

Using Strategic Partnerships with Non-Profits to Grow Village Capacity

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Who's in the Room?

- Works with external volunteers
- Has one or more partner organizations
- Has a hub-and-spoke model

Session Outline

- Define Strategic Partnership
- Illustrate benefits and best practices of partnering through case studies
- Exercise 1: Articulate village's needs & what you can offer a strategic partner

Session Outline (cont.)

- Exercise 2: Document current partner organizations
- Introduce Asset Mapping Tools
- Exercise 3: Set village-specific goals to strengthen and/or add partnerships

Strategic Partnership Features

- Common purpose
- Mutually beneficial (win-win) - each partner gives and receives something needed by other
- Resources leveraged to grow capacity

Is This a Good BET?

- **B**enefits are worth effort
- **E**fforts won't drain resources
- **T**iming fits priority needs

Strategic Partnership Best Practices

- Clear written terms (MOU)- financial & deliverable components
- Revisit agreement annually to modify as partnership matures
- Build trust by building relationships

ChaiVillageLA Case Study

- Village Snapshot
- Motion Picture Television Fund
- USC School of Gerontology



What Was Needed By ChaiVillageLA?

- Funding sources outside partner temples
- Knowledge about community social service resources
- Aging expertise and multigenerational program models

What Capacity Could ChaiVillageLA Offer?

- Access to a faith-based model
- Older adult “pool”
- Networking opportunities for elected officials

What Capacity Did the Motion Television Picture Fund (MPTF) Provide?

- Networking opportunities with ~30 agencies serving older adults
- Daily Call Sheet & Home Repairs program models
- Forum for leveraging advocacy efforts

What Capacity Did USC's School of Gerontology Provide?

- Gerontology & evaluation expertise
- Access to interns and potential employees
- Participation in a "Purposeful Aging" charrette

Reflection

Sometimes we seek out partnerships proactively.

Other times networking and relationship building leads to discovering partnerships organically.

Case Study Questions?

Exercise 1: Village Needs/Assets

- Work on your own
- Share with another person at your table
- Complete a flip chart sheet for your table of everyone's needs and assets (strengths or what capacity your village can offer other organizations)

Care Connections Network Case Study

- Village Snapshot
- Evangelical Lutheran Church in America (ELCA)
- Lutheran Church of the Resurrection (LCR)



Care Connections Network (CCN)– Evangelical Lutheran Church in America (ELCA) & Lutheran Church of the Resurrection (LCR)

- Recognition of an aging LCR congregation and need in the local community
- Grant support from the ELCA in 2010
- Attendance at VtoV Gathering in 2011 led to formation of CCN in 2012

CCN Development History

- Began with ELCA grant and LCR congregational financial support
- With the encouragement of the ELCA, CCN became an independent 501(c)3 in 2015
- LCR and ELCA support continues

Care Connections Network and the Evangelical Lutheran Church in America

What is Offered by the ELCA to CCN?

- Education and training
- Continued grant support
- National visibility and credibility

What is Offered by CCN to the ELCA?

- Serves as an example of the ELCA model for social ministry organizations
- Offers support and mentoring for other ELCA congregations who are looking for ways to support an aging population

Care Connections Network and Lutheran Church of the Resurrection

What is Offered by LCR to CCN?

- Monthly financial support (approximately 1/3 of CCN operating budget)
- Office space including utilities, meeting and event space
- Access to the congregation for membership and volunteers

What is Offered by CCN to LCR?

- Provides a social ministry to the congregation
- Acts as an outreach to the larger community for service opportunities and source of potential new members
- Provides access to CCN community resources/partners such as Hoag Hospital, Council on Aging

Challenges

- Village model caused concern with LCR congregation and leadership
- Resistance to becoming an independent 501 (c) 3
- Originally had no formal operating agreement

Benefits of Partnership

- Membership in both CCN and LCR have grown through shared partnership
- CCN is used as a social ministry model example by the ELCA
- CCN is able to act as both a social ministry and a community organization

Case Study Questions?

Exercise 2: Current Partners

- Work in village-based groups or mixed villages groups
- Complete current organizational partners worksheet for your village
- Make a list of everyone's partners at your table and identify the village associated with each partner. Use flip chart paper for this summary.

Asset Mapping Tools (time-permitting)

- Individual Gifts List
- Inventory of Organization's Assets
- Community Asset Map

Exercise 3: Goal Setting & Next Steps

- Work in village-based groups
- Complete goal setting worksheet
- Debrief in a larger group

Wrap-Up

- Share reflections
- Discuss how VTV Network could help

Questions?

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