

EAST END

Case Study: East End - Breaking the Cycle of Generational Poverty

East End is a nonprofit organization dedicated to a mission of building a prosperous, caring, and healthy community that nurtures and supports disadvantaged children and their families towards success. Their primary goal is to break the cycle of generational poverty that has long plagued the east side of Dayton, Ohio.

By serving approximately 5,000 unduplicated individuals annually, East End provides a wide range of services to children, adults, and families of all ages, genders, and ethnicities within the community. Breaking the cycle of generational poverty is a multifaceted challenge that requires a holistic approach. East End recognized that the solution couldn't focus solely on the child or parent; it had to be a comprehensive effort involving both child and parent, with a focus on whole-family coaching. This approach aimed to interrupt the cycle of despair that had persisted in the community for generations.

LMK Advocacy partnered with East End to assist in developing crucial relationships with local, state, and federal elected officials. This collaboration was pivotal in gaining a deeper understanding of the community's needs and the services provided by East End. LMK Advocacy played a crucial role in advocating for East End's mission and initiatives, ultimately leading to the organization securing significant funding from various sources.

As a direct result of the strategic advocacy efforts led by LMK Advocacy, East End successfully secured substantial funding from multiple government entities, including:

- **City of Dayton:** East End secured \$750,000 in funding from the City of Dayton, enabling them to expand their programs and reach more individuals in need within the community.
- **Montgomery County:** Montgomery County also recognized the importance of East End's mission and contributed an additional \$750,000 to support their initiatives, further bolstering their efforts to break the cycle of poverty.
- **State Capital Budget (2022):** East End received a grant of \$450,000 from the State Capital Budget in 2022. This funding injection allowed them to invest in critical infrastructure and resources to better serve their community.
- **Congressional Support:** Congressman Mike Turner (R-Dayton) presented \$1 million to East End Community Services to help the organization in its mission to educate and help members of the community during difficult times.

The impact of this funding has been profound. East End can now expand and enhance its programs and services, reaching more individuals and families in need. The funding has enabled them to provide vital resources, educational opportunities, and support systems to break the cycle of generational poverty in the east side of Dayton. With the ongoing support and advocacy efforts by LMK Advocacy, East End is well-positioned to continue its mission of transforming the lives of disadvantaged children and families. The organization will use the secured funding to create lasting change and break the cycle of generational poverty in their community, ultimately leading to a more prosperous and caring future for all residents.