



THE ABINGTON  
FOUNDATION

### **Business Meeting/Presentations**

Friday, June 18, 2021

Via Zoom Conference

- |                  |  |
|------------------|--|
| 9:00-10:15 a.m.  | Rich Veres and Barb Myers<br>Highland Consulting Associates  |
| 10:20-10:50 a.m. | Mental Health & Addiction Advocacy Coalition<br>Joan Englund, Executive Director<br>Lon Herman, Chair, MHAC State Board  |
| 10:50-11:20 a.m. | Legal Aid Society of Cleveland<br>Katherine Barr Hollingsworth, Managing Attorney, Economic Justice<br>Melanie Shakarian, Director of Development and Communications |
| 11:20-11:50 a.m. | PRE4CLE<br>Katie Kelly, Executive Director   |
| 11:50-12:00      | Wrap-up<br>Clarification/Questions/Discussion  |



THE ABINGTON  
FOUNDATION

## APPLICATION

6/19/21

### Mental Health & Addiction Advocacy Coalition

4500 Euclid Avenue

Cleveland, OH 44103

Ms. Joan Englund, Executive Director

**Project Title:** *to increase access to behavioral health services through advocacy and research*

**Requested Amount:** \$20,000

**Current Operating Budget:** \$569,286

**Program Budget:** \$569,286

**Number of people served by the program:** 315,000

**Reviewed by:** Karen Thompson-Shaheen

### PROGRAM/PROJECT INFORMATION

#### PROJECT DESCRIPTION

The Mental Health & Addiction Advocacy Coalition (MHAC) and its members will continue to establish relationships with public officials to increase their knowledge of behavioral health (BH) issues. Guided by its strategic plan and its Northeast Ohio Hub (NE Hub) and state advocacy agendas, the MHAC will educate public officials about the importance of community-based services for individuals with mental illnesses and/or addiction disorders. This education will lead to support for legislation, policies, and funding that will improve preventative and integrated care and increase access to community-based services for families.

Three of the main areas on which the MHAC will focus directly impact low-income families:

- Continuing to monitor Ohio's implementation of the Medicaid behavioral health system into a managed care model to ensure coverage is adequate.
- Continuing to advocate for the maintenance of current levels of Medicaid eligibility for all populations reliant on coverage.
- Continuing to advocate for maintained or increased state- and county-level funding for mental health and addiction services.

Project Start Date: 1/1/21

Project End Date: 12/31/21

#### GOALS AND OBJECTIVES

1. The MHAC's analyses and positions will be considered in state and local level decision-making.
  - Undertake research necessary to develop and implement advocacy agendas and effectively advocate on issues of importance.
2. Access to BH services for residents of NE Hub counties will be maintained or increased.

- Implement 2021-22 NE Hub advocacy agenda. Focus areas being discussed by staff and members: a) local funding and support for mental health and addiction prevention, treatment, recovery services; b) children and adolescents; c) older adults; d) substance use disorders and other addictions; e) BH and criminal justice; f) BH workforce; g) racial disparities.
3. Access to BH services for Ohioans will be maintained or increased.
- Implement 2021-22 state advocacy agenda. Focus areas being discussed by staff and members: a) advocating for state funding and support for BH services; b) monitoring state re-procurement and advocating for initiatives that strengthen the BH system and access to care; c) educating stakeholders that BH is health care; d) addressing racial disparities; e) strengthening BH workforce.

## ACTIVITIES

With the support of the Abington Foundation, four MHAC staff members (executive director, NE Hub director, state program and policy director, and communications outreach and administrative coordinator) will work to achieve goals and objectives in three areas: 1) research; 2) advocacy, and 3) organizational and member-focused activities, with an increased focus on its collaboration with boards, service providers, public officials, and other stakeholders in its NE Hub.

### Research:

- Distribute “Mind the Gap: Creating a Robust Continuum of Behavioral Health Care for Young Ohioans,” a report developed in collaboration with Children’s Defense Fund-Ohio that provides state and local policy makers and other stakeholders with critical data needed to address gaps in the comprehensive continuum of care needed to ensure children, youth, and young adults can access and receive the behavioral health services and supports they need.
- Finalize topic and partners for next research project; the MHAC is analyzing the feasibility of developing a report on racial inequities in behavioral health.

### Advocacy:

Use the 2021-22 NE Hub and state advocacy agendas, developed with member input, to guide activities and measure progress

- Work with NE Hub Alcohol, Drug Addiction and Mental Health Services (ADAMHS) boards and members to advocate on BH issues during levies and budget processes.
- Work with NE Hub members to identify and address local challenges related to COVID-19 and behavioral health access.
- Continue to participate in Integrated Health Task Force child-focused workgroups, including the Cuyahoga County Trauma Collaborative and Say Yes to Education.
- Participate in community groups focused on the needs of older adults, including the Council on Older Persons.
- Support ongoing efforts to improve care coordination for multi-system youth that includes high-fidelity wrap around services and prevents custody relinquishment.
- Participate in the Cuyahoga County Opiate Collaborative.
- Educate the General Assembly about the BH system and gaps.
- Promote the NE Hub Workforce Speakers Bureau with local institutions of higher education.
- Advocate for increased access to care using technology, including expanding telehealth while closing the digital divide.
- Identify the MHAC’s role and responsibility in addressing systemic racism within the criminal justice system, specifically as it pertains to mental health and addiction outcomes and/or access to services.

Research and advocate for opportunities and resources to fill in service gaps and increase access to children's behavioral health services.

- Research and advocate for opportunities and programming that support the successful transition of adolescents with behavioral health disorders into adulthood.
- Advocate for school-based mental health services and to adopt a mental health curriculum for schools to increase prevention and treatment and reduce stigma at an early age.

Organizational and member-focused activities:

- Execute 2021-22 strategic plan.
- Distribute annual member satisfaction survey.
- Nurture relationships with new and existing funders.
- Solicit input and feedback from members on topics and activities related to the advocacy agendas.

## OUTCOMES

Recent outcomes include:

- Partnered with Ohio Alliance for Innovation in Population Health and Ohio Suicide Prevention Foundation to develop "Suicide in Ohio: Facts, Figures, and the Future," a report outlining the impact of suicide in Ohio. It was covered by at least 18 media outlets including cleveland.com, which called it a "landmark study."
- Worked with the ADAMHS Board and other members to successfully advocate with Cuyahoga County Council for increased funding for the ADAMHS Board in the 2020-21 county budget.
- Continued to advocate for the continuation of expanded Medicaid coverage including a recent proposal to increase the federal match during the pandemic recession.
- Increased the number of members from underrepresented sectors including: Courage to Caregivers, which provides support groups for family/caregivers; Thrive Behavioral Health, which focuses on peer support services; and Grant Us Hope, which creates peer-run groups in high schools/colleges to address suicide.

## ALIGNMENT WITH FOUNDATION'S INTERESTS

Since its inception, the MHAC has worked to increase access to BH services for vulnerable populations, including individuals with a mental illness or addiction disorder and especially those who are low-income. Data show that individuals with BH conditions have more physical illnesses and die sooner than the general population, and those with serious mental illness die 10-25 years earlier. The need for treatment continues to grow, yet people face stigma from systems that need more education, awareness, and integrated health care services.

Public and private health care coverage for mental health and addiction services continues to be inconsistent with what is available for physical health care services. Ohio's public mental health and addiction system was designed to provide services to low-income individuals, but "demand for services far exceeds supply of support and capacity in the community" for Medicaid clients (The Center for Health Affairs, 2016).

## BEST PRACTICES

Advocacy and research activities are critical to increasing awareness about the importance of the availability of BH services. An outcome of advocacy efforts is that they provide essential infrastructure that leads to policy change and, subsequently, to social change. A 2005 report commissioned by The California Endowment outlines advocacy models that provide the "ideological and structural context for a social change/policy

change process.” Key items in a successful model include framing the issues, developing alliances, and gathering and disseminating data, which lead to increased public awareness, public will, and political will.

The MHAC’s collaborative approach follows a successful model of coalition advocacy. A 2011 study, also funded by The California Endowment, lists some benefits of coalition advocacy as networking, information sharing, access to resources, resource pooling, shared mission, enhanced visibility/power in numbers, and ability to build skill.

<b>PROGRAM/PROJECT BUDGET</b>
<p>The 2021 operating budget for the MHAC is \$569,286 and includes salaries and benefits (\$414,786); professional fees (\$87,250); office space (\$18,520); equipment and supplies (\$8,000); travel and related expenses (\$20,000); receptions for public officials (\$13,000) and miscellaneous expenses (\$8,000).</p> <p>The MHAC has secured \$347,500 from the Cleveland (\$75,000), Bruening (\$25,000) Woodruff (\$30,000), Community West (\$42,000), Gund (\$30,000), McGregor (\$7,500), Morley (\$8,000) and Peg’s (\$20,000), foundations; member dues (\$100,000); and corporate contributions (\$10,000). In addition to this request to the Abington Foundation (\$20,000), the MHAC has additional requests planned or pending with the Nord Family (\$15,000) and Ridgecliff (\$10,000) foundations, as well as others on the secured list above since some of these funders’ awards do not align directly with the MHAC’s fiscal year.</p>

### **ORGANIZATION BACKGROUND**

The mission of the MHAC is to foster education and awareness of mental health and addiction issues while advocating for public policies and strategies that support effective, well-funded services, systems and supports for those in need, resulting in stronger Ohio communities. In 2003, the Mental Health Advocacy Coalition (MHAC) launched to increase awareness about mental health issues and advocate for solutions. For nearly 10 years, the MHAC’s efforts focused on state and local policy issues affecting Cuyahoga County. Its mission and scope grew after its 2012 strategic planning process, and in 2013 it expanded its mission to include addiction issues and changed its name to the Mental Health & Addiction Advocacy Coalition (retaining the acronym MHAC) to reflect this change. It established staffed Hubs in Northeast (NE) and Southwest (SW) Ohio focused on local activities, and a staffed office in Columbus dedicated to state-level activities. The NE Hub serves seven counties – Cuyahoga, Geauga, Lake, Lorain, Medina, Portage, and Summit.

The MHAC employs five full-time staff members - executive director, state program and policy director (currently vacant), NE Hub director, SW Hub director, and communications outreach and administrative coordinator. It has a 14-member State Board and a 10-member NE Ohio Steering Committee.

As an advocacy organization, the MHAC provides a forum for its members to share experiences, needs, and expectations; set priorities and an agenda for change; and speak with one voice on public policy and funding issues. It educates and increases awareness regarding mental health and addiction disorders and their impact on the community, which helps policymakers understand barriers to services and decreases stigma. The MHAC also advocates for efficiencies and increased access to treatment and supports, which reduce costs to society.

Each year, the MHAC completes activities in the areas of research, advocacy, and organizational/member focus in order to serve its 125 member organizations. In addition to mental health and addiction services providers and boards, members represent community organizations including health care providers, major medical institutions, for-profit businesses, nonprofit organizations, faith-based groups, educational institutions, managed care organizations, child-serving agencies, and government entities.

**FINANCIAL INFORMATION**

For the year ending December 31, 2019, the MHAC had revenue and support of \$593,903 and expenses of \$511,425, resulting in an increase in net assets of \$82,478, compared to an increase of \$88,322 in the prior year. Revenue came from grants and contributions (76%), membership dues (18%) and consulting services/miscellaneous (6%). The MHAC had net assets of \$681,272, of which \$467,746 was cash. The 2020 budget was \$511,293 and the 2021 budget is \$569,286.

**STAFF COMMENTS BY: Karen Thompson-Shaheen**

The Mental Health and Addiction Advocacy Coalition (MHAC) is a new applicant to the Abington Foundation, but has been an active player in advocating for increased access to mental health and addiction services since its founding in 2003. With a mission of advocating for public policies that support effective, well-funded behavioral health services, systems, and supports, the MHAC's diverse membership includes community organizations, behavioral health agencies, managed care companies, major health systems and faith-based organizations across the state of Ohio. The MHAC currently represents 125 agencies statewide. It has three offices serving different regions of the state: the Northeast Ohio Hub, which is headquartered in Cleveland, works with organizations in Cuyahoga and its 6 contiguous counties; the Southeast Hub, headquartered in Cincinnati, works in Hamilton and its 5 contiguous counties; and staff in Columbus work to advance a state-wide agenda. The MHAC is seeking support from the Abington Foundation for its work in Cuyahoga County, its state-level advocacy that impacts its Northeast Ohio membership and its research and education initiatives that inform lawmakers.

Beginning in 2011, the MHAC began a partnership with the Center for Community Solutions to produce a series of 4 reports that detail key behavioral health issues affecting Ohioans. The first consolidated and disseminated data that demonstrated the impact behavioral health disorders have across Ohio's systems and its communities; the second analyzed Ohio's mental health non-Medicaid spending, focusing on the vital support services that individuals with mental illnesses need to live in and contribute to society; the third examined the demographic characteristics of clients in treatment, the types of services they received, and spending related to alcohol and other drug addictions at the state and local levels from 2007-2012; and the 4<sup>th</sup> examined the current state of services for adults with mental health and substance use disorders involved with the criminal justice system. Prior to the publication of these reports, no such analyses relating to Ohio's behavioral health care system and the clients it serves existed, and the information has been well-received by both parties in the state legislature and in the administrative branch.

In 2019-20, the MHAC formed a collaboration with the Ohio Alliance for Innovation in Population Health at Ohio University and the Ohio Suicide Prevention Foundation and conducted a research study that examined suicide trends in Ohio over the course of the past decade. The findings, which were widely covered by media state-wide as groundbreaking research, revealed that suicide rates in the state had risen 34% over the past ten years, strengthening the case for increased access to behavioral health services, since 90% of individuals who die by suicide have a mental health or substance use disorder. Similarly, it partnered with the Children's Defense Fund-Ohio to develop and distribute a report that examines the state of behavioral health and available services for children, youth, and young adults up to age 26 in Ohio, including barriers to access and characteristics of an ideal system.

Every 2 years, the MHAC develops a new advocacy agenda based on current government trends and the forecasted environment for behavioral health services and providers. This year, the COVID-19 pandemic and its effects have dominated much of the MHAC's activities – as they likely will for the foreseeable future.

As repercussions from the pandemic continue to play out, the MHAC will continue to inform its members on Medicaid-related policies, agency challenges related to school-based health and older adult mental health, and policy recommendations on how to support individuals with mental health/addiction disorders during and after COVID-19. It will also share recommendations gleaned from its membership with members of the Ohio General Assembly and Philanthropy Ohio.

The Ohio Department of Medicaid (ODM) is currently renegotiating its contracts with Ohio's Medicaid providers, and the MHAC and its members have been deeply involved. Activities have included responding to requests for information from the ODM, making recommendations regarding the contractual plan requirements, suggesting that the ODM make behavioral health one of the highest priorities and asking the state to consider behavioral health as an essential component of overall health. Specifically, the MHAC organized two listening sessions with ODM so it could meet with members in both Hubs to hear about issues important to them, and the State Board met with ODM Director Maureen Corcoran to discuss the procurement and share thoughts. Many of the issues raised with the ODM focus on allowable services, particularly those for children and multi-system-involved youth.

Staff is very familiar with the MHAC's activities through our application reviews for other Foundation Management Services clients, and we have been pleased with the MHAC's progress, as well as its expansive agenda to address behavioral health needs of Ohioans – particularly low-income Ohioans – during this tumultuous time. We have found the MHAC to be very effective at identifying key behavioral health issues affecting the community and nimbly moving to advocate for solutions. It is an important voice in policy discussions on behalf of low-income Ohioans with behavioral health issues, and, while it is not a direct service provider, it could be argued that its work attempts to improve access to healthcare for vulnerable populations through system-wide advocacy. For these reasons, we view it as aligned with the Abington Foundation's interests in improving access to health care. Trustees will have an opportunity to learn more about the MHAC at the Foundation's June 18<sup>th</sup> business meeting.

#### **GRANT HISTORY**

No prior grants

**Mental Health & Addiction Advocacy Coalition**  
**2021 Organizational Budget**

<b>Income</b>	<b>2020 Actual (unaudited)</b>	<b>2021 Approved</b>
Foundation funding	\$ 461,366	\$465,000
Corporate funding	-	10,000
Consulting services	5,000	-
Member dues	105,131	100,000
Miscellaneous	20,991	2,500
Saleable items	2,010	-
<b>Total income</b>	<b>\$594,498</b>	<b>\$577,500</b>

<b>Expenses</b>	<b>2020 Actual (unaudited)</b>	<b>2021 Approved</b>
Salaries	\$ 329,634	\$327,894
Benefits	84,509	86,892
Professional fees	63,922	87,250
Office Space	15,359	18,520
Equipment/supplies	4,219	8,000
Travel/Related Expenses	2,799	20,000
Public Officials Receptions	1,722	13,000
Other	9,129	8,000
<b>Total</b>	<b>\$ 511,293</b>	<b>\$569,556</b>





## MHAC 2021 State Board

**Lon Herman, Chair**

Executive Director  
Practice Innovation Partners, LLC

**Randy Allman, Vice Chair**

Chief Executive Officer  
Butler Behavioral Health Services

**Kimberly Fraser, Treasurer**

Executive Director  
Lake County Alcohol, Drug Addiction, and  
Mental Health Service Board

**Kevin Cooley, Secretary**

CEO/General Manager  
Excel Development Company, Inc.

**Dr. Claude Jones**

President & CEO  
Care Alliance

**Victor Leandry**

Executive Director  
El Centro de Servicios Sociales

**James R. Mason**

President & CEO  
Beech Acres Parenting Center

**Sondra Miller**

President & CEO  
Cleveland Rape Crisis Center

**Chris Pedoto**

Executive Director  
The Recovery Center of Hamilton County

**Debra Rex**

Consultant  
Beech Brook

**Melissa Saladonis**

Assistant Vice President, Government Relations  
Cincinnati Children's Hospital Medical Center

**Lisa Smith**

Vice President, Health & Wellness Services  
Lutheran Metropolitan Ministry

**Lou Weigle**

Representative  
National Association of Social Workers Ohio  
Chapter Region III and  
Problem Gambling Network of Ohio

**Russell Winters**

Chief Executive Officer  
Tender Mercies



THE ABINGTON  
FOUNDATION

**APPLICATION**  
**6/19/21**

**Legal Aid Society of Cleveland**

1223 West Sixth Street

Cleveland, OH 44113

Ms. Colleen M. Cotter, Executive Director

**Project Title: *for Economic Justice programming***

**Requested Amount: \$30,000**

**Current Operating Budget: \$13,359,475**

**Program Budget: \$3,204,446**

**Number of people served by the program: 2,500**

**Reviewed by: Karen Thompson-Shaheen**

**PROGRAM/PROJECT INFORMATION**

**PROJECT DESCRIPTION**

Legal Aid's Economic Justice program empowers low-income individuals and families across Northeast Ohio to gain economic stability and overcome barriers to fulfilling their dreams. The compounding, daily struggles of poverty create a complex web of problems – many of which can be solved or alleviated with civil legal assistance. Legal Aid's Economic Justice program helps people improve their access to quality jobs (for example, by having a criminal record expunged or becoming an entrepreneur with help from our Low-Income Entrepreneurship Clinic), remediate debt and tax issues, and access critical unemployment benefits. This work will impact at least 2,500 people in 2021.

Project Start Date: 1/1/21

Project End Date: 12/31/21

**GOALS AND OBJECTIVES**

1. Legal Aid will ensure access to employment, unemployment benefits, and other income. We will also protect consumer rights by assisting with issues around assets and debt. Finally, Legal Aid will continue to engage in economic development work to revitalize neighborhoods. Specific objectives for the 2,500 clients we plan to help include: removing barriers to employment; removing employment-related debt or garnishment; and providing advice and assistance around sealing a criminal record.
2. Legal Aid will educate the community on issues surrounding workers' rights, unemployment benefits, debt, and economic opportunity. We will continue to leverage our partnerships with local organizations and media outlets to elevate our messaging and reach as many people as possible. In 2021, Legal Aid will engage in at least 90 community outreach activities.
3. Legal Aid will engage in systemic policy advocacy on behalf of our client population on issues related to economic justice and equality of opportunity for all. For example, we will continue to advocate for

improvements in the state's unemployment compensation system and support more accessible and convenient public transportation for workers who need it to access more promising jobs.

## ACTIVITIES

For this Economic Justice work, Legal Aid will engage in the following activities:

1. Legal representation: Legal Aid staff will advise and represent clients on issues related to employment law, economic stability, and unemployment benefits. We will also represent low-income entrepreneurs as they address the legal requirements involved in setting up a business. Through this work, we will handle 1,050 cases and impact 2,500 people.
2. Community education: Legal Aid staff will conduct educational presentations, outreach clinics, and other neighborhood-based work in 2021. Over the past year, we have adapted our outreach to adhere to social distancing protocols. For example, we launched a worker information line and virtual advice clinics for those seeking guidance on employment matters. In 2021, we will continue our worker information line and host at least 1 virtual advice clinic each month. We will also continue our strategic outreach via various local media and community partnerships (e.g., we publish regular articles on civil legal topics in local newspapers; we have a monthly segment on a popular radio show hosted by the Burton Bell Carr Community Development Corporation; and we partner with Cleveland Public Library to host monthly FacebookLIVE presentations on various civil legal topics). When it is safe again to do so, we will reinstitute our in-person brief advice clinics, which are held regularly at trusted community locations throughout our five-county service area. Finally, we will continue to publish timely, accurate, and relevant information on our website, [www.lasclev.org](http://www.lasclev.org). (Traffic to our website doubled in 2020). Through this work, we will reach thousands.
3. Systemic advocacy: Our Economic Justice attorneys will continue to serve in leadership roles on numerous advocacy committees and coalitions and, when called upon, provide policy recommendations. For example, Legal Aid staff are active members of Ohio's Employment Law Task Force. In 2021, we will publish at least 1 op-rf in a local or national media outlet related to workers' rights. We will continue to partner with local organizations to advocate for policies that improve access to employment for all.

## OUTCOMES

Legal Aid will protect workers' rights and promote economic security for people experiencing severe financial strain that threatens their access to basic needs.

In 2021, Legal Aid will handle at least 1,050 economic justice cases, helping at least 2,500 people. For closed cases in 2021, we will reduce debt in at least 90% of relevant cases and remove a barrier to employment in at least 95% of relevant cases. In 2021, Legal Aid will increase assets and income and reduced debt for our clients by over \$6 million.

We will also host at least one virtual advice clinic event every month in 2021 and continue to publish timely, relevant, and accessible resources on our website – a trusted source for legal information (traffic to our website doubled in 2020, as people sought reliable information on COVID-19-related issues). Finally, we will continue to advocate for systemic policy change through our active involvement on state and local coalitions, including Ohio's Employment Law Task Force.

## ALIGNMENT WITH FOUNDATION'S INTERESTS

Legal Aid's Economic Justice work shares the Abington Foundation's commitment to creating pathways to economic independence for vulnerable individuals and families across Cuyahoga County.. Our work removes barriers that stand in the way of achieving financial success and a steady, livable income by addressing civil

legal needs and empowering people with information and access to resources. For example, “Ken” reached out for Legal Aid assistance through St. Vincent Charity Medical Center’s Medical Legal Partnership. He had been working for over a year as an exterminator, but was concerned that if potential clients knew about his criminal record, they would not hire him. Ken came to Legal Aid for help and an attorney was successful at sealing his criminal record. Now, Ken’s past mistakes will not hinder him from moving forward in his career. He plans to start his own business one day. Every year, Legal Aid helps thousands of people like Ken look forward to a brighter financial future.

#### **BEST PRACTICES**

It is widely considered best practice for both parties in a legal case to be represented by a lawyer, but for people with low incomes, this is often unattainable. Legal Aid uses the best practice of representation to secure justice for people who have low incomes and are vulnerable. We also comply with the American Bar Association’s Standards for the Provision of Legal Services to the Poor. Finally, our work assisting low-income entrepreneurs is based on best practices research funded by a Sisters of Charity Foundation Innovation Mission Fellowship.

Legal Aid is the only civil legal services organization in Northeast Ohio. In 2020, we removed a barrier to employment in 100% of relevant cases and increased assets and income and reduced debt for our clients by over \$6.96 million. From its launch on April 9 through the end of 2020, Legal Aid answered 358 worker information line calls – providing timely, critical advice and assistance to people who lost income during COVID-19.

#### **PROGRAM/PROJECT BUDGET**

The 2021 budget for Legal Aid’s Economic Justice program is \$3,204,446 and includes personnel expenses for 10 FTE attorneys and 4 FTE paralegals (\$1,677,534); non-staff program expenses, including litigation expenses, transportation, malpractice insurance, outreach/advertising, printing, postage, technology and translation services (\$303,238); and other expenses, including intake, volunteer lawyers program, community engagement/social work and administration/development (\$1,223,674).

Legal Aid has secured \$3,094,446 from the Jack, Joseph and Morton Mandel (\$250,000) and Ohio Legal Assistance (\$1,641,446) foundations; Enterprise Community Partners (\$10,000); Legal Services Corporation (\$1,000,000); Taxpayer Advocacy Service (\$100,000); Cuyahoga County Court of Common Pleas (\$25,000); United Way of Greater Cleveland (\$28,000); in-kind support (\$20,000); and individual donations (\$20,000), leaving a balance needed of \$110,000. In addition to this request to the Abington Foundation (\$30,000), Legal Aid has requests pending with the Thomas White (\$50,000) and Dominion (\$5,000) foundations and Fifth Third (\$10,000) and Huntington (\$15,000) banks.

#### **ORGANIZATION BACKGROUND**

Founded in 1905, Legal Aid is the 5th oldest civil legal aid organization in the U.S. and the only one in Northeast Ohio. Legal Aid provides high-quality legal representation to help people with low incomes access basic needs. We also educate the community on legal issues and work to dismantle structural inequities.

Fighting for social justice is an important part of our history; in the early years, our clients were mostly European immigrants and other non-English speakers who were discriminated against, preyed upon, and denied access to the justice system.

Over the years, Legal Aid helped bring about systemic changes through policy advocacy and impact litigation that promoted equal rights, public safety and health, and fair housing. Today, Legal Aid operates multiple offices and serves residents of Ashtabula, Cuyahoga, Lake, Lorain, and Geauga counties. Our work transforms people’s lives. One client we helped resolve an unemployment claim issue in 2020 said of her legal team, “I don’t know what I would have done without them.”

With a staff of 64 attorneys and 44 administrative/support staff (all full-time), Legal Aid also boasts a volunteer roster of more than 3,000 attorneys—600 of whom are actively involved in a case or clinic each year. We also engage interns throughout the year for a variety of projects and programs.

Legal Aid represents clients and handles cases in areas such as consumer rights, domestic violence, employment, health, housing, immigration, public benefits, and tax issues. In recent years, Legal Aid has expanded to represent groups such as co-ops, tenants’ organizations, and nonprofits. Last year we impacted 14,551 people through 6,037 cases.

Legal Aid staff provide people with the tools they need to avoid a legal problem or resolve it on their own. While we educate the community through a variety of ways, last year it was notable that our web traffic doubled from 141,348 to 308,515 total annual users – mainly due to COVID “know your rights” information and other timely legal education content.

Legal Aid’s staff advocate for and catalyze change at the city, county, state, and federal levels. In 2020, thanks to counsel from Legal Aid, Cleveland became the first city in the Midwest and the 4th nationwide to enact “Right to Counsel” legislation guaranteeing free legal representation to families who are facing eviction.

**CLIENT DEMOGRAPHICS**

Information is representative of the fiscal year 1/1/20 - 12/31/20

Total Clients Served: 14,551

<b>Demographic Profile</b>	
African-American	53%
Asian-American	1%
Caucasian	30%
Hispanic/Latino	10%
Native American	0%
Other	6%
Male	28%
Female	72%
Low Income	100%

**FINANCIAL INFORMATION**

For the year ended December 31, 2019, Legal Aid had revenue and support of \$14,981,201 and expenses of \$12,054,714, resulting in an increase in net assets of \$2,926,487, compared with an increase of \$1,290,376 in the prior year. Revenue came from the Ohio Access to Justice Foundation (24%), Legal Services

Corporation (18%), other government grants and contracts (5%), foundations (23%), individual and law firm gifts (9%), donated services (10%), United Way (3%), partner agencies (3%) and investment income (5%). Legal Aid had net assets of \$11,813,288, including property and equipment of \$4,602,021, cash and equivalents of \$1,183,142, and investments of \$7,067,452. An endowment totaled \$381,257. The 2020 operating budget was \$12,303,331 and the 2021 budget is \$13,359,475.

**STAFF COMMENTS BY: Karen Thompson-Shaheen**

The Abington Foundation declined Legal Aid's Employment Law program last year, primarily because Legal Aid had raised all required funds. Staff viewed the programming as an important resource for low-income people to remove potential barriers to employment and staff suggested it was well-aligned with the Foundation's interests in pathways to economic independence. Since that time, the practice has evolved and merged with other economically-related Legal Aid practice lines to become the organization's Economic Justice program. In addition to focusing on issues such as criminal record expungement, the Economic Justice program encompasses any area related to income – unemployment compensation, bankruptcy, taxes, access to government benefits, etc. – as legal challenges in these areas can affect an individual's ability to obtain employment and/or maintain self-sufficiency.

To be eligible for Legal Aid services, individuals need to have incomes below 200% of the federal poverty level, a population often referred to as the ALICE population -- asset limited, income constrained, employed. Individuals complete an intake interview for Legal Aid to evaluate the case and determine whether it can assist. Demand for Legal Aid's Economic Justice programming has skyrocketed as a result of the pandemic: intake related to unemployment claims has increased 469% and continues to rise. Much of this is driven by workers in the "gig economy" trying to access unemployment benefits, identity theft related to fraudulent unemployment claims, workers seeking wages owed them by employers that have folded during the pandemic, and the passage of the American Rescue Plan Act (ARPA), among others. Specifically related to ARPA, Legal Aid is in the process of analyzing the legislation to understand which populations will be newly eligible for benefits, and how to best craft systemic solutions for its clients. Legal Aid is also seeing an uptick in individuals who may not have chosen to file taxes in the past who are now interested in the child tax credits offered through the law. It has also added a worker information line to address employment/labor-related questions.

Throughout the pandemic, Legal Aid has continued its virtual advice clinics (VAC), as well as its specialized services for low-income entrepreneurs. The latter includes a "legal check-up" to identify unresolved personal legal issues that would be a barrier to business creation; removing barriers to creating a small business (i.e., legal issues related to licenses, past criminal records, etc.); and legal services related to the creation of a small business, including: entity creation, contracts, commercial leases, employment, trademark/copyrights, patents, land use, regulatory compliance and taxes. It also presents legal challenges to discrimination claims, wage garnishments and tax and consumer debt.

Legal Aid's incorporation of its Employment Law program within its Economic Justice program aligns well with the Abington Foundation's interest in pathways to economic independence. The Economic Justice programming assists clients in availing themselves of available benefits while seeking economic security and future income. Legal Aid's low-income clientele – 78% of whom reside in Cuyahoga County – rely on some form of public benefits as they work to make literacy gains, earn a high school equivalency exam, obtain certification or attend college. Legal Aid's work with aspiring entrepreneurs can also contribute to clients' economic independence and well-being. Trustees will have an opportunity to learn more about Legal Aid's systemic Economic Justice work at its meeting on June 18<sup>th</sup>.

**GRANT HISTORY**

Immediate Decline	for legal representation to the economically disadvantaged (over 3 years) (Immediate Decline Recommendation)		9/16/2004
Declined	to establish a Volunteer Lawyers Program		1/29/2005
Declined	for legal advocacy for CMSD students facing expulsion or criminal prosecution		7/1/2006
Declined	for the Foreclosure Prevention program		6/27/2009
Declined	for education legal services		5/29/2011
Immediate Decline	for the Access to Education program		11/11/2017
Declined	for the Employment Law program		6/20/2020

The Legal Aid Society of Cleveland  
 2021 Program Budget: Economic Justice

ITEM	COST
Program Staff Expenses	
Salaries, Wages, Benefits, Payroll	\$1,677,534
Non-Staff Program Expenses	
includes: litigation expenses, local transportation, malpractice insurance, occupancy, outreach/advertising, postage, printing, research/library, supplies, telecom/technology, translation services	\$303,238
Other	
related Economic Justice Program expenses from other Legal Aid departments including Intake, Volunteer Lawyers Program, Community Engagement/Social Work, Administration/Development	\$1,223,674
<u>TOTAL EXPENSES:</u>	<u>\$3,204,446</u>

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ANTICIPATED & COMMITTED REVENUE	AMOUNT	Status
Abington Foundation	\$30,000	<i>proposed</i>
Cuyahoga County Court of Common Pleas	\$25,000	<i>committed</i>
Dominion	\$5,000	<i>proposed</i>
Enterprise Community Partneres	\$10,000	<i>committed</i>
Fifth Third Bank	\$10,000	<i>proposal planned</i>
Huntington Bank	\$15,000	<i>proposed</i>
Individual Donors (who designated)	\$20,000	<i>committed and anticipated</i>
In-Kind ( <i>Pro Bono</i> Attorney Volunteer) Support	\$20,000	<i>committed and anticipated</i>
Jack, Joseph and Morton Mandel Foundation	\$250,000	<i>committed</i>
Legal Services Corporation	\$1,000,000	<i>committed (part of larger grant)</i>
Ohio Legal Assistance Foundation <i>and other unrestricted operating support</i>	\$1,641,446	<i>committed (part of larger grant)</i>
Taxpayer Advocacy Service	\$100,000	<i>committed</i>
United Way of Greater Cleveland	\$28,000	<i>committed</i>
White Foundation	\$50,000	<i>proposed</i>
<u>Total Anticipated/Committed Revenue</u>	<u>\$3,204,446</u>	



The Legal Aid Society of Cleveland's  
BOARD OF DIRECTORS  
*as of January 2021*

- Legal Aid's Board of Directors meets quarterly. 100% of the Board contributes.
  - Board members serve 3 year terms, with opportunity to renew for another 3 years.
  - 1/3 of Legal Aid's Board of Directors are people with low-income, grounding governance in the perspectives of our client community.
- 

Harlin Adelman, Esq.  
University Hospitals  
*Year on Board: 2*

Carolyn Butler  
Community Representative  
*Year on Board: 3*

Quo Vadis Cobb, Esq.  
Jacobs Engineering  
*Year on Board: 3*

Steven Dettelbach, Esq.  
BakerHostetler  
*Year on Board: 5*

Stephen M. Fazio, Esq.  
Squire Patton Boggs  
Legal Aid Board Secretary/ Treasurer, 2021  
*Year on Board: 4*

Joe Gaston  
Community Representative  
*Year on Board: 1*

Nathan Genovese, Esq.  
Community Representative  
Legal Aid Board Vice President, 2021  
*Year on Board: 4*

Erica Hughes  
Community Representative  
*Year on Board: 1*

Jonathan Leiken, Esq.  
Diebold Nixdorf  
Legal Aid Board Vice President, 2021  
*Year on Board: 4*

Rita Maimbourg, Esq.  
Tucker Ellis LLP  
Legal Aid Board President, 2021  
*Year on Board: 5*

Hugh McKay, Esq.  
Porter Wright Morris & Arthur LLP  
*Year on Board: 4*

Joe Rodgers, Esq.  
Eaton Corporation  
*Year on Board: 2*

Jan Roller, Esq.  
Giffen & Kaminski  
*Year on Board: 2*

Barbara Roman, Esq.  
Meyers, Roman, Friedberg & Lewis  
Legal Aid Board Vice President, 2021  
*Year on Board: 6*

Michael N. Ungar, Esq.  
Ulmer & Berne LLP  
Legal Aid Board President Emeritus, 2021  
*Year on Board: 6*

Douglas Wang  
Retired (Northern Trust)  
*Year on Board: 2*

Brenda Wells  
Community Representative  
*Year on Board: 4*

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Key Staff / Executive Team

Colleen M. Cotter, Esq. – Executive Director  
Tom Mlakar, Esq. – Deputy Director for Advocacy  
Tanzie Daniels – Director of Finance and Administrative Operations  
Melanie A. Shakarian, Esq. – Director of Development and Communications  
Jennifer Teeter – Executive Assistant & Organizational Development Coordinator



THE ABINGTON  
FOUNDATION

## APPLICATION

6/19/21

### PRE4CLE

c/o The Educational Service Center  
6339 Oak Tree Boulevard  
Independence, OH 44131  
Ms. Katie Kelly, Executive Director

**Project Title:** *to increase preschool enrollment in Cleveland through family recruitment*

**Requested Amount:** \$30,000

**Current Operating Budget:** \$905,250

**Program Budget:** \$260,000

**Number of people served by the program:** 13,000

**Reviewed by:** Jeanine Gergel

### PROGRAM/PROJECT INFORMATION

#### PROJECT DESCRIPTION

PRE4CLE is Cleveland's plan to expand access to high-quality preschool for all of Cleveland's 3- and 4-year-olds, so they enter kindergarten ready to succeed. Since its inception, PRE4CLE and its partners have created thousands of new high-quality preschool seats. To ensure that these high-quality seats are utilized, PRE4CLE's ongoing enrollment campaign educates parents about the importance of enrolling their children in high-quality preschool. The campaign includes public events; multi-platform communication tools; resources to help families find and access high-quality preschool; and one-on-one support. The campaign will reach an estimated 13,000 families in FY22.

Project Start Date: 7/1/21

Project End Date: 6/30/22

#### GOALS AND OBJECTIVES

1. Increase enrollment in high-quality preschool
  - Conduct comprehensive awareness campaign to educate and engage families about importance of high-quality preschool for child development and school success
  - Provide information and tools for parents to find, choose, and enroll in the right high-quality preschool for their child
  - Provide updated safety information to families to inform their decisions regarding the return to preschool settings during the COVID-19 recovery
2. Increase preschool utilization rate in high-quality preschool programs
  - Increase demand for high-quality preschool by raising awareness of its importance
  - Ensure parents have the tools and information to find and enroll in high-quality preschool programs

- Address enrollment barriers such as safety and cost that make it difficult for families to enroll in high-quality preschool
  - Build recruiting capacity among PRE4CLE preschool partners themselves
3. Increase strategic coordination among PRE4CLE partners regarding recruitment and enrollment
- Maintain community-wide approach to communicating with families regarding preschool recruitment
  - Work with PRE4CLE providers to support strategic recruitment messaging and outreach during the COVID-19 recovery
  - Leverage outreach networks already in place through trusted community messengers such as libraries, pediatricians, the public housing authority, and churches

#### ACTIVITIES

With the Abington Foundation's renewed support, PRE4CLE will advance the enrollment campaign. In FY22, PRE4CLE staff will deepen effective strategies and refine new ones, based on experience and feedback.

Activities include:

- Reach an estimated 13,000 Cleveland families through enrollment campaign activities
- Employ two full-time family outreach and engagement specialists to engage preschoolers' families through direct outreach and individual follow-up
- Conduct a layered marketing campaign including digital, social media, television, radio, direct mail, and earned media
- Host at least two drive-through recruitment events to provide families with information about preschool options while maintaining social distancing
- Leverage organizational partnerships with the County Department of Job and Family Services, Cuyahoga Metropolitan Housing Authority, CMSD, Reach Out and Read (at all major Cleveland hospitals), Cleveland Public Library, and others, to design and implement customized strategies
- Provide one-on-one consultations to families seeking tailored preschool recommendations
- Provide safety information to inform families' decisions about safely returning to preschool settings
- Support PRE4CLE partner programs in increasing their individual outreach capacity through resources and expertise to strengthen enrollment

#### OUTCOMES

4,903 of Cleveland's children were enrolled in high-quality preschool in June 2019, representing a 73% increase since 2013. The number of children enrolled in high-quality preschool has decreased significantly in FY 2021 due to the pandemic, making PRE4CLE's outreach efforts more important than ever as we head into the recovery.

PRE4CLE plans to achieve the following outcomes by the end of the grant period (June 30, 2022):

- Parents will better understand the importance of high-quality preschool, and how to find and enroll in a high-quality preschool program
- Enrollment in high-quality preschool will increase
- 52% of children who attended a PRE4CLE preschool program will be "On Track" in the language and literacy subscale of the Ohio Kindergarten Readiness Assessment (KRA) (as measured in Fall 2022)
- 67% of children who attended a PRE4CLE program will be in the "demonstrating" or "approaching" school readiness bands of the KRA, with at least 30% in the "demonstrating" band (as measured in Fall 2022)

#### ALIGNMENT WITH FOUNDATION'S INTERESTS

PRE4CLE and its enrollment campaign are strongly aligned with the Abington Foundation's interest in

education, specifically its focus on programs that advance and transform urban education and that provide access to quality early childhood education. PRE4CLE’s goal is to expand access to high-quality preschool for every child in Cleveland.

#### BEST PRACTICES

While designing the enrollment campaign, PRE4CLE conducted extensive research to determine the most effective strategies based on the unique needs of Cleveland's families. This included conducting a scan of best practices related to family outreach and recruitment; holding several parent focus groups; polling 400 parents of young children to gather information about effective communication methods, and having formal conversations with child-serving organizations. Together, this data informed PRE4CLE’s multi-pronged approach. PRE4CLE continues to solicit parent and partner feedback, as well as examine outcomes of specific strategies, in order to refine the enrollment campaign’s activities so they are as effective as possible.

<b>PROGRAM/PROJECT BUDGET</b>
<p>The FY22 enrollment campaign budget is \$260,000 for personnel (2 full-time family outreach and engagement specialists -- \$130,000), family engagement events (\$10,000), marketing supports for preschool programs (\$30,000), digital and social media (\$75,000), printing (\$10,000) and marketing giveaways (\$5,000).</p> <p>In addition to this request to the Abington Foundation (\$30,000), PRE4CLE has requests planned or pending with the PNC (\$70,000), Thomas White (\$30,000), Bruening (\$40,000) and Cleveland (\$40,000) foundations and the Treu-Mart Fund (\$20,000).</p>

#### ORGANIZATION BACKGROUND

PRE4CLE is Cleveland’s plan to expand access to high-quality preschool for all 3- and 4-year-olds in Cleveland. PRE4CLE connects families to high-quality public and private preschool programs; connects preschool providers to tools and resources to increase their quality and serve more children; and provides strategic leadership to accelerate the availability of high-quality preschool in Cleveland. At the time of its founding, only 24% of Cleveland’s preschool-age children were enrolled in high-quality preschool programs, and only 15% of Cleveland’s children met full kindergarten readiness standards. Since then, PRE4CLE has had tremendous success in increasing the number of children who are academically, socially, and emotionally ready for kindergarten.

PRE4CLE is part of The Cleveland Plan for Transforming Schools. The lead implementing agencies are the Educational Service Center of Northeast Ohio (ESC-NEO; also the fiscal agent) and Starting Point.

PRE4CLE has 5 full-time staff members and is governed by the Cleveland Early Childhood Compact, a public-private volunteer board chaired by Eric Gordon, CEO of the Cleveland Metropolitan School District (CMSD), and Marcia Egbert, Senior Program Officer of Human Services at The George Gund Foundation.

In FY21 to-date (7/1/2020-3/30/2021), PRE4CLE accomplished the following in its primary focus areas:

1. Increased total high-quality preschool seats in Cleveland: Due to the COVID-19 pandemic, enrollment in high-quality preschool decreased significantly in FY 2021. Despite this, high-quality preschool seats in Cleveland increased by 238 as providers increased their quality.
2. Removed barriers to preschool access: PRE4CLE engaged local, state, and federal policymakers and community leaders, to raise awareness about the importance of high-quality preschool and increase

preschool access resources. PRE4CLE's FY21 advocacy has focused heavily on the impact of the COVID-19 crisis.

3. Connected families to high-quality preschool: In FY21, PRE4CLE has shifted its outreach focus to supporting families during a time of crisis. This includes connecting essential workers to child care during the initial shut down, and then focusing on individual support for families struggling to find child care solutions during the pandemic.

#### **FINANCIAL INFORMATION**

For the year ended June 30, 2019, ESC-NEO had revenue and support of \$95.2 million and expenses of \$87.3 million, resulting in an increase in net assets of \$7.9 million, compared to an increase of \$36.9 million in the prior year. Revenue came from charges for services and sales (74%), operating grants and contributions (17%), grants and entitlements (7%) and miscellaneous (2%). ESC-NEO had net assets of -\$67.1 million, including cash and cash equivalents of \$31.1 million and property and equipment of \$10.4 million, offset by liabilities of \$131.9 million consisting primarily of net pension liability. ESC-NEO's FY20 budget was \$109.7 million, and its FY21 budget is \$105.4 million. PRE4CLE's FY21 operating budget was \$921,500, and its FY22 operating budget is \$905,250.

#### **STAFF COMMENTS BY: Jeanine Gergel**

Preschool enrollment took a hard hit in the past year. According to Starting Point, preschool enrollment in Cleveland plummeted from 4,819 (or 83% of eligible children enrolled) in December 2019 to 2,555 (or 55% of eligible children enrolled) in December 2020.

The decline in preschool enrollment was driven by several pandemic-related factors. First, many programs operated at reduced capacity to increase social distancing in classrooms. This practice was started during the shutdown last year and has continued as the only way to support social distancing amongst preschoolers and staff, since preschoolers cannot wear a mask during school hours and are not able to consistently maintain a six-foot separation. Additionally, the lack of in-person instruction in Cleveland Metropolitan School District (CMSD) classrooms for most of the 2020-21 school year caused a major reduction in preschool participation. As of December 2020, CMSD's enrollment level was 35% for typical classrooms and 54% for special education classrooms under the virtual preschool model. The district has not experienced a significant increase in preschool enrollment since it returned hybrid learning this spring. Finally, family preference and workforce participation also greatly impacted enrollment. Many families remain fearful of returning children to group settings, and many parents also have not yet returned to the workforce themselves. Many out-of-work parents who relied on a child care subsidy to afford preschool have lost access to their subsidy during this period.

During the past year, PRE4CLE provided information to families about the safety protocols put in place in child care centers to protect children and staff and provided PPE to programs to support safety. While PRE4CLE wanted to make sure families knew the safety efforts in place to protect children, leadership did not think it would be responsible to assure families of their children's safety during the time of rising infections, including infections within early childhood sites across the state.

As we head into the COVID recovery period, with many early childhood staff and families now vaccinated and infection levels declining rapidly, PRE4CLE is planning a more direct messaging campaign about safety in early learning settings, including a social media video campaign showing the safety measures in place in PRE4CLE sites, providing information to families about the level of vaccination among Cleveland's early learning teacher and staff members, and sharing new research about the low level of infections within child

care programs. PRE4CLE also will incorporate more safety-focused language in its digital, radio, and television marketing campaign content. Finally, it will work with partner Reach Out and Read to have pediatricians share information with families about safety within early learning settings.

In addition to sharing information about safety, PRE4CLE adapted its outreach during the past year to focus on the immediate needs of families to find quality childcare during the very dynamic period of the shut down and reopening of the childcare system and provided such support on a one-on-one basis with families. In FY22, PRE4CLE plans to move back to its traditional focus on the importance of high-quality preschool and helping families find and enroll in preschool. Safety messaging will continue, but the organization will also execute a more typical marketing campaign, with TV, radio, digital, and social media and engagement with its many community partners that provide information about quality preschool to families.

Trustees will note in this proposal that the number of high-quality preschool seats has grown during the pandemic, despite the decline in enrollment. One silver lining during the past year is that during periods of shut down or reduced staffing in classrooms, many programs kept staff on payroll and utilized their time outside the classroom to complete professional development and technical assistance requirements online. Starting Point adapted its trainings and services to deliver them via Zoom and worked extra hours to accommodate fluid schedules and remote learning needs. These adaptations allowed programs to continue to move forward with quality improvements despite the challenges of the pandemic.

With the fall-off in preschool enrollment resulting from the pandemic, we believe this is a critically important time to continue to support PRE4CLE in its efforts to educate families on the importance of high-quality preschool. Trustees will note that this request to the Abington Foundation for the enrollment campaign represents just a portion of the organization’s overall work. PRE4CLE’S operating budget is \$905,250, and the organization receives significant support from the Gund (\$300,000 in FY21) and the Cleveland (\$250,000 in FY21) foundations, as well as a variety of other local funders.

Trustees will have the opportunity to learn more about PRE4CLE at the June 18<sup>th</sup> meeting. Staff suggests the following questions:

- What barriers does PRE4CLE leadership expect to preschool enrollment in the coming year?
- How will PRE4CLE work to overcome families’ hesitancy about sending their children to preschool?
- What does PRE4CLE see as the advocacy priorities for strengthening the early childhood education system as the pandemic unwinds?

**GRANT HISTORY**

Declined	for family outreach and recruitment for PRE4CLE		5/19/2015
Approved	for PRE4CLE to increase preschool enrollment in Cleveland through family recruitment	\$30,000	3/1/2016
Approved	For PRE4CLE to increase preschool enrollment in Cleveland through family recruitment	\$30,000	2/28/2017
Approved	for PRE4CLE to increase preschool enrollment in Cleveland through family recruitment	\$30,000	2/27/2018
Approved	to increase enrollment of Cleveland children in high-quality preschool	\$30,000	6/11/2019
Approved	to increase enrollment of Cleveland children in high-quality	\$30,000	6/2/2020

	preschool (see comments below)		
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**GRANT REPORT**

Report received on time: Yes

According to the report, the goals/objectives were: Almost Met

Staff's Opinion of this report: Pleased

**STAFF COMMENTS BY: Jeanine Gergel**

From July 1, 2020 through March 31, 2021, PRE4CLE:

- Engaged more than 12,000 users (12-month target: 13,000) who took action such as clicking through to PRE4CLE's website
- Made 7.1 million impressions on digital and social media platforms and PRE4CLE billboards
- Distributed information to families on preschool options during the pandemic through Reach Out and Read, The Literacy Cooperative/Dolly Parton's Imagination Library, the Cleveland Metropolitan School District and other partners
- Reached 300 families through a digital outreach event in partnership with ideastream's Fred Rogers Be My Neighbor Day
- Distributed 750 learn-at-home kits containing learning materials and information about preschool options to Cleveland families in partnership with PNC
- Utilized family engagement specialists to support preschool program safety efforts, including technical assistance, PPE distribution, and ongoing outreach to preschool programs regarding their needs during the pandemic to facilitate the safe return of preschool children
- Worked directly with families to provide one-on-one referrals to preschool programs

PRE4CLE worked to rapidly adjust its outreach strategies to tailor its response to the COVID-19 pandemic. PRE4CLE focused its enrollment activities on supporting families during and after the shutdown to quickly find quality child care for their preschool-aged children and to understand the safety measures being implemented in preschool settings. Additionally, PRE4CLE supported the implementation of those safety measures, including the distribution of PPE, technical assistance on new safety rules, and mini-grants to providers through the Greater Cleveland COVID-19 Rapid Response Fund.

The pandemic has created unprecedented enrollment challenges. Currently, 2,555 preschool-aged children in Cleveland are enrolled in high-quality preschool compared to 4,819 children pre-pandemic. This is a result of reduced class sizes to maintain social distancing, reduced eligibility for child care subsidies due to unemployment, and the safety concerns of families related to returning to group settings.

The FY21 enrollment campaign budget is \$240,000 and is being met through foundation grants.

## PROJECTED PRE4CLE ENROLLMENT CAMPAIGN FY22 PROJECT BUDGET

Organization Name: Educational Service Center of Northeast Ohio on behalf of PRE4CLE

Total amount requested: \$30,000

Requested grant period: July 1, 2021 - June 30, 2022

PROJECT INCOME	Anticipated	Committed	Total	Line Item Description
Abington Foundation	\$30,000		\$30,000	This request; funding would be applied in FY22
Other Foundations	\$230,000		\$230,000	Includes the following anticipated gifts in FY22: Bruening Foundation (\$40,000), Cleveland Foundation (\$70,000), PNC (\$70,000), Thomas White Foundation (\$30,000), and Treu-Mart Fund (\$20,000).
Government Grants or Contracts				
Organizational Budget (ie: individual contributions, fundraising events/products, membership/fees/earned income, endowed income)				
In-kind support				
Other				
<b>TOTAL</b>	<b>\$260,000</b>		<b>\$260,000</b>	
PROJECT EXPENSES	Abington Foundation Request	Other Funding	Total	Line Item Description
Salaries and wages		\$130,000	\$130,000	Salaries and benefits for Family Outreach and Engagement Specialists to implement PRE4CLE's recruitment plan to increase enrollment in high-quality preschool
Consultants and professional services				
Travel				
Equipment				
Office Supplies/Materials				
Postage and mailing				
Indirect expenses ie: rent/occupancy, utilities, maintenance)				
Program Expenses	\$30,000	\$100,000	\$130,000	For program costs associated with: (1) Family engagement events (\$10,000); (2) marketing supports for individual preschool programs (\$30,000); (3) digital and social media directed at increasing preschool enrollment (\$75,000); (4) printing (\$10,000); and (5) marketing giveaways (\$5,000)
<b>TOTAL</b>	<b>\$30,000</b>	<b>\$230,000</b>	<b>\$260,000</b>	





## ***Governing Board and Administrators 2021***

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