



The Neighbors Campaign

IMPACT Silver Spring envisions a thriving, multicultural community where people of all backgrounds are engaged and have the power to bring about changes to live a full and quality life.

IMPACT is building new **networks** and **capacity** across lines of difference. We **engage**, **empower**, build **leadership**, and spark collaborative **action** for change!

Addressing Economic Crisis through Partnership

When the economic crisis hit in the fall of 2008, IMPACT stepped up to partner with the Montgomery County Department of Health & Human Services (HHS), designing a unique collaboration with residents and government leaders. We asked, "How do we help our diverse neighbors have greater access and overcome pride, fear, and cultural barriers to social services?"

In the neighborhoods of Long Branch, Wheaton, and Gaithersburg, the Neighbors Campaign's goals are to:

- Ensure that diverse residents have access to the services they need
- Help neighbors emerge from isolation through new networks of support
- Reveal a path toward long-term economic recovery and civic empowerment

Step 1: Bring Services Closer

HHS created new **Neighborhood Service Centers** in each target neighborhood to make services more accessible to residents, many of whom live in surrounding apartment complexes.

Step 2: Make Access Comfortable and Dignified

We recruited and trained culturally-competent residents from the neighborhoods to staff the new Service Centers. These **Community Connectors** provide a friendly face to the service application process.

Step 3: Build Trust and Spread the Word

We're mobilizing residents to knock on their neighbors' doors — one-by-one — to connect those in need to the new Centers and to other resources. **Door-Knockers** are trained to establish the first layer of trust with their neighbors through meaningful conversations.

Step 4: Develop Collaborative Leadership

We're bringing together groups of 20 emerging leaders in each neighborhood for skill-building and action to lead the Campaign and take charge of their neighborhood's well-being. These **Neighbor Corps** include Community Connectors, HHS staff, residents, and community partners from nonprofits, schools, and faith communities.

Step 5: Follow Up!

Residents need a reason to get together and get connected to other resources. We follow-up each round of door-knocking with a **Neighbors Exchange** — a participatory session where residents can meet their neighbors and learn about services in health care, housing, jobs, and finances.

Step 6: Build Mutual Support

Neighbors can prevent future crises and build a stronger fabric of support through relationships. Hosts from different apartment buildings invite their neighbors to a **Neighbor Circle**, a series of three dinners that creates a reason for coming together and breaking patterns of isolation.

Step 7: Empower for Economic Security

We're using the moment of service delivery as an opportunity to get residents on a path of long-term economic empowerment, connecting them to resources and building their skills. Our programs offer financial education, asset building, employment support, and workforce development in education.



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The Neighbors Campaign was selected as the 2009 winner of the HHS Public-Private Partnership Award.

IMPACT Silver Spring is a 2009 recipient of the National MultiCultural Institute's Leading Lights Diversity Award

and a 2010 recipient of the Washington Area Women's Foundation Leadership Award.

Join us in reaching a goal of 10,000 door knocks by Summer 2010!
Follow the stories at <http://neighborscampaign.wordpress.com>