

Connect to Care “Forging New and Meaningful Collaborations”

GA Presentation
The Jewish Federations of North America
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UJA Federation of New York

Comments on Connect to Care

- *"You [UJA Federation] have rallied and mobilized the UJA Federation network in a way that some of us old timers have not seen since the height of the Soviet Jewry days" (Jewish Board of Family and Children's Services)*
 - *"The greatest success of C2C is the coalescing of the greater Jewish community in all its streams and affinities around a common cause". (Sid Jacobson JCC)*
 - *A "culture of cooperation...was integrated into this initiative from the outset". (FEGS)*
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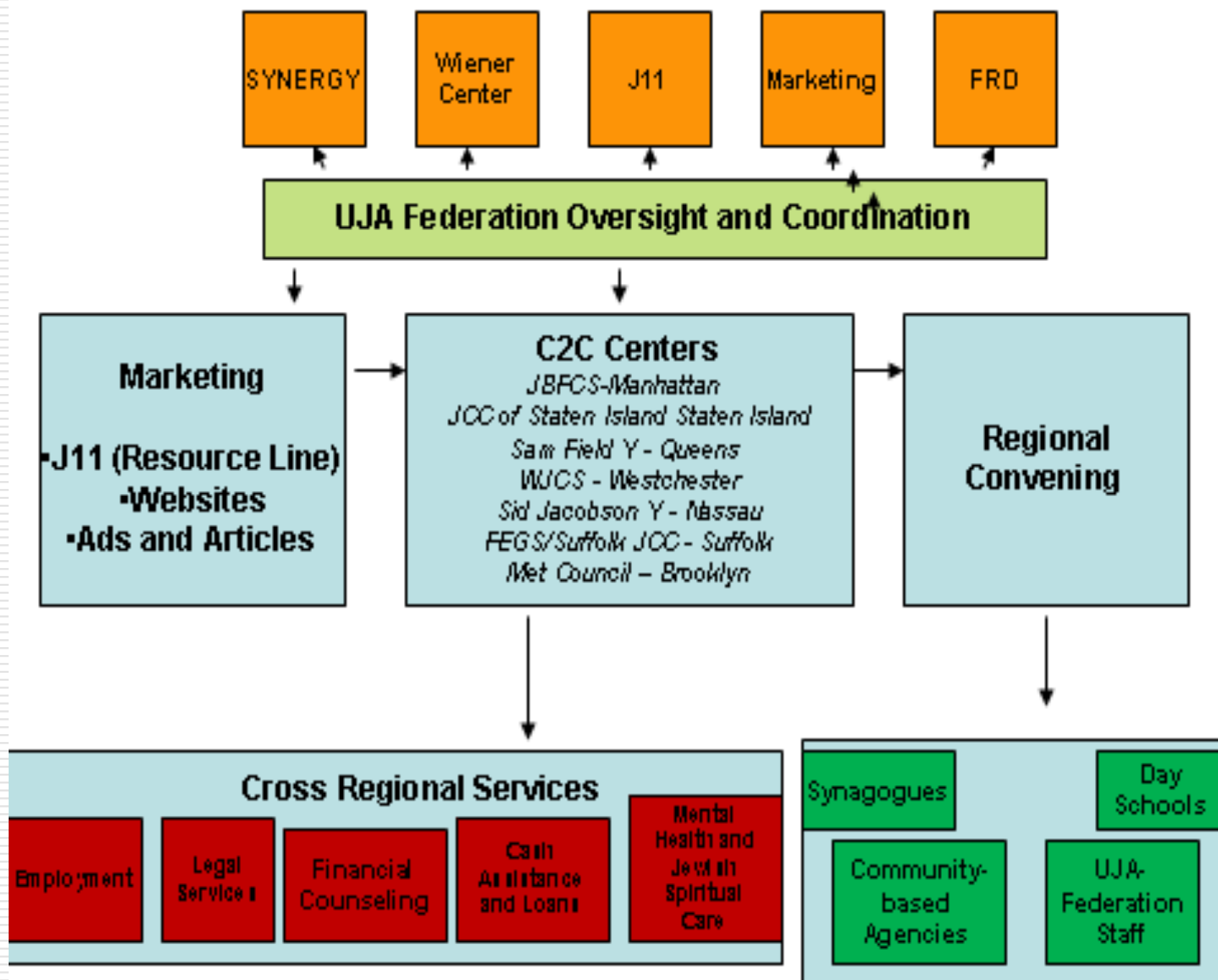
Connect to Care

A Strategic UJA Federation Success

- ❑ Embodies the commitment of UJA Federation to all Jews in immediate need
 - ❑ Unique deliverables only UJA Federation and our agencies could have produced
 - ❑ Combines past successes into an integrated initiative
 - ❑ Creates new and potentially sustainable structures of service delivery and planning
 - ❑ Cannot be replicated by our philanthropic competitors
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Connect to Care Centers: Seamless Service

- A physical and virtual presence in 7 regions
 - Employment and career services
 - Short term mental health counseling
 - Jewish spiritual care
 - Legal services
 - Financial counseling
 - Access to interest-free loans and access to cash assistance
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Lead Agencies Field Managers of Connect to Care

Convene Regional Project Coordinating Committees

- Share services
 - Best practices
 - Troubleshoots for seamless service delivery
 - Identify gaps in services
 - Seek real time solutions
 - Revise regional initiative as required
 - Contribute to the design for training
 - Coordinates data collection
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Successes in Client Deliverables

- ❑ Reaches people quickly
 - ❑ Demonstrates the relevance of our agency social service system in the lives of middle class families
 - ❑ Provides a one stop array of vocational, mental health and financial services in locally placed physical settings, appropriate to its client mix
 - ❑ Offers an empathetic and compassionate approach that does not treat clients as outliers within the community
 - ❑ Represents an “Unprecedented” ability and willingness to refer cross agency
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A Case Study of Effective Change

Eight Steps to Transforming Your Organization

- 1. Establishing a Sense of Urgency**
- 2. Forming a Powerful Guiding Coalition**
- 3. Creating a Vision**
- 4. Communicating the Vision**
- 5. Empowering Others to Act on the Vision**
- 6. Planning for and Creating Short term Wins**
7. Consolidating Improvements and Producing still More Change
8. Institutionalizing New Approaches

John Kotter, “Leading Change: Why Transformation Efforts Fail”, Harvard Business Review

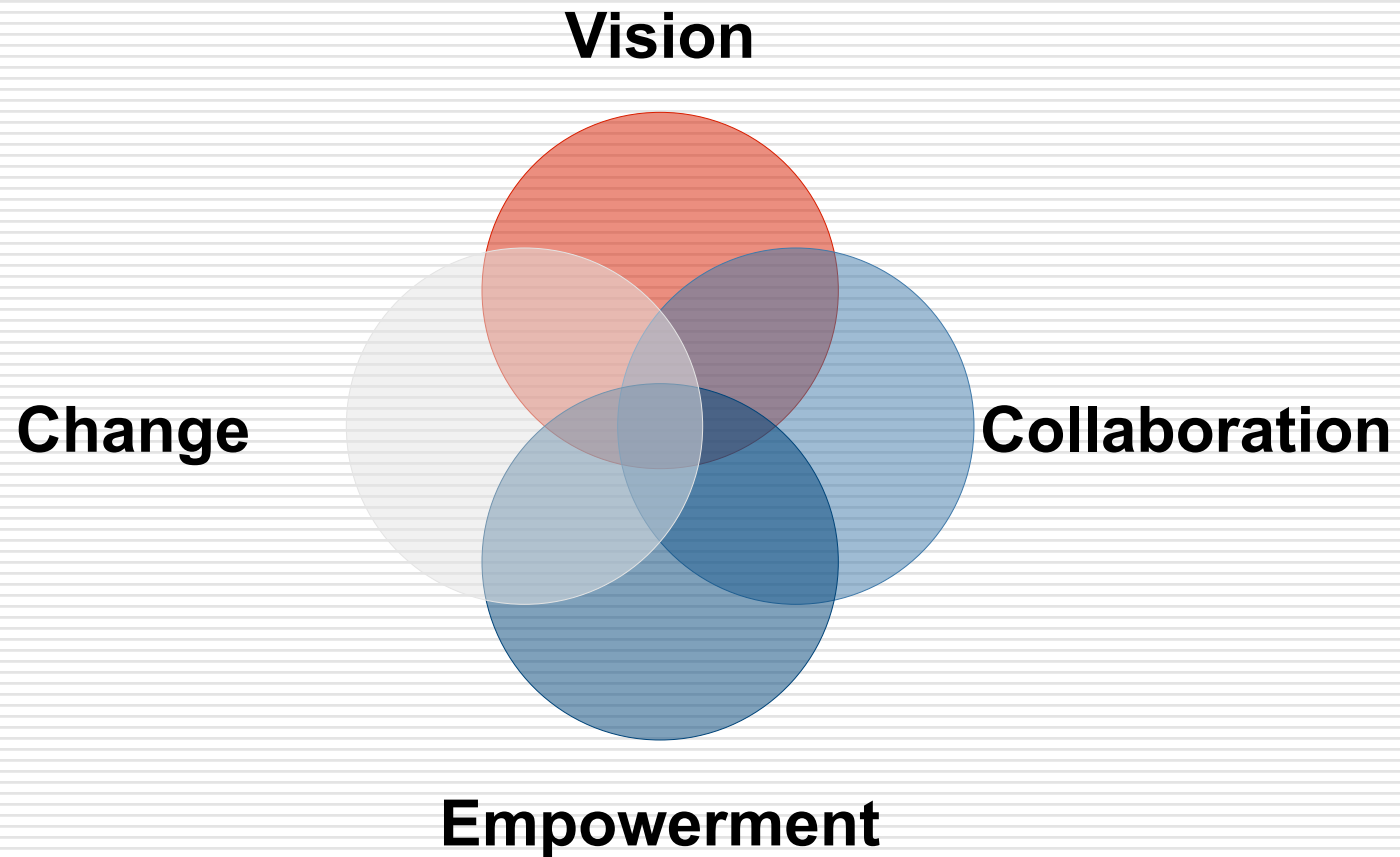
Agencies Rose to the Challenge

- ❑ Lead agencies modeled collaborative leadership
 - ❑ “Ready – Fire – Aim” in rollout
 - ❑ Ownership and allocation of best talent available
 - ❑ Regional coordinating bodies engaged in active problem solving and open and honest communication
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Five Observations

- In times of urgency planning can be effective and short
 - Agencies and synagogues will embrace Federation leadership and inter-agency cooperation when done collaboratively
 - Past successes and strategies will come back to help you (Synagogue partnerships and Single Stop centers)
 - There is no substitute for the brightest most committed communal talent
 - Federation vision and expertise still resonates
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Federation in the 21st Century



J-HELP: a boost in difficult times

Services by target populations	Basic: food, rent, funds Individuals/ services	Employment related services	Impact of financial stress	Access to Jewish Life
Chronic disadvantaged; home-less	X		X	
Newly unemployed (could be any segment)	X	X	X	X
Middle-class financially stressed		X	X	X