

# NEWSLETTER



SALISBURY-ROWAN COMMUNITY ACTION AGENCY, INC

FEBRUARY 2021



## Reflecting On Our History

### Mission

Salisbury-Rowan Community Action Agency, Inc. provides services for individuals, children, and families to enhance their quality of life and promote opportunities for self-sufficiency.

### Vision

Everyone will have an opportunity for success in life.

### Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

# CIVIL RIGHTS & THE WAR ON POVERTY

The Economic Opportunity Act of 1964 authorized the formation of local Community Action Agencies as part of the War on Poverty. These agencies are directly regulated by the federal government.

The Salisbury-Rowan Community Action Agency, Inc., one of more than one thousand Community Action Agencies nationwide operating since 1964, continues to serve the community's most vulnerable population and a constant reminder of the monumental moment of President, Lyndon B. Johnson declaring war on poverty and in addition, signing the Voting Rights Act. In commemoration of Black history month, the importance of these causes will be discussed.

The phrase "War on Poverty" was the unofficial name given to the **Economic Opportunity Act**, Johnson's political mandate after he delivered his first State of the Union address. The nation had recently witnessed the assassination of former President Kennedy months before in which Vice President Johnson was sworn into office.

This was also during the heightened era of the civil rights movement for justice and equality. Furthermore, the Civil Rights movement played an active role in the implementation of legislation and initiatives that Johnson proposed. Groups such as the NAACP and Urban League were influential allies to the Johnson administration. Martin Luther King Jr. was one of several Black leaders that met with the president and other key administration officials directly to collaborate efforts to aid victims of poverty-related conditions.

On June 4, 1965 during President Johnson's Commencement Address at Howard University, "**To Fulfill These Rights**", Johnson expressed the link between the Civil Rights bill and the War on Poverty as well as the limitations of justice and the lack of economic empowerment of black Americans" (Laurent, 2015), "*We seek no just legal equity but human ability, not just equality as a right and a theory, but equality as a fact and equality as a result*" (Johnson, 1965).

As a result of the policies enacted by the Johnson administration, social activist Bayard Rustin stated that "*It seems reasonably clear that the Civil*



**President Johnson & Martin Luther King Jr. shake hands after proposed legislation was drafted in 1964.**

*Rights movement, directly and through the resurgence of the social conscience it kindled, did more to initiate the War on Poverty than any other single force*" (1965, 27). His commentary was validated by Johnson's aide Richard Goodwin (Laurent, 2015), who stated that "*the Civil Rights revolution demonstrated not only the power and possibility of organized protests, but the unsuspected fragility of resistance to liberating changes.*" (in Milkis & Mileur, 4). It is therefore acknowledged that the Civil Rights Movement of 1964 was a direct influence on the "**War on Poverty**", and although the war on poverty was intended to improve racial equality issues, the programs created helped low-income families in general, regardless of social status or ethnicity.

(Laurent Sylvie, 2015) *The Unknown Story of a Counter War on Poverty*. The Stanford Center on Poverty and Inequality

# Guiding Principles

The Guiding Principles of SRCAA, Inc. ensures the longevity of our culture, creates an understanding of our vision and values, support our sustainability and guides our organization throughout all circumstances, regardless of any changes we encounter.

**The Five Most Important Questions You Will Ever Ask About Your Organization** by Peter F. Drucker is my go-to for provoking thoughts and ideas concerning our organization. In this book, Drucker explains customers as Primary customers (the person whose life is changed through your work), and Supporting customers (volunteers, partners, funders, referral sources, employees and any other who must be satisfied) (Drucker, 2008).

Understand, that by satisfying one and not the other means that the organization lacks productivity, therefore it is important that we here at SRCAA, Inc. work to 1) Identify our customers, 2) understand their wants needs and aspirations, and 3) listen to the customers and seek their feedback to determine what they value by what they tell you, not by what you assume. Keep these fundamental steps in mind, as they are what help ensure that SRCAA, Inc. provides the upmost customer service experience to all we serve.

-Dione Adkins-Tate

*\*Customer Service (noun): The assistance and advice provided by an organization to those people who use its services.*



*“Quality in a service or product is not what you put into it. It is what the customer gets out of it.”*

**– Peter Drucker**

*“The resilience of the Salisbury-Rowan Community Action Agency, Inc. is a direct result of you, our valued employees. Your dedication, commitment and service to this agency is most appreciated, and we would like to take this time to recognize and celebrate you. I would also like to take this moment to welcome aboard our newly hired employees!”*

**-Dione Adkins-Tate  
Executive Director**

## EMPLOYEE RECOGNITION

Name	Years
Doris Sanders .....	37 years
Wynola Hawkins .....	29 years
Catherine Jordan .....	24 years
Cassandra Cole.....	2 years
Brittany Holland .....	2 years
Michele Cannizzaro .....	1 year
Ann Watts .....	1 year
Crystal Taft .....	1 year

## NEW EMPLOYEES

Destiny Boyd .....	Inclusion Specialist
Indya Wiggins .....	Family Development Specialist
Christina Dilday .....	Floater/Bus Monitor



## SERVING OUR COMMUNITY

### SERVICE OF COMMUNITY TOP PRIORITY

In the aftermath of the unprecedented health crisis faced by our community and our entire nation due to COVID-19, The Salisbury-Rowan Community Action Agency, Inc. continues making the service of the community top priority, from providing early childhood education through our Head Start/Early Head Start Program or tuition assistance for employment skills training through our Self-Sufficiency Program, we are dedicated to helping people, help themselves.

**HEAD START/EARLY HEAD START PROGRAM:** The comprehensive child development program is designed to meet children and family needs, providing a solid foundation for the child and parent to grow together. The primary goals of the Head Start/Early Head Start programs are to provide the best child development practices for children birth to five years of age. Head Start provides a comprehensive child development program that

addresses the physical, cognitive, mental, social, and emotional development of prenatal, infants, toddlers, and preschool participants. The program services Rowan, and Davidson counties.

**FAMILY SERVICES:** This Self-Sufficiency program assists those who choose to make a change in their life. For families and individuals enrolled in this program, the agency provides comprehensive supportive services to secure employment or increase their income, obtain education and /or vocational training, make better use of their income, obtain and maintain standard housing, and build a strong work ethic. The program services Rowan, and Cabarrus counties.

**CSBG CARES NC:** CARES assistance is provided to individuals and families who have income below 200% of the poverty rate, and whose economic circumstances have been adversely impacted, or has immediate needs due to COVID-19. Applications for assistance can be completed online at [srcaa.com](http://srcaa.com). The program services Rowan, and Cabarrus counties.

### Sheet Pan Salmon with Citrus Avocado Salsa and Potatoes



#### INGREDIENTS

- 1 pound baby potatoes, halved
- 5 tablespoons extra virgin olive oil
- kosher salt and black pepper
- 4 (5-6 ounce) salmon fillets
- 1 tablespoon chopped fresh oregano
- 1 teaspoon smoked paprika
- 1 tablespoon orange zest, plus 6 orange slices
- 1 tablespoon lemon zest
- 1 pinch crushed red pepper flakes
- 2 small shallots, thinly sliced
- 2 cups baby arugula
- 1 tablespoon toasted sesame seeds

#### CITRUS AVOCADO SALSA

- 1 avocado, diced
- 1/2 cup fresh cilantro, chopped
- 1/2 cup fresh parsley, chopped
- 3 tablespoons extra virgin olive oil
- juice of 1/2 an orange
- juice of 1/2 a lemon
- 1 pinch flaky sea salt

#### Directions

1. Preheat oven to 425 degrees F. On a rimmed baking sheet, toss the potatoes with 2 tablespoons olive oil. Season with salt and black pepper. Roast for 20 minutes, or until tender.
2. Place the salmon on a plate and rub with the oregano, paprika, orange zest, lemon zest, crushed red pepper flakes, and a pinch each of salt and pepper. Drizzle with 2 tablespoons olive oil, rubbing the seasonings evenly into each fillet.
3. Remove the potatoes from the oven and push them to one side of the pan. Put the salmon on the other side. Arrange the shallots

- and orange slices around the salmon. Drizzle over 1 tablespoon olive oil. Return the pan to oven and roast for 10 to 20 minutes more, until the salmon reaches desired doneness.
4. Meanwhile, make the salsa. Combine all ingredients in a bowl and toss to combine.
5. Toss the arugula with the remaining 1 tablespoon olive oil, the sesame seeds, and a pinch of salt.
6. To serve, divide the salmon and potatoes between plates. Spoon the salsa over the salmon. Add a handful of arugula to each plate. Eat and enjoy!

### Rarely Known Fact



Ester Jones also known as Baby Ester was the original inspiration for the Betty Boop caricature in 1930. Cartoonist Max Fleischer was inspired by Ester's performance as a Jazz musician and her signature baby voice singing

the adlib "Boo Oop A Doop." When the animated character became popular, Fleischer and Paramount studio were sued for using Ester's likeness without compensation. Paramount denied the claim and had hired Mae Questel to be the Caucasian face on the character. Paramount lost the lawsuit when earlier footage of Jones was introduced performing the signature Betty Boop persona. Questel continued to enjoy the success of being Betty Boop while Jones remained unsung.

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