

# Telling Your Program's Story and Impact

CAPPA BRANDING COMMITTEE

# Ice Breaker: My Impact



# The APP Branding Purpose

The APP Branding Project was created to improve the public understanding of the California Alternative Payment Programs (APPs) and assist AP agencies in communicating more effectively internally and externally.



# The APP Branding Strategy Plan

- ▶ Will help the APP agencies tell their story
- ▶ Brand Guidelines: supports brand consistency across all APPs
- ▶ Image library
- ▶ APP one pager
- ▶ Infographic
- ▶ Includes flyers and brochure templates that member organizations can adapt to meet their communications needs

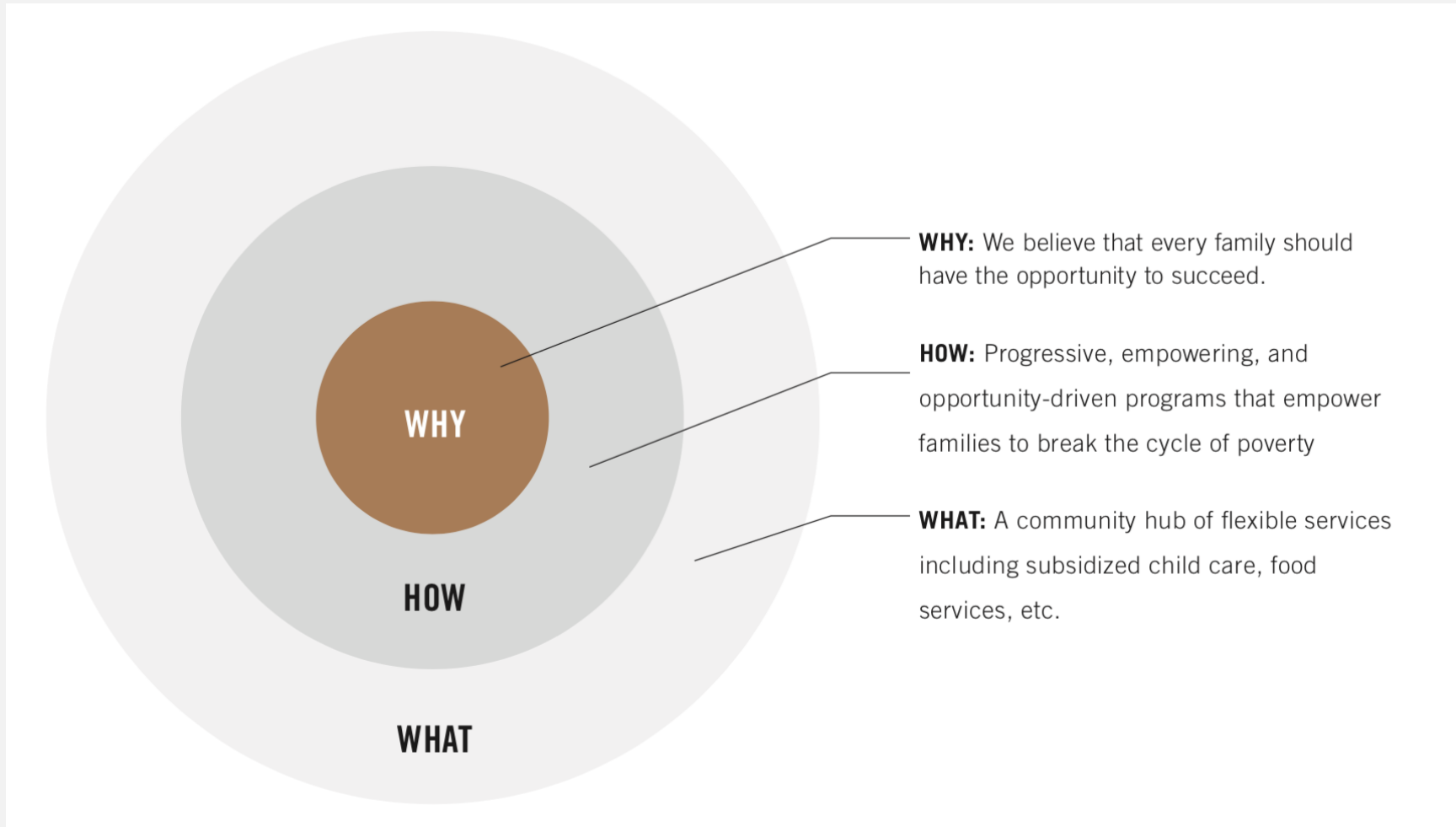


# APP Brand Framework

Consistency – Words – Visuals



# Mission





# Positioning

- ▶ For low-income families and lawmakers
- ▶ Who are dealing with poverty
- ▶ AP is a change agent of positivity and transformation
- ▶ Unlike many other social services, we don't simply offer handouts, we offer hand-ups.
- ▶ We offer hand-ups so families can choose flexible services that will make a change for the better, for themselves

# Tone

- ▶ Empowering
- ▶ Encouraging
- ▶ Positive
- ▶ Friendly

VOICE CHARACTERISTIC	DESCRIPTION	WRITING TIPS
Empowering	Our goal is to instill our audience with the power and self-determination to succeed.	<p>Motivate the audience to consider a different (positive) perspective.</p> <p>Pepper in inspiring words of encouragement and possibility.</p> <p>Avoid disempowering language, e.g. “You should,” “You need,” “You can’t.”</p> <p>Make people feel worthy and respected rather than someone looking for a handout. Instead of talking about “welfare” (this sounds like a handout), refer to “the program.”</p> <p>Look for verbs and adjectives that include some emotional connotation or evoke a strong mental image of possibility.</p> <p>Example: Ready to make a better life for your family? You can! Our program is here to help.</p>



# Defining Our Hero



**THE LOW-INCOME PARENT**



**THE LEGISLATOR, STATE OFFICIAL  
& POLICY INFLUENCER**

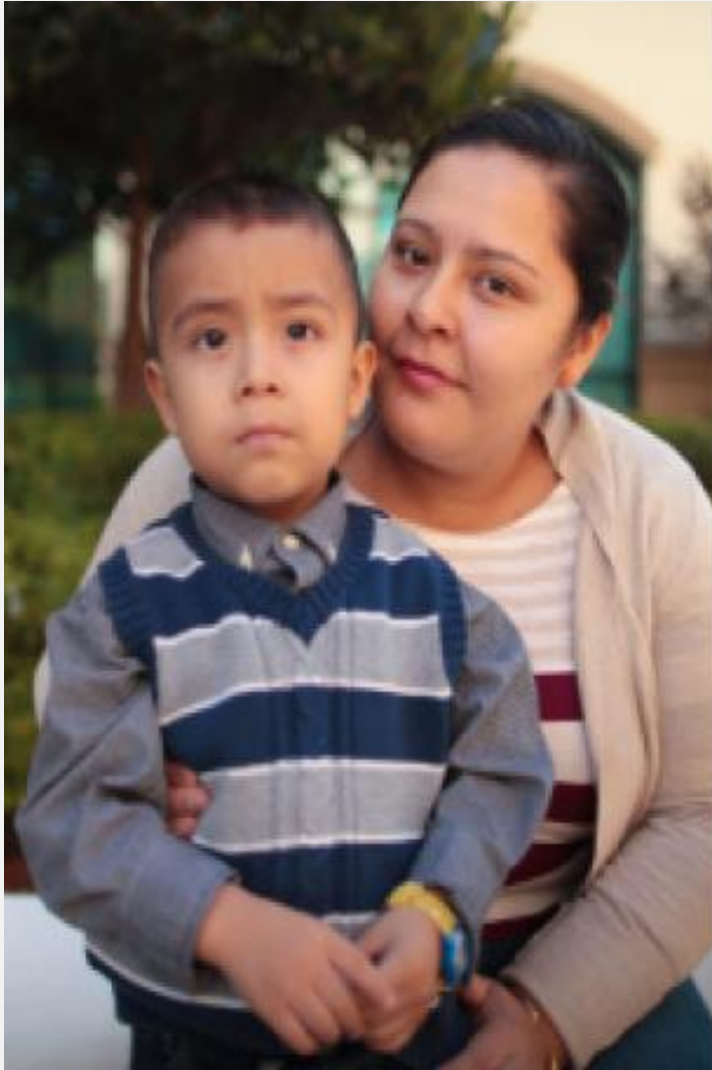


**THE CURRENT /  
PROSPECTIVE PROVIDER**



**THE CAPPa MEMBER  
AGENCIES**

# Hero: Low-Income Parent



Name: Susie Ramirez

Age: 26

Location: South Central Los Angeles

Family: Married, with 2 children (4 years old, 2 years old)

Education: High school diploma

Job: Sales clerk, Circle K

## ABOUT:

Suzie is a dedicated mom who wants the best for her family. But the reality isn't that easy. She works full time as a sales associate at Circle K, 40 minutes away from her home, while her husband works nights. Juggling her work needs with her kids is tough. She wants the best for them but she's been using a family home child care center an hour away because it is all she can afford. The hours aren't as good as she would like and she is often left trying to find an alternative if she is put on the later shift.

Suzie has explored welfare and support options but it is confusing to decipher the complicated programs with all of their contingencies and payment terms. She felt like she was

on her own to work it out and if she asked for help from the program staff, she was going to be treated in a certain way.

## HER PROBLEM:

Suzie and her husband are stuck. She wants their life to be better, she wants their days to be easier, and she wants them to be better off financially, but she has limited resources to make that happen.

## EMOTION SHE WANTS TO BUY:

She wants to buy hope — for a better future and a better life for her family. She wants to buy a sense that she matters and her family matters.

## GOALS:

- Get better support for her family
- Feel like she matters
- Easily understand the program and all the fine print
- Connect with the program over her phone

# Logo



**alternative  
payment  
program**

Logo



**alternative payment program**  
lifting up children & families

Tagline Logo



**alternative  
payment  
program**

lifting up children & families

Tagline Logo

# Art Direction – Typography

## 1) CUSTOM MONOGRAM

2) HEADLINE Poppins Semibold

3) SUBHEAD Roboto Slab Bold

4) BODY COPY Poppins Light

5) URL Roboto Slab Bold

AaBbCc01234

### Poppins Family

Poppins is a Google free type family that can be used trademark and license free on print and screen applications. It is available for download at the link below:

<https://fonts.google.com/specimen/Poppins>

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### Roboto Slab Family

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## 2 California's Flexible Child Care Assistance Program

### 3 Children learning, parents earning, communities growing.

4 Child care is expensive and can be a barrier for working parents reaching their goals. Our program provides parents access to resources and affordable child care of their choosing, placing families on the path to self-sufficiency and prosperity. In essence, we don't offer handout, we offer hand-ups.

5 [cappaonline.com](http://cappaonline.com)

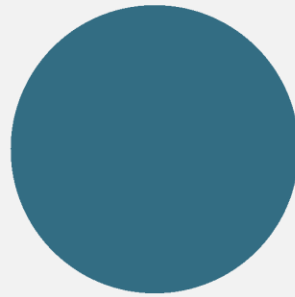
# Art Direction – Colors



**Sun** (gradient)

**PRIMARY**

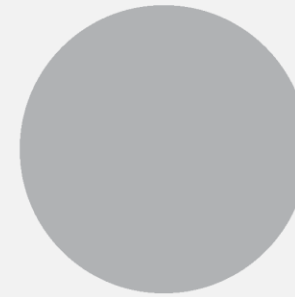
CMYK N/A  
RGB N/A  
HEX N/A



**Slate Blue**

**PRIMARY**

CMYK 50/0/0/60  
RGB 52/108/129  
HEX #346C81



**Warm Gray**

**NEUTRAL**

CMYK 0/0/0/36  
RGB 175/177/180  
HEX #AFB1B4



**Green**

**SECONDARY**

CMYK 53/0/100/0  
RGB 133/196/65  
HEX #85C441



**Orange**

**SECONDARY**

CMYK 0/50/100/0  
RGB 247/148/29  
HEX #F7941D



**Sky**

**SECONDARY**

CMYK 56/0/17/0  
RGB 99/201/213  
HEX #63C9D5



# AP Brand Framework

## Lifting up Children & Families

California's Flexible Child Care  
Assistance Program



**Children learning  
parents earning,  
communities growing.**

Child care is expensive and can be a barrier for working parents reaching their goals. Our program provides parents access to resources and affordable child care of their choosing, placing families on the path to self-sufficiency and prosperity. In essence, we don't offer handout, we offer hand-ups.

[learn more at cappaonline.com](https://cappaonline.com)

# Imagery Library



**Children Learning, Parents Earning.**





**Children Learning, Parents Earning.**



**Children Learning, Parents Earning.**





**Lifting up Children and Families**



**Children Learning, Parents Earning.**

# Supporting All Working Parents



Set Schedule



Training Schedule



Variable Schedule



Overnight Schedule



# APP One Pager



## Lifting Up Children and Families

California's Flexible Child Care  
Assistance Program

### Child care is expensive.

Every family should have the opportunity to succeed. However, with the high cost of child care impacting the household budget, families face a significant challenge in reaching their goals. Without access to affordable and reliable care, many families face difficult choices about where, or if they should leave their children while they go to school, work, or seek employment.



### The Alternative Payment Program (APP) gives families the opportunity to succeed.

APP is an opportunity-driven program that empowers families to escape poverty and become self-sufficient. It helps families secure quality child care and education for their children 0 through 12 years of age. More importantly, families can choose the child care provider, location and schedule that works best for their needs.

**When families can secure quality child care, the entire community wins.**

#### Nurture children

Children blossom when they receive the resources they need to prepare them for success in school and life.

#### Empower parents

When parents no longer have to worry about child care, it's easier to secure and maintain steady employment or go back to school to further their education and pursue professional goals.

#### Increase workplace productivity

Employers benefit from having more reliable employees who don't miss work due to child care issues.

### Providing the services and resources to get families on their path to success.



#### Reimburse the cost of child care

The APP allows families the flexibility to choose a child care setting that is right for them. The APP helps pay for child care in the following settings: State Licensed Family Child Care Home or Licensed Center, as well as an unlicensed provider such as a family member, friend, or neighbor.



#### Educate parents

By partnering with other resource and referral agencies, APP educates parents about the benefits of quality child care and how to select the best provider for their children.



#### Refer other services

APP case workers already have built relationships with families and can refer them to other services in their community that will help them succeed.

### Here's how it works.

#### 1. Eligible Parent Applies

Families who are eligible apply for the Alternative Payment Program

#### 2. Parent Selects Eligible Child Care Provider

Parents can select the provider that works best for their needs.

#### 3. Child Care Begins

Families are approved for 12 months and can recertify annually.

#### 4. Reimbursement

Each month the APP pays the child care provider on behalf of the parent.

### Impactful results: The APP helps everyone win.

The APP helps families break the cycle of poverty and supports them to get back on their feet and maintain financial stability.



#### Children learning

Children receive reliable, stable, high quality child care where they can learn and grow throughout their formative years.



#### Parents earning

Parents no longer have to worry about securing quality child care. They have more success in their jobs and can stay focused on working towards their goals.



#### Communities growing

The community is full of thriving families who no longer have to continuously depend on social welfare services.

### Stable funding is key to succeed.

You can help the APP by supporting continued state government funding for this effective program. Your support ensures we help parents break the cycle of poverty.

But it needs to happen now. Investing in a child's early years can be the difference between a healthy start and never catching up.



*"Lack of access to quality child care is a significant barrier to the economic wellbeing of many struggling working families. Providing California's working families a hand up increases their chances for upward mobility, while providing quality care for their children."*

— Assemblymember Susan Talamantes Eggman (D-Stockton), Acting Interim Chair of the LWC.



# APP Infographic

## Lifting Up Children and Families

### The APP Problem and Impact in Numbers

#### The Problem



Child care is  
**2nd Highest Expense**  
For families with an income of \$1,300/month, child care is the 2nd highest expenditure.<sup>1</sup>



**2 million**  
or 22.8% of California's children live in poverty, the highest rate in the nation.<sup>2</sup>



30% of California workers make less than **\$12.50/hr** and have trouble making ends meet.<sup>3</sup>



**40%**  
of subsidized child care slashed  
Since the 2008 Great Recession, subsidized child care and development programs have been slashed by 40% (inflation-adjusted)<sup>4</sup>



**87%**  
of 1.5 million children not served  
In 2015, 87% of the 1.5 million children eligible were not served due limited state funding.<sup>5</sup>

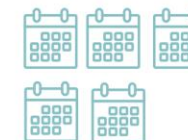
#### Our Impact



**13%**  
return on investment  
Every \$1 invested in high-quality birth-to-five programs for disadvantaged children delivers a 13% annual return on investment.<sup>6</sup>



**500,000**  
children and over served by APPs  
Since 1977, Alternative Payment Programs (APPs) have served over 500,000 children and 281,000 families throughout California.<sup>7</sup>



**3.4–5.2 years**  
average length of families supported by APP  
The APP supports families for an average of 3.4–5.2 years.<sup>8</sup>



**75 agencies in California**  
with APP contracts  
Each county has at least one APP agency, larger counties have more.<sup>9</sup>



**\$1,000 to \$1,800**  
toward the cost of child care  
Child care subsidies can provide up to roughly \$1,000 to \$1,800 per month toward the cost of child care for single parent families with qualifying incomes.<sup>9</sup>

### Stable funding is the key to success.

You can help the APP by supporting continued funding for this effective program. Your support ensures we help parents break the cycle of poverty. But it needs to happen now. Investing in a child's early years can be the difference between a healthy start and never catching up.

1. <https://calbudgetcenter.org/wp-content/uploads/Making-Ends-Meet-12072017.pdf> 2. <https://edsources.org/2018/child-poverty-drops-in-california-but-is-still-the-nations-highest/> 3. <https://lao.ca.gov/LAOeconTax/article/detail/2234> 4. Citation: <https://calbudgetcenter.org/resources/enrollment-subsidized-child-care-development-programs-varies-race-ethnicity/> OR Citation: [https://calbudgetcenter.org/wp-content/uploads/33114\\_Starting\\_Strong.pdf](https://calbudgetcenter.org/wp-content/uploads/33114_Starting_Strong.pdf) 5. <https://calbudgetcenter.org/resources/h-2-million-california-children-eligible-subsidized-child-care-not-receive-services-state-programs-2015/> 6. <https://heckmanequation.org/resource/research-summary-lifecycle-benefits-influential-early-childhood-program/> 7. <http://www.cappaonline.com/about-cappa> 8. <http://www.cappaonline.com/about-cappa> 9. <https://calbudgetcenter.org/wp-content/uploads/Making-Ends-Meet-12072017.pdf> 10. Based on 2014 CAPPa member survey. Retrieved from [www.cappaonline.com](http://www.cappaonline.com)



# Examples

How to use APP branding at your agency



# Agency Letterhead



SISKIYOU CHILD CARE COUNCIL, INC.

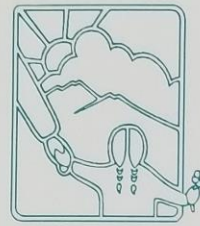
170 Boles Street • P.O. Box 500 • Weed • California • 96094

Offices: (530) 938-2748 • Center: (530) 938-2793

Fax: (530) 938-2741



lifting up children & families



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alternative payment program  
lifting up children & families

# Agency Handout



**alternative  
payment  
program**

lifting up children & families

# Agency Flyer

**CDA** Alternative Payment  
Program



Children Learning,  
Parents Earning.

## Need Help Paying For Child Care?

Parents who are currently receiving or have received CalWORKS cash aid assistance within the last 24 months may be eligible for free or reduced cost child care services.

### The Alternative Payment Program Is Here to Help!

- Maintain a stable schedule so you can create a better life for you and your family
- You choose the best provider for your needs
- Child care services for children 0-12 years of age
- Services throughout San Diego County

### Find Out If You're Eligible

Visit: [www.cdasd.org/families](http://www.cdasd.org/families)

Call: (619) 427-4411 ext. 1400

**CDA**  
Child Development Associates



Children Learning,  
Parents Earning.

## Need Help Paying For Child Care?

Parents who are currently receiving or have received CalWORKS cash aid assistance within the last 24 months may be eligible for free or reduced cost child care services.

### California's Flexible Child Care Assistance Program Is Here to Help!



alternative  
payment  
program

- Maintain a stable schedule so you can create a better life for you and your family
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# Social Media Sample Posts



# Group Activity

- ▶ In small groups answer the following questions:
  1. What did you learn today?
  2. What are the tools/resources you currently use to explain the Alternative Payment Program and your agency's story?
  3. How can you implement the tools/resources you learned today in your agency?
- ▶ Share with the full group your top 2-3 ideas

# Questions?

