



THE FAMILY COLLECTIVE

Thank you for the time and energy you invest in walking with families to improve their well-being. We are grateful for the opportunity to work with each of you. Please refer to the following messaging to better understand The Family Collective and how we talk about our work—with each other, with families and with our communities.

Thank you for joining us as we work to prevent and end family homelessness.



THE FAMILY COLLECTIVE TALKING POINTS

Disclaimer: The identity of programs that are part of The Family Collective, including the program name, should be shaped by your own agency. “The Family Collective” is used to represent the collection of agencies focused on rebuilding systems to prevent and end family homelessness—not a specific program.

OUR HISTORY

- In 2014, United Way of Greater Nashville launched The Family Collective, originally called the Family Empowerment Program, to address homelessness, connect families to sustainable opportunities and disrupt cycles of poverty.
- With seed funding from the Siemer Institute, a nationally recognized organization for two-generational success, focused on reducing mobility rates for children to reach their education potential, UWGN funded Catholic Charities of Tennessee and Safe Haven Family Shelter to provide services for families at risk of or experiencing homelessness.
- By 2019, the cohort grew to include 11 partner organizations who work together to put an end to homelessness in our city: Catholic Charities of Tennessee, Fannie Battle Day Home, Financial Empowerment Center, Martha O'Bryan Center, McGruder Family Resource Center, McNeilly Center for Children, Mid-Cumberland Human Resource Agency, Preston Taylor Ministries, Safe Haven Family Shelter, The Salvation Army, Saint Mary Villa Child Development Center and Tennessee Department of Human Services.
- In 2020, the Tennessee Department of Human Services granted The Family Collective more than \$30,000,000 to expand its services to Davidson, Cheatham, Robertson, Rutherford and Williamson counties with additional wrap-around services and engagement opportunities, as part of a four-year term.

IMPORTANCE OF OUR WORK

- Every family deserves a place to call home. But the reality is: In a thriving city like Nashville, more than 3,000 students have no place to call home—they live in cars, shelters and on friend's couches.
- United Way of Greater Nashville partners to manage a proven program to move people off the streets and out of homelessness for good.
- This work is now more crucial than ever.



HOW WE WORK

- Families enter programs within The Family Collective while experiencing a housing crisis or while receiving services at one of our hubs, community centers or schools, where they receive at least one core wrap-around service and select the service mix that best meets their needs. To enable care coordination across partner agencies, data is shared in a centralized database.
- The Family Collective gives power back to families by providing space for families to get the help they need while providers work alongside each other to build trust, infrastructure (ex. coordinated entry systems, landlord networks, etc.) and have courageous conversations with all stakeholders in each community.
- Families work collaboratively with their coaches to:
 - Find and maintain permanent, stable housing
 - Build social connections
 - Receive mental health counseling
 - Access financial counseling
 - Connect with quality, affordable childcare
 - Work to increase income, education and job training opportunities

OUR GOALS

- An effective system ensures when a family becomes homeless, their experience is rare and brief—no longer than 30 days—and the negative effects are limited.
- We must collectively scale Rapid Re-housing, create permanent supportive housing for families with high barriers, seek to keep families housed, connect families to quality child-care, higher education and career pathways, and build social capital so that families can have a safe space to set goals and start working on deeper rooted issues.
- This approach means collectively acknowledging challenges that have plagued our systems for many years—systemic racism, high-barrier shelters and programs, non-profit silos, staff turnover and others.
- This work is changing lives.

SUPPORTING LANGUAGE

For internal use only

- It is critical to “engage and listen to the voices of families,” as articulated by Ascend at the Aspen Institute. Ascend emphasizes the intentionality organizations should have to include families and their voice in everything we do because, “policies provide the scaffolding and structures that support parents; parents themselves fuel and create their family’s successful path toward economic security.”
- System capacity is built most effectively by a coordinating body, or “backbone support” entity. UWGN has been in this role for six years. Success comes from trust built and sustained between partner agencies, the professional development of staff and the ability to share and use data.



THE FAMILY COLLECTIVE BRAND STANDARDS

The Family Collective logo is always to be placed on the bottom right corner of the document. It may be centered where appropriate such as on an invitation. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. Do not extract any of the graphic elements contained in the brandmark to use separately.

LOGO OPTIONS



Primary Logo

One Color Black Logo



One Color White Logo



LOGO SIZING

Screen (RGB)
MINIMUM SIZE
90 PIXELS OR 1.25" wide



Print (CMYK) and One Color
MINIMUM SIZE
.75" wide



FONTS

LEAGUE GOTHIC

Headline Font

Roboto Regular
Roboto Bold

Body Copy Font

**Roboto Bold may be used to
emphasize specific points*

COLORS



Black

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX: #000000

Pantone 143

C: 0 M: 32 Y: 87 K: 0
R: 241 G: 180 B: 52
HEX: #F1B434

Pantone Black 50%

C: 0 M: 0 Y: 0 K: 50
R: 150 G: 150 B: 150
HEX: #969696

White

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
HEX: #FFFFFF