



THE FLORIDA PROSPERITY PROJECT PLAYBOOK

OVERVIEW

For Florida to fully prosper, individuals must have an equal opportunity at earned success, regardless of their ZIP code or other dynamics that may act as headwinds for them. Currently, there are 714,768 children living in poverty in Florida's 983 ZIP codes. Incredibly, half of the children living in poverty in Florida, reside in just 15% (or 150) of our ZIP codes. Understanding that challenges around childhood poverty can be one of the greatest impediments to economic growth, the Florida Chamber Foundation launched the Florida Prosperity Project to bring together the business community and create a united front to use best practices and our "one ZIP code at a time" approach. Overcoming poverty is too big for a state or a county to solve and we need to provide real support and focus at the neighborhood (ZIP code) level.

OBJECTIVE

Cutting childhood poverty in half and having all kids with a pathway out of poverty is an audacious goal. We need business leaders and organizations to help us tackle this goal at the ZIP code-level by uniting the community and thoughtfully addressing challenges that keep kids from being safe and keep them from the opportunities they deserve.

THE TEN ROOT CAUSES OF POVERTY



To systematically address these challenges, the Florida Prosperity Project has identified the 10 root causes of poverty:

- Lack of known employment opportunities (visit HopeFlorida.com to become a Hope Florida employer in your community)
- Access to quality education & workforce development
- Overcoming unaffordable & unattainable housing
- Insufficient transportation options
- Disproportionate health access and outcomes
- Ending food insecurity
- Inaccessible & unaffordable local, quality childcare
- Safer communities for every child and family
- A criminal justice system that works in every ZIP code
- Connectedness to faith-based care and service providers

**See a root cause that your organization could take on?
Contact Kristina Donohue, Director of Prosperity
email: kdonohue@flchamber.com**

FLORIDA PROSPERITY PROJECT

BRINGING THE PROSPERITY PROJECT TO YOUR COMMUNITY

Tackling generational poverty at the ZIP code-level is the best way to transform the lives and futures of kids born into generational poverty and it's working

To ensure every child has an opportunity at earned success, it will take committed business and community volunteers working together to address the root cause challenges in their neighborhoods. The formula is simple. The steps are clear. Once you unite and focus the business community, at the ZIP code-level (under a county prosperity umbrella) paving a path to prosperity in your community will become a tangible, attainable goal.

The Path to Prosperity

- 1. Identify the key challenges in your zip codes in need using the TheFloridaGapMap.org.** TheFloridaGapMap.org is an online tool that gives business leaders, policymakers, and philanthropic executives important information on public schools and poverty rates among children in each county. Take a closer look into you own communities to understand which ZIP codes present the greatest challenges when it comes to childhood poverty, what solutions are needed, and how to allocate them.
- 2. Convene fellow leaders to identify challenges and ownership.** Every community has a network of business leaders that have a vested interest in the outcome of the region. After identifying which ZIP codes you will focus on, connect with your fellow leaders to identify what actions are already being taken in the community that need to be aligned with specific goals, and which new focus areas should be created. In many ZIP codes, connecting to existing resources is the solution. Hope Florida Navigators are a great resource.
- 3. Identify program providers and reach out to state and local chambers for help.** Every community has services and organizations already doing great work, like food pantries, churches, after-school programs, and community service organizations. Identify and support those existing partners to ensure their voice is heard, and work to align your goals. There may be a successful afterschool program in a community, but is it located in a ZIP code where childhood poverty is most prevalent? Being thoughtful and strategic when identifying partners and ZIP codes will allow for greater impact.
- 4. Establish check-ins on a regular basis.** The key to success is ensuring your partnership continues over time with long-term goals and strategies. It is necessary to establish check-in schedules with your partners so realistic goals can be set and measured, as well as promising practices implemented.
- 5. Work with the Florida Chamber Foundation to highlight your work and learn more.** If you have a promising practice or are in search of one yourself, let us know. We will work to connect you with other goal leaders to exchange promising practices or spread the word about the work you are doing so it may inspire others. Keep the Florida Chamber Foundation informed on the work you are doing so we can support you.
- 6. Raise awareness in your community network.** Over time, work with fellow leaders in your community to share the challenges and successes. Write Op-eds, promote your story locally and identify your partners both on and behind the scenes. The more you can spread the word about your work, the more you will encourage new partners and projects. The Florida Chamber Foundation is always willing to provide templates that you can use in your community.
- 7. Connect with your fellow leaders to replicate the process.** Attend Florida Chamber events to connect with fellow goal leaders and use our resources like TheFloridaGapMap.org to see what leaders are doing in other ZIP codes. Let us help you identify how you can expand your practice or learn more from what might be happening in your sister communities.



CONTACT

For more information about starting a County Prosperity Project, to lead a ZIP code or to adopt a root cause in a ZIP code, or to simply learn more about the Florida Prosperity Project opportunities including joining the Advisory Board, please contact:

Kristina Donohue, Director of Prosperity, Florida Chamber Foundation

Email: kdonohue@flchamber.com

Phone: 850.521.1296

Visit us at www.flchamber.com/prosperityfl to learn more and get involved.

ANNUAL FLORIDA PROSPERITY & ECONOMIC SOLUTION SUMMIT

Participate in our annual Florida Prosperity & Economic Opportunity Solution Summit to connect with and gain insight from some of Florida's top business, education, and community leaders on issues discussed above, like tackling the 10 root causes of poverty in Florida at the ZIP code-level and ensuring opportunities for earned success for Floridians in every single ZIP code.

For more information on how you and your organization can attend, sponsor, or speak at this Solution Summit, please contact **Kristina Donohue** at kdonohue@flchamber.com

FLORIDA PROSPERITY PROJECT ADVISORY BOARD LEADERSHIP

To help propel our efforts to replace childhood poverty with prosperity, we are seeking business leaders and organizations to partner with us at the state, county, and ZIP code-level by joining our Prosperity Advisory Board:

- State Prosperity Project Advisory Board
- County-Level Prosperity Project Leaders
- ZIP Code-Level Prosperity Project Leaders
- Root Cause Prosperity Project Champions

Advent Health

chs
Children's Home Society
of Florida

Collaboratory

**NO KID
HUNGRY**

Florida Blue 
Foundation

MAXIMUS

**ORLANDO
MAGIC**

Interested in joining our growing movement?
Contact Kristina Donohue at
kdonohue@flchamber.com

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