



## Update 2

September  
2016

# #everyoneIn

## A United Way Collaboratory

**W**hen low-income parents move out of poverty, the positive effects on children are significant and lasting. Helping families move up is difficult—for all of the reasons documented in the plethora of recent studies on poverty, inequality, the trauma of social inequity and social mobility. Already-stretched social service agencies cannot meet the unique needs of all low-income parents. But richer, denser social networks and better connected people, programs and agencies could help. Such networks—supported by digital technologies—have the potential to reduce social isolation, enhance access to goods and services, and provide a platform for new kinds of solutions.

### History & Impact

The impetus for #everyoneIn came from the Prosperity Design Lab sponsored by the Oregon Governor and the Oregon Business Council Poverty Task Force in November 2014. The Design Lab brought together 40 national and local leaders and innovators to identify breakthrough ideas to respond to poverty in Oregon. The Design Lab was funded by the Annie E. Casey Foundation, the Northwest Area Foundation, and Providence Health and Services.

The wide interest that #everyoneIn has attracted from a range of partners clearly meets one of the project goals of bringing together nonprofit agencies, digital technology experts, collaborative-design practitioners, and social entrepreneurs. All are attracted to working together to create digital ways of overcoming social isolation and promoting sharing among low-income parents and the organizations that serve them. United Way is the fiscal agent for the project. Connective DX is coordinating the design and facilitation of three lab sessions.



## Feedback on Lab Session One

The first lab session was held on September 8, 2016, and was very successful in surfacing ideas and sharing knowledge, passions, and skills across a diverse group of participants. The nature of the session is best described by a selection of the feedback from the session:

“I truly enjoyed hearing so many different views. I like that everyone was open and respectful to the differences. The theme/takeaway is meeting people where they are at and remembering that the people we work to serve are human. See their hearts.”

“I never worked on a project where race was so much in the spotlight. It has taught me much about the privileges afforded to me as a young(ish) white, middle-class (ish), male and English person. And the care and listening I still need to improve my other privileged role as a facilitator.”

“Today was amazing. Enjoyed connecting with a highly skilled, intellectual group of passionate leaders eager to improve the living, social and economic conditions of low-income families. Stimulating. Inspired. Culturally focused. Diverse ideas. Focus on equity plus economic empowerment.”

“Hearing so many different perspectives and ideas about similar communities allowed me to recognize how much potential there is to create something that truly reflects the needs and desires of the communities we serve. Sharing as a way of seeking. Building wealth from different backgrounds.”

## Schedule

- **October 4, 2016**—Lab Session 2
- **November**—Community and Pitch Day. Pitch two to four ideas from the design sessions to a group of potential investors and supporters who we hope will be interested in supporting the next pilot stage of the project.



## Partners

### Digital and design experts and social entrepreneurs

- Drew Bernard, CEO & Co-Founder, ActionSprout, a leading Facebook tool for causes
- Guy Bourgault, Connective DX, digital interface experts
- Sophie Duba, Crisis Management Specialist on Airbnb's Trust and Safety Team
- Jacen Greene, Impact Entrepreneurs, Portland State University
- Julie Keefe, Hello Neighbor
- Steve Lee, Steve Lee Design
- Jooyoung Oh, PNCA Professor in collaborative design, formerly Ziba
- Danielle Olson, Hatch
- Eric Park, Ziba Fellow
- Tsilli Pines, Design Week Portland
- Tali Saar, Founder, Rooster
- Rick Turoczy, Director of Wieden+Kennedy's Portland Incubator Experiment
- Dave Underhill, Underhill Training and Development, presentation expertise
- Paul Williams, Oregon Entrepreneurs
- Kristin Wolff, founder of Thinkers-and-Doers, Hatch
- Justin Yuen, President of FMYI
- Mara Zepeda, co-founder and CEO of Switchboard

### Nonprofit social service providers

- Adelantes Mujeres
- Black Parent Initiative
- Metropolitan Family Service
- NAYA
- IRCO
- Verde

### Funders and in-kind resources

- Cambia
- Daimler
- Federal Reserve of San Francisco (producing videos of ideas for Pitch Session)
- Kaiser Permanente
- Multnomah County
- National Policy Consensus Center, Portland State University
- Northwest Area Foundation
- Oregon Business Council Poverty Task Force
- Oregon's Kitchen Table
- PGE Foundation
- Providence Health and Services
- Ken and Marta Thrasher
- United Way
- Ziba

## Contact

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