**DEFINING CASEY’S INFLUENCE**

**Casey Definition of Influence**

INFLUENCE is the strategic use of Casey investments, relationships and communications to achieve specific changes in capacity, practice, policy, financing, and conditions that contribute to intended results for children, families, and communities

The mission of the Annie E. Casey Foundation is to reduce the gap in opportunity that exists between advantaged and disadvantaged children in America. Through our investments in direct services and grantmaking, we intend to close this gap and achieve positive results for children through multiple complementary strategies:

1. We demonstrate and evaluate effective practices that achieve positive impact in the lives of children and families, and we use this evidence and experience to disseminate and inform better policies and practices in the field.
2. We build capacity of and provide technical assistance to organizations and practitioners to lead, implement, and improve effective practices.
3. We use and share data to raise awareness, inform and improve strategy, contribute to decisionmaking, and strengthen accountability.
4. We invest in policy research and advocacy that works to inform policymaking (both legislative and administrative).
5. We collaborate with and provide technical assistance and strategic consulting to public systems in order to improve practice and achieve results at scale for large numbers of children
6. We collaborate and co-fund with other philanthropies and key partners to implement effective practices at greater scale.
7. We invest in community and strategic communications to mobilize public will, lead and participate in change, and hold systems and service providers accountable.
8. We invest in places to change the environments that surround and support large numbers of disadvantaged children.
9. We use mission-related investments to persuade markets to work better for low-income communities.

***What is Influence and Why is it Needed to Achieve Casey’s Mission?***

At Casey, the term influence has refers to the way we seek and achieve results outside of directly providing services and supports that impact children. Some of Casey’s strategies directly fund efforts intended to produce positive changes in the well-being of vulnerable children and families. In order to achieve results for large numbers of children, however, Casey must also ***influence***others to change and act in ways that provide better results and more services, resources, and opportunities for all children; and to ensure that effective family strengthening values and principles are embedded in all practices, policies, and environments affecting children. To do this, Casey raises awareness of problems and effective solutions, builds public will and motivation to act, builds capacity to act, amplifies the voices and urgency of families, and strengthens the accountability that all funders, systems, and communities must have to create real and lasting change. Through its influence, Casey expects to achieve results *at scale* for even larger numbers of children and families (breadth), that reach even the most vulnerable children and families and those most affected by disparity and inequity (depth), and that achieve results in ways that are sustainable beyond our investment timeframes.