

Rural IMPACT

Tomorrow Can Be Better Than Today

Rural IMPACT: Rural Integration Models for Parents and Children to Thrive

Rural IMPACT is a public-private effort to reduce child poverty in rural communities. Led by the White House Rural Council, the project provides technical assistance and a peer learning network to help 10 demonstration sites adopt an integrated, two-generation approach to break the cycle of poverty for parents and their children.

1.5 MILLION
children in rural
areas live in poverty¹

Demonstration Sites

Across these 10 rural sites, nearly 34 percent of residents live below the poverty line, compared to 15 percent nationally.³

70%
of kids born into
low-income
families will
remain in the
cycle of poverty²



¹Health Resources and Services Administration 2013

²Pew Charitable Trust 2013

³U.S. Census Bureau 2014



The Challenge

While the specific issues vary by family and community, there are common barriers across the Rural IMPACT sites. Education and employment opportunities, transportation, childcare and housing can impede a family's ability to move out of poverty. For example, some parents at Rural IMPACT sites report working two to three jobs just to make ends meet and feeling a lack of hope for their future.

Rural IMPACT sites are reorienting their systems and building partnerships to encourage families to create a better future for themselves and their children.

"The services I've received as a part of the Rural IMPACT project have given me the ability to push my kids forward. To teach them that if you want something you have to go for it and work toward it. And if you need help along the way, there's help there for you."

– Rural IMPACT participant, Allegany County, MD

A Family-Driven Approach

With technical assistance, sites have built and strengthened partnerships to respond to the needs of families in their communities.

Through Rural IMPACT, staff see the need to connect services for parents and children by working closely with other external partners – by offering heating assistance to families with children in Head Start for example, or providing early childhood enrichment to children whose parents are enrolled in community college. Staff are also learning to have conversations with clients about finances, based on the goals of the entire family.

"We are looking at the whole picture of the whole family. We coach them, we encourage them and we keep them focused."

– DEBBIE McCROSKEY,
family services leader,
Garrett County, Maryland

Collaboration

Rural IMPACT is connecting organizations that offer housing, education, nutrition, human services and employment supports to coordinate services for parents and children. This two-generation approach is supported by a variety of private foundations and federal agencies that are collaborating to offer technical assistance to navigate systems and support local strategies that build on community strengths. Rural IMPACT is helping break the cycle of poverty by providing opportunities for both parents and children together.

"By coordinating and integrating the efforts we actually get a better result. We're working together, collaboratively and utilizing the resources we have in the best possible way."

– TOM VILSACK, Secretary of the U.S. Department of Agriculture

**Learn more and hear from Rural IMPACT sites
and families, visit www.bit.ly/rural-impact.**