



**2021:**  
**Sparking Change**  
**with the Launch of**

 **social current**  
Activating the Power of the Social Sector

With the Boards from the Alliance for Strong Families and Communities and the Council on Accreditation voting to move forward with a merger in December of 2020, 2021 marked a momentous year for the two organizations as we worked to come together and form **Social Current**. This was the start of something big.

In launching Social Current, we engaged the social sector to join with us as we leverage a whole new currency—the currency of impact, of purpose, of equity, and of action—that will spark real change in our sector and our nation. Together we will create a unified, intrepid, just, and purposeful network that propels the sector and our field forward.

While we spent a good part of the year focused on joining the forces of these two important legacy organizations, we also worked hard to engage our network and our partners to help shape our future. We're excited to share some of the key milestones from this eventful year, including the work to merge operations, develop Social Current's service offerings and brand, and launch to the world at our virtual event, SPARK 2021.

As we look back on 2021, we are grateful for the opportunities that were afforded to us. We thank our passionate staff, dedicated Board of Directors, engaged network, and committed partners for their support throughout the year. Together, we will continue our work to activate the power of the social sector and ensure an equitable society where all people can thrive.



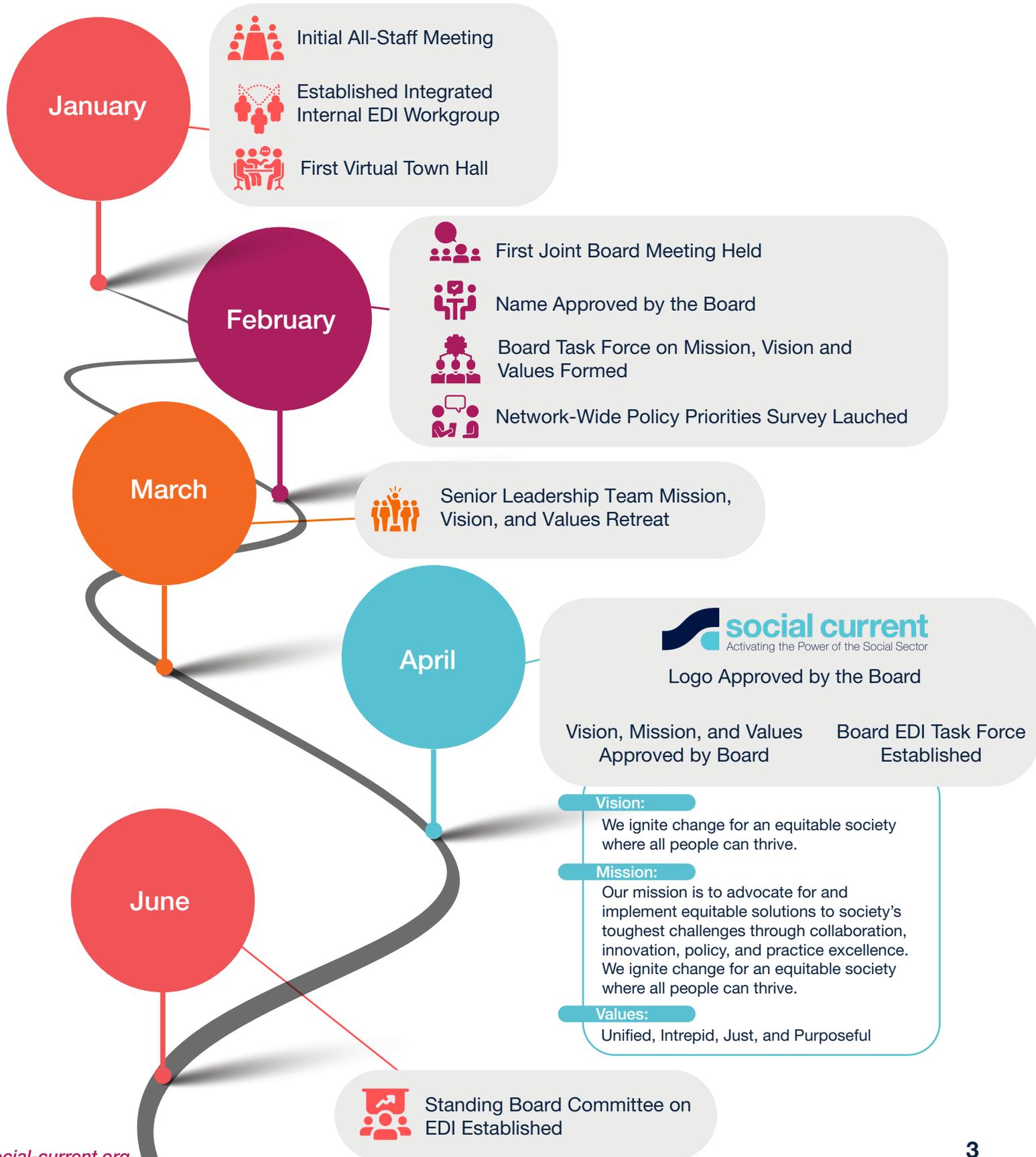
Best,

A handwritten signature in black ink, consisting of stylized, overlapping loops and a long horizontal stroke extending to the right.

Jody Levison-Johnson, PhD, LCSW  
President and CEO  
Social Current

# Organizational Integration and Launch

In 2021, the board and staff of the forthcoming organization worked diligently to merge the strengths of the two legacy organizations to form Social Current. **This timeline highlights internal and external milestones from this historic year.**





SPARK 2021 Registration Opened



Sector and Network-Wide Engagement Opportunities Survey Launched

August



- Teaser and Launch Campaign including Introduction Video Developed
- Teaser Campaign Launched to Create Buzz for SPARK 2021 and Launch
- Internal Launch of Social Current

September

Launch of the Social Current Website and Debut of E-newsletters, *The Current* and *Public Policy and Advocacy Radar*



SPARK 2021 Virtual Event

- 653 Registrations

Social Current Launch at SPARK 2021

October

SPARK 2021 was Social Current's time to shine! We designated our fall virtual experience as the launch of our new organization. The event was held Oct. 12-14 and featured high-profile headliners, cross-sector panels on key topics, and opportunities to get to know our new organization. President and CEO Jody Levison-Johnson kicked off the virtual experience by launching the new organization and revealing the much-anticipated name.

Following the opening, bestselling author Ibram X. Kendi guided participants in what it means to be an antiracist before rejoining Jody for a dialogue. Over the course of the three days, participants connected virtually to learn from experts and each other about how to advance their equity journeys at the individual, organization, and systems levels. To bring the event to a close, headliner Heather McGhee asked us to explore the devastating costs of racism—for everyone.

Over the course of the event, we engaged 609 participants from 204 different organizations as well as 20 sponsors.

November



Executive Leadership Institute in Chicago held in partnership with Loyola University—**First In-Person Social Current Event**

# Social Current Launched with Four Core Service Areas

In 2021, Social Current developed and refined its initial service offerings: **COA Accreditation, Engagement Packages, Learning Solutions, and Equity Consulting.**

## Learning and Learning Solutions

## Accreditation

## Equity, Diversity, and Inclusion

## Engagement Packages



Our webinars garnered **more than 3,500 participants**



Our learning solutions offered **19 courses**, trained **more than 700 professionals**, and distributed **more than 1,200 NASW CEUs**



SPARK 2021 engaged **609 participants** representing **204 organizations**

**30 participants** attended Social Current's first Executive Leadership Institute



**2021 COA Accreditation Standards Updates Released**



**570 Site Visits/ Reviews Completed** by Accreditation Operations



Across business lines:  
**55 organizations** became accredited,  
**324 organizations** were reaccruited

**19 total engagements** contracted in 2021



Three organizations contracted for work specifically **with their boards**



The majority of these contracts were for full engagement for staff/organization (assessments, EDI planning, implementation)



**Eight new organizations** purchased Engagement Packages and **178 renewed**

Social Current's **COA Measures Benchmarking Reports** and **2021 U.S. Human Services Workforce Trends and Compensation Study** were released. The Trend Report included newly added section on COVID-19.

# Practice Excellence Initiatives

Social Current engages in innovative projects and collaboration to research, test, and advance promising and proven approaches. **This work serves to advance the field in core practice excellence areas.**



## Launched Texas Change in Mind Learning Collaborative

In partnership with Episcopal Health Foundation, the Powell Foundation, St. David's Foundation, and an anonymous donor, the Social Current Change in Mind Institute began supporting 10 Texas-based organizations in applying brain science and race equity to improve outcomes for children and families.



## Promoted Child Well-Being Through Within Our Reach Office

Social Current led technical assistance for Child Safety Forward, a demonstration initiative funded by the Department of Justice. We also commissioned an issue brief on reframing childhood adversity and held a corresponding webinar for 1,500 participants.

We partnered with Casey Family Programs on a services agreement to accelerate knowledge about child safety and well-being along with shifting the media narrative.

*\*This work is funded under 2019-V3-GX-K005, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice.*



## Advanced Equity

With support from The Kresge Foundation, Social Current worked to deepen equity, diversity, and inclusion work internally and across our sector.

# Practice Excellence Initiatives

(Continued)

## Renewed Morehouse School of Medicine National COVID-19 Resiliency Network Grant and Partnership

This work is supported in part by a \$40 million award from the U.S. Department of Health & Human Services Office of Minority Health as part of the NIMIC. This joint initiative is to work with community-based organizations across the nation to deliver education, information, and resources to help fight the pandemic.

*\*Grant #1 CPIMP201187-01-00*



## Rolled Out Fostering Resilience and Hope: Bridging the Gap Between Law Enforcement and the Community

Funded by the Department of Justice and Using a Community of Practice Approach

*\*This work is funded under 15POVC-21-GK-00657-NONF, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice.*

## Supported the Social Sector Through Corporate Partnerships

Our longstanding partnership with Aramark advanced community health and wellness, workforce development, and equity capacity-building initiatives through the company's engagement and volunteerism at nearly 200 community-based organizations.

CSC ServiceWorks donated hundreds of washers and dryers, as well as ongoing maintenance services, to provide reliable laundering operations, for nearly 30 Social Current network organizations supporting their housing, child care, and job training programs.



# Public Policy Wins

Social Current has the opportunity to have tremendous impact through advocacy around policies that support our organizations and communities. By bringing together the Alliance for Strong Families and Communities and Council on Accreditation to form one large network, **we have greatly increased our reach**.

In 2021, we had many key advocacy wins and began laying the groundwork for Social Current's first policy agenda, which will identify the priorities for our network.

Our educational success group hired a team of consultants to help us chart a legislative roadmap for our work. We held a virtual advocacy week with dozens of meetings with legislators to lift up our education policy priorities, with engagement from our group. We are now working on a bill to expand integrated services in K-12 education.

We began the 2022-2024 Policy Agenda Setting Process by developing the framework for the agenda and holding an internal kickoff meeting and discussions.

In early 2021, we ensured larger nonprofits (500+ employees) had access to the Paycheck Protection Program, which is a critical lifeline for nonprofits of all sizes, to help them retain employees and stay afloat through the financial challenges of the pandemic.

The American Rescue Plan contained a significantly expanded child tax credit, which was designed to **reduce child poverty by 50% in the U.S.**

The American Rescue Plan, which passed in early 2021, contained a record \$350 million for the Child Abuse Prevention and Treatment Act (CAPTA), \$250 million of which goes to primary prevention activities such as home visiting, family resource centers, and more. This will really help move us further upstream to child abuse prevention and keeping families together.

Join us as we continue

# Activating the Power of the Social Sector.

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