

## CVM helps people living in poverty achieve self sufficiency

In 2009 CVM provided a lifeline to **43,000 households** and over **57,000 individuals** (including dependent children and adults)

### The Typical CVM User is...

- ✦ Male (59%), 26-44 years old (42%), Caucasian (41%) or African American (38%)
- ✦ Supporting 1 adult and 2 children
- ✦ Homeless (65%) and Unemployed (54%)
- ✦ Bringing in \$560 per month typically from food stamps (19%), TANF (6%) and some earned income (6%).
- ✦ Using CVM for 8 months

**41% are Women**  
**14% are Latino**  
**11% are Veterans**  
**20% are Disabled**  
**46% have No Financial Resources**



### Clients Setting and Achieving Goals

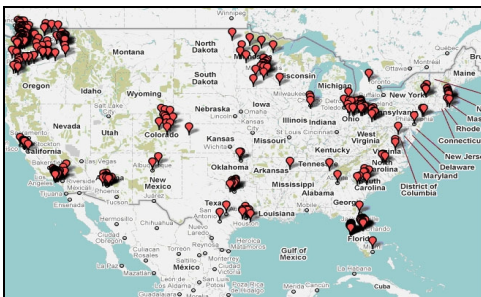
80% - seeking employment  
64% - seeking housing  
47% - seeking healthcare  
51% - seeking social services



65% - found work  
69% - found housing  
76% - obtained healthcare  
69% - obtained services

**65% successfully completed one or more of their goals**

## CVM is a robust network of human service agencies



### National CVM Network

- ✦ 414 cities in 21 states plus Washington DC and Vancouver, Canada
- ✦ 45 CVM Programs partnering with 2,005 social service agencies
- ✦ 1,350 new CVM users each month!

### A Typical CVM Program

- ✦ Serves 10 cities in the surrounding area
- ✦ Partners with 50 local organizations providing diverse services:
  - Workforce Development
  - Housing Assistance
  - Homelessness Services
  - Healthcare
  - Veteran's Services
  - Domestic Violence Victim Advocacy
  - ...and more
- ✦ Serves nearly 1,000 people with free voice mail services annually

**"Along with our many employment services, we have found that having a Community Voice Mail account is critical for job seeking and landing a position."**

– Richard Caines, Director  
Workforce Development,  
The Weingart Center, Los Angeles

## Broadcast Messaging “Speaks” to Those We Serve

### Broadcast Messaging Saves Valuable Time and Resources

With one message, CVM Managers and participating agency case managers can reach all CVM clients in their service area with information about upcoming events and resources.

“People in poverty overwhelmingly report that they get their information “word of mouth” or through verbal communication, not print. Those who get their information verbally or by asking someone, have an “oral” culture communication style.”

- Lynda Coates, *Communication Across Barriers*

### 2009 Broadcast Messages

- + 1,500 voice messages
- + 700 email messages

about

- + Employment (46%)
- + Healthcare (15%)
- + General Resources and Local Community Information (39%)



“A voice mail number may seem insignificant to some, but to those whose street address may be the license plate of their car, a simple voice mail number may be the life line to mere survival.”

- U.S. Veteran and CVM User



## CVM is Leveraging the Power of Partnership

- + **10-Year Plans to End Homelessness** → Majority of CVM Programs are included in local plans
- + **Local Emergency Preparedness and Disaster Relief Efforts** → Coordinating to minimize the impact of natural disasters on homeless individuals
- + **Centers for Disease Control** → Broadcasting timely health information
- + **AIDS.gov** → Broadcasting free HIV testing resources
- + **Public Defenders** → Facilitating communication with their in-custody clients
- + **Local Tax Preparation Committees** → Coordinating to provide free tax preparation

## CVM is Embracing 21<sup>st</sup> Century Communication Tools

- + Facebook, Twitter and YouTube Presence
- + National and 14 Regional Blogs
- + Second Life Presence in the Non Profit Commons
- + Using email as an additional way to communicate with clients

[www.cvm.org](http://www.cvm.org)

All Photos by Rajiv Kapoor