

Fertile Ground Conference

Draft Summary Report

September 22 –23, 2008
Spruce Point Inn, Boothbay Harbor, Maine



Good Group Decisions

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About this report:

This report was prepared by Craig Freshley of Good Group Decisions, who also served as the conference facilitator

This report is a summary report, not a complete record of conference proceedings.

This report is organized by topic, not necessarily by the order in which items were discussed.

Overview

Purposes of the Conference

1. Bring together communities to identify pressing issues, collaboratively develop solutions, and create realistic action plans that will help sustain social impact.
2. Acquire new information regarding social marketing, micro enterprise development and grassroots community organizing as it relates to policy development.
3. Explore sustainability as it relates to nonprofit organizations, social programs and social impact.
4. Share best practices and methods of community building inside the conference that can be replicated outside in our communities. Building a model.

Participants

First Name	Last Name	Organization	City
Helen	Adams	Calais Weed and Seed Initiative	Calais
Amanda	Adams	Calais Weed and Seed Initiative	Calais
Liz	Allen	Volunteers in Police Service (VIPS)	Auburn
Joline	Banaitis	Lewiston Dept. of Recreation	Lewiston
Carrie	Bancroft	Withinsight Technologies LLC	Seattle, WA
David	Bennell	FSC Global Fund	Yarmouth
Bill	Bliss	Bath United Church of Christ	Bath
Pamela J.	Boivin JD	Family Violence Project	Augusta
Meredith	Bove	McCabe, Duval + Associates	Portland
David	Brooks	Lisbon Police Department	Lisbon
Peg	Brown. CFRE	Southern Maine Agency on Aging	Scarborough
Lisa	Burgess	Maine Assembly on School-Based Health Care	Augusta
Betsy	Cantrell	Triad/EATF/CJP	Bath
Gregory	Cataldo	Woodard & Curran	Portland
Robert	Chambers	Bonnie CLAC	West Lebanon, NH
Deborah	Chapman	Maine Coalition to End Domestic Violence	Bangor
Gail	Chase	Kennebec Valley Council of Governments	Unity
Maggie	Chisholm	Lewiston Dept. of Recreation	Lewiston
Valencia	Coar	Etcetera Enterprises, nfp	Atlanta, GA
Sarah	Colton	Portland Police Department	Portland

First Name	Last Name	Organization	City
Crystal	Cook	United Methodist Economic Ministry	Salem Township
Phillip	Crowell	Auburn Police Department	Auburn
Steven	Drake	Damariscotta PD	Damariscotta
Carol	Emery	River Valley Healthy Communities	Rumford
Suzanne	Farley	United Way of Eastern Maine	Bangor
Michael	Field	Bath Police Department	Bath
Craig	Freshley	Good Group Decisions	Brunswick
Susan	Giambalvo	Volunteers of America	Brunswick
Jennifer	Goldman	Volunteers of America	Brunswick
Rod	Griffin	TDBanknorth	Barre, VT
David	Hall	Sagadahoc W&S Committee Member	Bath
Henry	Hall	Maine DOC, Adult Probation	Augusta
Wendy	Harrington	Maine Sea Coast Mission	Cherryfield
Peter	Herrick	University of New England	Biddeford
Adam	Higgins	Lewiston Police Department	Lewiston
Rebecca	Howes	Day One	South Portland
Darla	Jewett	Bath Iron Works	Bath
Wendy	Kierstead	[unspecified]	Topsham
Patricia	Kimball	Volunteers of America NNE	Brunswick
Lisa	King	U.S. Attorney's Office	Portland
June	Koegel	Volunteers of America NNE	Brunswick
Patricia	Ledoux	U.S. Probation Department	Portland
Ellen (Ellie)	Libby	University of Maine Cooperative Extension	Waldoboro
Meg	London	Family Crisis Services	Portland
Audrey	Lough	Transition Initiative Portland	Portland
Lindsay	MacDonald	Big Brothers Big Sisters of Bath/Brunswick	Brunswick
Bob	MacKenzie	Kennebunk Police Department	Kennebunk
Mary	Macul	Sagadahoc Community Justice Project	Bath
Vicki	MacWhinnie	Volunteers of America NNE	South Portland
Joanne	Marco	Bath Housing Authority	Bath
Dorothy	Martel	Spruce Run	Bangor
Laura	Mass	Resources First Foundation	Yarmouth
Kathleen	Mazzuchelli	CADET	Caribou
Chris	McCabe	Good Group Decisions	South Portland
Steven	McDermott	Youth Promise	Newcastle
Hannah	McGhee	Healthy Kids!	Newcastle
Joel	Merry	Bath Area Family YMCA	Bath
Mark	Millar	Casey Family Services	Portland
Yolanda	Mitchell	Volunteers of America	South Portland
Melissa	Morrill	Volunteers of America NNE	Brunswick

First Name	Last Name	Organization	City
Debbie	Mullen	Lincoln County Triad	Boothbay Harbor
Patricia	Murtagh	Volunteers of America NNE	Brunswick
Doris	Nuesse	Woolwich Conservation Commission	Woolwich
K. Shawna	Ohm	Portland Police Department	Portland ME,
Mary	O'leary	Volunteers of America	Bath
Alyson	Parham	Partec Consulting Group, Inc.	Caledonia, MI
Heather	Putnam	U.S. Attorney's Office	Portland
Lois	Reckitt	Family Crisis Services	Portland
Elizabeth	Reinholt	Maine Association of Nonprofits	Portland
Sharon	Ross	Volunteers of America Northern New England	Topsham
Robert	Savary	Bath Police Department	Bath
Malory	Shaughnessy	Maine Association of Substance Abuse Programs	Augusta
Thomas	Shepard	Hersey, Gardner, Shepard & Eaton	Yarmouth
Paula	Silsby	U.S. Attorney's Office	Portland
Keith	Small	Down East Business Alliance	Ellsworth
Alyson	Stone	Empower Lewiston	Lewiston
Holly	Stover	Department of Health and Human Services	Augusta
Pam	Tetley	Merrymeeting Community Shares	Woolwich
Maryli	Tiemann	Maine Campus Compact	Lewiston
Mary	Trescot	L.C. Weed & Seed	Newcastle
Robert	Ullrich	Lewiston Police Department	Lewiston
Gail	Wahl	Calais Weed and Seed Initiative	Calais
Kirsten	Walter	St. Mary's Health System - Lots to Gardens	Lewiston
Kay	Webb	United Methodist Economic Ministry	Salem Township
Mark	Westrum	Two Bridges Regional Jail	Wiscasset
John	Williams	Woodard & Curran	Portland
Tess	Woods	Unity Barn Raisers	Unity
Florence	Young	Casey Family Services	Portland
Laura	Young	Maine Community Foundation	Portland

Agenda at a Glance

September 22, 2008	
8:30 a.m.	Introduction/Welcome
8:50 – 9:30 a.m.	Keynote Address Paula Silsby, United States Attorney, District of Maine
9:30 – 10:30 a.m.	Group Discussion 1: Strengths and Challenges Identifying Community Strengths & Challenges: From the Eyes of the Experts. <i>(Affinity Team Work)</i>
10:30 – 10:55 a.m.	Break
10:55 a.m. - Noon	Group Discussion 2: Trends and Priorities Connecting the Dots in your Community. <i>(Geographic Team Work)</i>
Noon – 1:00 p.m.	Lunch and Keynote Address: Women Building Futures June Koegel, President and CEO, Volunteers of America Northern New England
1:00 – 1:40 p.m.	The Core of Sustainability: Lasting Social Impact Alyson Parham, Partec Consulting Group
1:40 – 2:00 p.m.	Break
2:00 – 3:30 p.m.	Learning Sessions: Exploring Sustainability Strategies Session 1: Raising Public Awareness: Social Marketing Campaigns Session 2: Systemic Change Through Advocacy Session 3: Social Enterprise/Entrepreneurialism
5:00 – 6:00 p.m.	Round the Harbor Cruise
6:30 p.m.	Awards and Recognition Dinner
September 23, 2008	
8:00 – 8:30 a.m.	Breakfast
8:30 – 9:10 a.m.	Keynote Address: Robert Chambers, Founder and CEO, Bonnie CLAC
9:10 – 9:30 a.m.	Break
9:30 – 10:40 a.m.	Group Discussion 3: Sketch Plans Develop sketch plans for local sustainability
10:40 – 11:00	Break
11:00 a.m. – Noon	Panel Discussion: The Many Faces of Entrepreneurs Carla Marcus, WinterKids and Tom Poulin, Auburn Police Department
Noon – 1: 00 p.m.	Lunch and Keynote Address: Inspire Maine: A national perspective Valencia Coar, Etcetera Enterprises
1:00-1:15	Break
1:15-1:45 p.m.	Group Discussion 4: Making Plans to Make it Local Refine written plans for sustainability in each community
1:45-2:00 p.m.	Break
2:00-2:50 p.m.	Presentations of Sustainability Plans
2:50 – 3:50 p.m.	Panel Presentation: Let's Talk About Funding Moderated by Elizabeth Stefanski, Maine Women's Fund Discussion by representatives of the venture capital and philanthropic world about potential sources
3:50 – 4:15 p.m.	Summary and Closing Comments
4:15 p.m.	Adjourn

Please note that while the content of the agenda will not change, times and order of events may be altered.

Summary of Highlights

This summary was prepared on the spot by Craig Freshley and presented to conference participants at the end of the second day, just before adjournment. It serves as a summary of highlights.

Stories

- Woman who was a former prisoner and then spent 6 months in Cianbro's training program
 - Didn't understand benefits at first
 - First of three generations out of poverty
 - First time her family ever had health insurance
- Woman who sunk \$5,000 into an old car that died way before the loan was paid off but then received help from Bonnie CLAC and now has a new car and a full time job
 - And other stories of how affordable transportation has helped people out of poverty
- David – the kid who came to see the police officer not as a cop but as someone who cares – the kid who received a scholarship to the Culinary Institute of America which he plans to take advantage of when he returns from his third tour of duty in Iraq
- The woman who didn't know anything about advocacy but she went to Augusta with a single issue and lots of passion. She ended up getting legislation passed to help her cause and then became a professional lobbyist for the next 20 years
- The small community in Northern Maine where the principal made everyone go skiing and where the MEA scores went up and truancy went down and where Robert went on to place second in the world junior cross country ski championship

Numbers

- 54.....the average age people who watch nightly news casts
- 1.4 million.....number of nonprofits out there
 - 36% more before than just ten years ago
- 10 out of 208.....number of car models that get over 30 mpg
- 11,803,000....amount of money that Bonnie CLAC has saved their clients
- 70,000.....number of people working in Maine nonprofits
- 6,000.....number of skilled construction jobs that went unfilled last year
- 2 hours.....amount of time it takes a group of kids to cook a 5-course meal
- \$82 million.....amount donated by Maine individuals last year to Maine nonprofits
- 700.....number of miles that Robert Chambers biked with his teenage daughter this summer

About our communities and each other

- Not all nonprofits will survive
- Demise of false collaborations
 - Especially those that were organized to pursue a specific funding opportunity
 - This is the case with some weed and seed sites
- Networks, partnerships, collaborations – that’s the key to making resources go farther and have greater impact
- Maine people are awesome
 - Resilient
 - Passionate
 - Sense of community
 - Creative
- Many challenges, when looked at differently, can be seen as strengths
 - Our aging population is a challenge.....and a strength!
- The business community has a lot to offer.....more than money

Practical advice

- We all have the answers
 - We have the tools and the people to do what needs to be done
- Think locally and act locally
- A sustainable community invests in the infrastructure, programs and services, diverse cultures, and resident leadership capacity to encourage positive community transformation
- Advice for sustaining communities?
 - Community priorities connected to activities
 - Assess
 - Shed what doesn’t work well
 - Keep connected to your community
 - Continue to tell your stories
- Strong relationships are most important
 - It’s our collaborative relationships that will sustain our impact
- If we want to reach young people we need to communicate with them in ways that work for them
 - Young people are an easy target – already organized on college campuses and they have a desire to network
- Important to connect people with the most connections to people with the least connections
- Need to be fluid
 - Things will be constantly shifting and changing
- Advocacy
 - Effective advocacy is really all about relationships – it’s saying: I care about this and I’m inviting you to care about this too

- If you can spend time in conversation with people to find out what's in it for them – combined with good relationships – these are the two successful components of advocacy
- Wikify!
 - A great tool for building a body of knowledge – talk about collaboration!
- Tough economic climate? In response, we hear that some foundations might be actually increasing their social entrepreneurship investments.
- Social investors are often more concerned with social impact that they are with financial return on investment
- Nonprofit looking for money? Consider earning it.
- When the goal is to get people to change their lifestyle, several people have to be involved – all the people with which the person interacts
- It's not about the money
 - With a good mission, the money will follow
- You can really make happen what you want to make happen
 - There are so many things out there to help you fulfill your mission and your goal
 - I do not take no for an answer
 - Maine is an incredible place to be – you can make things happen here
- Consider applying design skills to address social problems
- If you do projects that are eco-sensitive, there may be more resources available to you
- There are other people out there in the community that aren't doing the work you do but are just as passionate about it
 - If you can tell your story well, that will create a relationship
- There are a lot more individuals than foundations
- If you are not a nonprofit, consider having a fiscal sponsor rather than start a new nonprofit
- Never doubt that a small group of committed citizens can change the world, it's the only thing that ever has
- People die and people eat – pick a profession related to one of those and you'll be all set

Here's what we're going to do

- We want to sustain
 - Organizations
 - Programs
 - Local Impact
- Build relationships and trust
- Identify those who benefit from the work and engage them
- To learn first about the groups with which we want to cooperate
- Statewide conference on prescription drug addiction
- Website that helps youth get jobs
 - Connects youth with jobs

- Provides educational resources
- Develop models that can be replicated throughout the state
- Adopt-A-Neighbor program
- Engage the Governor or other high profile official to promote the program
 - “We need to take care of our neighbors”
- Establish a performance metric to assess what we are achieving
- Initial a culture shift and create a sense of community
- Foster inclusiveness
- Find ways to sell our nonprofit products and services
- Online forum

Plenary Speakers

Paula Silsby

United States Attorney, District of Maine

- Joanne Marco introduced Paula Silsby
 - Native of Ellsworth
 - Appointed US Attorney in 2001
 - Co-founded a Montessori School in Falmouth.
- This conference is very special to me
 - The thought of this conference came about a year ago
 - Where will we go from here given that many communities are coming to the end of their federal funding
 - This conference marks the end of the first decade of weed and seed
- Weed and Seed
 - Brings together community activists to focus on community problems
 - Address law enforcement issues first, then the seeding begins
- This conference based on the premise that we in Maine have what it takes to solve our community problems
- Fertile ground wants us to think locally and act locally
- What defines Maine is our communities
 - Making sure that our communities are healthy places to live ad work
- Sustaining the concept of local work is very important
- Sustainability defined
 - That programs can continue to support people long after the funding has disappeared
 - Requires engaging already existing resources
 - Requires a broad-based approach
- We want to sustain
 - Organizations
 - Programs

- Local Impact
- To do this, we need to
 - Think more broadly
 - Think from a business perspective
- We're going to
 - Work to develop sustainability plans
 - We will also hear from some truly extraordinary speakers
- Ultimately you are the experts
 - You have been invited because you have the best answers

June Koegel

President and CEO, Volunteers of America Northern New England

“Women Building Futures”

- Joanne Marco introduced June Koegel:
 - Has been with VoA for 22 years
 - Start up to 22m agency
 - Former chair of Maine Criminal Justice Commission
 - Commissioned Minister
- Introduction
 - We're excited about what this offers Maine
 - Planting the seeds, fertilizing the soil, and watching it Grow
- Women of the Future
 - Started
 - A few individuals from Maine Dept. of Corrections and VoA staff had conversations about how to improve the recidivism rate
 - Cause of recidivism
 - Inability to earn a living wage
 - Lack of training for women
 - Vermont Works for Women – identified as a model
 - Partners
 - Women Unlimited
 - Maine Housing
 - Women, Work and Community
 - Sheraton Corp
 - Building and Contractors of Maine
 - Habitat for Humanity
 - VoA
 - Opportunities
 - Last year 6,000 skilled construction jobs went unfilled

- Many construction certifications are transferable to the boat building communities
 - Need for affordable housing in communities
 - How to make it self-sustaining and generate revenue for expansion
 - The project is 6-12 months away from implementation
- Lessons learned / Success Factors
 - Will have 25-30 funders for this project
 - Communications is critical
 - Need to be fluid
 - Things will be constantly shifting and changing
 - Trust and faith in one another
 - Look for support in unexpected places
 - Conflicts are inevitable and are healthy when starting new projects
 - When you have moments of stalled momentum – someone needs to be the cheerleader
- This project has the potential to really change things for women in the state of Maine
 - Example
 - Woman spent 6 months in Cianbro’s training program
 - Didn’t understand benefits
 - First of three generations out of poverty
 - First time her family ever had health insurance
- We hope that the lessons we are learning in this project will help you

Alyson Parham

Founder and President, Partec Consulting Group

“The Core of Sustainability: Lasting Social Impact”

- Joanne Marco introduced Alyson Parham:
 - Worked for 24 years with organizations
 - including faith-based & community
 - Capacity-building for non-profits
 - Strategic and business planning
 - Organizational assessments
- Introduction
 - Talk about sustainability
 - What other Weed and Seed sites
 - Have developed a publication about sustainability of weed and seed sites
 - There is no uniform answer about how communities are addressing this issue

- The Landscape
 - The climate is changing – economic challenges
 - Private funding has recently increased
 - But there are more nonprofits operating now than in 1996 – 36% more before
 - 1.4 million nonprofits out there
- The Reality
 - More people need help
 - Potential decline in government funding
 - Less corporate funding
 - Foundation funding being redirected
 - Not all nonprofits will survive
 - Demise of false collaborations
 - Especially those that were organized to pursue a specific funding opportunity
 - This is the case with some weed and seed sites
- Many weed and seed sites go through the same cycle
 - Start with everyone at the table
 - People then understand the amount of funding
 - Then it diminishes to just the true partners
 - Often it takes as much as 5 years just to figure out what to do and how to address our issues
- Comments regarding sustainability
 - We must continue because the government gave us money
 - Let's get another grant
- What is it that we are trying to sustain?
 - Not Weed and Seed – that's just a federal program
 - Options
 - Nonprofits
 - Community
 - Collaboration
 - Specific programs and services
 - We need to confront that there are some aspects of what we are doing will not continue and we may need a new mix of partners
 - It's important to answer this question
- Sustainable Community
 - A sustainable community invests in the infrastructure, programs and services, diverse cultures, and resident leadership capacity to encourage positive community transformation
- Requirements for sustainability
 - Engaged and informed leaders
 - Unified community vision
 - Community priorities connected to activities
 - Well-crafted plan of action
 - Make sure it reflects what the community wants

- Story about concerts rather than a rodeo
 - Defined roles and responsibilities
 - Everyone is accountable for some aspect
 - Diverse resource strategies
 - Diversity in terms of types of resources
 - Volunteerism
 - More than just money
 - Evaluation leading to refinements as needed
 - Evaluation needs to evaluate all components of weed and seed
 - If stuff is not working, don't keep going down that path
 - We need to think creative about how we use our limited resources
 - Regular communication with stakeholders
 - Ask – do people in the community understand weed and seed
 - In order to sustain it, we have to have lots of people understand what it is
 - Trust
- Community Sustainability Dimensions
 - Triangle from top to bottom
 - Diverse resources
 - Think beyond the next grant
 - Demonstrated impact
 - Solid operating infrastructure
 - Invest in what you already have rather than invest in getting more
 - Rather than add more staff, invest in professional development of people on staff
 - Grounded in the community
 - Needs to be good understanding among community members
- Assessing the Dimensions
 - Community Organizing
 - Structure
 - Community Impact
 - Resource Development
- Factors Impeding Sustainability
 - Failing to
 - Examine impact
 - Document accomplishments
 - Connect with the community
 - Share the story with other stakeholders
 - Pursue diverse resources
- Make sure you are telling your story
 - The community
 - Political leaders
 - Funders

- Media
- Others?
- Raising Funds – Back to the Basics
 - Crafting a resource development plan
 - Grants (local, state, federal)
 - Individual donors
 - Bequests
 - Foundations
 - Corporations
 - Fundraising events
 - Social enterprise
- Where to go from here
 - Assess
 - Prioritize
 - Explore
 - Consider sharing staff
 - Plan
 - Look at already existing plans
 - Execute
- Weed and Seed Site Examples
 - Created a network of sites and secured funding from the state
 - More able to influence state appropriation as a group than any one of them could have on their own
 - This got the attention of corporations
 - Established a nonprofit that transitioned into providing programs and services
 - Secured support from the City’s Neighborhood Services Department for staff/space to continue guiding the collaboration
- Conclusion
 - Assess
 - Shed what doesn’t work well
 - Keep connected to your community
 - Continue to tell your stories

Valencia Coar

Managing Director, Etcetera Enterprises

“Inspire Maine: a National Perspective”

- Joanne Marco introduced Valencia Coar
 - Etcetera Enterprises is non-profit community planning organization
 - Also with Community Design Center of Atlanta
 - Architectural, planning, policy and research for non-profits

- Specialties:
 - Planning for the built environment
 - Organizational capacity development
- I love Maine
 - Your sites, your collaboration, your interests are models for the rest of the country.
 - Many times I've encouraged groups that didn't have the capacity to do it, so now I'm doing it myself
- Prevention is so important
- Inspire Maine
 - If I don't do anything else, I want to get some passion and inspiration to you
 - Why?
 - To exert an animating, enlivening, or exalting influence
 - To spur on
 - To draw forth or bring out
- Designs
 - Design for the other 90%
 - Look at the practical implications of these designs
 - How do we take this knowledge base and inspire others to make new designs
 - A look at some inspiring designs
 - Have you considered applying design skills to address social problems?
 - We need systemic design changes in order to address poverty and other issues that we are trying to address
 - Models
 - North Carolina Biotech Strategy as a model
 - Results
 - 55,000 people now employed in biotech
 - This plan is so compelling that it has revolutionized education in North Carolina
 - Imagine that Weed and Seed sites could get involved in tourism
 - How do we capitalize on our state strategies, such as tourism
 - Cameron Sinclair and Kate Stohr – Architecture for Humanity
 - Recruited architects that were inspirational to the architects
 - Gave people an opportunity to volunteer on things they were passionate about
 - TerraCycle Plant Food
 - Two Princeton students wanted to start a company that does composting
 - They developed a processes using dirt and worms
 - Very successful – many jobs created

- Think of one thing that could be done better that you are willing to commit to work on
 - Process by which the food pantry is operated
 - Bridge a domestic violence shelter and housing assistance
 - Opportunities for public-private partnerships – opportunities are endless
 - My Sister’s Keeper program – mentors prisoners as they come out
 - On-line tool that brings visibility to the nonprofits we fund
 - Public school reframing how we think about corporate partnerships
 - Do it yourself, back yard composting
- We all have the ability to transform ideas
- We all live in one environment
 - The idea of going sustainable is not optional – it is for everyone
 - If you do projects that are eco-sensitive, there may be more resources available to you

Robert Chambers

Founder and CEO, Bonnie CLAC

- Joanne Marco introduced Mark Millar:
 - Division Director for Casey Family Services
 - Foster care and adoption services in Portland and Bangor
 - Part of the Annie E. Casey Foundation
 - Funded in large part by United Parcel Service (UPS)
 - We believe that Children do well when families do well
 - Weed and Seed is one of our strong partners
- Mark Millar introduced Robert Chambers:
 - Founder of Bonnie CLAC
 - Award winning consumer focused nonprofit that helps people buy affordable, fuel efficient vehicles
 - More from the program
 - Robert loves biking – cycled over 700 miles this past summer
- Why I started Bonnie CLAC
 - Story
 - In the car business a dealer offered \$1,000 bonus to any sales person that would sell a particular car
 - A young woman whose car had broken down came in and was persuaded to buy the car
 - She had been through a divorce but had a poor credit score so she had to get a loan with a high interest rate

- It was obvious that the car would not last as long as the debt and the sales person and the finance director were very proud that they had made \$5,000 profit
 - I couldn't stand it and decided to start a nonprofit to help people like this woman
 - Today, the car market is selling inefficient cars to low income individuals
 - Another story – Robbin
 - single mom with two young boys
 - paid \$2,000 cash for a car
 - I month later the engine died
 - Put a new engine into the car – another \$2,000
 - Then another problem – another \$1,000
 - Then she found us and took our financial literacy class (required for us to guarantee a loan for them) and we put her in a bridge car (a rental program that demonstrates their ability to make payments over time)
- People need reliable, affordable transportation
 - Timely presence on the job
 - Complete engagement at work
 - Reduced personal stress
 - Ability to care properly for family members
- Another story – Jackie
 - Working three retail jobs at \$7/hour
 - Three kids abused by their father
 - She took the financial literacy course and now she has a brand new Honda Civic and that has lead to one full time job at \$12/hour with benefits
- Older vehicles
 - High maintenance and repair costs
 - High fuel costs
 - High interest rates
 - Low value
 - Result – most older vehicles die before they are paid off and the dealer gets high profits
- 208 models of cars in 2007 – only 10 that get over 30 miles/gallon
 - We are getting people into the wrong cars
- Many people don't realize the implications of the high rates they are paying
 - Typically, the older the car and the worst the credit rating, the higher the rate
- Many people don't realize the cost savings achieved with higher mileage cars
- Bonnie CLAC Services
 - Vehicle purchase counseling
 - Loan guarantees to reduce interest
 - Loan and dealer pre-negotiation
 - Insurance negotiation
 - Budget counseling

- Financial fitness courses
- Vehicle selection assistance
- Temporary transportation program
- Accomplishments
 - 9000 consultations
 - Graduate clients – 1138
 - Women clients – 73%
 - Co2 reductions – 33667
 - Client savings – 11,803,000

Panel Discussions

The Many Faces of Entrepreneurs

Panelists

Sharon Herrick, Moderator, Volunteers of America

Carla Marcus, WinterKids

Tom Poulin, Auburn Police Department

- Introductions
 - Tom Poulin
 - About Tom
 - Police Officer in Auburn
 - Born and raised in Maine
 - Graduate of the Culinary Institute of America
 - The kids see me not as a police officer but as someone who wants to cook with them
 - Program
 - Primarily work with middle schools
 - Also a resources officer in the elementary schools
 - 200-300 kids sign up for my programs every year
 - I teach them a skill and they get to take home the products
 - Rather than shop in fancy store, we deal with what's in the cupboard
 - Partners
 - Dept of Ed
 - Auburn school Dept
 - Auburn Police Dept
 - Maine DHS
 - Central Maine Community College
 - Food suppliers and purveyors
 - Weed and Seed

- Auburn housing
- YMCA
- Boys and Girls Club
- Stories
 - In my day I was not allowed to take home economics – no choice
 - Because I wanted to cook but couldn't, I was not a "guy"
 - Home Economic teacher decided to co-teach with Tom
 - We have the kids for two hours
 - At the end of teaching she said, "this is the coolest things I have ever done"
 - Now – they do not see me as a teacher but instead see me as someone who can help them cook
- The kids cook a 5-course dinner in two hours
 - David
 - His mom worked from 6-6
 - In third grade it was his job to make sure the other kids were fed
 - In 7th grade David took the chef class
 - Never missed a class
 - David took 2nd place in state of Maine and received a scholarship to go Culinary Institute of America but joined the service and when he is done he plans to go to culinary arts school
- Carla Marcus
 - About Carla
 - Grew up in Maine
 - Ski patrol at Sugarloaf
 - Founded the safety patrol at Sugarloaf
 - Founded WinterKids
 - Realize the connection between health and physical activity
 - Partners
 - Local and state government
 - Maine Forest Service
 - Many others
 - The goal is to get people to change their lifestyle
 - Takes several people to be involved
 - WinterKids
 - We help kids access winter activities
 - We help with tickets and all sorts of other access issues
 - Started with a staff of one and then a staff of four
 - We developed a train-the-trainers program

- Curriculum for teachers grades 4-12
 - All lesson plans are active, outside, in the winter
 - Story – small community in Northern Maine
 - Poverty and several other problems too
 - 98% of the kids failed the MEA tests
 - New principal – Barbara
 - She identified assets – what do we have that’s really special?
 - Answer: winter and snow
 - Built cross country ski trails
 - Provided equipment and clothing
 - Every kids outside twice per day to ski grades k-8
 - Taught math outside
 - Robert – overweight, poor grades, aggressive
 - Took his kids home and skied back and forth from school
 - Lost 40 pounds
 - Became a leader in the school
 - Truancy stopped – grades improved
 - Before MEA tests they all went skiing
 - 98% of the kids passed their MEA tests
 - Robert came in second in the world junior cross country ski championship
- Lessons Learned
 - As a policeman, with an authority approach, it was hard to connect with the kids
 - When I made a different kind of connection with the kids, I was able to truly connect
 - Results
 - kids don’t see a cop – they see a person who cares
 - Kids approach me easily
 - If you are a police officer with a hobby, consider using your hobby to connect with the kids
 - You can really make happen what you want to make happen
 - There are so many things out there to help you fulfill your mission and your goal
 - I do not take no for an answer
 - Maine is an incredible place to be – you can make things happen here
 - Everything should be done at the very highest standard
 - It’s not about the money
 - With a good mission, the money will follow
 - When I have questions, I go to the source

- There are lots of people out there willing to help
 - The staff is everything
 - Do everything you need to do to make your staff feel great
- Comments
 - Be whatever you want – but be good at what you do
 - People die and people eat – pick a profession related to one of those and you’ll be all set
 - Intergenerational aspects
 - When we reach the kids, we reach the adults also
 - Funding
 - We do diversified funding
 - Three-legged stool
 - Corporate
 - Grants
 - Individuals
 - We stay away from fundraising events
 - We earn money
 - Don’t spend too much money
 - The key to success is to listen to other people
 - Provide to sponsors and other funders what they are looking for

Let’s Talk About Funding

Tom Shepard, an investment advisor with Ameriprise Financial, introduced the moderator, Elizabeth Stefanski:

- About Ellie Stefanski
 - Maine Women’s Fund
 - Family is important her
 - Passion for women’s financial independence
- Ellie’s opening remarks
 - The role for money
 - Resourcing a community initiative takes a lot more than money, but money plays an important part
 - Purpose of Today’s Discussion
 - What are the different sources of money
 - How to engage people who have money
 - How to sustain financing
 - Ellie introduced each of the panelists
- Panel Presentations
 - Meredith Bove, McCabe, Duval + Associates
 - The importance of creating and telling your story
 - Important pieces of the story

- What's the value proposition
 - How are you going to achieve it
 - Your organizational story
- Story-telling initiative
 - At first, people weren't really getting it
 - Then we focused:
 - Who are the women in Maine making change and what are their stories
 - Key lessons:
 - How to tell stories aligned with mission and vision
 - Does this resonate with your stakeholder groups
 - Test it
- Key questions
 - Who can donate which services
 - Who is the audience
 - Why do they care
- It's helpful to get an outside perspective
- Sarah Ruef-Lindquist, Founder and Senior Consultant, Planning for Good
 - People who work in the nonprofit world working to change people's lives are amazing
 - Stories are the most compelling means of reaching out to individuals
 - Individuals are just one potential source of funding
 - Building relationships with individuals is how we create a funding platform
 - There are other people out there in the community that aren't doing the work you do but are just as passionate about it
 - If you can tell your story well, that will create a relationship
 - Building connections is a means to creating a diverse funding platform for any organization
 - Articulate your mission in ways that resonate with those who care about it
 - There are more individuals than foundations
 - Build relationships with people willing to include you as a member of the family – build you into their estate planning
 - It all begins with people hearing your story
- Laura Young, Vice President for Advancement and Communications, Maine Community Foundation
 - Never doubt that a small group of committed citizens can change the world, it's the only thing that ever has
 - About the foundation world and giving worlds
 - \$300,000,000 given to charities last year in the US – 80% from individuals
 - In 2005, Maine Foundations gave \$91m – ½ to Maine nonprofits

- \$82 million from individuals
 - When we look at foundation proposals – is this someone looking for money or is it a groundswell of support from the community for something that’s needed
 - Examples of projects that stand out
 - Rippling Waters Farm
 - Community-wide composting program
 - Several partners
 - Students gathered leaves
 - Retirement community
 - Was fully funded
 - Sometimes get seed money from a foundation to begin to develop a groundswell of support – but you need to have a sustainability plan
 - About the Maine Community Foundation
 - Statewide community foundation
 - We give seed money for small community building programs
 - Using community resources to strengthen community life
 - Volunteer committees review the grant proposals
 - \$800,000 granted annually
 - Bob Putnam did a social capital survey in Maine in 2001 and he did an update last year
 - Levels of trust analyzed
 - Practical tips
 - If you are not a nonprofit, consider having a fiscal sponsor rather than start a new nonprofit
 - Could be a municipality
 - Maine Philanthropy Center
 - Maine Association of Nonprofits
- Questions and Comments
 - Sara – how much of a return do you need for a small amount of money?
 - Amount of your ask is proportional to how well you know them
 - Build relationships
 - Participate in small events
 - People giving through estate plans
 - Mainers give at 24% of estates to charity
 - Nationally 20%
 - Maintain relationships
 - How many moves does it take to get a major gift?
 - Seven
 - Get folks involved in volunteering
 - More likely to get their financial support
 - Maine Community Foundation Cycle

- May 15, January 15, September 15
- Use Maine Philanthropy Center guide online
- Engage volunteers, board resources, stories, investment of resources
- Storytelling and messaging in Maine
 - How is it different in Maine?
 - What resonates in Maine funding?
 - Shorten elevator speech (New Yorker in Maine)
- Geographic
- Respect privacy in Maine
- Build relationships to get people on board
 - Not as quick to get on board as in other places in the U.S.
 - Once investment is made, doesn't take as long
- Shared effort, willingness to be personal about passion
 - I'm supporting because "x" and then snowball effect.
- What month to send out annual giving letters?
 - Collaborate locally. Talk with other to not overlap
 - If there is something timely about organization, look at when it will resonate with donors
 - Send thank-you note to donor for doing x, y, z.
 - Think of appeal versus thank you.
 - Annual appeal letters are great
 - Don't rely on solely

Strengths and Challenges

All conference participants met in affinity groups to develop assessments of strengths and challenges from varied perspectives.

Business

The Business group was facilitated by John Williams of Woodward & Curran and Carrie Bancroft of Winthinsight Technologies.

- Strengths
 - Business strategies and processes
 - Networks
- Challenges
 - Bad PR problem
 - People don't always see the opportunities between businesses and nonprofits
 - Constant tension between ethics and priorities
 - Hard to balance short and long term perspective
 - Education and training

Finances

The Finances group, which included development and grantmaking, was facilitated by Greg Cataldo of Woodward & Curran and Creighton Taylor of Ruby Slippers.

- Strengths
 - Relationships
 - Collaborations
 - At the service level
 - Strong community partnerships
 - Community involvement
 - Lots of people committed to making a difference
 - Dedication of out staff
- Challenges
 - Sustained Revenue Streams
 - Active board of Directors
 - Committed and engaged in the funding process
 - Duplication of services
 - Building relationships
 - Long term commitments and relationships

Citizen Volunteers

The Citizen Volunteers group was facilitated by Bill Bliss of the Bath United Church of Christ.

- Strengths
 - Partnerships
 - Able to overcome institutional barriers
 - Leadership
 - Incredible energy that comes with volunteers
 - Good sense of fun
- Challenges
 - Leadership
 - Combating burn out
 - Funding

Non-Profit Services

The non-profit services group was divided into two groups facilitated by Maryli Tiemann of Maine Campus Compact and Florence Young of Casey Family Services, Results of the two groups are combined below.

- Strengths
 - The people we work for and with
 - Resilient
 - Passionate
 - Sense of community
 - Committed
 - Strong collaborative efforts
 - Incredibly creative thinkers
 - 70,000 people employed in Maine non-profits
- Challenges
 - Limited Funding
 - Affects our ability to be creative
 - Staff resources
 - We need to shift from competition for funds to more collaborative
 - Succession planning
 - Lack of awareness about the importance of prevention
 - Especially early childhood
 - Size of the State
 - Two states
 - Generational poverty

Law Enforcement

The Law Enforcement group was facilitated by Tom McLaughlin of the University of New England.

- Strengths
 - Partnerships
 - Sharing of information and resources
 - Providing services to enhance outcomes
- Challenges
 - Funding
 - Doing more with less
 - Decreasing revenues
 - Changes in how things are funded
 - Community culture
 - Identification of community priorities

Municipal / Government

The Municipal/Government group was facilitated by Pat Murtagh of Volunteers of America Northern New England

- Strengths
 - Quality of Life
 - Relatively safe
 - Natural resources
 - Strong environmental laws
 - Resiliency of Mainers
 - Extraordinary accessibility to our leaders
- Challenges
 - Poverty
 - Heat, energy, food security
 - Changes at the federal level – things are getting worse
 - Affordable post-secondary education
 - Aging population

General Comments

- Theme among all groups: the value of collaborations, networks, partnerships
 - We need to move toward collaboration and away from competition
- Many challenges, when looked at differently, can be seen as strengths
 - For instance, Maine's retired people are both a strength and a challenge
- Would be good to have more health care people involved
- Would be good to have more young people involved
 - If we want to reach young people we need to communicate with them in ways that work for them
 - Young people are an easy target – already organized on college campuses and they have a desire to network
- Comment – no government regulators in the room
- There are many opportunities for business to partner with government
 - For instance, businesses can apply for government grants
- We have the tools and the people we need to address our challenges
- Important to connect people with the most connections to people with the least connections

Sustainability Plans

In three group discussion sessions over the course of two days, seven groups developed sustainability plans to implement after the conference. Near the end of the second day, each group briefly presented its plan. A summary of these presentations follows. After that is a write-up of the charts made by each group. Names of facilitators appear in brackets.

Summary of Plans Presented at Conference

Group 1 (Murtagh)

- Needs
 - Build relationships and trust
 - Identify who is currently at the table and who is missing
 - Always asking what's in it for me
- Resources
 - Churches
 - Office of Substance Abuse and other state agencies
 - Other grantors
 - Schools and other educational programs
 - Consumers as resources
 - Objects rather than subjects
- Strategies
 - Identify those who benefit from the work
 - Communicate
 - Person to person when possible
 - Develop methods
 - Provide incentives
 - Identify and mitigate the barriers
 - Build on results
- Responsibilities
 - Facilitator
 - Record keeper
 - and others

Group 2 (Taylor)

- We want o focus on collaboration with the medical field
- Gather information
 - Coordinate with other community members
 - Want to collect information from doctors and hospitals

- Part of the problem is that prescription narcotics are in people's homes
 - Results in break-ins
 - Also, elderly people are sometimes addicted
- Strategies
 - Put out folders/flyers
 - Build awareness of the problem
 - Educate doctors
 - Educate law enforcement
 - Need to find money for these activities
 - Outreach to Maine Chiefs and Sheriffs Association
 - Can we exert some influence statewide?
 - Would like cooperation with Doctors
- Ultimate Goal – Our Big Dream
 - A statewide conference among
 - Treatment providers
 - Medical community
 - Law enforcement
 - Recovered prescription drug addicts

Group 3 (Cataldo & Young)

- Goal - Aspirations of youth – keep youth in Maine
- The problem – not enough information out there to help youth get jobs
- The need
 - Job skills
 - Information about / connection to jobs
- Solutions
 - Website that tells where the jobs are
 - Solicit new employers to post jobs on their website
 - Educate kids about how to get jobs
 - Resume and interview skills
 - Put volunteer work on the resume
 - Identify community resources
 - We're looking for kids that need an extra push, that don't otherwise have high aspirations
 - We need to build on existing resources

Group 4 (Bliss)

- Our challenge – how to sustain the weed and seed program
- Our focus: coordination
- Key areas
 - Serve as an information conduit
 - Find a way to coordinate all activities of other organizations
 - So everyone knows what everyone else is doing

- Make connections between organizations – develop a network
- Partnerships
- Meetings – regular face time
- How to actually do this?
 - Look at other effective models such as in Bath/Brunswick
 - We want to develop a model in our area that can be replicated throughout the state

Group 5 (*Williams & Giambalvo*)

- Goal – cultivate the idea of community
- Strategy - Adopt-A-Neighbor program
 - Specifically for elderly
- Resources
 - Leverage existing contacts and resources
 - CAPs
 - Neighborhood associations
 - Municipalities
 - Media
 - Personal and professional programs
 - Talk to people who have done similar programs in other states
- Action steps
 - Develop initial scope and framework
 - Establish partnerships
 - Engage the Governor or other high profile official to promote the program
 - “We need to take care of our neighbors”
- Responsibilities
 - Local champions in each region of the state
 - Initial outreach to target communities
 - Establish a performance metric to assess what we are achieving
 - Web based
 - Surveys

Group 6 (*Tiemann*)

- We are fostering a sense of community within our group
- Our Strategy – to initial a culture shift
 - Create a sense of community
- What makes up a community
 - Everyone has something to give
 - Sense of reciprocity
 - Multi-generational
 - Close-knit but not exclusive
 - People helping people
- To foster inclusiveness

- Shared learning
- Include people of all ages
- Need decision making
- Get everyone's input
- Has to be fun
- Has to be close to home and accessible
- Need to build relationships
 - See flow chart
- Sense of family and interest in each other
- Respect for other people's values
- Example
 - Food pantry
 - CSA
 - Helping each other growing and getting food
 - Healthy lifestyle
 - Pride in the Earth
 - Sustainable
 - And it builds skills

Group 7 (Bancroft)

- Focused on supporting each other
 - Identify things that our programs already offer and figure out how to sell things
- For instance
 - A program focused on youth depression and substance abuse
 - Perhaps this can be sold to other schools
 - VoA – support mental health staff
 - We can market this to other businesses
 - Law enforcement – we have clients
 - We can supply clients to other agencies capable of serving them
 - We have a lot of contacts – we can make connections
 - We can expend services
 - As others see law enforcement needs, you can help us
 - Sell our expertise to nonprofits and for profits
 - Reduce costs through partnerships and collaborations
 - Schools and others
- Decided not to come up with a specific plan
- Created an online discussion forum for all the other groups
 - There will be a demo
 - Designed as a networking tool
 - We will e-mail info on how to use it

Comments on Plan Presentations

- Youth aspirations group
 - Great idea
 - Many websites in place
 - Need education programs starting in 9th grade
- The feedback is very impressive
- Many ideas wouldn't cost money but save money
- Continue the conversation
 - Online forum
 - Blog for online articles
- No replacement for in-person time
- Idea – regional face-to-face meetings in the future

All Group Work as Documented on Charts

Group 1 (*Murtagh*)

Participants

Pat Murtagh (facilitator)
Tess Woods
Amanda Adams
Gail Wahl
Wendy Harrington
Crystal Cook
Gail Chase
Kay Webb
Kathy M.

Needs

- Include more service consumers & broader community in planning services & solutions
 - Build relationships/trust
 - Does my voice really count?
 - Define needs on “consumers” terms
 - Who is currently at the table? Who else can be there?
 - WIIFM – What are the benefits & incentives of inclusion?

Resources

- Civic Organizations
 - Churches
 - United Ways
 - OSA
 - DHHS
 - Local government
 -all the traditional service providers
- Educational Organizations
 - Schools
 - Pre-school
 - Colleges
 - Headstart
- Volunteers
- Professionals
 - Substance abuse centers
 - Homeless shelters
 - Local PD
 - Sheriffs
- Food pantry
- Outreach to pull in the non-traditional voices

Strategies

- Identify beneficiaries
- Communications
 - Sense of community
 - Develop message(s)
 - Share with friends, neighbors
 - Person to person
 - Access through children
- Provide incentives ...make it worthwhile
- Build on results – identify new community leaders
- Identify and mitigate barriers...
 - Provide transportation, child care

Responsibilities

- Leader in identified population
- Facilitator – People, Resources
 - Need to understand
 - Clients
 - Partners – experience
 - Resources
- Public Relations Coordinator
- Record Keeper

- Entrepreneurs – idea tank
- Implementers – make it happen
- Managers
- Evaluators

Outcomes

- Mobilizing for action – specifics
- Healthy snacks, supervision, playgroups, neighbors helping one another
- Creating a community of caring
- Strength is in unity
- Able to sustain – service providers
- “Promises I can keep”
- Government has both service/leadership qualities
- Neighborhood
 - Parks
 - Community meetings
 - Check-in on elders
- Living in possibility rather than fear
- People are fed
- Within our communities the strengths of people are utilized
- Care-taking one another – access to service

Group 2 (Taylor)

Participants

Creighton Taylor (facilitator)
 Mike Field
 Bob Savary
 Joel Merry
 Mary O’Leary
 Mary Macul
 Betsy Cantrell
 Bob Hausch
 Keith Small

Challenges

- Soliciting \$ for programs
- Outside comfort zone (Values: you don’t ask for \$)
- Don’t have the skills to do the job (i.e. raise \$, ask for \$)
- Replace Weed & See funding
 - Unclear what direction to take
- Great ideas but still \$ attached (L.L. Bean coats)
- Skill building re: fundraising

- Funding (ongoing) crime analyst position
- Making the “ask”
- How do you match/pitch your mission to business?
- No money for community programs and/or transportation (perpetrators can’t afford)
- National financial crisis – trickle-down effect
- Drug abuse
 - Prescriptive drug issue
 - Lack of understanding in medical community

Big Dream!

- Conference to discuss changing face of drug problem
 - Drug enforcement
 - Maine Chiefs
 - Maine Sheriffs
 - Treatment providers
 - Medical community
 - Community corrections agencies
 - Attorney General / D.A.’s office
 - Recovered prescription addicts
 - Pharmacies

New Faces of Drug Addiction Initiative

- Education
- Interdiction
- Awareness
- Collaboration

Who	What	When
Mary Macul (Committee Chairperson)	Coordinate with other committee members	As needed
	Research – who does outreach & education	1 month
	... What’s next?	Date to come
	Disseminate & collate information (point person)	6 weeks
	Follow up with Keith Small & Betsy Cantrel re: committee assignments	1 month
Joel Merry	Look into doctors’ awareness: fact finding	9/30/08
Bob Hasch	Talk to St. Andrews & Miles Memorial Hospital	10/31/08
	Deb Mullen – TRIAD [should Deb Mullen be the “who” here, or is Bob H. to speak to Deb?]	Done
Mary O’Leary	Talk to doctors at CMO	10/31/08

Who	What	When
	Follow up with Mary & Mike	10/31/08
Bob Savary	NADDI grants (OT & “Buy” money)	10/15/08
Mike Field	Talk to Maine Chiefs organization & Sheriffs & MDA re: collaborating with medical community	10/31/08

Group 3 (Cataldo & Young)

Participants

Greg Cataldo (facilitator)
 Florence Young (facilitator)
 Alyson Stone
 Maggie Chisholm
 Robert Ullrich
 Jolene Bonaitis
 Adam Higgins
 Phillip Crowell
 Tom Poulin
 Dorothy Martel
 Liz Allen
 Deborah Chapman (attended part of groups)
 Pamela Boivin (attended part of groups)
 Suzanne Farley (attended part of groups)

Notes

- **Identified Troubling Trends in Community**
 - Note: majority of members of group from L-A area, however also had folks covering Bangor and north, as well as Augusta area. bringing together a combination of rural and urban issues.
 - Poverty
 - Domestic Violence
 - Addiction
 - Youth not feeling there are future opportunities in their community
 - Mental Health needs
 - Reduction of funding and resources
- **Vision and outcomes included:**
 - Better understanding by citizens, as well as service providers, of police responsibilities and roles.
 - Living wages
 - Affordable and accessible health care

- Safe and affordable housing
- Improved quality of life
- **Identified Group themes:**
 - Maintain and increase PREVENTION focus
 - Increase ASPIRATIONS and HOPE for youth, adults and families
 - Need for FINANACIAL and EMPLOYMENT related education for youth and adults
 - GIVE VOICE to residents
- Note: at last session of day, when plan developed, group was primarily folks from L-A, with one exception.
- **Identified goals:**
 - Increase youth aspirations
 - Aid youth in obtaining job readiness skills
 - Keep youth engaged and in communities in Maine
- **Plan:** To address youth needs related to employment readiness and opportunities through the school system as possible, using additional community resources, including social service and municipal providers as well as local employers. Could include development and use of web page for students, job fairs at schools, Chamber of Commerce commitment, resume work done in classrooms.
- **Next steps:**
 - Identify existing community resources
 - Clarify what schools are already are providing
 - Involve youth in planning as possible
 - Identify school staff that will champion in their system
 - Identify possible mentors through a variety of resources, including employers
 - Need for technical support in development of web based resources and source to help with this.
 - Maggie and Alyson (I believe) will coordinate to move this forward.

Group 4 (*Bliss*)

Participants

Bill Bliss (facilitator)
 Frank Engert
 David Brooks
 Ellie Libby
 Maureen Howard
 Wendy Kierstead

Lindsay MacDonald
Mark Westrum

Meeting 2

- Increasing Financial Challenges
 - Credit crisis
 - Banking issues
 - Energy/food costs (going up)
- Crime Rising
 - Fewer police
 - More economic challenges
- Family Stress
 - Domestic violence
 - Parents working more
 - More unsupervised youth
- Diminishing Hope
 - Curtailing plans & ambitions
- Changing Landscapes/Environmental
 - Less sustainable (environment)
 - Less cohesive community
 - Economic challenge to farmers/fishers
 - Regulations limit workforce options
 - Inconsistent regs with broadening jurisdiction
 - Paradox: Good-Bad Regulation
- Information Overload
 - Generational divide
 - Loss of connection
 - Changing definition/experience of community
- Challenging Trends
 - Fraying social fabric/family stress
 - Changing definitions/experience of community
 - Financial challenges increasing
- Possibilities
 - Mentoring & reaching out & participate
 - Connect the connected with the disconnected
 - Lots of healthy youth
- Connected Community
 - Communication must improve
 - Diminishing fear/estrangement
 - Streamline necessary protocols on communication
 - Intergenerational work & play
 - Community & business partnerships
 - Partnerships among organizations & agencies
 - Weed & Seed – GOOD
 - Benefit: Increased aspirations + JOY

- Coordination
 - ID needs in community
 - Draw upon retired community & faith communities
 - Regional
- Sustain Momentum
 - Coordinating “entity”
 - “Go to” person
 - Various agencies could contact about needs & resources
 - Make connection

Meeting 3

1. SOCIETY
2. COMMUNITY
3. MONEY

- Family Changing
 - Generations not nearby
- Family Stress (cont.)
 - D.V
 - Repercussions
 - Kids & elderly
- Social Values
 - Diminishing respect for:
 - Parents
 - Law
 - Teachers
 - Public institutions
- Mentoring – cross boundaries
- Communicating – old & new style
- Partnering – among organizations & businesses
- Connect Community
- Restore Hope + Ambition + Joy
- Support Partnerships
- Support & expand VOA for:
 - Coordinating
 - Sustaining
 - Expand
- Maintain & sustain momentum
 - VOA & similar initiatives
 - Coordinate individuals or association of individuals
 - Focus
 - Contact
 - Various agencies
 - Partnering

Meeting 4

- Coordinating
 - Entity
 - Person
- Connect with existing resources & communities
 - Elders
 - Students
 - Faith communities
- Attract Grants
- Communication
 - Coordination
 - Coordinator
 - Grants
 - Agencies
 - Retired folks
 - Connections contacts – skills
- Universal place for info – Clearing House
- Monthly meeting – “Growth Council”
- Need to:
 - Cultivate familiarity & local knowledge
 - Connect people (all stakeholders)
 - List serve / internet com.

Frank Engert Notes

- Need to maintain & sustain momentum of W & S programs and to expand their impact
- Coordination function:
 - 1 or more full-time salaried employee and/or volunteer
 - Information conduit to keep organizations informed of what others are doing, what resources are available & what community needs are
 - Facilitate connections between organizations and the community
 - Foster & nurture partnerships
 - Regular meetings to discuss common problems, issues & resources (face time)
- What shall this look like?
 - Not sure; some examples:
 - VOA
 - This conference
 - Effective model in Bath/Brunswick has to be maintained
- Ultimately
 - research effective practices
 - develop a model & then distribute it so it can be replicated

Group 5 (*Williams & Giambalvo*)

Participants

John Williams (facilitator)
Susan Giambalvo (facilitator)
Laura Quinn
Lizzie Reinholt
Paula Silsby
Mallory Shaunessy
Lisa Burgess
Bud Hall (Henry Hall)
Lois Reckitt
Shauna Ohm
Sara Colton
Lisa King
Audrey Lough
Mark Millar

Targeted Priority Area

- Opportunity to raise the level of consciousness/awareness/strength of social capital in Maine through the development of an adopt-a-neighbor program
- Drivers:
 - Youth at risk
 - Health care
 - Diversity issues
 - Escalating costs – food, fuel
 - Care for the elderly

Resources to Achieve the Plan

- Leverage existing contacts/resources
 - Community action program
 - Established neighborhood associations
 - City/town officials
- Multi-media (TV, radio, newspaper) to broadcast/educate
- Personal/professional resources of core team

Action Steps/Strategies

- Develop the initial scope/framework for the adopt-a-neighbor campaign
- Identify an established partner/entity to “piggy-back” on → scan
- Engage the Governor or some other public official to help promote the program

Responsibilities

- Develop a core team to “champion”

- Identify an “established” partner
- Contact Governor’s office
- Community outreach to initial target communities

Performance Metrics vs. Indicators

- Measurements of engagement
 - Indicators
 - Website “hits”
 - Survey distributions/collections
 - Number of inquiries
 - Performance measures

Group 6 (Tiemann)

Participants

Maryli Tiemann (facilitator)
 Maureen Smith
 Pam Tetley
 Hannah McGhee
 Steven McDermott
 Mary Trescot
 Debbie Mullen
 Holly Stover
 David Hall

Disturbing Trends

- Decline in resourcefulness
- Non-graduation rate (H.S.)
- Obesity
 - Increase hours – TV & computer
- Inability to save \$
 - “wants” seen as necessities
 - \$ doesn’t go as far
- Depend on systems instead of natural supports (church, family)
 - Entitlement
- Domestic violence
 - Children & elder abuse in state
 - \$1,000/per person in state (16 of 25 hours)
- Substance abuse, including prescription drugs
- Speed/”instant” – no savings
- Culture of growth not sustainable (media creates dissatisfaction)

- People reluctant to change values & vision
 - Ghetto Nation
- Mortgage crisis / overuse of credit
- Mobile society
 - Intergenerational loss of skills & cultural awareness
 - Extended family interactions lost
 - Community lost
- Sense of belonging [Circled on side of page]

Potential Solutions

- Culture Shifts
 - 4-day work week
 - Save gas/heat
 - Improve quality of life
 - Family/leisure time
 - Volunteer-in-community time
 - Maine Opportunity! [Note in margin]
 - Localizing
 - Farm & gardening
 - CSAs
 - 100-mile diet
 - Food pantry & co-op extension classes
 - Green awareness
 - Note: 1 veg meal/day = lots of \$/gas)
 - Shop locally
 - Neighbors helping neighbors/community shares
 - Deep Economy Bill McKibben Wandering Home [note in margin]
 - Groups form to do winterization
 - Home sharing
 - Education of life skills
 - Economic/financial
 - Home skills

Strategies

- Instinctive need to belong to be connected
- Education
- Youth programs & collaborative [starred with * in margin]
- 4-day work week
 - Leisure
 - Family
 - Community
 - Keep elders connected
 - Neighbors helping neighbors
 - Rechannel technology for connections

- Fewer rules / fewer
- Communication among existing service providers & members
- 211 chamber U/W [note in margin]
- Education
 - Teach social skills – connecting with neighbors
- Create a forum
 - Bring those who are interested together/coordinate
 - 211 – volume
 - Model: community resource group
 - Town
 - Schools
 - Churches
 - Non-Ps
 - Others
 - Coalition [note in margin]
 - “Ice Storm” behavior
 - Leader modeling
 - Reassured to help
 - Model – Fire Depts System, e.g. Washburn/Doughty Fire
 - [Note in margin:] Bigger
 - Grass Roots
 - Pay it forward [may relate to Fire Depts, above]
 - “Friend brings friend”
 - Small business owner
 - Create opportunities!
 - Build a grass roots structure [Note in margin:] Mission. Vision.
 - Collaborative
 - Utilizing existing coalitions (Organizations, business)
 - “Rolling admissions”
 - Belongs to everyone
 - Much use of electronic-ally
 - Community education & awareness
 - Clear about what it doesn’t do
 - Everybody shares
 - Take advantage of events
 - Community Get ‘n Give
 - Start simple, small
 - Located in popular, accessible spot

Needs

- Need: to develop “Community”
 - Resources:
 - People
 - Underutilized formal infrastructure
 - Towns

- Housing
- Municipal structures
- Non-profits
- Advocates
- Hospitals/healthcare
- Leaders
- Schools
- Churches
- Businesses
- What is a strategy that's: [Written across page in red:] COMMUNITY
 - A cultural shift
 - Makes a difference
 - Honors our mission
 - Sustainable
 - Inclusive
 - Supportive
 - Neighbors/family helping
 - Strength based
 - Close-knit but not exclusive
 - Self sufficient
 - Everybody has something to give
 - Reciprocity
 - Nourishing
 - Empowering
 - Sharing skills
 - Multi-generational
 - Sense of common good
 - Common vision
- [Chart 1 fills full page]
 - INCLUSIVE [in red in circle with 8 radiating spokes, at end of each spoke, a phrase:]
 - Ownership
 - Mini-coalition
 - Win-win
 - Closer to home
 - Fun
 - Decision-makers
 - All ages
 - Learning piece
- [Chart 2 fills full page]
 - BUILDING RELATIONSHIPS [in red in circle with 8 radiating spokes, at end of each spoke, a phrase:]
 - Interaction
 - Shared space
 - Creates community

- “ours”
 - Vested interest
 - Caring
 - Cause
 - Interest
- Need: Transportation
 - [In box at top of page:] NOTE: This is like FOOD that follows
 - Affordable
 - Available
 - Accessible
 - Dependable
 - Resources/Strategies
 - School buses
 - e.g. Mt Desert Island Transportation
 - Multiple uses of now single-use vehicles
 - e.g. Concord Trailways business-sponsored
 - ad on bus
- [Chart 3 fills full page]
 - FOOD [in red in circle with 7 radiating spokes, at end of each spoke, a phrase:]
 - Skill building
 - Sustainable
 - Pride & self-sufficient
 - Healthy lifestyle (outside/exercise)
 - Saves funds
 - Relationship builder
 - Inter-generational
- [Chart 4 fills full page]
 - HEAT SHELTER CLOTHING [in red in circle with 6 radiating spokes, at end of each spoke, a phrase:]
 - Local
 - Share – “Community Cares Day” teams
 - F.I.S.H. or C.H.I.P. style
 - Fund as you can
 - Easily accessible
 - Get and give too
- [Chart 5 fills full page]
 - CELL PHONES / 9-1-1 [in red in circle with 7 radiating spokes, at end of each spoke, a phrase:]
 - Donate
 - Recycling
 - Simple, easy
 - Caring
 - Sustainable funding
 - Reconditioned + 2 batteries

- Connects to community services

Definition of the Cultural Shift (Steven)

- Fostering an environment of responsibility and friendship among a group of people who live in the same geographic location through various educational programs and continued group interactions that lead to one person caring about the next → development of tools to help those people → who now feel helped and they may now take a vested interest in the people and area they live in. Repeat.

Our Presentation “Speech”

- Will not take money
 - Save money
- Need: Culture shift because of a lack of community – lack of belonging facilitated by a culture of consumption that led to a disconnect from neighbors & values.
- Strategy: Initiate cultural shift that honors our mission. The mission is to create an environment that fosters a sense of community.
- Community collaboration programs would be started, carried out and grow – changing needs to suit the community served.

Group 7 (Bancroft)

Participants

Carrie Bancroft (facilitator)
 Tom Shepard, Ameriprise Financial
 Rebecca Howes, Day One
 Vicki MacWinnie, VOANNE
 Yolanda Mitchell, VOANNE
 Tricia Ledoux, US Probation
 Bob MacKenzie, Kennebunk Police Department
 Carla Marcus, Winter Kids
 Laura Mass, Resources First Foundation
 Meg London, Family Crisis Services
 Peg Brown, S.ME Agency on Aging
 Peter Herrick, UNE

Break-out Group 1

- **Break-out Group 7-1 – Participants**
 - Laura Mass
 - Meg London
 - Peg Brown
 - Peter Herrick

- Resources First Foundation, Family Crisis Services, Southern Maine Agency on Aging [UNE, acting consultant]
- **Break-out Group 7-1 – Assets**
 - Training (elder, multidisciplinary)
 - Expertise in solving problems and overcoming challenges around aging
 - Expertise in volunteer recruitment and management
- **Break-out Group 7-1 – Ideas for Creation**
 - Replicable infrastructure for information sharing and distribution
 - Collaboration of agencies offering paid workshops to corporations / for-profits
 - Design / creative services
- **Break-out Group 7-1 – Needs**
 - Cost sharing / administrative tasks sharing
 - Marketing
 - Reduction of overhead costs

Break-out Group 2

- **Break-out Group 7-2 – Participants**
 - Bob "Zorro" MacKenzie
 - Tricia Ledoux,
 - Tom Shepard
 - US Probation, Kennebunk Police Department [Ameriprise Financial, acting consultant]
- **Break-out Group 7-2 – Assets**
 - Clients (potential) for various agencies
 - A powerful alliance with networks and connections
 - Possible funding available for services and expansion of services
- **Break-out Group 7-2 – Assets**
 - Resources to partner with to provide services (necessary)
 - Funding (for Kennebunk Police Dept)

Break-out Group 3

- **Break-out Group 7-3 – Participants**
 - Rebecca Howes
 - Vicki MacWinnie
 - Yolanda Mitchell
 - **Break-out Group 7-3a – Natural Helpers of Maine**
 - Day One: Sell program model to private and public schools in / out of state.
 - **Break-out Group 7-3a - Assets**
 - Currently in 17 Maine high schools
 - Evidence-based support
 - Stories (short videos)

- Funding (?)
- **Break-out Group 7-3b - VOANNE**
 - Provide wellness support in stress management techniques for employees of non-profit and for-profit organizations.
- **Break-out Group 7-3b - Assets**
 - Evidence-based support
 - Stories (short videos)
 - Funding (?)
- **Break-out Group 7-3b - Needs**
 - Business plans (pro-bono business person?)
 - Know the push-back, address pro-actively