

SPOTLIGHT ON POVERTY AND OPPORTUNITY is a foundation-led, non-partisan initiative aimed at ensuring that our political leaders take significant actions to reduce poverty and increase opportunity in the United States. We bring together diverse perspectives from the political, policy, advocacy and foundation communities to engage in an ongoing dialogue focused on finding genuine solutions to the economic hardship confronting millions of Americans.

SPOTLIGHT was launched in October 2007 by major U.S. foundations to foster non-partisan debate during the 2008 campaign season about policy approaches for addressing poverty and opportunity. With the culmination of the presidential race, *Spotlight's* focus shifted to include monitoring efforts made by the Obama Administration and Congress to address the needs of low-income families.

SPOTLIGHT ACTIVITIES INCLUDE:

Council of Advisors

Geoffrey Canada, author and CEO, Harlem Children's Zone

William S. Cohen, chairman and CEO, The Cohen Group; former Secretary of Defense and Senator

Christine Grumm, president and CEO, Women's Funding Network

Ron Haskins, senior fellow and co-director, Center on Children and Families, Brookings Institution

Nancy L. Johnson, senior public policy advisor, Baker, Donelson, Bearman, Caldwell and Berkowitz, PC; former member of Congress

Otis Johnson, mayor of Savannah, Georgia

George Mitchell, partner, DLA Piper, chairman, Global Board & co-chair, Government Controversies Practice Group, former Senate Majority Leader

E. Clay Shaw, Jr., former member of Congress

Wellington E. Webb, founder, Webb Group International, and managing director, Webb Development Group; former mayor of Denver, Colorado

- Providing a “one-stop shop web site” offering the public and policymakers the latest news, research, data and commentary about poverty and opportunity;
- Broadcasting a new series of *Spotlight* webcasts featuring policymakers, experts and leading public figures discussing such varied topics as “green” jobs and America’s racial wealth gap;
- Providing up-to-date information from the new administration and Congress and tracking statements and positions so political leaders will feel and be held accountable;
- Highlighting critical issues, such as health, family well-being, economic opportunity, Gulf Coast recovery, rural poverty and the needs of specific populations such as women, and the elderly, by providing key research, news and opinion on these subjects from policymakers and experts;
- Featuring news on foundation initiatives to address poverty and opportunity;
- Providing a non-partisan platform for innovative ideas, programs and practices at the federal, state and local levels;

- Sponsoring, often with like-minded organizations, strategic events that draw national attention and help elevate poverty and opportunity on the policy agenda; and
- Assembling a “big tent” of perspectives to develop and sustain long-term political and public will to fight poverty.

Snapshot of Spotlight on Poverty and Opportunity home page, November 3, 2009 (www.spotlightonpoverty.org):

The screenshot shows the homepage of the Spotlight on Poverty and Opportunity website. At the top, the logo reads "spotlight on POVERTY and OPPORTUNITY" with the tagline "THE SOURCE FOR NEWS, IDEAS, AND ACTION". A "Sign Up For Updates" button is in the top right. A navigation menu includes "About Spotlight", "Issues", "Data On Your Community", "Initiatives", "Research", "Links", and "Videos". A search bar is also present.

The main content area features a "Spotlight Webcast --- Martha Coven, White House Domestic Policy Council" with a photo of a brick building. To the right, a section titled "Around The Capitol" lists news items like "Pelosi Changes Tack on Government Health Plan" and "House Dems set to unveil health bill". Below this is "The Administration" with a photo of Barack Obama and a "learn more" link.

Three columns of content are visible: "Ideas In Action" with links to resource sites; "In the News" with recent news items from The Washington Times and The New York Times; and "Exclusive Commentary" with articles on child prostitution and green jobs. At the bottom, there are sections for "Foundation News", "Events Calendar", and "Out of the Spotlight".

FOUNDATIONS COLLABORATING ON SPOTLIGHT:

- | | |
|--|--|
| The AARP Foundation | The Hagedorn Foundation |
| The Annie E. Casey Foundation | Living Cities |
| The Atlantic Philanthropies | Louisiana Disaster Recovery Foundation |
| The Bill & Melinda Gates Foundation | Northwest Area Foundation |
| The California Endowment | Public Welfare Foundation |
| The Eos Foundation | Robert Wood Johnson Foundation |
| The Endowment for Health (New Hampshire) | Rosenberg Foundation |
| The Foundation for the Mid South | Stoneman Family Foundation |
| The George Gund Foundation | Women's Funding Network |
- The Kaiser Family Foundation provides in-kind television and webcast facilities.*