

ABOUT

This special-edition Nonprofit Day newsletter features an article on the conference and profiles of a few of the attendee agencies. The newsletter was written and published by Lighthouse Blue. Highlighted agencies were selected from the organizations who entered their information at Lighthouse Blue's table at the conference.

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Conference helps energize leaders

Approximately 450 nonprofit leaders attended CompassPoint's Nonprofit Day 2011 to connect with others in the field and learn how they can increase their organizations' effectiveness in serving the community.

Attendees voiced a variety of concerns: increasing board involvement; the importance of targeted, strategic communication; and ways for overstretched staff to stay balanced and energized in order to do their best work. The day itself was designed to address these and the broader concern of maintaining strength and flexibility—continuing to do more with

less—during these stormy economic times.

“Our theme for this year was ‘Inspired Resilience,’” said Nelson Layag, CompassPoint project director. “We wanted to help nonprofits rethink how they sustain themselves and their impact on the community. Our hope was to help nonprofit leaders gain skills and knowledge they can apply toward intensifying their impact for the long term.” Jeanne Bell, CompassPoint CEO, described it this way: “(It’s) not the kind of resilience where you keep coming back for more—like one of those punching bags kind of

resilience—not that knee-jerk resilience, but a different kind of resilience: of people having the energy, the energetic resilience, to be creative ... having the energy to rethink in a creative and inspired way.”

For example, in the Rethinking the Nonprofit Workplace session, the presenters, including one of the authors of “Why Work Sucks and How to Fix It,” talked about the idea of the results-only work environment (ROWE). ROWE posits that time plus being physically present in the office do *not* equal results. By focusing on results, setting

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Agency fights domestic violence

It only takes once to be able to recognize the signs. First the escalating tension. Then the hope that just the right behaviors might head it off. But the abuse eventually comes—followed by flowers, an apology, and a promise that it was the last time. The incident is over, but not the fear. The fear lingers—because, without intervention, it’s never really the last time.

Enter La Casa de las Madres—a San Francisco-based agency dedicated to

helping domestic violence victims with emergency shelter, tools, and referrals that will enable clients to stay safe and reclaim their power, and their lives, for good.

“There is no single profile for a domestic violence victim,” said Kathy Black, La Casa de las Madres executive director. “We see professionals, stay-at-homes, high school students, the elderly, all representing



La Casa de las Madres intervenes to give families a fresh start.

different ethnicities and religions.
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JFS volunteers pack food for recently arrived refugees.

“People are more generous during the downturn, and some people who have been donors are now receiving assistance.”

*—Mindy Berkowitz,
JFS SV Executive Director*

JFS SV helps thousands in need

If you have to flee your home country due to terrorism or persecution, and you come to Santa Clara County, where do you go for help settling in? What can you do if you don't have enough food for your family, but you need Kosher food? How about if you speak only Russian and you need aid?

Jewish Family Services of Silicon Valley (JFS SV) helps people facing all these situations and more. Last year, JFS SV alleviated suffering for nearly 10,000 people by providing food assistance; crisis counseling, parent support and grief counseling; employment counseling, case management and ESL classes for refugees; and support for senior citizens. JFS SV serves people of all ethnicities and religions from all over Santa Clara County, and more than 90 percent of its clients are low- to very low-income.

JFS SV serves 1,100 people annually through its food program—up from less than 50 people when it began the food program five years ago. JFS SV provides only Kosher food for clients in multiple ways, including ongoing food packages for pick-up or delivery, food gift cards, a food pantry, and prepared meals. “Our food program is exploding,” said JFS SV Executive Director Mindy S. Berkowitz.

JFS SV's services for Holocaust survivors—including in-home support, medical care, food, and home visits—are also growing, because these clients are aging and many are frail and do not have a lot of family around. JFS SV works with the Conference on Jewish Material Claims against Germany to provide information and help with reparation claims.

Two ways to help JFS SV serve families in need

are by supporting the Embrace a Family or Big-Hearted Birthdays programs. Embrace a Family is a gift drive that runs November 14–December 15. Generous community members select a dreidel naming a specific wish or need for a child or adult, buy the gift listed, and drop it off at the JFS SV office at 14855 Oka Road, Los Gatos. The gift goes directly to the person who requested it. Last year Embrace a Family collected more than 1,200 gifts.

Through Big-Hearted Birthdays, JFS SV encourages people who have an abundance to ask for gift cards for their birthday and donate the cards to JFS SV, which gives them directly to qualified clients for emergency assistance. Big-Hearted Birthdays started last year and collected \$9,000 in gift cards.

Learn more at (408) 556-0600 <http://JFSSV.org/>.

La Casa de las Madres saves lives

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ions. Gather ten people in a room, and I can pretty much guarantee that at least one has somehow been touched by domestic violence.”

La Casa de las Madres provides a range of services, including crisis intervention (24-hour hotlines for adults and teens, and a private residential shelter location), preventative counseling and education, training for first responders, and workshops de-

signed to raise awareness of domestic violence and offer solutions to the problem. In a city that reports 4,200 incidents of domestic violence every year—and with the Department of Justice estimating that up to 40 percent of cases go unreported—the agency's services are indispensable.

La Casa de las Madres aims to break down stereotypes, both about victims and perpetrators, and help the public to understand the extent of the problem

and available interventions. “We tell people, this crime *is* occurring in their own neighborhoods, and to their friends from work or school. We're asking for people to pay close attention, and to encourage victims to seek and get the help they need as early as possible,” said Black. “Just that extra bit of awareness can change, or save, a life.”

For more information, visit www.lacasa.org.

Environmental Volunteers bring learning to life



Volunteers can do more than give time—they can offer children a glimpse into the wonders of the natural world, sparking a lifelong interest in learning, and awakening student potential.

Such is the business of the Environmental Volunteers (EV), a Peninsula-based nonprofit science educator whose 100 trained volunteers deliver hands-on science lessons to 12,000 local children every year. EV

An EV volunteer leads a hands-on lesson about energy and natural resources.

curriculum directly supports State standards and supplements students' classroom lessons, but perhaps even more important is the fact that

the exploratory nature of the lessons brings learning to life for participating children.

"It's one thing for a child to read about animal adaptations, like they do in early elementary school; it's another thing altogether when they can actually see the shape of the beak or feel the texture of a feather while an instructor explains how a bird uses these tools for survival in its natural habitat," said EV Executive Director

Allan Berkowitz. "That experience brings learning to a whole new level."

Soon the agency will be bringing its broader community impact to a new level as well. EV has partnered with the City of Palo Alto to establish a community education center at Palo Alto Baylands. The \$3.8 million project will transform the iconic boat-shaped structure that was formerly the Sea Scout Building into a community learning center for environmental education. Scheduled to open to the public in summer 2012, the EcoCenter will be a model "green building project" and a center for hands-on learning for visitors of all ages.

For more information about the Environmental Volunteers or its new EcoCenter project, visit www.evols.org.

"It's one thing for a child to read about animal adaptations ... it's another thing altogether when they can actually see the shape of the beak or feel the texture of a feather."

—Allan Berkowitz, EV Executive Director

Leaders search for sustenance at Nonprofit Day

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clear goals, collaborating both internally and externally, and weeding out low-performers, ROWE leads to increased productivity and greater happiness at work. Layag said Nonprofit Day offered nonprofit leaders opportunities for discussion and knowledge-sharing on emerging practices like ROWE.

One of the most important messages of Nonprofit Day 2011 came from Laura van Dernoot Lipsky, author of the book "Trauma Stewardship: An Everyday Guide to Caring for Self While Caring for Others" and the conference's keynote speaker. Van Dernoot Lipsky talked about how nonprofit leaders sustain themselves as

they dedicate themselves to sustaining others. She talked about the toll that accumulates when people are exposed to suffering, and how cumulative trauma and systemic oppression cause nonprofit leaders to lose perspective and become isolated. She also gave ideas and suggestions for help. "One of the things I think is so hopeful about this conversation is that it reminds us that *nothing outside you needs to change for everything internally to shift*," she said. "Part of the conversation has to be: 'What if nothing outside of you changes?' What's your plan every day, how you're going to bring your ethics to your work, your integrity to your work, and a profound sense of joy as

we do the work."

A podcast of [Van Dernoot Lipsky's keynote address](#) is available on the CompassPoint website.

Layag said many nonprofits are doing a good job focusing, figuring out their place in the nonprofit sector and in the community, and identifying what they are best placed to accomplish. "Tighter budgets expose things that are not working well and make organizations think about what they can do without," he said. "These strategy and sustainability decisions are not separate."

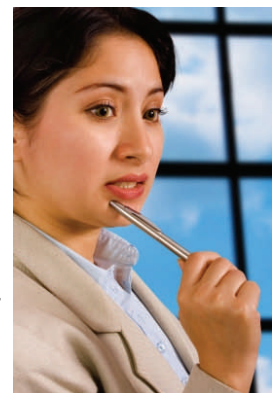


Photo by Stuart Miles, freedigitalphotos.net.



What do you want people to know?

Lighthouse Blue creates and implements communication strategies to help nonprofit organizations raise awareness and gain support. Our services include: writing: newsletters, web text, press releases, brochures, grant requests, speeches, campaign correspondence; relationship-building; and volunteerism.



Lighthouse Blue. Guiding organizations to brighter achievements.

www.lighthouseblue.com ✨ 408-774-1512 ✨ info@lighthouseblue.com

Resources for nonprofit organizations

Many organizations that provide services to nonprofits exhibited at Nonprofit Day. Following is a partial list of exhibitors:

[Chapman](#) specializes in Insurance, Risk Management and Employee Benefits solutions for Healthcare, Education and Social Service organizations. nde-basa@chapmanins.com 925-962-6951

[Confluence](#) provides a full range of information technology services exclusively to nonprofits. info@confluencecorp.com

[Easy Office](#)—providing affordable accounting and bookkeeping services to nonprofits nationwide. www.youreyasoffice.com/contact or 877-354-4775

[Greg Lassonde](#)—Helping nonprofits build endowment through legacy gifts. greg@greglassonde.com
[Heffernan Insurance Brokers](#)—offering all lines of insurance coverage as well as financial planning for the nonprofit industry. Contact Heffernan: Melani Conti MelaniC@Heffins.com or Steve Parkhurst SteveP@Heffins.com or 925-942-4660

[Lifeprints Video](#)—Visual Storytelling for Nonprofits—we understand how important your message is and how much depends on telling it well. Dorit cell: 415-385-0977 Jean cell: 415-385-0988

[Lighthouse Blue Communication and Community Relations](#)—Lighthouse Blue creates and implements communication strategies that help nonprofit agencies raise awareness and gain support. info@lighthouseblue.com or 408-774-1512

[Stanford Social Innovation Review](#)—SSIR informs and inspires leaders of social change. www.ssireview.org
[Uptime USA](#)—Your Non-Profit IT Experts.

Free IT Assessment for readers of this newsletter!
Alex@uptimeusa.com

[We Heart Finance](#) provides financial management and business planning to nonprofit organizations and small businesses. Contact sdaniels@weheartfinance.com or 510-593-4453

Some of the above exhibitors were also sponsors of Nonprofit Day. Additional sponsors of the conference included: [California Association of Nonprofits](#), [LikeMinded](#), [Nonprofit Easy](#), [Nonprofit Insurance Alliance of California](#), [National Purchasing Partners](#), [Nonprofit Suite](#), [Opportunity Knocks.org](#), [St. Mary's College of California](#), [Telosa Software](#), [University of San Francisco](#).