

BENEFITS OF ALLIANCE ASSOCIATE

Your Alliance Associate relationship allows your business to achieve multiple marketing goals through a single outlet. It allows associates access to conferences, social events and a statewide network of contacts and professional development resources.

Special thanks...for your bulldog determination and scrutiny, amazing skill and finesse..., and for keeping us on track and moving forward!!! Impressive to say the least. This was a great accomplishment for, and a demonstration of the value and effectiveness of the Alliance.

Jim Roberts
Family Care Network

As an Alliance Associate, your business can:

- **Target Specific Audiences.** Influential audiences of leaders and decision makers will see and hear your message.
- **Heighten Awareness.** The Alliance can help put your business in the spotlight.
- **Effectively Communicate Your Company Message.** Your company message will be seen and heard in an uncluttered environment.
- **Demonstrate Your Company's Commitment to the Community.** An Associate relationship demonstrates your corporate commitment to the community and highlights your company's active civic involvement.
- **Build Name Recognition.** An Associate relationship is a great way to familiarize the public and the field with your business identity.
- **Improve Your Bottom Line.** An Associate relationship is a smart, cost-efficient, and effective use of marketing and public relations dollars.

“The Alliance is the ‘must-belong-to’ association in California...”

Joe Costa

CEO, Sunny Hills Services
San Anselmo

The California Alliance of Child and Family Services is the “must-belong-to” state association for chief executives of organizations serving the state’s most vulnerable populations. Here’s why:

- ◆ Alliance **advocacy** assures your voice is heard in Sacramento. Your voice is more powerful because it is joined with the voices of all Alliance member agencies.
- ◆ The Alliance provides you with timely, vital **information** you need to make critical decisions affecting your agency’s future.
- ◆ Alliance staff with specific policy area **expertise** and real world experience across multiple service sectors is as close as your phone or email.
- ◆ You gain access to the collected wisdom of over 120 other chief executives who are your **colleagues**, and you add your wisdom to the mix.

When your agency joins the Alliance:

advocacy

Your voice is heard in Sacramento. Alliance lobbyists, staff and consultants advocate with the Governor’s office; the Legislature; state departments of education, mental health, social services, alcohol and drug programs, and the division of juvenile justice; with county government associations; and with other child advocacy groups. Not just reactive, the Alliance works proactively to impact policy, budget and legislation. Our history of advocacy integrity, effectiveness and expertise has made the Alliance one of the most respected voices in Sacramento. Your voice becomes more powerful when it joins the voices of all Alliance member agencies.

information

You receive the critical information you need to make decisions for your agency and it is delivered quickly, clearly, and accurately. Weekly Monday Morning updates provide you with the best summation of state legislation, budget and policy available in California, all the while putting a smile on your face. Emails from Alliance policy experts make sure you get critical information – **often available only to Alliance agencies** – that you can use in real time. Alliance conferences bring the experts to you. Ask the tough questions, get the real answers.

expertise

You gain access to Alliance staff, with specific policy area expertise and real world experience. Need help with an EPSDT audit extrapolation? Challenged by licensing? Trying to understand the impact of the federal stimulus on local school districts? Staff responds quickly with data, insights and knowledge you can use today. Unlike other associations, moreover, Alliance staff expertise—and advocacy—spans multiple child and family serving systems including **child welfare, mental health, juvenile justice and education**.

colleagues

You join a select group of the most dedicated, entrepreneurial, supportive, principled nonprofit executives in California. They are available to you for encouragement, know-how, and collaboration, just as you are available to them. You have access to their collected **wisdom**, and they to yours.

These may be the most challenging times our field has ever faced. Alliance member agencies are mission-driven, they survive and thrive because of their single-minded dedication to the best interests of the vulnerable children, youth and families they serve. The Alliance exists to help you assure your agency achieves its mission.



THE ORGANIZATION ...

Member Agencies

Board of Directors

Business Committees

Executive
Membership
Nominating
Continuing Education
Research and Evaluation

Program Committees

Adoption
Education
Family Based Services
Foster Family Agency
Juvenile Justice
Mental Health Services
Residentially Based Services

EXECUTIVE SUPPORT

Provided Executive Consultation to Member Agencies

- Provided direct consultation to executives, boards of directors and senior staff of over 30 Alliance member agencies. (2001-2008)

Provided Quarterly Foster Care Utilization Trends Analysis for FFAs and Group Homes

- Collected and analyzed county and statewide data, charted and published foster care utilization trends for FFAs and group homes for use by member agency executives in strategic planning. (2001-2008)

Published Weekly Monday Morning E-newsletters for Executives and Senior Staff

- Published weekly editions of *Monday Morning* providing the most thorough, accurate, entertaining takes on pertinent policy, legislation, budget, resource, and association news available anywhere for any price. (2003-2008)

When Members Called or Emailed, Staff Responded Quickly, Courteously and Thoroughly

Sponsored 2-3 Highly Successful Executive Conferences Each Year Focusing on Critical Issues in Child Welfare, Children's Mental Health, Juvenile Justice and Special Education (2000-2008)

- Topics have included: Strategies for Survival in a Hostile Fiscal Environment~Best Practices in Mental Health Treatment for Foster Children~Privacy, Confidentiality and Privilege: An Update on Sharing Children's Information with Other Agencies~Creating Unconditionally Caring Adoptive Families for Older Foster Youth~ Prepare to Meet the Press~High Impact

**Helping executives
make the right decisions;
helping member agencies
achieve their missions...**

Philanthropy~Through the Looking Glass: How the Public Sector Views the Private Sector, How the Counties View the State...and Vice Versa~Family-to-Family Model Initiatives in California~What Works with Juvenile Offenders: Characteristics of Effective Programs~HIPAA for Child Welfare~Financing Evidence-Based Children's Mental Health Programs~Multi-Dimensional Treatment Foster Care~Paying for What You Want to Get: Linking Finance and Outcomes in Child Welfare~Residentially-Based Services Reform: Transforming the Group Home System~Juvenile Justice Reform in California~Supporting Emancipating Foster Youth

The Alliance has been there for our organization. When we had a serious organizational crisis the Alliance walked me through everything I needed to do from HR to PR and all the R's in between. I don't know how I would have gotten through this crisis, as well as we did, without the support of the Alliance.

Jill Jacobs
Family Builders

- Speakers have included: James Whittaker, PhD, University of Washington School of Social Work~Jill Duerr-Berrick, PhD, Co-Director of the Center for Child and Family Policy, UC Berkeley~Edward Latessa, PhD, Division of Criminal Justice, University of Cincinnati; Bill Carter, LCSW, California Institute of Mental Health~Fred Wulczyn, Chapin Hall School of Social Work, University of Chicago~Jess McDonald, Co-Chair, Pew Charitable Trust's Fostering Results Project~Darrell Steinberg, President Pro Tem, California State Senate~John Burton, Founder, John Burton Foundation~John Lyons, PhD, Northwestern University~Robert Clyman, MD, Kempe Center for the Prevention of Child Abuse and Neglect~Ross Greene, PhD, Harvard University~John Briere, PhD, Director Psychological Trauma Program, USC

Offered Exclusive Executive Management Series Seminars at Each Conference

- Topics have included: Team Building with High Turnover Staff~Starting From Scratch: Developing a Continuous Quality Improvement Program~Executive Assessment & Compensation~Understanding the Legal Implications of Corporate Bylaws and Making Them Relevant to Agency Operations~Capacity Building for Fund Development~ Performance Outcomes Assessment a Simple: Step-by-Step Guide to Conducting Meaningful Program Evaluation~Hot Employment Law Issues Currently Facing Non-Profits: Is Your Agency Up To Speed~Building Strong, Supportive Boards of Directors~Values Based Management~Workers Compensation Insurance: Reduce Costs and Recover Overcharges~Managing Your Risk Exposure: Human Resources Best Practices~ The New IRS Form 990: What It Means For Your Nonprofit~Legal Management (2005-2009)

Sponsored Stimulating and Informative Annual Education Summits (2007-2008)



California Alliance of Child & Family Services ASSOCIATE APPLICATION

Alliance Members:

The California Alliance of Child and Family Services is a statewide association of more than 120 private nonprofit child and family serving agencies committed to providing the highest quality services in the most caring and effective fashion.

Benefits of an Associate:

Access to the Alliance's Printed Membership Directory — Consider it your connection to future business. The Alliance Member Directory includes complete contact information for senior management of all members and is an invaluable sales, marketing, and networking tool.

Referrals through the Alliance online and Printed Roster — Your roster listings include complete contact information. Your online listing also includes a complimentary hyperlink to your corporate Web site and email address.

Valuable Discounts on Advertising and Exhibits — As an associate, you'll enjoy significant savings on advertising rates and exhibit space rental fees.

Enhanced Visibility — Use the Alliance as your industry networking forum. Associates enjoy access to speaking opportunities and conference participation, as well as authorship opportunities in *Monday Morning*. Share your expertise while gaining valuable exposure within the industry.

Education Vital to Your Success — The Alliance offers training and workshops throughout the year on all aspects of the child and family service industry. If you provide a service to this marketplace, it is vital that you understand the legal, financial, and operational intricacies of this complex business. The more you know, the better you can serve your clients. Associates enjoy significant discounts on registration fees at conferences and specialty seminars, as well as complimentary subscriptions to *Monday Morning*.

Conditions of Associate Status:

Associate status in the California Alliance is available to organizations and professionals that provide products and/or services to or for California Alliance members or to the child care service field in general, and who support the mission and goals of the California Alliance. Associate status is authorized under the California Alliance Bylaws and granted under rules and regulations adopted by the California Alliance Board of Directors. **Associates are *not* members of the California Alliance and Associate status does *not* confer membership rights of any kind.** Organizations or professionals eligible for provisional or general membership are not eligible for Associate status. Associates are expected to conduct their business in an ethical manner so as to not bring their association with the California Alliance in question. Failure to pay dues or to abide by Rules adopted by the California Alliance shall result in termination of Associate status. By signing this application below, the prospective Associate understands and agrees to these Conditions.

Associate Status Does *Not* Imply Endorsement:

The granting of Associate status by the California Alliance is *not* an endorsement, real or implied, of the products and/or services offered by the Associate. The Associate may *not* claim any such endorsement by the California Alliance of its products and/or services in any oral, written, visual, audio or electronic communication to California Alliance members or to the public at large. By signing this application below, the prospective Associate understands and agrees to this prohibition of endorsement rights.



California Alliance of Child & Family Services

ASSOCIATE APPLICATION

Associate Dues:

Professional Associate Status is a special program for individuals who are involved in research, lobbying, corporate or institutional planning, issues management, technology assessment, policy analysis, urban and regional planning, and related areas. Professional Associates include clinical professional, educators, consultants, government and business leaders, researchers, think-tank members, corporate planners, retired executives, and other individuals involved in child and family services.

Initial dues of \$500 are payable (\$100 of which is a non-refundable application fee) upon approval of Associate status by the Board of Directors; initial dues will be pro-rated and yearly dues of \$500 are due on January 15th. One California Alliance member must be provided as a reference on the application below. Following payment of the initial \$500, the prospective Associate will receive a copy of the membership roster, notification of conferences and workshops (Associates pay the member fee attached to any such conferences and workshops), regular and special written or electronic communication (e.g. "Monday Morning"), and will be listed on the California Alliance website and on the Associate Roster. By signing this application below, the prospective Associate understands and agrees to these dues requirements.

Organization

Initial dues of \$1000 are payable (\$100 of which is a non-refundable application fee) upon approval of Associate status by the Board of Directors; initial dues will be pro-rated and yearly dues of \$1000 are due on January 1st. One California Alliance member must be provided as a reference on the application below. Following payment of the initial \$1000, the prospective Associate will receive a copy of the membership roster, notification of conferences and workshops (Associates pay the member fee attached to any such conferences and workshops), regular and special written or electronic communication (e.g. "Monday Morning"), and will be listed on the California Alliance website and on the Associate Roster. By signing this application below, the prospective Associate understands and agrees to these dues requirements.

PLEASE COMPLETE THE FOLLOWING INFORMATION AND SUBMIT WITH A NON-REFUNDABLE APPLICATION FEE OF \$100.00.

Name:

Contact : _____ **Title:** _____

Address:

City: _____ **State:** _____ **Zip Code:** _____

Phone: () _____ **Fax:** () _____ **Cell:** () _____

E-mail Address: _____ **Website:** _____

Type of Business:

List as a Reference, one Alliance Member:

CA. Corporation or LLP number designation:

Please attach brochures, marketing information, and other relevant documentation.

I have read this application, understand the conditions and requirements of Associate Status of the California Alliance as described herein, and agree to abide by these conditions and requirements.

Authorized Signature

Title

Date