Measure</th>
<th>Pima County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment status - Civilian labor force 16 years and over (S1701):</td>
<td>448,758</td>
</tr>
<tr>
<td>Employed</td>
<td>421,338</td>
</tr>
<tr>
<td>Unemployed</td>
<td>27,420</td>
</tr>
<tr>
<td>Work Experience - Population 16 years and over (S1701)</td>
<td>750,662</td>
</tr>
<tr>
<td>Worked FT, year-round in past 12 months</td>
<td>272,280</td>
</tr>
<tr>
<td>Worked PT or part-year in past 12 months</td>
<td>217,335</td>
</tr>
<tr>
<td>Did not work</td>
<td>261,047</td>
</tr>
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</table>
### Household Income

<table>
<thead>
<tr>
<th>American Community Survey 2007 Data Measure</th>
<th>State of AZ</th>
<th>Pima County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Income (S1901)</td>
<td></td>
<td></td>
</tr>
<tr>
<td># of households</td>
<td>2,251,546</td>
<td>374,739</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>6.6%</td>
<td>8.2%</td>
</tr>
<tr>
<td>$10,000 - $14,999</td>
<td>5.1%</td>
<td>6.3%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>11.0%</td>
<td>12.5%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>11.8%</td>
<td>13.3%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>15.5%</td>
<td>15.4%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>19.4%</td>
<td>18.1%</td>
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<tr>
<td>$75,000 - $99,999</td>
<td>12.5%</td>
<td>10.7%</td>
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<tr>
<td>$100,000 - $149,999</td>
<td>11.1%</td>
<td>9.6%</td>
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<tr>
<td>$150,000 - $199,999</td>
<td>3.4%</td>
<td>3.2%</td>
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<tr>
<td>$200,000 or more</td>
<td>3.4%</td>
<td>2.8%</td>
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<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td>Median Income ($)</td>
<td>$49,889</td>
<td>$43,546</td>
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<tr>
<td>Mean Income ($)</td>
<td>$66,132</td>
<td>$59,967</td>
</tr>
<tr>
<td>Per Capita Income (S1902)</td>
<td>$24,811</td>
<td>$24,319</td>
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</table>

### Poverty Status – Chart 1

<table>
<thead>
<tr>
<th>American Community Survey 2007 Data Measure</th>
<th>Pima County</th>
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</thead>
<tbody>
<tr>
<td>Total Population (S1902)</td>
<td>967,089</td>
</tr>
<tr>
<td>Population for whom poverty status is determined (S1701)</td>
<td>948,471</td>
</tr>
<tr>
<td>By Age (S1701):</td>
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<tr>
<td>Under 18 years</td>
<td>225,000</td>
</tr>
<tr>
<td>Related Children under 18 years</td>
<td>223,107</td>
</tr>
<tr>
<td>18 to 64 years</td>
<td>582,167</td>
</tr>
<tr>
<td>65 years and over</td>
<td>141,304</td>
</tr>
</tbody>
</table>
### Poverty Status – Chart 2

Sources: American Community Survey 2007, (www.census.gov), Tables S1701, S1702, S1901, S1902
S1701 - Poverty Status in the Past 12 Months
S1702 - Poverty Status in the Past 12 Months of Families
S1901 - Income in the Past 12 Months (In 2007 Inflation-Adjusted Dollars)
S1902 - Mean Income in the Past 12 Months (In 2007 Inflation-Adjusted Dollars)

<table>
<thead>
<tr>
<th>American Community Survey 2007 Data Measure</th>
<th>Pima County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty Status by Individuals (S1701):</td>
<td></td>
</tr>
<tr>
<td># below 100% of poverty</td>
<td>142,304</td>
</tr>
<tr>
<td>% below 100% of poverty</td>
<td>15.0%</td>
</tr>
<tr>
<td># below 125% of poverty</td>
<td>191,765</td>
</tr>
<tr>
<td>% below 125% of poverty</td>
<td>20.2%</td>
</tr>
<tr>
<td># below 200% of poverty</td>
<td>338,348</td>
</tr>
<tr>
<td>% below 200% of poverty</td>
<td>35.7%</td>
</tr>
</tbody>
</table>

Families and Poverty (S1702)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Total families</td>
<td>231,648</td>
</tr>
<tr>
<td>% total families below 100% poverty</td>
<td>10.1%</td>
</tr>
<tr>
<td>Total Families w/related children under 18</td>
<td>110,451</td>
</tr>
<tr>
<td>% Total Families w/related children under 18 below 100% poverty</td>
<td>17.2%</td>
</tr>
<tr>
<td># of married couple families</td>
<td>167,165</td>
</tr>
<tr>
<td>% married couple families below 100% poverty</td>
<td>4.8%</td>
</tr>
<tr>
<td># of married couple families w/related children under 18</td>
<td>66,998</td>
</tr>
<tr>
<td>% married couple families w/related children under 18 below 100% poverty</td>
<td>7.7%</td>
</tr>
<tr>
<td># of female headed household families</td>
<td>46,311</td>
</tr>
</tbody>
</table>
The Community Assets information provides a partial inventory of the assets that exist in the community. Community assets further describes the service area in terms of existing supports and services.

<table>
<thead>
<tr>
<th>Pima County</th>
<th>Employment Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amphitheater Unified School District</td>
<td>Education and Health Services</td>
</tr>
<tr>
<td>Asarco LLC</td>
<td>Natural Resources and Mining</td>
</tr>
<tr>
<td>Bashas’ Inc.</td>
<td>Trade, Transportation and Utilities</td>
</tr>
<tr>
<td>Canteen Correctional Services</td>
<td>Professional Services</td>
</tr>
<tr>
<td>Carondelet Health Network</td>
<td>Education and Health Services</td>
</tr>
<tr>
<td>City of Tucson</td>
<td>Public Administration</td>
</tr>
<tr>
<td>Davis-Monthan Air Force Base</td>
<td>Public Administration</td>
</tr>
<tr>
<td>Employer Solutions Group (formerly CheckMate)</td>
<td>Professional Services</td>
</tr>
<tr>
<td>Freeport-McMoRan Copper &amp; Gold Inc.</td>
<td>Natural Resources and Mining</td>
</tr>
<tr>
<td>Fry’s Food Stores</td>
<td>Trade, Transportation and Utilities</td>
</tr>
<tr>
<td>Northwest Health</td>
<td>Education and Health Services</td>
</tr>
<tr>
<td>Pima Community College</td>
<td>Education and Health Services</td>
</tr>
<tr>
<td>Pima County</td>
<td>Public Administration</td>
</tr>
<tr>
<td>Raytheon Missile Systems</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>State of Arizona</td>
<td>Public Administration</td>
</tr>
<tr>
<td>TMC Healthcare</td>
<td>Education and Health Services</td>
</tr>
<tr>
<td>Tohono O’Odham Nation</td>
<td>Public Administration</td>
</tr>
<tr>
<td>Tucson Unified School District No. 1</td>
<td>Education and Health Services</td>
</tr>
<tr>
<td>U. S. Army Intelligence Center and Ft. Huachuca</td>
<td>Public Administration</td>
</tr>
<tr>
<td>U. S. Border Patrol</td>
<td>Public Administration</td>
</tr>
<tr>
<td>University Medical Center Corp.</td>
<td>Education and Health Services</td>
</tr>
<tr>
<td>University of Arizona</td>
<td>Education and Health Services</td>
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<tr>
<td>Wal-Mart Stores, Inc.</td>
<td>Trade, Transportation and Utilities</td>
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</tbody>
</table>
**Child Care Services**

<table>
<thead>
<tr>
<th>County</th>
<th>Number of DES Certified Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pima County (District II)</td>
<td>456</td>
</tr>
</tbody>
</table>

**Child Care Centers, School Child Care and Small Group Homes**
Source: Child Care Centers and Small Group Homes by Zip Code – run date Friday, August 01, 2008 – printout - Arizona Department of Health Services web site www.azdhs.gov, Office of Licensing and Certification.

ARS 36-881. Definitions “Child care facility” means any facility in which child care is regularly provided for compensation for five or more children not related to the proprietor. "Child care facility" means any facility in which child care is regularly provided for compensation for five or more children not related to the proprietor. ARS 36-881

ARS 36-897. Definition "Child care group home" means a residential facility in which child care is regularly provided for compensation for periods of less than twenty-four hours per day for not less than five children but no more than ten children through the age of twelve years.

<table>
<thead>
<tr>
<th>County / City</th>
<th>Number of Child Care Centers</th>
<th>Child Care Center Capacity</th>
<th>Number of Child Care Public School</th>
<th>Child Care Public School Capacity</th>
<th>Number of Child Care Small Group Homes</th>
<th>Child Care Small Group Home Capacity</th>
<th>Total All</th>
<th>Total All Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pima</td>
<td>283</td>
<td>31,599</td>
<td>97</td>
<td>11,246</td>
<td>102</td>
<td>894</td>
<td>482</td>
<td>43,739</td>
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</table>

**Unemployment Rates – 2007**
Source: http://www.azcommerce.com/SiteSel/Profiles/County+Profiles.htm

<table>
<thead>
<tr>
<th></th>
<th>Unemployment Rate</th>
</tr>
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<tbody>
<tr>
<td>Arizona</td>
<td>3.8%</td>
</tr>
<tr>
<td>Pima County</td>
<td>3.7%</td>
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</table>
### Income and Earnings by Industry

Source: [http://www.azcommerce.com/SiteSel/Profiles/County+Profiles.htm](http://www.azcommerce.com/SiteSel/Profiles/County+Profiles.htm)

#### 2007 Employment by Occupation- Average Wages

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Employment</th>
<th>Average Wages</th>
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</thead>
<tbody>
<tr>
<td>Office and Administrative Support</td>
<td>70,590</td>
<td>$13.72</td>
</tr>
<tr>
<td>Sales &amp; Related</td>
<td>36,230</td>
<td>$14.14</td>
</tr>
<tr>
<td>Food Preparation &amp; Serving Related</td>
<td>33,560</td>
<td>$9.10</td>
</tr>
<tr>
<td>Education, Training and Library</td>
<td>24,040</td>
<td>$21.37</td>
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<tr>
<td>Construction &amp; Extraction</td>
<td>24,320</td>
<td>$16.56</td>
</tr>
<tr>
<td>Management</td>
<td>19,150</td>
<td>$39.25</td>
</tr>
<tr>
<td>Healthcare Practitioner &amp; Technical</td>
<td>20,350</td>
<td>$31.42</td>
</tr>
<tr>
<td>Production</td>
<td>15,890</td>
<td>$14.32</td>
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</tbody>
</table>

### Personal Income and Earnings by Industries,
Earnings by Place of Work, 2005, Percent by Selected Major Industries


<table>
<thead>
<tr>
<th>State / County</th>
<th>Construction Percent</th>
<th>Retail Trade Percent</th>
<th>Professional and Technical Services Percent</th>
<th>Health care and Social Assistance Percent</th>
<th>Government Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARIZONA</td>
<td>9.6%</td>
<td>8.3%</td>
<td>7.6%</td>
<td>9.3%</td>
<td>16.5%</td>
</tr>
<tr>
<td>Pima</td>
<td>7.0%</td>
<td>7.4%</td>
<td>7.6%</td>
<td>12.2%</td>
<td>23.9%</td>
</tr>
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### AHCCCS Eligibility

Source: REPORT ID: HP07M088 ARIZONA HEALTH CARE COST CONTAINMENT SYSTEM PAGE: -1-

PROGRAM #: HP07L078 ACUTE & ALTCS ENROLLMENT SUMMARY REPORT RUN: 05/30/08 AS OF 06/01/08 16:44. Totals on this report (HP07M088) are for capitated (no fee for service – FFS) Plans only.

<table>
<thead>
<tr>
<th>County</th>
<th>TOTAL Acute Care – Including KidsCare</th>
<th>TOTAL Long Term Care</th>
<th>ACUTE AND LTC</th>
</tr>
</thead>
<tbody>
<tr>
<td>PIMA</td>
<td>155816</td>
<td>7074</td>
<td>162890</td>
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</table>
**Food and Nutrition**

**Food Stamp Program Enrollment**

<table>
<thead>
<tr>
<th>County</th>
<th>Households</th>
<th>Persons</th>
<th>Total Coupon Issuance</th>
<th>Average Allot / Household</th>
<th>Average Allot / Person</th>
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</thead>
<tbody>
<tr>
<td>ARIZONA</td>
<td>259,001</td>
<td>626,555</td>
<td>63,035,595</td>
<td>243.38</td>
<td>100.61</td>
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<tr>
<td>PIMA</td>
<td>46,185</td>
<td>105,113</td>
<td>10,597,205</td>
<td>229.45</td>
<td>100.82</td>
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</tbody>
</table>

**TANF Enrollment**

<table>
<thead>
<tr>
<th>County</th>
<th>FAMILIES (CASES)</th>
<th>Persons (RECIP.)</th>
<th>ADULTS</th>
<th>CHILDREN</th>
<th>TOTAL PAYMENTS</th>
<th>AVERAGE PAYMENT/CASE</th>
<th>AVERAGE PAYMENT/RECIPIENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARIZONA</td>
<td>36,295</td>
<td>77,989</td>
<td>18,695</td>
<td>59,294</td>
<td>9,556,294</td>
<td>263.30</td>
<td>122.53</td>
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<tr>
<td>PIMA</td>
<td>6,799</td>
<td>14,008</td>
<td>3,555</td>
<td>10,453</td>
<td>1,764,770</td>
<td>259.56</td>
<td>125.98</td>
</tr>
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</table>

**Table 1 Cash Assistance – April 2008**

<table>
<thead>
<tr>
<th>County</th>
<th>FAMILIES (CASES)</th>
<th>(RECIP.)</th>
<th>ADULTS</th>
<th>CHILDREN</th>
<th>TOTAL PAYMENTS</th>
<th>AVERAGE PAYMENT/CASE</th>
<th>AVERAGE PAYMENT/RECIPIENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARIZONA</td>
<td>34,821</td>
<td>73,754</td>
<td>17,134</td>
<td>56,620</td>
<td>9,231,713</td>
<td>265.12</td>
<td>125.17</td>
</tr>
<tr>
<td>PIMA</td>
<td>6,536</td>
<td>13,232</td>
<td>3,272</td>
<td>9,960</td>
<td>1,707,665</td>
<td>261.27</td>
<td>129.06</td>
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</tbody>
</table>

**TANF Unemployed Parent Program**

<table>
<thead>
<tr>
<th>County</th>
<th>FAMILIES (CASES)</th>
<th>(RECIP.)</th>
<th>ADULTS</th>
<th>CHILDREN</th>
<th>TOTAL PAYMENTS</th>
<th>AVERAGE PAYMENT/CASE</th>
<th>AVERAGE PAYMENT/RECIPIENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARIZONA</td>
<td>790</td>
<td>2,848</td>
<td>1,183</td>
<td>1,665</td>
<td>275,449</td>
<td>348.67</td>
<td>96.72</td>
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<tr>
<td>PIMA</td>
<td>131</td>
<td>505</td>
<td>207</td>
<td>298</td>
<td>46,869</td>
<td>357.78</td>
<td>92.81</td>
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</table>
**General Assistance Enrollment**

<table>
<thead>
<tr>
<th>County</th>
<th>Number of Cases</th>
<th>Persons (Recip.)</th>
<th>Total Payments</th>
<th>Average Payment/Case</th>
<th>Average Payment / Recip.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARIZONA</td>
<td>1,398</td>
<td>1,403</td>
<td>212,776</td>
<td>152.20</td>
<td>151.66</td>
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<tr>
<td>PIMA</td>
<td>361</td>
<td>361</td>
<td>54,198</td>
<td>150.13</td>
<td>150.13</td>
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**Homelessness**


**Safety Net for Homeless Individuals**

<table>
<thead>
<tr>
<th>Continuum of Care Regional Locations</th>
<th>Emergency Beds</th>
<th>Transitional Beds</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Family</td>
<td>Individual</td>
</tr>
<tr>
<td>Maricopa Continuum (Mesa, Phoenix)</td>
<td>1,096</td>
<td>1,692</td>
</tr>
<tr>
<td>Pima Consortium (Tucson)</td>
<td>220</td>
<td>467</td>
</tr>
<tr>
<td>Rural</td>
<td>206</td>
<td>250</td>
</tr>
<tr>
<td>Total Beds</td>
<td>1,522</td>
<td>2,409</td>
</tr>
<tr>
<td>Projected Funding Deficit Per Bed, Per Night</td>
<td>($4.50)</td>
<td>($4.58)</td>
</tr>
<tr>
<td>Projected under-funded deficit (existing beds statewide)</td>
<td>(2,499,885)</td>
<td>(4,027,125)</td>
</tr>
<tr>
<td>Total Deficit</td>
<td>$10,821,934</td>
<td></td>
</tr>
</tbody>
</table>
## Service Organizations by County

Sources: Arizona Transportation Options – apta.com/gasprices/AZ.htm


http://az211.communityos.org/tax/framestax.taf?function=search&_UserReference=7F000001471A1A6B04CBE30BDBAD4891F48A

U.S Department of Housing and Urban Development -
http://www.hud.gov/local/az/homeless/sheltersinfo.cfm

<table>
<thead>
<tr>
<th>Pima County</th>
<th>Organization Name/Address/Phone</th>
<th>Service Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pima County Community Service Dept.</td>
<td>Case Management (Older Adults/ Disable)</td>
</tr>
<tr>
<td></td>
<td>32 N Stone, 16th Fl</td>
<td>Keeling – Tucson</td>
</tr>
<tr>
<td></td>
<td>Tucson, AZ 85701</td>
<td>Phone Number: 520-696-6969</td>
</tr>
<tr>
<td></td>
<td>520-884-4265</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marana Health Center</td>
<td>Case Management (Older Adults/ Disable)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Santa Catalina – Tucson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone Number: 520-825-6763</td>
</tr>
<tr>
<td></td>
<td>Marana Health Center</td>
<td>Case Management (Older Adults/ Disable)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Santa Catalina - Tucson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone Number 520-232-8623</td>
</tr>
<tr>
<td></td>
<td>Marana Health Center</td>
<td>Case Management (Older Adults/Disable)</td>
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<tr>
<td></td>
<td></td>
<td>– Tucson</td>
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<tr>
<td></td>
<td></td>
<td>Phone Number: 520-887-0800</td>
</tr>
<tr>
<td></td>
<td>Marana Health Center</td>
<td>Community Services - Tucson</td>
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<tr>
<td></td>
<td></td>
<td>Phone Number: 520-682-3777</td>
</tr>
<tr>
<td></td>
<td>Pima County Community Services</td>
<td>Community Social Services - Ajo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone Number: 520-387-5611</td>
</tr>
<tr>
<td></td>
<td>Administration of Resources and Choices</td>
<td>Financial Counseling - Tucson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone Number: 520-882-9135</td>
</tr>
<tr>
<td></td>
<td>Tucson Urban League, Inc.</td>
<td>Financial Education - Tucson</td>
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<td></td>
<td></td>
<td>Phone Number: 520-623-4388</td>
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<tr>
<td>Pima County</td>
<td>Organization Name/Address/Phone</td>
<td>Service Name</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------------------------</td>
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</tr>
<tr>
<td>Marana Health Center</td>
<td>Health Center (Erikson) – Tucson Phone Number: 520-584-5010</td>
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<tr>
<td>Marana Health Center</td>
<td>Health Center (Flowing Wells) – Tucson Phone Number: 520-887-0800</td>
<td></td>
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<tr>
<td>Southern Arizona AIDS Foundation (SAAF)</td>
<td>HIV+ Support Services - Tucson Phone Number: 520-628-7223</td>
<td></td>
</tr>
<tr>
<td>New Beginnings for Women &amp; Children, Inc.</td>
<td>New Beginnings Shelter Phone Number: 520-325-8800</td>
<td></td>
</tr>
<tr>
<td>TIA (Tucson International Airport)</td>
<td>Transportation Services</td>
<td></td>
</tr>
<tr>
<td>Coyote Run (Town of Oro Valley)</td>
<td>Transportation Services</td>
<td></td>
</tr>
<tr>
<td>PCDOT (Pima County)</td>
<td>Transportation Services</td>
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<tr>
<td>TICET (Tucson Inner City Express Transit)</td>
<td>Transportation Services</td>
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<tr>
<td>CatTran (University of Arizona)</td>
<td>Transportation Services</td>
<td></td>
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<tr>
<td>CFASTS (Citizens for a Sensible Transportation Solution)</td>
<td>Transportation Services</td>
<td></td>
</tr>
<tr>
<td>Transview (City of Tucson transportation guide)</td>
<td>Transportation Services</td>
<td></td>
</tr>
<tr>
<td>OPT (Old Pueblo Trolley)</td>
<td>Transportation Services</td>
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<tr>
<td>TABRU (Tucson Area Bus Riders Union)</td>
<td>Transportation Services</td>
<td></td>
</tr>
<tr>
<td>TRCTC (Tucson Regional Community Transportation Coalition)</td>
<td>Transportation Services</td>
<td></td>
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<tr>
<td>TST (Tucsonans for Personal Rapid Transit)</td>
<td>Transportation Services</td>
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<tr>
<td>TST (Tucsonans for Sensible Transportation)</td>
<td>Transportation Services</td>
<td></td>
</tr>
<tr>
<td>Tucson Urban League, Inc. 2305 S Park Ave Tucson, AZ 85713 602-791-9522</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUN TRAN (City of Tucson)</td>
<td>Transportation Services</td>
<td></td>
</tr>
<tr>
<td>VAN TRAN (City of Tucson)</td>
<td>Transportation Services</td>
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</table>
## Appendix B

### Workshop Participants

<table>
<thead>
<tr>
<th>Name</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norma Gallegos</td>
<td>CAA</td>
</tr>
<tr>
<td>Josie Pallanes</td>
<td>Pima County CAA</td>
</tr>
<tr>
<td>Evelyn Gonzales</td>
<td>Pima County CAA</td>
</tr>
<tr>
<td>Pastor Mark Vavra</td>
<td>Sober Project</td>
</tr>
<tr>
<td>Veronica Gonzalez</td>
<td>Pima County CAA</td>
</tr>
<tr>
<td>Iris Vazquez</td>
<td>St. Elizabeth's</td>
</tr>
<tr>
<td>Diana Garcia</td>
<td>PCC</td>
</tr>
<tr>
<td>Ann Scott</td>
<td>DES</td>
</tr>
<tr>
<td>Joy Wilcox</td>
<td>Primavera Foundation</td>
</tr>
<tr>
<td>Judy</td>
<td>Care Giver Training Institute</td>
</tr>
<tr>
<td>Rachel Lopez Felix</td>
<td>Pima County CAA</td>
</tr>
<tr>
<td>Edna Castro</td>
<td>Pima County CAA</td>
</tr>
<tr>
<td>Charles Casey</td>
<td>One Stop</td>
</tr>
<tr>
<td>Linda Leatherman</td>
<td>Pima County Faith Based</td>
</tr>
<tr>
<td>Michelle Duarte</td>
<td>Family Connections</td>
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<tr>
<td>Becky Rodriguez</td>
<td>Family Connections</td>
</tr>
<tr>
<td>Nora Villalobos</td>
<td>Project Prep</td>
</tr>
<tr>
<td>Dana Pepper</td>
<td>St. Elizabeth's</td>
</tr>
<tr>
<td>Catherine Wills</td>
<td>Community Renewal</td>
</tr>
<tr>
<td>Cynthia Henry</td>
<td>Hope For Me, Inc</td>
</tr>
<tr>
<td>Patricia Scott-Lopez</td>
<td>CPSA</td>
</tr>
<tr>
<td>Martha Martin</td>
<td>PC CDNC</td>
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<tr>
<td>Jay Young</td>
<td>TMM Family Services</td>
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<tr>
<td>Laura Gomez</td>
<td>CPS</td>
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<tr>
<td>Melissa Mundt</td>
<td>Community Food Bank</td>
</tr>
<tr>
<td>Gretchen Garman</td>
<td>Community Food Bank</td>
</tr>
<tr>
<td>Sandie Hinojos-Cuem</td>
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<tr>
<td>Evelia Martinez</td>
<td>Don't Borrow Trouble</td>
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<tr>
<td>Khara Ellasante</td>
<td>Wingspan</td>
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<td>Claudia Vazquez</td>
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<td>Anthony Young</td>
<td>Southern AZ Legal Aid</td>
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<tr>
<td>Marty Loreto</td>
<td>SWG</td>
</tr>
<tr>
<td>Scott Coverdale</td>
<td>Community Home Repair</td>
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<tr>
<td>Arnold Palacios</td>
<td>TYD</td>
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<tr>
<td>Maggie Gerring</td>
<td>SPNA</td>
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<tr>
<td>Richard Elias</td>
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<tr>
<td>Lonnie King</td>
<td>Salvation Army</td>
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<tr>
<td>Betty Villagas</td>
<td>Pima County</td>
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<tr>
<td>Margaret Kish</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Affiliation</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td>Arthur Eckstrom</td>
<td>Pima County</td>
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<tr>
<td>Risi Hart</td>
<td>Pima County</td>
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<tr>
<td>Denise Robinson-Kinney</td>
<td>Faith Based Community Action</td>
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<tr>
<td>Luz Maria Peru</td>
<td>CAA-RIO</td>
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<tr>
<td>Miyoka Broussard</td>
<td>Single Parents are Not Alone</td>
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<tr>
<td>Michelle Batand</td>
<td>The Giving Tree</td>
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<td>Ana Basurto</td>
<td>Pima County</td>
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<tr>
<td>Gail Gibbons</td>
<td>DES--CPIP</td>
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<td>Anita C. Phifer</td>
<td>Hope For Me, Inc</td>
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<tr>
<td>Rosemary Cora-Cruz</td>
<td>Pima One Stop</td>
</tr>
<tr>
<td>Jim Hannley</td>
<td>El Rio NHA</td>
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<tr>
<td>Terri Smith</td>
<td>Interfaith Community Services</td>
</tr>
<tr>
<td>Linda Block</td>
<td>UA Cooperative Extension</td>
</tr>
<tr>
<td>Libby Wright</td>
<td>The Giving Tree</td>
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<tr>
<td>Betsy Bolding</td>
<td>TEP</td>
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<tr>
<td>Carol Punske</td>
<td>Child Protective Services</td>
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<tr>
<td>Marco Liu</td>
<td>ADES IFAA</td>
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