



# FAMILY EMPOWERMENT LISTEN4GOOD REPORT

A OUTCOMES REPORT

**FY 23/24**

*For period November 7-January 15<sup>th</sup>, 2024*

**RESEARCH & EVALUATION**

Karen Armknecht, MBA

Andrew Arvizu

**February 12<sup>th</sup>, 2024**



**CHICANOS  
POR LA CAUSA**

## Contents

<u>3</u>	Background & Methodology
<u>5</u>	Executive Summary
<u>6</u>	Net Promoter Score
<u>8</u>	Typical Family Empowerment Client
<u>9</u>	Demographics
<u>10</u>	Staff Satisfaction
<u>12</u>	Client Services
<u>14</u>	Barriers & COVID-19
<u>17</u>	Appendices



TO RETURN TO TABLE OF CONTENTS



# BACKGROUND AND METHODOLOGY



## EXECUTIVE SUMMARY

### **Program Background**

The Family Empowerment program consists of CPLC's Community Center, Central Park and Family Assistance programs. The Community Center provides critical safety-net resources to surrounding families such as afterschool programs and food boxes. Central Park's program offers youth and adults programs, family assistance services, and food boxes. CPLC's Family Assistance program provides emergency services such as APS assistance, rental assistance, gas and funeral assistance to name a few. The FE programs recognize the needs of the community and provide services and resources that give clients a sense of community to then in turn empower themselves and their community. All services received are intended to meet clients where they are at on their journey to then lead to self-empowerment and self-improvement.

### **Study Background and Funding History**

In 2017, CPLC Research and Evaluation (R&E) was awarded a "Listen 4 Good" evaluation capacity building grant from the Fund for Shared Insight and the Virginia G. Piper Foundation. In 2021, Virginia G. Piper funded a continuation of this grant to reengage previous grant recipients to allow for additional employees to become experts of the L4G feedback loop. R&E partnered with the CPLC Community Center, CPLC Central Park and CPLC Family Assistance programs to complete two feedback loops beginning in 2021 and ending in 2023. Since the program began, over 200 organizations have been awarded grants thereby providing ample data to calculate a benchmark index to compare the services CPLC provides to other like organizations in the nonprofit sector.





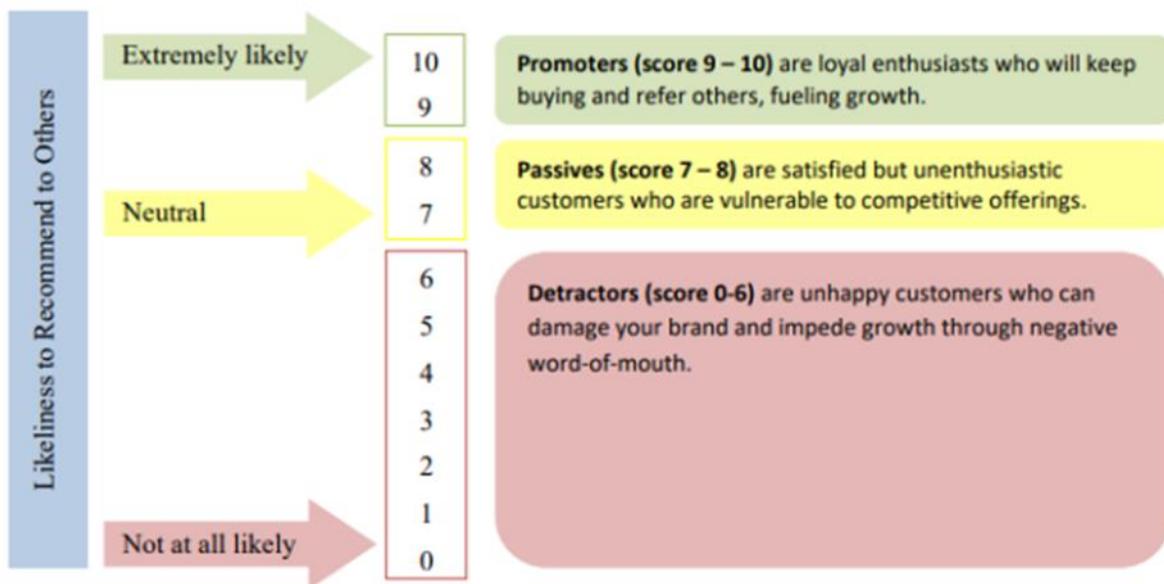
## EXECUTIVE SUMMARY

### Methodology

Conversations were held between CPLC R&E and the Family Empowerment (FE) staff to understand the scope and depth of the program. R&E and the FE teams collaborated to design, administer and collect the surveys. FE staff provided English and Spanish paper copies of the surveys to guests receiving services. Also, bi-lingual flyers with QR codes and links were posted in the receptionist/waiting areas. The surveys were printed and manually entered in excel spreadsheet and analyzed on Tableau. The open-ended questions were coded into like categories. In total, 196 surveys were collected from 11/7/23-1/15/24 from three FE sites: CPLC Community Center (129), Family Assistance (47) & Central Park (20) (Spanish 114, English: 82).

The Fund for Shared Insight's purpose is to advance the practice of feedback loops in the social sector using the Net Promoter Score, a metric that serves as a proxy for client satisfaction. The diagram below visually depicts how the Net Promoter Score is calculated.

### Net Promoter Score Scale





## EXECUTIVE SUMMARY

### Conclusions

#### Client satisfaction

- Family Empowerment reported a high NPS score of 92/100, which exceeded the Human Services benchmark based on over 200 nonprofits by +26 percentage points. (2023: 92, 2022: 94)
  - A high NPS score equates to clients being more likely to speak highly of CPLC to friends and family.
- For three consecutive years, FE clients have expressed a high satisfaction with their needs being met.
  - An impressive 88% of clients reported their needs being met either “very well” or “extremely well”. (2023: 88%, 2022: 84%)

#### Client stressors and barriers due to COVID

- Clients are still experiencing residual effects of COVID and often face challenges in accessing basic necessities.
- Many clients reported operating hours (43) and transportation (21) as their top two barriers when accessing resources.
- Because of CPLC resources, clients reduced their expenses on groceries and daycare and were able to use that money elsewhere.
  - Clients “agree” or “strongly agree” that CPLC enables them to meet other essential needs through services received (68%).

#### Demographics

- The typical FE client interviewed is a middle aged, Hispanic woman who lives in a household with more than 4 people, staying consistent with previous reported demographics.

#### Next steps and recommendations

- Implement a strategy to track length of time for services provided
- Qualitative research among Community Center’s Senoras/Promotoras to better understand the barriers to accessing services and get a pulse on client satisfaction.
- Add and edit questions in the survey to better capture services and outcomes
  - Add a question on household composition to the demographics
  - Add “WhatsApp” option to preferred method of communication
- FE and R&E to continue collaborating for future program evaluations and recommendations



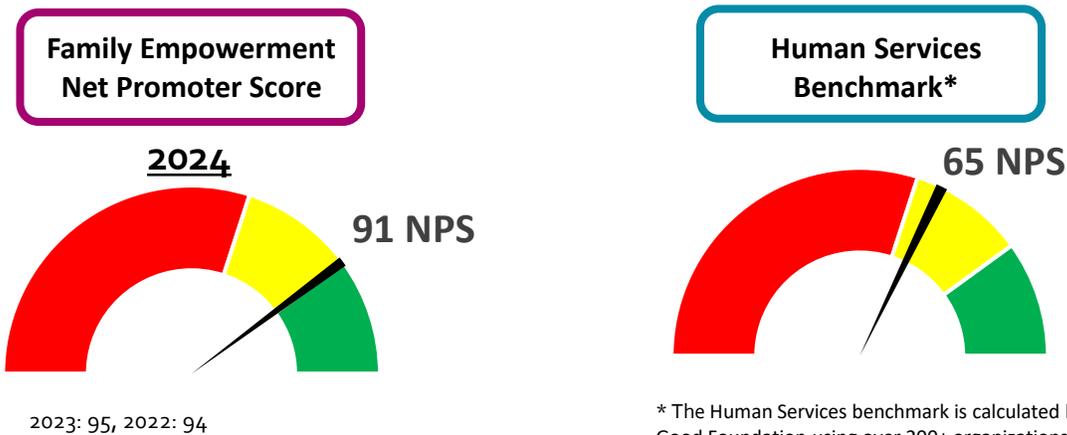


# CLIENT SATISFACTION

## Net Promoter Score (NPS)

The NPS score measures customer loyalty by looking at their likelihood to recommend. A high NPS score equates to clients being more likely to speak highly of CPLC and recommend the Comm Centers to friends and family.

**For three consecutive years, over 9 out of 10 Family Empowerment (FE) clients recommend FE, consistently exceeding the industry benchmark**



\* The Human Services benchmark is calculated by the Listen 4 Good Foundation using over 200+ organizations score tshat provides similar services to Family Empowerment.

## Verbatims

In the survey, clients were provided the opportunity to provide feedback about what they enjoy about the Family Empowerment program. Responses were then categorized into relevant themes for comprehensive analysis.

### **“What is CPLC good at?”**

#### Helping families/Contributes to the community...71% (126/177)

*“The respect for financial hardship. The quickness of help and follow up to assure communication is established”*

*“It's my first time here, but what I have learned is that you are excellent in helping the community.”*

*“I like that you are always helping and supporting the Latino community, advice and good support.”*

#### Providing specific services/resources... 25% (45/177)

*“CPLC helps community members within their ability and availability of funds. If they cannot assist, they will provide resources. Other agencies, etc.”*

*“I help me with art therapies for my daughter. And diagnosis of hyperactivity and autism. They also assisted me with emergency AHCCCS.”*

*“Helps families with food and kids with school supplies. When I was younger the only school supplies. I would get was from CPLC because my family couldn't afford.”*

#### Staff are friendly and helpful... 4% (6/177)

*“It is good in that all the workers are very kind and attentive and above all they care about the needy families.”*

*“In the help they offer in the friendliness they have in receiving people”*

*“[FE Staff] Making you feel welcome, good resources”*



## CLIENT SATISFACTION

### Verbatims

In the survey, clients were provided the opportunity to provide feedback on areas of improvement within Family Empowerment. Responses were then categorized into relevant themes for better analysis of the clients needs.

### **“What could CPLC do better?”**

#### Nothing/Everything is fine...61% (75/122)

*“For me they do everything the best they are very attentive and helpful.”*

*“I think it has all the services we families need.*

*“Continuing to help with pantries is a great help”*

#### Specific services requested... 28% (34/122)

*“Phone lines. Being able to talk to someone to ask questions, not just operators.”*

*“Change the voicemail box and phone system”*

*“Trainedo more fruits and programs (workshops)”*

*“More assistance or services health, teaching classes”*

*“Providing care for children under 4 years of age”*

#### More marketing/More locations/More info provided... 3% (4/122)

*“Extend amount of times for the food drives”*

*“Public information, more events”*

*“Expand the center”*

#### Miscellaneous... 7% (9/122)

*“Less wait times”*

*“I would like to work for Chicanos Por La Causa”*



## DEMOGRAPHICS

### The typical Family Empowerment Client

- 35-44 years old
- 85% Female (2023: 92%, 2022: 88%)
- 88% Hispanic (2023: 90%, 2022: 92%)
- HH size of 5+



## DEMOGRAPHICS

### Client Needs

Approximately thirty eight percent of clients fall within the age range of 35-44, and 88% of clients are Hispanic. Ninety one percent of clients reported living in a large household with “3-4” or “5+” people, which makes FE’s household size larger than that of Arizona’s average Hispanic household size of 4 [1]. The smaller sample size is reflective of the larger population served throughout Family Empowerment.

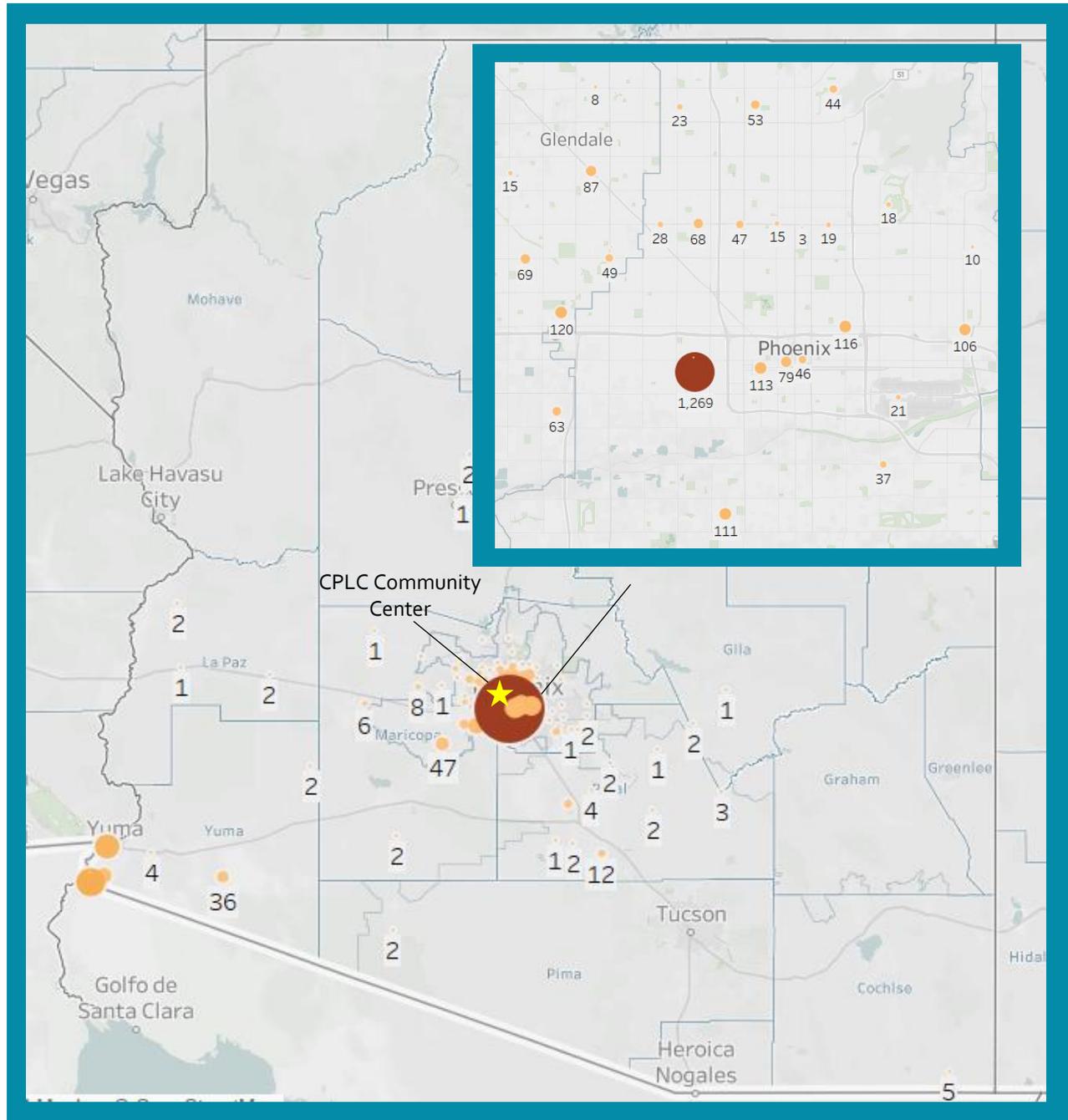
Overall, many of the demographic variables have remained consistent, with a slight decrease observed in household size and clients aged 24 and younger. A nearby Workforce Solutions program closed resulting in older clients coming to the Community Center for similar services. In FY 24/25, FE plans to return its focus to serving youth through extracurricular activities and the new Amancer program funded by AHCCCS. The Amancer program is the Phoenix version of CPLC’s Tucson Nahui Ollin Wellness Program (NOWP).

	2024	2023	2022
Age (n=188)	18-24: 5% 25-34: 24% 35-44: 38% 45-54: 18% 55+: 16%	18-24: 11% 25-34: 28% 35-44: 40% 45-54: 13% 55+: 9%	18-24: 20% 25-34: 20% 35-44: 38% 45-54: 13% 55-64: 8%
Ethnicity (n=186)	Hispanic: 88% White: 3% Black or African American: 6% Native American: 2% Asian & Native Hawaiian, Middle Eastern: 3%	Hispanic: 90% White: 2% Black or African American: 3% Native American: 4% Asian & Native Hawaiian: 3%	Hispanic: 92% White: 5% Black or African American: 2% Native American: 1%
Gender (n=189)	Female: 85% Male: 14% Prefer not to self-describe: 1%	Female: 92% Male: 8%	Female: 88% Male: 10% Prefer not to self-describe: 2%
Household Size (n=188)	Only me: 2% 2 people: 7% 3-4 people: 42% 5+ people: 49%	Only me: 2% 2 people: 3% 3-4 people: 30% 5+ people: 65%	2 people: 4% 3-4 people: 30% 5+ people: 66%

[1]: <https://www.census.gov/quickfacts/fact/table/AZ/PSTo45223>



## ZIP CODE OF DIRECT CLIENTS SERVED



### FE client zip codes

- Top 5 zip codes
  - 85009: Phoenix
  - 85007: Phoenix
  - 85364: San Luis
  - 85349: Yuma
  - 85006: Phoenix
- Over 1,000 clients live in the same zip code as the Community Center (85009)

*The following data is pulled from three FE programs in FY22/23 (CPLC Community Center, Central Park, Family Assistance)*



# STAFF SATISFACTION AND CLIENT NEEDS

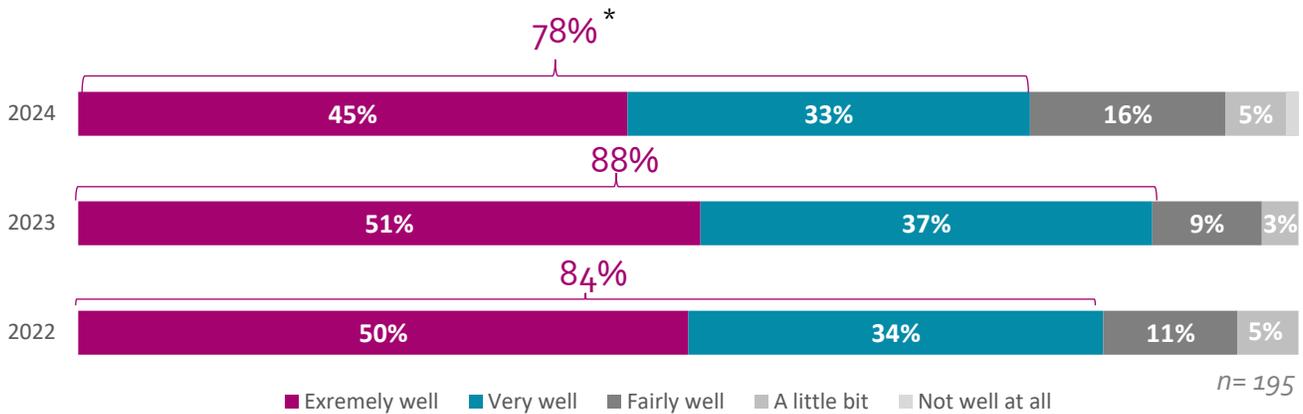


## CLIENT NEEDS AND CPLC STAFF

### Client Needs

The FE program prioritizes clients needs and strives to achieve a high level of satisfaction. For three consecutive years, FE clients have expressed high satisfaction with their needs being met. Seventy eight percent of clients reported that their needs were met either "extremely well" or "very well", while only 1% of clients indicated that their needs were not met.

### Close to 8 out of 10 clients feel CPLC has met their needs "Extremely well" and "Very well"



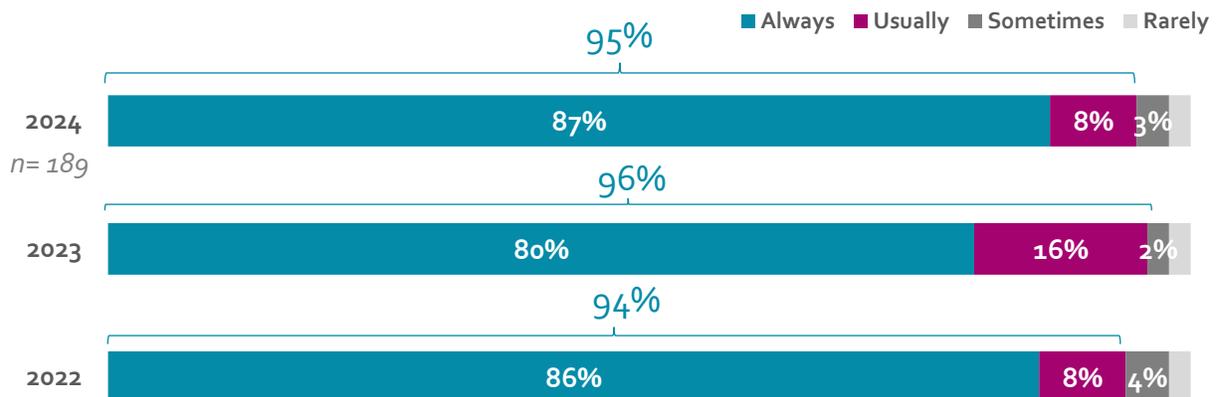
Clients were asked, "Overall, how well has CPLC met your needs?"

\*: Significant at a 95% confidence level

### Respect from CPLC staff

Establishing strong client relationships is crucial for CPLC programs as it creates trust and reliability within the community. The FE program focuses on effective communication and positive relationships with its staff, with an emphasis on treating clients with respect, as reported by most clients (95%).

### For the third consecutive year, 9.5 out of ten clients report "staff treat them with respect"



Clients were asked, "How often do staff at CPLC treat you with respect?"



# CLIENT SERVICES

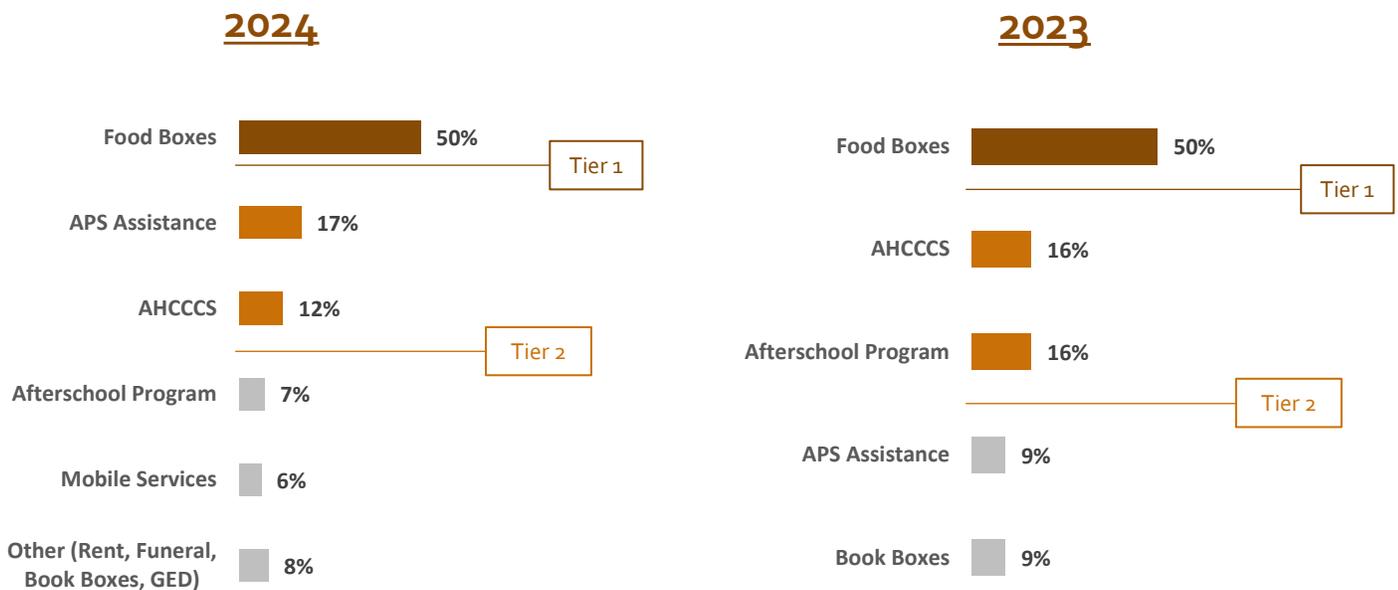


## SERVICES PROVIDED AND METHOD OF COMMUNICATION

### SERVICES RECEIVED

The Family Empowerment program provides a wide range of resources from GED classes for adults to afterschool programming for students. Overwhelmingly, one out of two clients reported receiving Food Boxes (50%), highlighting the struggles of food insecurity within the communities. APS Assistance (17%) and AHCCCS (12%) are distant second making up tier 2 of services received. The FE programs are designated St. Mary's food bank providers (Carl Hayden and Central park). Observations by FE staff indicate that clients are going to multiple FE sites to receive food boxes.

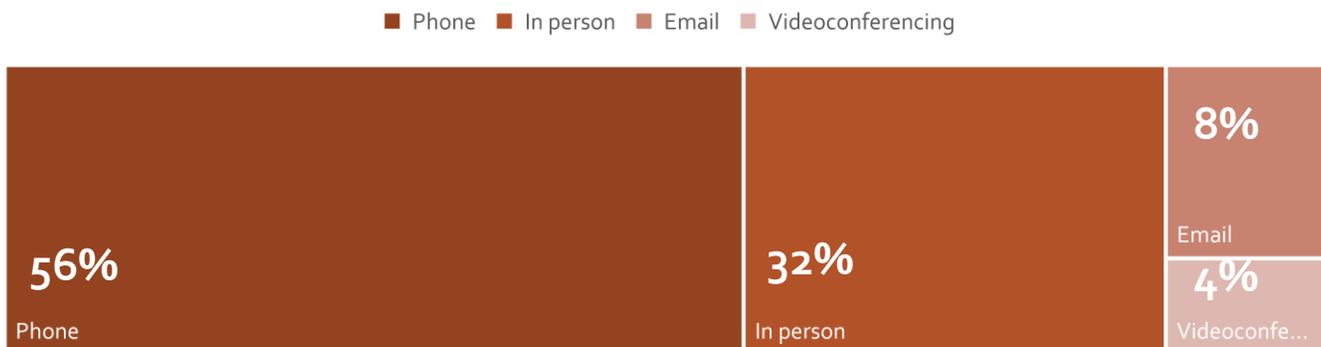
**One out of two clients received a food box, highlighting the problem of food insecurity within the community**



*Clients receiving food boxes at the center and their homes received a flyer with a survey QR code and link*

### PREFERRED METHOD OF SERVICE DELIVERY/COMMUNICATION

For three consecutive years, clients prefer accessing services over the phone. Two out of three clients prefer receiving services virtually rather than in person. To reach clients virtually, the Director of Family Empowerment implemented WhatsApp to communicate with clients.



*Clients were asked, "How do you prefer to access CPLC services at this time?"*

*n= 185*



# BARRIERS AND COVID19



# OUTCOMES

## CLIENT BARRIERS

CPLC clients often face challenges in accessing basic necessities and essential resources to improve their physical and mental health. For three years in a row, clients reported operating hours and transportation as their top two barriers to CPLC services. In order to meet client needs, FE management changed operating hours and offered reduced bus passes for the week.

### Top 3 client barriers

- 1) **31%** Operating Hours  
(43/140)
- 2) **15%** Transportation  
(21/140)
- 3) **11%** Language  
(15/140)

The timing preferences for Adult Education and Community workshops are nearly evenly divided, with 53% of participants expressing a preference for daytime sessions and 47% reporting a preference for sessions after 5pm.

n= 140

n= 156

Clients were asked, "What barriers, if any, have kept you from accessing CPLC services? (check all that apply)"

Clients were asked, "Do you prefer Adult Education & Community Workshops during the day or after 5pm?"

"Extend hours, be more accessible"

"Expand the Community Center"

"Expand the capacity to serve and help more people"



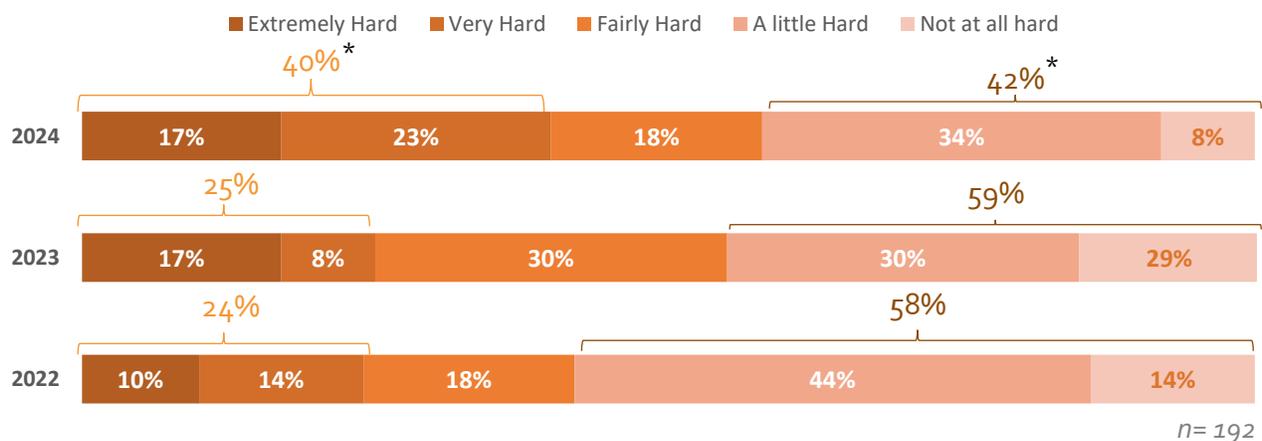


# OUTCOMES

## BASIC NECESSITIES

Due to the decrease in rental assistance and the expiration of eviction moratorium, the ability to pay for essential needs like housing has become increasingly difficult, commonly referred to as the housing “cliff”. Furthermore, the lack of basic necessities such as food and medical care may impact a clients physical and mental well-being, leading to a decline in overall health. Four out of 10 clients reported paying for basic necessities is “very hard” or “extremely hard”, a significant increase from 2023.

***In 2024, 40% of clients reported it is “extremely hard” or “very hard” to pay for basic necessities, the highest since 2022***

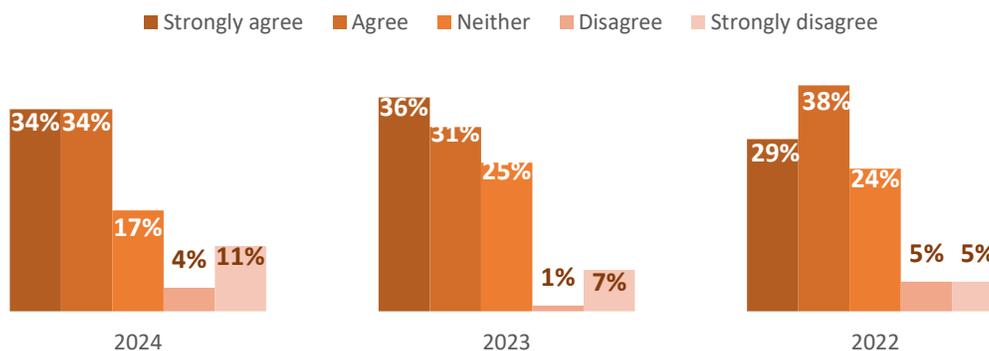


Clients were asked, “In the last 12 months, how hard has it been for your household to pay for the basics, like food, housing, medical care, and heating?”

\*: Significant at a 95% confidence level

## CLIENTS ABILITY FOR OTHER BASIC NEEDS

Clients consistently “agree” or “strongly agree” that CPLC enables them to pay for other essential needs (68%). This is clear as clients may have been able to reduce their expenses on groceries and daycare, to name a few, through the provision of food boxes and after-school programs.



Clients were asked, “To what extent do you agree with the following statement: Receiving CPLC services increased my ability to pay for other basic needs expenses.”

n = 186



## APPENDIX

1) How likely is it that you would recommend Chicanos Por La Causa (CPLC) to a friend or family member?

NOT AT ALL LIKELY					EXTREMELY LIKELY					
0	1	2	3	4	5	6	7	8	9	10

2) What is CPLC good at?

3) What could CPLC do better?

4) Overall, how well has CPLC met your needs?

- Not well at all
- A little bit
- Fairly well
- Very well
- Extremely well

5) How often do you staff at CPLC treat you with respect?

- Never
- Really
- Sometimes
- Usually
- Always

6) In the last 12 months, what services have you received from CPLC? (Check all that apply)

- AHCCCS/Substance abuse prevention
- Afterschool program
- APS assistance
- Book boxes
- Food boxes
- Funeral benefits
- GED/ESL
- Mobile services (outreach flyers)
- Rental assistance
- SNAP
- Other (please specify) \_\_\_\_\_



## APPENDIX

6) In the last 12 months, what services have you received from CPLC? (Check all that apply)

- AHCCCS/Substance abuse prevention
- Afterschool program
- APS assistance
- Book boxes
- Food boxes
- Funeral benefits
- GED/ESL
- Mobile services (outreach flyers)
- Rental assistance
- SNAP
- Other (please specify) \_\_\_\_\_

7) How do you prefer to access CPLC services at the time? (check all that apply)

- Videoconferencing (e.g. Zoom, google meet, facetime, etc.)
- Phone
- Email
- Text
- In-person
- Other (please specify): \_\_\_\_\_

8) What barriers, if any, have kept you from accessing CPLC services? (check all that apply)

- Hours
- Language
- Location
- Transportation
- Fear of exposure to COVID19
- Not interested in these services
- Not in need of these services
- Other (please specify): \_\_\_\_\_

9) To what extent do you agree/disagree with the following statement: "Receiving CPLC services increased my ability to pay for other basic needs expenses"

- Strongly disagree
- Disagree
- Neither agree or disagree
- Agree
- Strongly agree

10) In the last 12 months, how hard has it been for your household to pay for the basics, like food, housing, medical care and heating?

- Not at all hard
- A little hard
- Fairly hard
- Very hard
- Extremely hard



## APPENDIX

11) How stressed are you due to the pandemic?

- Not at all
- A little bit
- Somewhat
- Quite a bit
- Very much

12) How many people live in your household (including you)?

- Only me
- 2 people
- 3-4 people
- 5 or more people

13) What is your age?

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55 and older

14) Gender: How do you identify?

- Man
- Non-binary
- Woman
- Prefer to self-describe

15) Race/Ethnicity: How do you identify? (check all that apply)

- Asian or Asian American
- Black or African American
- Hispanic or Latino
- Middle eastern or North African
- Native American or Alaska Native
- Native Hawaiian or other Pacific Islander
- White
- Another race or ethnicity, please describe below: \_\_\_\_\_



RESEARCH & EVALUATION DEPARTMENT

**CPLC RESEARCH & EVALUATION**

1122 East Buckeye Road

Suite B-4

Phoenix, AZ 85034

**KAREN ARMKNECHT, MBA**

Vice President, Research & Evaluation

**Andrew Arvizu**

Research & Data Analyst