

Welcome to the first issue of Children & Family Services Center's quarterly newsletter.



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HELLO AGAIN!

Welcome back to *Collaborations Quarterly*, Children & Family Services Center's quarterly e-newsletter designed to keep stakeholders updated on happenings at CFSC and our member agencies. Increased communication enhances collaboration, so please share this newsletter to your staff and supporters.

#GivingTuesdayCLT

Powered by SHARE Charlotte

Dec. 2 set aside as a day to share time (and treasure) with nonprofits

With the holiday season upon us, there are so many days and events marked on the calendar. There is a day to give thanks, followed closely by two days to get good deals. But what about after Black Friday and Cyber Monday? That's where #GivingTuesday comes in. Now in its third year, #GivingTuesday is a global day dedicated to giving back on the Tuesday following Thanksgiving.

Powered by SHARE Charlotte, the local movement dubbed #GivingTuesdayCLT launched Nov. 11. More than 60 nonprofits serving Mecklenburg County, including the Children and Family Services Center (CFSC) and eight of its partner agencies (Care Ring, Community Link, A Child's Place, Communities In Schools, Council for Children's Rights, NC MedAssist, RAIN, and Safe Alliance), have teamed up in an unprecedented local collaboration to encourage neighbors to give a gift of time or treasure to the community.

SHARE Charlotte, an organization dedicated to helping the community discover its charitable passion, is a one-stop shop bringing local nonprofits together and making it easier for individuals to get involved.

The goals for #GivingTuesdayCLT are to increase community giving, heighten the

With SHARE Charlotte leading the effort, all the partner nonprofits were put on an equal level. SHARE developed the campaign concept and marketing materials, simplifying the promotion process.

The #GivingTuesdayCLT partner nonprofits promoted the campaign largely through social media, as well as other channels of communication to reach new and existing supporters. To participate, individuals are urged to visit www.GivingTuesdayCLT.org and make a donation directly to the nonprofit of their choice or to pledge volunteer hours for 2015.

“We are thrilled to have an amazing roster of nonprofits supporting #GivingTuesdayCLT,” said Kelly Brooks, founder of SHARE Charlotte. “Through this unique collaboration, we hope to inspire our neighbors to give a gift to the Charlotte nonprofit community by Dec. 2 and encourage them to stay involved moving forward.”

Founded in 2012 and coinciding with the kickoff of the holiday shopping season, #GivingTuesday inspires people to take collaborative action to improve local communities, give back in better, smarter ways to the nonprofits and causes they support and help create a better world.

To further extend the giving, the John S. and James L. Knight Foundation will match up to \$10,000 in contributions to #GivingTuesdayCLT partner nonprofits receiving donations through the campaign. Knight Foundation has supported similar efforts in other cities to stimulate more individual giving and has created a how-to playbook for organizations like SHARE Charlotte to use.

“Knight Foundation is interested in how support for local community nonprofits can grow via online campaigns,” said Susan Patterson, Knight’s Charlotte-based program director. “We’re eager to see how the community responds to SHARE Charlotte’s efforts.”

For more information on #GivingTuesdayCLT and the partner nonprofits, visit www.GivingTuesdayCLT.org. For more information, SHARE Charlotte, visit www.SHARECharlotte.com.

AGENCY MILESTONES

RECENT SUCCESSES & UPCOMING EVENTS

A Child's Place

www.achildsplace.org

Susan Hansell, Executive Director

5th Street, Suite 230 any time between 9 a.m. and 4:30 p.m. Monday through Friday.

- A Child's Place has collaborated with several CFSC agencies and other Charlotte nonprofits to celebrate and encourage charitable giving and volunteerism in the greater Charlotte area. In an effort to make holiday celebrations a little brighter for A Child's Place families, community groups and individuals have signed up to sponsor them for the holidays. Sponsors commit to providing a gift, outfit and grocery store gift card for each family member. Holiday Central takes place from Dec. 8-17. Sponsors deliver items, volunteers wrap gifts and A Child's Place families pick up the finished product.

Care Ring

www.careringnc.com

Don Jonas, Ph.D., Executive Director

- Our Oct. 8 **Hope for Community Health** luncheon, presented by OrthoCarolina raised more than \$200,000. Around 600 of Charlotte's leaders, business professionals, healthcare providers and citizens came together to learn about critical issues impacting the health, vitality and productivity of our shared community – and how Care Ring is saving the lives of our most vulnerable neighbors.

Attendees were inspired by the messages of Mecklenburg County Health Director Dr. Marcus Plescia; our own executive director, Don Jonas; Care Ring Board Chair Will Hadley; and Hayes Woollen, MD. We were pleased to present the Maribelle Connerat (Care Ring's founder) Award to Dr. Kaaren Sailer, Care Ring's Medical Director for more than a decade.

Our wonderful guests included representatives from Children and Family Services Center, RAIN, NC MedAssist, Smart Start and Renaissance West Community Initiative (RWCI).

- Enroll America and Legal Services of the Southern Piedmont are holding a **#GetCovered** event, and Care Ring is a key partner. (We're managing logistics and providing navigation assistance for folks interested in the Affordable Care Act Insurance Marketplace.) The event is for anyone in Mecklenburg County interested in enrolling in or finding out more about the ACA. In addition, our low-cost clinic will be open for clients, too.

Free enrollment assistance in the health insurance marketplaces will be provided by in-person assisters on a first-come, first-served basis. The last appointment will be taken at 3 p.m. Advance appointments are available, too. Call 1-855-733-3711 to

For those who do not qualify for financial assistance in the marketplace, local health clinics will be on hand to enroll new patients. Free parking is available in the parking lot next to the building and on the street.

We are hosting several of these events at the CFSC building. The next ones are on:

Saturday, Dec. 13, 10 a.m. - 4 p.m.

Saturday, Jan. 10, 2015, 10 a.m. - 4 p.m.

Saturday, Feb. 14 2015, 10 a.m. - 4 p.m.

Communities in Schools

www.cischarlotte.org

Molly Shaw, Executive Director

- Communities In Schools is proud of our VP of Programming and Operations, Marian Yates, who was named a 2014 “Women of Achievement” Award winner by the YWCA of the Central Carolinas. Yates was one of three Charlotte women recognized for their leadership in Charlotte to promote social justice. Yates received the “Pioneer Award,” given to one who has exemplified a lifetime commitment to promoting social justice. The “Community Champion” Award went to the Salvation Army’s Deronda Metz, and the “Emerging Leader” Award went to Amy Hawn Nelson, Director of the Institute for Social Capital.

Yates is a former biology teacher and retired principal with CMS who joined Communities In Schools in 2011. She taught at Myers Park High School in the 1970s during the desegregation of CMS. She received the N.C. Principal of the Year award in 2006 while principal at South Mecklenburg High School.

Community Link

www.communitylink-nc.org

Floyd Davis, President and CEO

- We were thrilled recently when a former Community Link customer dropped by to speak to a group of current customers and share her success story. With housing assistance plus financial coaching and training from Community Link, Brenda was able to overcome an abusive past and find hope and healing for herself and her young son. A number of organizations collaborated to help her along the way. Read more at www.bitly.com/clbrenda.
- We continue fielding a high number of homeless and homeownership calls as our local workforce struggles to acquire and maintain housing. A recent report from the

alarming levels. Read more at www.bitly.com/housecrisis.

Council for Children's Rights

www.cfcrights.org

Robert McCarter, Interim Executive Director

- On Dec. 12, Council for Children's Rights (CFCR) and the Arts & Science Council are co-hosting a screening of the documentary film "**Spiral Bound: Living and Learning Through the Arts.**" This is a locally produced documentary about the unlikely union of eight creative high school students from a youth development program and a group of liberal arts college students from Davidson College. The event takes place at Myers Park High School Theatre at 6:30 p.m. on Dec. 12. Learn more at www.cfcrights.org.
- We launched our new website in November. The new site offers more options for sharing information with the community about the Council and the work we do, as an organization and with our partners in working for children. We are grateful to a wonderful volunteer, Jessica Norman, for designing our new-and-improved site. We connected to her through the SHARE Charlotte program and are grateful for her hard work and good counsel. We hope you will come visit us in our new virtual "home" and tell us what you think.

We also invite you to check out our new blog. To help launch the site, Senior Researcher Emily Tamlin, along with others on staff, presented a series of posts under the title of "Focus on Poverty." Using information from the 2013 Census as its basis, the series addressed the questions:

- 1) How is poverty defined, and what does that definition include and omit?
- 2) What impact does poverty have on children and their ability to succeed?

NC MedAssist

www.medassist.org

Lori Giang, MBA, Executive Director



- NC MedAssist will be at Huntersville United Methodist Church on **Thursday, Dec. 11** to distribute **free over the counter (OTC) medicine** from 10 a.m. until 3 p.m.

offered by NC MedAssist. The giveaway day will allow families to go home with up to six free OTC medicines, such as vitamins, children's cough syrup and pain relief medicine, that can be used to prevent and treat cold symptoms.

Medicine will be given on a first-come, first-served basis. Participants will be asked to sign a consent form stating the medicine is for personal use and will not be sold. Since it was started in August 2012, this program has grown to help more than 2,000 people. Volunteers are always needed to help the program run smoothly. If you can help, please contact Misty Moore, Volunteer Coordinator at 704-350-3567.

- The Leon Levine Foundation has awarded us a \$100,000 challenge grant as part of an effort to raise funds and awareness for NC MedAssist. The Leon Levine Foundation will match any new or increased donations received by May, 31 2015, so every donation received up until then will have *double* the impact. We kicked off the matching grant challenge on Saturday, Nov. 8 at the Pancakes for Pills 5K Run/Walk in Huntersville, where attendees signed up for the 12-for-12 donation campaign. A \$12 monthly donation for 12 months will support a patient in need of prescription medication for one year. The \$100,000 challenge grant is a catalyst to engage new donors and volunteers, but most importantly to serve more people in the community who need help with lifesaving prescription medication. This grant will enable MedAssist to dispense another \$1 million in donated prescription medication.

RAIN

www.carolinarain.org

Debbie Warren, Executive Director

- Please join us on **Monday, Dec. 1** for the fourth annual **Voices Project**, presented by Wells Fargo, Kiss 95.1 and Power 98 FM. The collaborative theater production developed by RAIN and the Mecklenburg County Health Department is a community platform bringing a voice to HIV in Charlotte. Stories are shared from influential members of our community, and the hope is to bring our community a little closer together with personal stories from friends and family impacted by HIV and AIDS.

The Voices Project is open to the public. There is no charge, but donations will be accepted. Doors open at 6 p.m., and a pre-show reception with complimentary beer, wine and hors d'oeuvres will be offered. The performance begins at 7 p.m. and is performed without an intermission. Join us at Wells Fargo Auditorium at Knight Theater at 430 S. Tryon St. Learn more: www.thevoicesprojectclt.org

impact of HIV/AIDS and celebrate victories that are allowing more people to live longer and healthier lives.

RAIN invites you to join with other community leaders at **STRONGER TOGETHER: A World AIDS Day Luncheon**. Your leadership will send a message to Charlotte that there is a strong community of compassion fighting this disease and that no one of us is alone.

Please join us on **Thursday, Dec. 4** at the Marriott Charlotte City Center for RAIN's inaugural World AIDS Day Luncheon. You will be supporting crucial programs for HIV-positive youth, adults and senior adults as we celebrate the power of our community. Learn more by visiting www.carolinarain.org/luncheon.

Safe Alliance

www.safealliance.org

Phil Kline, President and CEO

- October was **Domestic Violence Awareness Month**. We held our second annual partner luncheon that month, which proved to be a successful fundraiser as well as an inspirational event. Board Chair Charles Page interviewed domestic violence survivors Erica Bryant (WSOC-TV anchor) and Sheri Lynch (co-host of the nationally syndicated Bob & Sheri Show). Their testimonials were poignant and powerful. Both Erica and Sheri have served on our Board and are using their voices to build a more peaceful community.
- We are also grateful to a group of local physicians and attorneys who produced **“Fighting for Women with Fashion.”** This unique collaboration of local professionals put together an amazing fashion show – with Nordstrom providing the fashions – with all funds raised directed to the establishment of a Health Clinic at our Clyde & Ethel Dickson Domestic Violence Shelter. The clinic is a critical need for our agency as the majority of women and children residing at our shelter do not have health insurance or a primary care provider.
- We are thankful that more than 125 supporters turned out for **“Steps for Change”** on Oct. 22. This public awareness walk is a collaboration between the Mecklenburg County District Attorney’s office and Safe Alliance. The event was held this year at The Square in uptown Charlotte, which provided a great deal of visibility to those that turned out to march – wearing purple – to raise awareness about the realities of domestic violence in our community. We know that 1 in 4 women will be impacted by domestic violence during their lifetime; stopping this violence begins with public awareness.

raising funds to support the programs and services of Safe Alliance since 1994. CBS Radio's Francene Marie Morris is serving as emcee for this year's JBB.

Smart Start of Mecklenburg County

www.smartstartofmeck.org

Jane Meyer, Executive Director

- To honor the first 2,000 Days Champions for Children in our local community, Smart Start is hosting a **Breakfast for Champions**. The first 2,000 Days, the time between birth and the first day of kindergarten, is an initiative of the N.C. Early Childhood Foundation (NCECF) to raise awareness about how children's earliest years impact later learning, health and success, as well as our overall national security, safety and economic well-being.

Smart Start will partner with King's Kitchen to host the event. King's Kitchen is a restaurant owned and operated by a local chef, Jim Noble, who designates 100 percent of the profits to feed the poor in Charlotte. King's Kitchen works with local ministries to provide employment opportunities to Charlotteans in search of a new beginning.

The invitation-only event happens on **Dec. 3**. NCECF's Executive Director Susan Perry-Manning will be the guest speaker.

- Smart Start hosted our **2nd Annual Toast for Tots** fundraising event at Nan and Byron's restaurant on Oct. 16. PNC Bank President Weston Andress attended as a sponsor and spoke to attendees. City Councilwoman LaWana Mayfield hosted the live auction; Councilman Al Austin and Representative Rob Bryan also attended. You're invited to join in all the fun at next year's event. Here's a video with a few highlights: <http://youtu.be/fGQe3yYFnNg?list=UUX8ih0zAxE1uw9AB9zv3qbw>

NEWS YOU CAN USE

Nonprofit Governance Center

From the Shared Services Committee

Board Role: Establishing Organizational Identity and Strategic

The following is from *Board Fundamentals*, published by BoardSource:

The demand for effectiveness and efficient use of resources continues to increase. The public in general, funding sources in particular, are challenging nonprofit organizations to prove their worth. It is clearer than ever that boards must take responsibility for ensuring that the organization has a solid strategic framework for the work to be carried out and for ensuring that all efforts are geared toward shared ends. Not doing so means avoiding the authority that is vested in the board and undermining its ability to be accountable for the organization's work and resources.

To exercise their responsibility for organizational leadership, boards need to keep a strategic perspective and set aside time for serious thinking about the future rather than spending all or most of their time focusing on current problems.

An organization will rarely make a significant difference unless it pays careful attention to the intersection of its work and the environment in which it operates. However, instead of thinking only about what it should *do* to respond to needs in the environment, its leaders should also be thinking about what to *achieve* and *why*. Organizational effectiveness depends on operating with common understandings about what is important and what the organization as a whole needs to accomplish. Plans can then be made and resources apportioned so that every program and every effort connects with the efforts of the others.

Setting direction requires looking beyond the immediate horizon. It means asking questions such as:

- What are the issues we must confront in order to serve our mission in the years ahead?
- What are different ways of understanding some of these issues?
- Where should we be in five years?
- What are we committed to achieving?

Setting direction means taking the time to establish a framework for the organization's efforts. It includes taking a fresh look at the mission, articulating a shared vision for the future, establishing major goals and outlining strategies for achieving goals. It also includes identifying how to measure progress and articulating guiding values for organizational action.

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