



GREATER WASHINGTON  
**COMMUNITY  
FOUNDATION**  
Prince George's County



# **THRIVE PRINCE GEORGE'S**

**The First-Ever Guaranteed Income Program in Prince George's County**

**Prince George's County Council Briefing  
February 13, 2024**



**Rooted in  
Humanity**



# 50 YEARS OF IMPACT

The Greater Washington Community Foundation's mission is to lead, mobilize, and ignite the power of philanthropy to build a racially equitable, just, and thriving region where every person prospers. Together with our donors and partners, we have unleashed the transformational power of nearly \$1.7 billion in philanthropic investments since 1973 to create lasting impact for our region. In 2023, we are proud to celebrate five decades of history-making work which has inspired hope and fostered healing for our community.



**\$1.68+  
billion**

invested in strengthening our region, and beyond



**\$14.8  
million**

mobilized for impact investments focused on building and preserving affordable housing



**770  
funds**

managed on behalf of generous individuals, families, and local businesses



**110,375  
grants**

awarded to

**23,026**  
nonprofit partners



**2,682  
students**

have received over

**\$10.9  
million**



# CONNECTING PHILANTHROPY TO IMPACT

The Community Foundation mobilizes philanthropic resources and leverages our expertise to help our donors and partners invest in strengthening this community.

## \$95.9 million in annual grants to support a diverse range of causes, including:

- Education
- Human Services
- Arts and Culture
- Community and Economic Development
- Health
- Environment
- Religion
- Human Rights
- Public Policy and Civil Society
- International Relations

**77%**  
of grants

made in the Greater  
Washington region

**12**

new legacy commitments  
from donors wishing to  
impact our community for  
generations to come

**\$464 million** in assets under  
management

**28**

new charitable

**giving  
funds**

established by generous  
individuals, families,  
businesses, and civic  
organizations

**5,128  
grants**

administered to

**2,779**

nonprofit  
organizations



# A VISION FOR ECONOMIC JUSTICE IN THE GREATER WASHINGTON REGION

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- **Close The Racial Wealth Gap**  
Invest in strategies to advance economic justice, increase economic mobility, and close the racial wealth gap.
- **Address Critical Community Needs**  
Address critical community needs, including responding to crises to stabilize and improve the quality of life for our neighbors
- **Connect Philanthropy To Impact**  
Connect philanthropy to impact by leveraging our unique value and expertise to mobilize resources for this community.
- **Strengthen Neighborhoods and Community Institutions**  
Use data to direct resources toward neighborhoods with the greatest need. Prioritize investments in Black, Indigenous, and people of color-led organizations serving those neighborhoods



# A FOCUS ON NEIGHBORHOODS

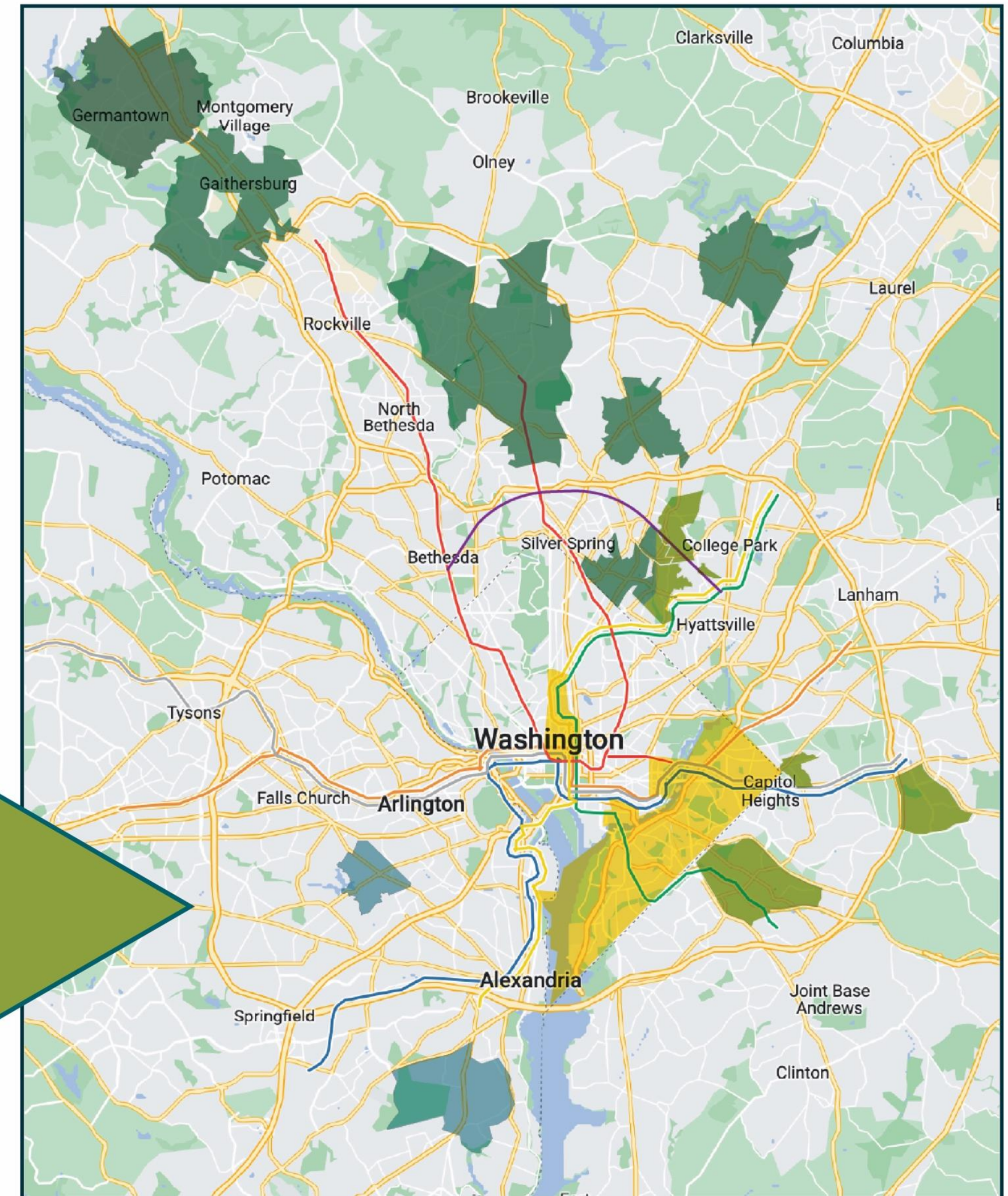
The Community Foundation determined priority neighborhoods and areas following review of data from sources such as the US Census Bureau and in partnership with MWCOG. We utilized the Equity Emphasis Areas and worked with Brookings to overlay:

- High Poverty
- Lowest levels of home
- Lowest life

Because our strategy focused on economic mobility, we also prioritized the blue and purple line corridors where appropriate

## Prince George's County

- Langley Park, Chillum, Adelphi (*Purple Line*)\*
- Seat Pleasant, Largo Corridor (*Blue Line*)\*
- Suitland, Branch Avenue, Pennsylvania Avenue





# INTERVENTIONS FOR CLOSING THE RACIAL WEALTH GAP

We will continue the work to address basic needs and strengthen our region's capacity to respond to crisis, as we work to advance economic mobility, and create opportunity for individual and community wealth building. Informed by almost 50 years of grantmaking and broader community leadership work in the region, we have framed a full spectrum of interventions that can help us achieve this end.

## DOWNSTREAM: BASIC NEEDS

- Housing Stability
- Education (K-12)
- Workforce Training
- Financial Literacy
- Crisis Response

## MIDSTREAM: ECONOMIC MOBILITY

- Employment & Benefits
- Basic Income
- Income Equality
- Portable Benefits
- Individual Savings & Assets
- Scholarships
- Access to Credit
- Individual Entrepreneurship
- Homeownership & Preservation
- Pro Poor Tax Policy

## UPSTREAM: WEALTH BUILDING

- Baby Bonds
- Debt Solutions
- Wealth Transfer
- Racially Equitable and Reparative Investments
- Broad Based Models of Ownership
- New Wealth Building Ecosystems
- Strategic Economic Participation
- Physical and Financial Wellness



# WHY A GUARANTEED INCOME PILOT

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“Studies have shown that modest guaranteed basic income pilots can decrease poverty by as much as 40%. We strongly believe that this program will improve the lives of many in Prince George’s County and will reduce the racial wealth gap in a way that makes it viable for the county to consider providing guaranteed basic income for years to come.”

Tonia Wellons, President & CEO

**The Greater Washington Community Foundation**





# PROVEN STRATEGY

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The Stockton Economic Empowerment Demonstration (SEED) established in 2019, Stockton, CA, is the most well-known pilot. The program provided unconditional cash transfers to 125 people over a two-year period. Participants experienced:



**Decrease poverty by  
as much as 40%**



**Reduce stress and  
improve mental health**



**Reduce income volatility  
and boost employment**



**Build savings needed to  
weather financial crises**



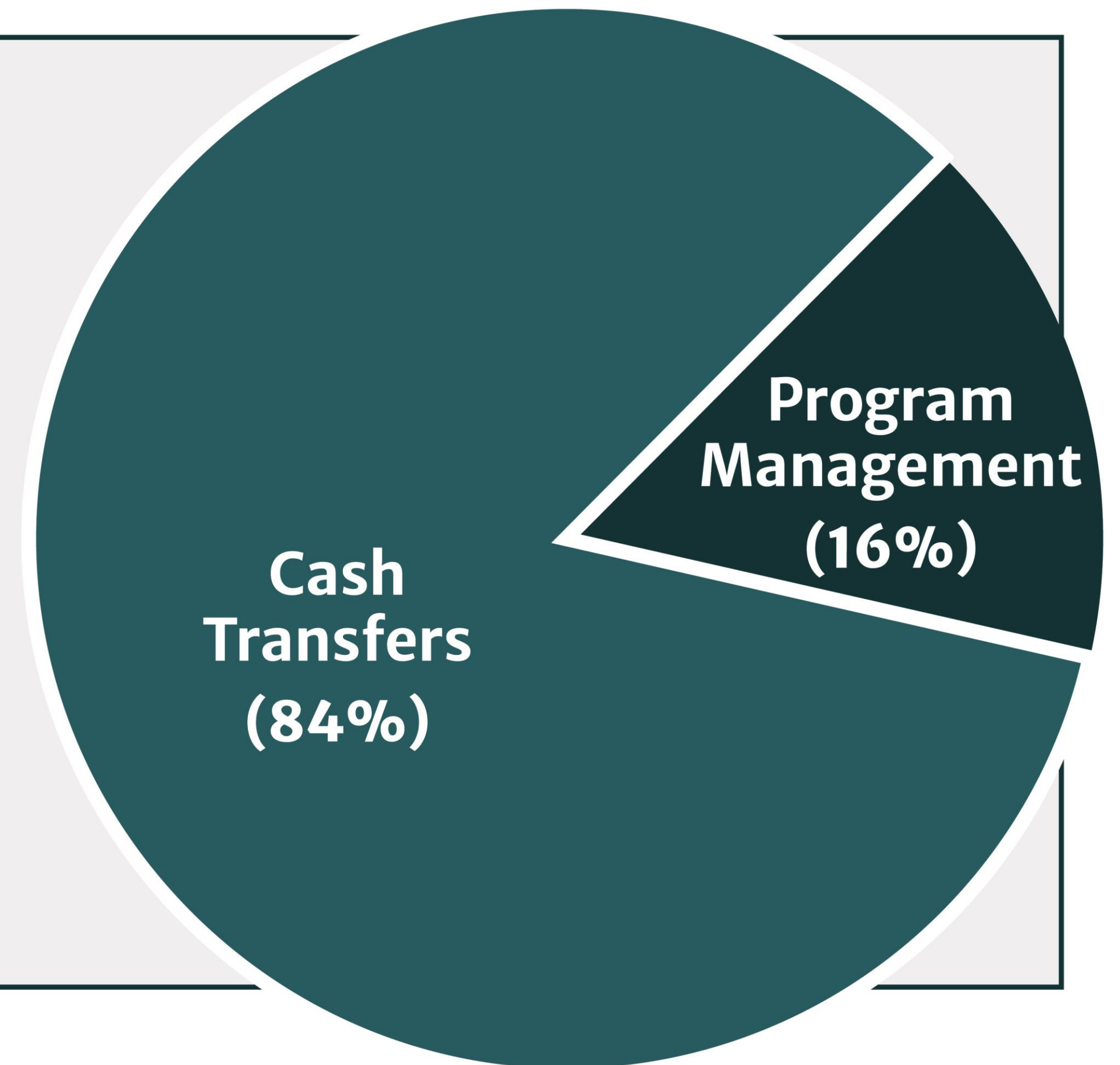
# THRIVE PRINCE GEORGE'S: A PUBLIC PRIVATE PARTNERSHIP

## PROGRAM BUDGET

- Cash Transfers **\$3,360,000 (84%)**
- Program Management **\$640,000 (16%)**

## FUNDING SOURCES

Greater Washington Community Foundation	\$1,000,000
Meyer Foundation	\$1,000,000
Prince George's County Council	\$1,000,000
Prince George's County Executive's Office	\$1,000,000
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	\$4,000,000





# PROGRAM OVERVIEW



**\$4 million investment** of public and private philanthropic resources



**\$800** monthly cash transfers over a **24-month** period



Empowers participants to **deploy resources** where they are needed most





# TARGET POPULATIONS

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## Seniors

(Age 60+)  
ALICE households

**Senior Citizens:** Seniors, particularly those on fixed incomes, often lived precariously pre-pandemic, but now they are finding it even more difficult to make ends meet due to inflation, historical inequalities, the rising costs of healthcare, and ageism in the workplace. 51% of seniors in the county live below the ALICE threshold.

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## Youth

(Ages 18-24)  
Youth aged out of  
foster care

**Youth Aged Out of Foster Care:** Far too many foster care youth in Prince George's County age out of the foster care system without finding a stable and permanent home. Studies have shown that those who age out of foster care are more likely to face socio-economic challenges including homelessness, early pregnancy, and involvement in the criminal justice system. The challenges facing youth aged out of foster care were further exasperated by the COVID-19 pandemic.

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**Up to 175 Seniors and Youth participating in the program. 125 Seniors & 50 Youth.**



# ELIGIBILITY CRITERIA

Our eligibility criteria help to ensure that the County's most vulnerable residents, within our target populations, are identified. Prior to the development and launch of Thrive Prince George's, The Community Foundation conducted an analysis of the Greater Washington region to identify areas where it would prioritize efforts as part of its strategic plan. This analysis included a review of data from sources such as the American Community Survey, provided by the US Census Bureau. Zip codes were selected as priority areas based on several factors including but not limited to population size, poverty rate, education attainment, homeownership, and employment. While some of the selected zip codes are in the proximity of the Blue Line, the foundation's priority areas are based on zip code only and not on their proximity to the Blue Line.



Seniors	Youth
<ul style="list-style-type: none"><li>• <b>Residency:</b> County residents living in one of The Community Foundation's Priority Neighborhoods.*</li><li>• <b>Age:</b> 60+</li><li>• <b>Income:</b> ALICE household</li><li>• <b>Special Populations:</b> Preference is be given to caregivers and returning citizens.</li></ul>	<ul style="list-style-type: none"><li>• <b>Residency:</b> Were residents of Prince George's County at time of foster care placement.</li><li>• <b>Age:</b> Between 18 and 24 years old that aged out of foster care during the COVID-19 pandemic (2020- 2022).</li><li>• <b>Special Populations:</b> Preference is given to caregivers and returning citizens.</li></ul>



# IMPLEMENTATION PARTNERS

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CASA, established in 1977, has served youth experiencing foster care in Prince George's County for over two decades. Each year their staff and volunteers advocate for about 200 young people to receive the services and resources they need to succeed and ensure the rights of all children in foster care.



UCAP, established in 1964, is one of the largest nonprofit organizations in Prince George's County. It was designated as the Community Action Agency for Prince George's County in 1978. UCAP serves approximately 4,200 low-to-moderate income individuals and families each year that are facing educational, housing, economic, or health care related hardship.



Capital Area Asset Builders (CAAB) works to create opportunities for low- and moderate-income individuals in the region. Since 2017 CAAB has worked with over ten guaranteed income programs in the region. They will offer technical assistance on cash disbursements and guidance on best practice.



Prince George's Changemakers has long advocated for the adoption of a guaranteed income program in Prince George's County. They are a member of the Prince George's GBI Coalition and will assist with community engagement and advocacy efforts around policy change. . Lastly, our community engagement partner will help advance an advocacy campaign to scale the pilot.



# PROGRAM EVALUATION

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Using both quantitative and qualitative measures of progress, we will work with Brookings Institute to measure how the economic status of participants improves over time including outcomes such as:

- Changes in income volatility
- Changes in wellbeing (physical health and mental health)
- Personal development, training, and capacity building
- Changes in employment
- Optimism about the future
- Changes in how participants use their time
- Participant narratives signaling how the GI has affected their live



# NEXT STEPS

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Following County Council Briefing:

- Finalize participant selection – February
- Notify applicants – February
- Issue public announcement – February
- Begin Cash Transfer Payments – March
- Finalize evaluation plan – March



# THANK YOU



GREATER WASHINGTON  
**COMMUNITY  
FOUNDATION**

Prince George's County

**Join Us As We Build A Future Where Every Person Prospers**  
**[thecomcommunityfoundation.org/thrive-prince-georges](https://thecomcommunityfoundation.org/thrive-prince-georges)**

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