

Neighbors Campaign Status Update

10,000 Door-Knocks!

February-December 2009

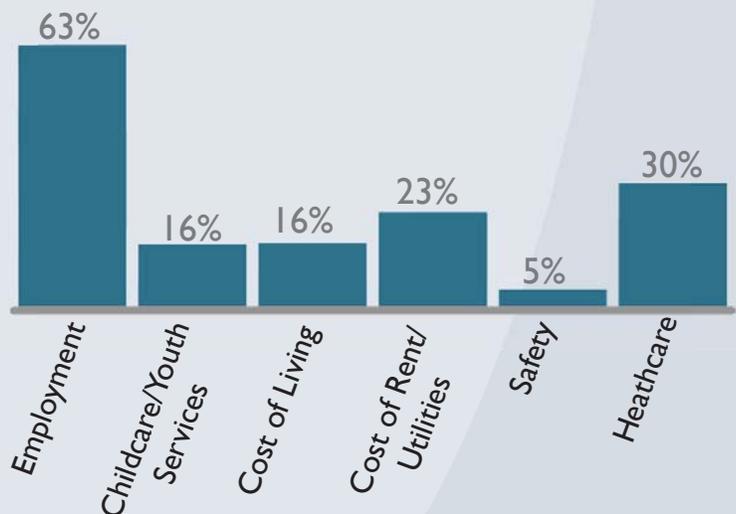


With a successful pilot in the spring of 2009 and an energetic relaunch in late summer, the Neighbors Campaign is in full swing. Over 80 trained door-knockers have knocked on 5,106 doors and had 1,341 one-on-one conversations with residents from at least 63 different countries! 378 residents have attended 11 Neighbors Exchanges; many of these residents have further attended weekly meetings, Neighbor Circles, and other Campaign events. Our leadership team has successfully piloted our first Neighbor Corps program in Wheaton and is currently planning future programs in Gaithersburg and Long Branch. The Campaign continues to evolve as we learn and adjust to different needs and interests in each community.

Since August, we recorded concerns expressed by 453 residents during our one-on-one conversations. Here are the most common concerns people are talking about:

Frequently Discussed Concerns

from 453 residents*



*percentages do not add up to 100 as some residents discussed multiple concerns



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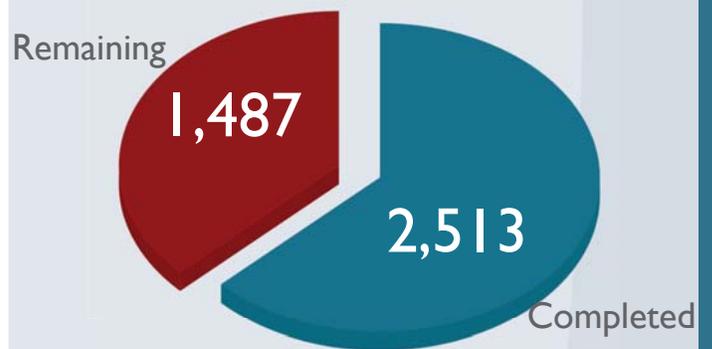
Wheaton

Path to Progress

After the pilot, the Wheaton Campaign took off at the end of summer with over 900 door-knocks in August alone! Since February, we've door-knocked in 5 apartment complexes, held 4 Neighbors Exchanges and conducted our first Wheaton Network Orientation. While recruiting for our pilot Neighbor Corps program in September, we had an open house in Peppertree Farm Apartments and hosted a barbecue picnic in Wheaton Regional Park. Because the Campaign is furthest along in Wheaton, we're trying out two new events at the end of January: a six-week financial education workshop for 20 participants and a weekly neighborhood gathering called Tuesdays Together, both held at the Neighborhood Service Center. This will provide opportunities for both established members of the campaign and new residents we meet to remain engaged and have greater access to resources in the community.

Numbers Update

Since February, we've completed almost two thirds of our goal to knock on 4,000 doors in Wheaton. We had **504** one-on-one conversations. **154** new residents attended our **4** Neighbors Exchange sessions, and over **100** residents and community partners attended **3** other Wheaton Campaign events. From April to November, **1,517** residents came into the Neighborhood Service Center.



Notes on Neighbor Corps

At the end of September, we embarked on our first Neighbor Corps program in Wheaton. A diverse group of 15 residents and community workers participated in four months of leadership training and relationship building. The group worked in conjunction with the Campaign, helping out at a Neighbors Exchange, attending the Wheaton Network Orientation and door-knocking in one participant's apartment complex. Another participant, Miguel, engaged several of his own neighbors by hosting a Neighbor Circle; the group even made a trip to the Neighborhood Service Center together. Following the close of the Neighbor Corps training in January, participants will help plan and facilitate Tuesdays Together and continue to serve as bridges between residents and resources in their communities.

Above Left: Neighbor Corps participants and facilitators celebrate their very first session in September



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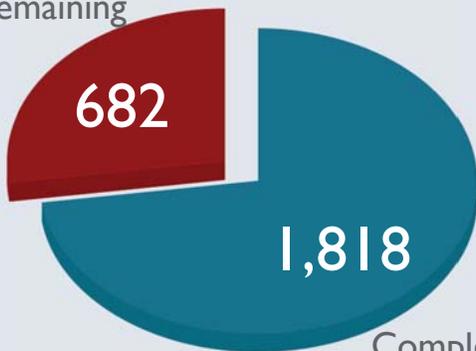
Gaithersburg



December 3
Neighbors Exchange

Numbers Update

Remaining



Completed

A dedicated group of community members and staff have had **567** one-on-one conversations and completed nearly **3/4** of our goal of 2,500 door-knocks. We've held **3** Neighbors Exchanges since February with **128** new residents and **4** followup meetings. There has been **1** Neighbor Circle with another planned for late January. From April to November, **1,000** residents visited the Gaithersburg Neighborhood Service Center.

Path to Progress

The Gaithersburg Campaign started with an extensive pilot in the first half of the year, with over 1,200 door knocks. After a kick-off in August, Campaign members door-knocked at 6 smaller apartments along Frederick Avenue (Rt-355) during November. We are now recruiting both residents we met during the pilot and those from our most recent door-knocking efforts for Neighbor Corps, along with HHS staff, Community Connectors, resource partners and staff of ethnic-serving nonprofit organizations. Some of the participants will likely come from a follow-up meeting to our December Neighbors Exchange, which has evolved into a mutual support circle in its 5th week. The nine participants include both "old" and "new" residents.

In particular, Maricar, a resident from Gaither House Apartments, came to the Neighbors Exchange seeking better employment options and assistance with paying the bills as her husband was out of work. After the Neighbors Exchange, she went to the Neighborhood Service Center, applied for food stamps and received them immediately, easing her family's financial worries. She and her husband, Roberto, have since come to every circle meeting and appreciate the support and friendships they've established. Another resident in the circle, Claudia, is a parent at Washington Grove Elementary and is currently seeking employment. She says she really values the information she's received from the circle, which she then shares with her friends and neighbors who are also looking for work.



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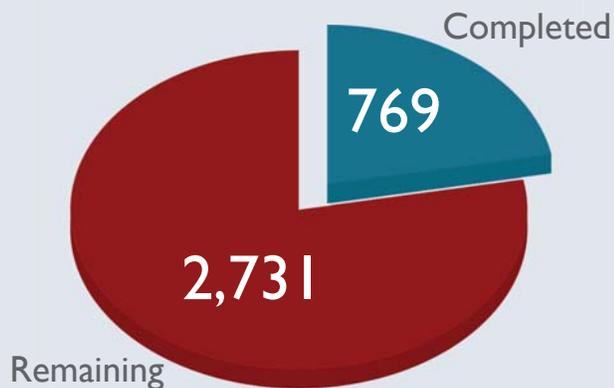
Long Branch

Path to Progress

Following a smaller pilot than in the other two regions, the Long Branch Neighbors Campaign continued in October with Montgomery County's Community Service Day. We had 28 community members attend a training and knock on doors in Nob Hill and Park Montgomery Apartments. In one day, we accomplished 284 door-knocks! Subsequently, we've continued to door-knock primarily in those areas and have held two Neighbors Exchange sessions.

Numbers Update

Since the beginning of the pilot, **96** new residents attended **4** Neighbors Exchange sessions. We also held **5** follow-up meetings focused on employment. Although we've only reached a little more than **1/5** of our goal of 3,500 door-knocks, we've managed to have an astounding **265** one-on-one conversations—about one in three doors we knock on.



Tackling Jobs Together



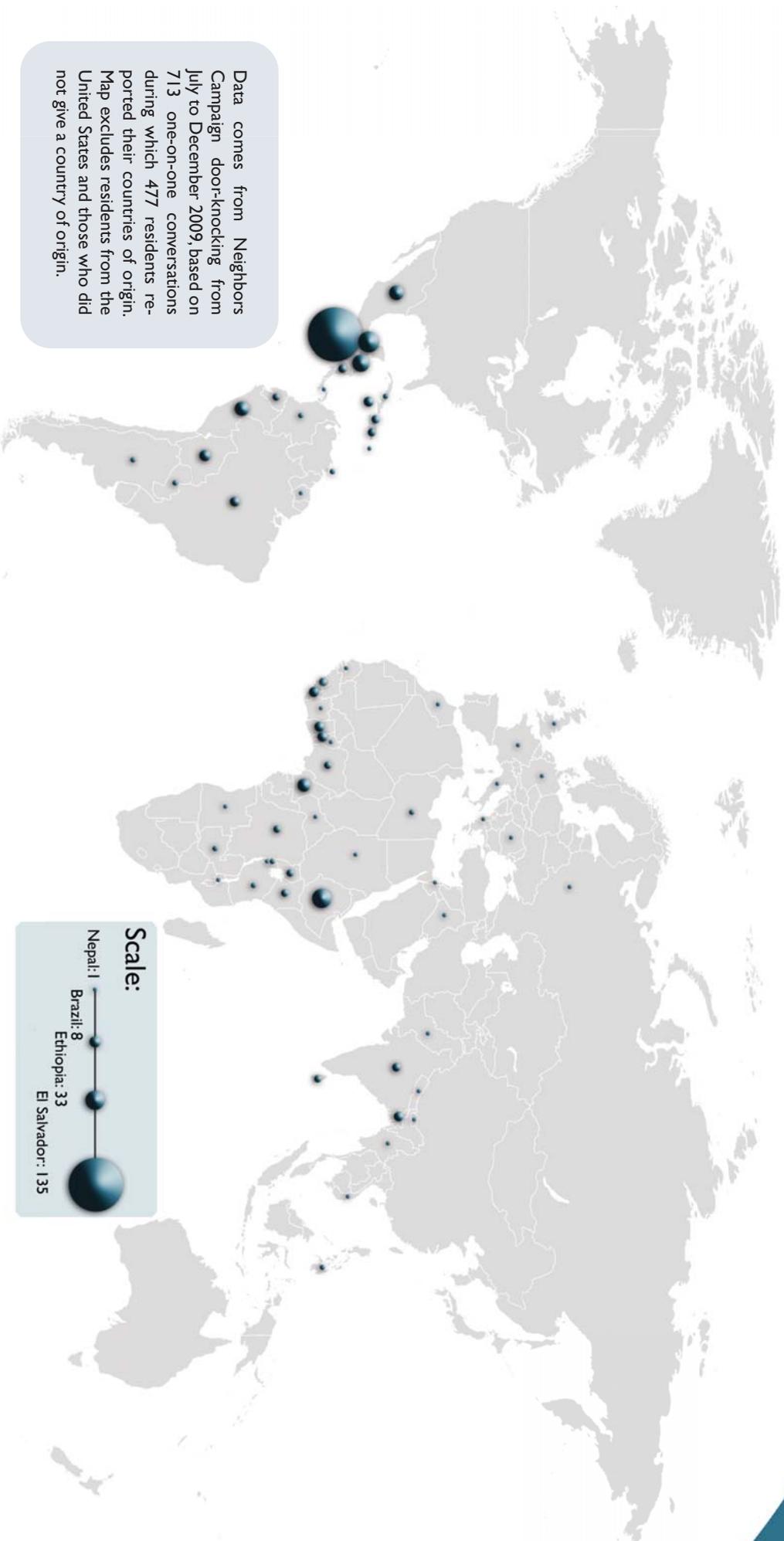
Members of the Nob Hill Employment Circle prepare to knock on doors

Following the second Neighbors Exchange session in November, ten residents expressed an interest in having a follow-up meeting focused on employment. The next week, nine residents, two resource partners, and four Campaign staff and volunteers met again to discuss employment obstacles and issues. Shortly after, it became apparent that the group, composed entirely of Spanish-speakers, felt that English skills were a significant barrier to employment security. The group then chose to focus on ESOL class opportunities and took a placement test during one session.

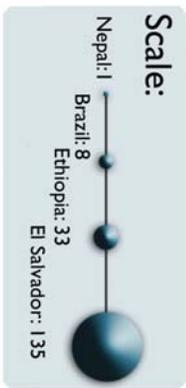
After learning of the several months-long waiting list for the only ESOL program offered in the area, the group had the idea of forming its own community-based class. Having secured a permanent meeting space, work books and a potential volunteer teacher, the circle decided to knock on doors in the surrounding apartment complex—Nob Hill—to try to reach other neighbors. With the kick-off class scheduled for the first week of February, the group will now spend the next couple of weeks preparing for their class and inviting more neighbors to take part.



Neighbors Campaign Status Update: Countries of Origin



Data comes from Neighbors Campaign door-knocking from July to December 2009, based on 713 one-on-one conversations during which 477 residents reported their countries of origin. Map excludes residents from the United States and those who did not give a country of origin.



Neighbors Campaign Status Update

Events: February-December 2009

Where We Knocked

Gaithersburg:

Camp Hill Square
Crestwood Terrace Apartments
Emory Grove Apartments
Gaithersburg Elementary School
Mill Creek Apartments
Parklane Apartments
Parklane Townhouses
Streamside Apartments
Summit Crest Apartments
Townecrest Apartments
Washington Grove
Watkins Mill High School
Wedgewood Townhomes
Gaither House
Montgomery House
Lakeside Apartments
Executive Garden Apartments
Flowers Apartments
East Deer Park Apartments

Wheaton:

Glenmont Forest Apartments
Peppertree Farm Apartments
Westerly Park Apartments
Oakfield Apartments
The Manor Apartments

Long Branch:

Bethel World Outreach
Flower Branch Apartments
Nob Hill Apartments
Park Montgomery Apartments
Quebec Terrace Apartments

Campaign Events

February:

- Meetings with community partners (Gaithersburg and Wheaton)
- Recruiting Community Connectors (Gaithersburg, Wheaton and Long Branch)
- Recruiting door-knocking volunteers (Gaithersburg)
- Pilot door-knocking (Long Branch)

March:

- Two-day training – Gaithersburg Community Connectors and team
- Neighborhood Center opens at Family Services, Inc. Site (Gaithersburg)
- Pilot Neighbors Exchange at New Hampshire Estates Elementary. (Long Branch)
- Door-knocking training at Faith United Methodist Church (Gaithersburg)
- Door-knocking in Washington Grove area (Gaithersburg)
- Neighbors Exchange at Mercy Seat Chapel Church (Gaithersburg)
- Weekly team meetings (Gaithersburg)
- Pilot Neighbor Circle in Silver Spring Towers

April:

- Meetings with small, ethnic-based nonprofits
- Training for Neighbor Circles in Gaithersburg
- Relationship-building retreat – Gaithersburg Center team
- Door-knocking training at Mercy Seat Chapel Church (Gaithersburg)
- Door-knocking in N. Summit Avenue area (Gaithersburg)
- Recruiting door-knocking volunteers (Wheaton)
- Two-day training – Wheaton Community Connectors and team
- Door-knocking training – IMPACT Sligo Avenue offices
- Neighborhood Center opens at Catholic Charities site (Wheaton)
- Weekly team meetings (Gaithersburg)
- Pilot Neighbor Circle (Long Branch)

May:

- Door-knocking in N Summit Avenue area (Gaithersburg)
- Neighbors Exchange at Gaithersburg Elementary School (Gaithersburg)
- Meetings with small, ethnic-based nonprofits
- Pilot Neighbor Circle (Gaithersburg)



Neighbors Campaign Status Update

Events: February-December 2009

May, continued:

- Door-knocking in and around new Neighborhood Site—corner of Georgia Avenue and Randolph (Wheaton)
- Door-knocking at Bethel World Outreach Church (Long Branch)
- Neighbors Exchange at Neighborhood Service Center/Catholic Charities (Wheaton)
- Neighbors Exchange at Bethel World Outreach Church (Long Branch and Wheaton)
- Weekly team meetings in (Gaithersburg and Wheaton)

June:

- Door-knocking with Caribbean Help Center in Wheaton
- Formal recruitment, interviewing and selection of Community Connectors (Gaithersburg and Wheaton)
- Neighbor Circle training in Lawrence, Massachusetts
- Neighbor Circle follow-up/planning in Gaithersburg
- Meetings with Community Partners in Gaithersburg
- HHS and IMPACT Pilot review sessions/planning for FY10

August:

- Kick-off event in Gaithersburg
- Door-knocking in Spring Ridge and Crestwood Terrace Apartments (Gaithersburg)
- Door-knocking training (Wheaton)
- Door-knocking in Westerly Park, Glenmont Forest, and Oakfield Apartments (Wheaton)
- Neighbors Exchange at Catholic Charities (Wheaton)

September:

- Door-knocking in Peppertree Farm Apartments (Wheaton)
- Recruitment for Neighbor Corps (Wheaton)

September, continued:

- Open House at Peppertree Farm Apartments (Wheaton)
- Barbecue picnic at Wheaton Regional Park
- Montgomery Housing Fair door-knocking
- Neighbor Corps Pilot retreat (Wheaton)

October:

- Neighbor Corps training (Wheaton)
- Community Meeting at Washington Grove City Hall (Gaithersburg)
- Door-knocking training and kick-off event (Long Branch)
- Door-knocking in Nob Hill and Park Montgomery Apartments (Long Branch)

November:

- Neighbor Corps training (Wheaton)
- Door-knocking in Peppertree Farm Apartments (Wheaton)
- Neighbors Exchange at New Hampshire Estates Elementary (Long Branch)
- Door-knocking training at Gaithersburg City Hall
- Door-knocking at Gaither House, Executive Gardens, Montgomery House, Flowers, East Deer Park, Lakeside (Gaithersburg)
- Neighbors Exchange at Wheaton Seventh Day Adventist Church (Wheaton)
- Weekly employment circle begins as a follow up to the Neighbors Exchange (Long Branch)

December:

- Neighbor Corps training (Wheaton)
- Weekly employment circle continues (Long Branch)
- Neighbor Circle (Wheaton)
- Door-knocking at Gaither House, Executive Gardens, Montgomery House, Flowers, East Deer Park, Lakeside (Gaithersburg)
- Door-knocking at the Manor Apartments (Wheaton)
- Door-knocking in Nob Hill, Park Montgomery, and Quebec Terrace Apartments (Long Branch)
- Neighbors Exchange Session at St. Martin's Catholic Church (Gaithersburg)
- Network Orientation (Wheaton)
- Community Meeting at Mercy Seat Chapel (Gaithersburg)
- Neighbors Exchange at The Manor Apartments (Wheaton)
- Weekly mutual support circle starts as follow up to St. Martin's Neighbors Exchange (Gaithersburg)
- Neighbors Exchange in Park Montgomery Apartments (Long Branch)

