



ONEROUGE



Case for Support

One (Baton) Rouge

A Capital Area Collective
Coalition movement formed
around Collective Impact 3.0
and the 9 Drivers of Poverty

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1 Overview

EXECUTIVE SUMMARY

The OneRouge Coalitions movement unites thousands of people representing 400+ organizations for the purpose of directing positive, systemic change in Louisiana’s capital city —change much needed by populations of ALICE (Asset Limited, Income Constrained, Employed) residents. OneRouge’s mission is to foster an inclusive community culture in Louisiana’s capital city that leads to equitable opportunities for all. This collaborative action-oriented movement is the result of two organizations collaborating through their respective missions in the belief that we are stronger together.

The non-profit organization MetroMorphosis “transforms communities from within”, while The Walls Project works to “break through and tear down the societal barriers that discourage or prevent people from living safe, healthy, and prosperous lives.” These organizations’ efforts as OneRouge Coalition demonstrate a model which could be replicated by other communities facing similar challenges and desiring similar goals.

OneRouge is seeking support for this work, specifically to continue frequent convenings of key stakeholders for productive meetings and actions aimed at disrupting drivers of poverty. This work is strategic long-lasting, systemic change, including high-impact policy change.



1 Overview

CONTEXT OF NEED & RESPONSE:

Amidst the compounding crises of 2020— a global pandemic, protests throughout America, dramatic disparities of health and well-being in the population, and a community still dealing with the pain of Alton Sterling’s state sanctioned murder by two Baton Rouge police officers in 2016—OneRouge was formed. Raymond Jetson of MetroMorphosis and Casey Phillips of The Walls Project decided to embody the popular Louisiana bumper sticker slogan “stronger together” to address the needs of the Capital Area. They united the energies and resources of their respective nonprofit organizations through a Document of Cooperation.

The result is OneRouge Coalitions, whose mission is to foster an inclusive community culture in Louisiana’s capital city that leads to equitable opportunities for all. As a community action movement, OneRouge adheres to a formalized collective impact framework in the hopes of creating systemic change in the capital region by disrupting nine drivers of poverty. OneRouge’s goals are derived from the organizational pillars of MetroMorphosis:

- Mobilize residents: Communities can only grow stronger when community members are actively involved in the transformation. OneRouge will work hard to engage, inform, and empower citizens and organizations to address disparities and improve quality of life.
- Form catalytic partnerships: Because the issues OneRouge addresses have systemic roots, OneRouge will partner with organizations who shape and define those systems and are willing to design and implement more equitable processes. OneRouge will connect organizations and programs in ways that enhance the overall impact of their individual efforts.
- Re-activate community assets: Any sustainable change must be driven by strengthening the assets already present in a community. OneRouge will strengthen the community’s economic and social capital by recognizing and supporting the value and possibility of what already exists.
- Lead narrative change: Systemic change cannot occur without actively seeking to transform how people see their own potential, the potential of their communities, and how they are viewed by those outside their communities. OneRouge will build and nurture thought leadership, embody a culture of learning, and share those lessons to impact the thoughts and actions of others.

1 Overview

ONEROUGE FRAMEWORK

OneRouge deploys a collective impact model as the framework for constructing long-term change, by intentionally disrupting drivers or conditions of poverty.

OneRouge follows guidance outlined by the Tamarack Institute's Collective Impact 3.0 An Evolving Framework for Community Change which encourages: shared community aspiration; strategic learning; high-leverage activities and loose/tight working relationships; inclusive and authentic community engagement, establishing containers for change.

OneRouge has identified nine specific drivers of poverty in the area and has launched individual coalitions focused on three: (1) access to affordable, healthy food; (2) the ability to secure quality and relevant education; and (3) access to safe transportation and mobility. next on the agenda is (4) access to affordable housing. The remaining sequence of developing dedicated coalitions for other drivers will follow community-based input. Subjects include fair pay for women; high teen birth rates; a growing number of neighborhoods in poverty; a high number of children born and living in poverty; and English proficiency and cultural differences. OneRouge's process maximizes stakeholder engagement within each coalition through structures and processes that best encourage and elevate relevant voices on a particular driver topic. This includes (1) current community needs and corresponding coalition action, (2) levels of community and volunteer participation, and (3) a coalition's phase of work (organizing, launching, ramping up, evaluating, strategic planning, etc.). OneRouge coalition participants will

- Identify specific short-, medium-, and long-term goals for each coalition.
- Create an organizational structure within each coalition to support goals, conduct work, and evaluate performance. Coalition structures can expand, or contract as needed.
- Conduct frequent open meetings that create safe spaces of equity and truth among all participants. Meetings will support information sharing, networking among stakeholders, and contexts for building and maintaining momentum in pursuit of goals. Meeting frequency includes combinations of general assembly meetings and coalition committee and working group meetings.

2 The Movement

ONEROUGE COALITIONS' NORTH STAR

OneRouge is built with key levels of leadership and oversight to continually check for systems balance and spotlight potential holistic collaborations between coalitions. MetroMorphosis and The Walls Project staff serve as leadership and guidance for the framework and development of the coalition structure, implementation, and facilitation.

OneRouge Coalitions' Shared Aspirational Statement

An inclusive community culture in our city that leads to equitable opportunity for all and demonstrates everyone's voice, beliefs, and experiences.



Leadership Council



A 9-person leadership council serves as a systems' expertise and guidance overseeing all of the coalitions' efforts. This council's effort is to strategize the interconnectedness of all the coalitions.

Coalition-Specific Steering Committees

Each coalition hosts a steering committee, comprised of co-chairs, working group leaders, and community engagement specialists. Co-chairs are represented by at least one member from the leadership council and a subject matter expert or practitioner of the work the coalition is looking to transform.

2 The Movement

MEET THE LEADERSHIP COUNCIL

A committed and centered group of individuals represented many aspects of Baton Rouge engage for a year (or more) on the Leadership Council.



Rev. Alexis Anderson



Alfredo Cruz



Dean Andrews



Adonica Duggan



Dustin LaFont



Korey Patty



Katie Prichett



Frankie Robertson



Myra Richardson



Jan Ross



2 The Movement

MEET THE FACILITATORS

OneRouge Coalitions' movement is grounded in the work of two nonprofit organizations MetroMorphosis and The Walls Project. Together, they manage and facilitate the building and convenings with Collective Impact 3.0.



Pepper Roussel
Program Coordinator



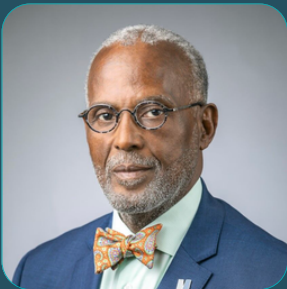
Sherreta Harrison
MetroMorphosis



Tia Fields
The Walls Project



Helena Williams
The Walls Project



Raymond A. Jetson
MetroMorphosis



Casey Phillips
The Walls Project



Thomas Donley
The Walls Project

2 The Movement

DEMONSTRATED PERFORMANCE

Through 150+ weekly Friday virtual meetings on a variety of topics, OneRouge has already begun engaging key stakeholder organizations in the community who would have expressed interest in and will add subject matter expertise to

OneRouge coalitions. The process for forming new coalitions will follow the successful patterns and progress used for establishing the Capital Area Food Equity (CAFÉ), Education to Career (E2C), and Transportation & Social Mobility Coalitions.

With a little more than a year's work by OneRouge's CAFÉ (Capital Area Food Equity) Coalition, OneRouge secured \$400,000+ in national grant dollars from the American Heart Association to support projects focused on advocacy and policy changes to improve health and wellbeing in East Baton Rouge Parish. Recipients of these grant funds include OneRouge (The Walls Project is the fiscal agent), Healthcare Centers in Schools, Three O'Clock Project, BREADA (Big River Economic and Agricultural Development Alliance), and CPEX (Center for Planning Excellence). One can expect similar energy, focus, and results for the collective action work conducted by other OneRouge coalitions.

LAUNCHED COALITIONS

Capital Area Food Equity (CAFÉ) Coalition

Aspirational Statement:

Decrease the number of individuals in the Capital Region experiencing food insecurity

Goals:

- Ensure individuals have sustainable and equitable access to **3 healthy meals a day, every day.**
- **Promote greater utilization and access to existing feeding programs;** SNAP; insure people who are eligible are registered to purchase necessary healthy food.
- **Promote collaboration across organizations** and working groups within CAFE and OneRouge to move the needle on lasting and meaningful systems change
- **Teach to grow** by providing opportunities for local, sustainable food production; promote economic development of food production and sales at all levels.

Co-Chairs:

Jan Ross (Huey & Angelina Wilson Foundation) and Nichola Hall (EBR Schools)

2 The Movement

Education to Career (E2C) Coalition

Aspirational Statement:

*Build a culture of quality instruction, lifelong learning, and equitable access to opportunity
THAT MAKE SUCCESS AND PROSPERITY INEVITABLE.*

Goals:

- **Create a culture that values literacy** and increases literacy rates
- **Increase equitable access to safe learning spaces** that encourage joy for learning at any level
- **Expand awareness and access to early childhood education**
- **Increase opportunities for continuous learning**

Co-Chairs:

Adonica Pelichet-Duggan (Baton Rouge Alliance for Students),
Dustin LaFont (Front Yard Bikes), Trey Godfrey (BRAC), Tonnisha Ellis (BRAC)

Transportation & Social Mobility Coalition

Aspirational Statement:

*Inclusive, accessible, and progressive mobility options for the
present and future of our entire community.*

Goals:

- **Community assets are consistently mapped** and aligned to increase mobility
- **Barriers to mobility** are regularly considered and addressed timely
- **Planning and funding structures impacting community mobility work in coordination** with one another to increase overall mobility for all
- **Emerging and proven practices in mobility** appropriate for Baton Rouge are embraced and executed

Co-Chairs:

Cheri Soileau (CATS),
and founding Co-Chair Rev. Alexis Anderson (PREACH)

3 Next Steps

How you can participate

FRIDAY CALLS

Join us virtually weekly at 8:30 AM on Fridays to learn and discuss topics around the 9 Drivers of Poverty.

COALITIONS

Be a part of the solution by joining the coalitions formed around the 9 Drivers of Poverty.

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