

February 2022



THE LASSO WAY

I'm not a soccer fan, or football fan, as the rest of the world calls the game of soccer. So I wasn't sure I would enjoy the hit comedy show, *Ted Lasso*. But with all the buzz and Emmy awards, I was curious.

After binging on the first two seasons, I can say that you don't need to like "football" to enjoy *Ted Lasso*. After all Ted himself barely understands the rules. If you haven't seen the show, here's the premise: Lasso, an American college football coach, is recruited to lead an English professional league soccer team, despite having no experience in the sport. What Ted doesn't know is that he has been hired by the club's new owner because she wants the team to fail (hence the hiring of Ted) to spite her former husband and former owner of the club.

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At first, given his lack of soccer experience, Ted is viewed as a buffoon and made fun of by the players, fans, and media. But his big-hearted, optimistic, and even charming coaching style gradually starts to win over them all, including the team owner. While he may not understand everything about "football," he does understand people, and this makes him an outstanding leader.

Three take-away lessons from *Ted Lasso* about leadership:

1. Teamwork: Team comes first and being part of a team is paramount to Ted. He believes wholeheartedly that the whole is greater than the sum of its parts. His coaching focuses on making the team more than its most talented players with superstar status. Ted says time and time again that winning isn't everything, and eventually others feel this way, too. Ted's leadership style is to inspire others to grow and step into the possibilities.

2. Empowerment: Ted encourages players to give their input on game tactics, which creates a sense of ownership, leading to more engagement and motivation. He also harnesses the diversity and wisdom of those around him to get to the best solutions. This means he takes a genuine interest in others along with showing lots of patience, kindness, and confidence.

3. Believe: A single word on a yellow sign hung with duct tape over the coaches' office—Believe—reminds everyone in the locker room of the power of belief: belief in oneself, belief in the team, belief in ideals and goals. Our beliefs influence our lives and make us who we are.

We see these philosophies every day with Shepherd's Centers and with our Network. We value diversity and collaboration, helping each other, and showing kindness. We value teamwork, recognizing that volunteers, staff, and/or centers bring their own skills and experiences into the melting pot of possibilities. And perhaps most important, we believe in our common mission to inspire older adults to live with meaning and purpose. Together, we are an unstoppable, powerful force.

My hope is that like Ted, we can help each other be our best selves so that we can have the best centers and the best network. Our focus is on the long game, not the short-term wins.

Sarah Cheney

REFRAMING LEADERSHIP

Aging perspectives are constantly evolving as Americans live longer and healthier lives. Organizations that support aging communities have been working to understand how as a society we can work together to better frame how we talk about the experience of aging and its impact on society as a whole. By shifting cultural perceptions from viewing aging as a negative decline and something to dread, but rather a process that presents the opportunity for individuals, communities, and society in general, which Shepherd's Centers have been doing for nearly 50 years.



The fundamental concept behind reframing is that the frame through which a person views a situation determines their point of view. When that frame of reference is altered, the focus changes, shifting thinking and behavior. The **Reframing Aging Initiative** is a long-term social change endeavor designed to improve the public's understanding of what aging means and the many ways that older people contribute to our society. Their [website](#) provides a complete toolkit with excellent samples for communication, research, reports. We encourage you to check it out and help spur others to action.

The **Shepherd's Center of Greensboro (NC)** also suggested following some of the tips provided by Ashton Applewhite, a leading aging advocate and spokesperson. Applewhite, author of ***This Chair Rocks: A Manifesto Against Ageism***, stresses how we use descriptive terminology and representative aging imagery matters when shaping the perception of aging. Read this brief [overview](#), and help us all by using the preferred terminology of "older adults" and not "seniors."



LEADERSHIP CHALLENGE

Black History Month's first iteration was Negro History Week, created in February 1926 by Carter G. Woodson. Woodson chose February for reasons of tradition and reform, but also, because it encompassed the birthdays of two great Americans who played a prominent role in shaping black history, President Abraham Lincoln and abolitionist Frederick Douglass. Woodson believed the commemorative week should focus on the countless black men

and women who had contributed to the advance of human civilization. Since 1976, every U.S. president has officially designated the month of February as Black History Month.

February is an opportunity for people to engage with Black histories, go beyond discussions of racism and slavery, and highlight Black leaders and accomplishments. When we educate ourselves from multiple viewpoints and experiences, we are more equipped to appreciate and benefit from diverse conversations. We are proud to share two creative ways that Shepherd's Centers are celebrating Black History Month.

Shepherd's Center of Hamilton County (IN) has initiated a year-long educational activity they are calling the **2022 Awareness Challenge**. Executive Director, Lauren Guynn, introduced a book list, podcasts, and movies to provide an alternate lens through which to view the experiences of other cultures and races. After each activity, staff meets to debrief and share observations, feelings, and thoughts regarding the material covered. You can find a complete list graciously provided by the Center to begin your own **Awareness Challenge** by clicking the link or visiting the **SCA Affiliate E-Exchange** for more DEI tools.

Shepherd's Center of Kernersville (NC) is featuring black leaders in their community who have a positive impact in making their community better. You can read the first inspiring story [here](#).

LEADERS OF THE PACK

One of the top reasons volunteers leave an organization is they feel that the nonprofit was only filling a position quota and not taking into account their desire to learn new skills and have a significant leadership role in moving the organization's mission forward.

The **Shepherd's Center of Northern Virginia** put out a call for volunteer opportunities for some out-of-the-box committee leadership roles that might have only been relegated to staff and board members in the past.



The Development Committee helps organize "Friend-raisers," which bring awareness to the mission, socialization for the community, and funding for programs and services.

The Grant Committee seeks support from local and regional organizations and philanthropic groups through researching, writing, and editing grants.

The IT Technology Committee assists the executive director and staff with selecting and maintaining hardware and software used for administration and programs.

The Marketing Committee conceives and designs marketing materials (ads, flyers, social media, etc.) and supports media relations in the community.

The Special Events Committee organizes luncheons with entertainment, older adult socials, and signature events.

Maybe it is time to consider rejuvenating and reinvigorating volunteers by providing meaningful committee work that provides significant leadership opportunities and helps move your Center forward. **Shepherd's Center of St. Andrews (SC)** is an excellent

example of how volunteers can be instrumental in the planning and success of ALL programs. As a result, they have a very strong ALL program that is currently offered in-person and via Zoom. Check out their current schedule [here](#).

Studies show volunteers who believe they are able to contribute to significant change will take on multiple roles to ensure the success of the organization they serve. Now more than ever before, organizations need to strategically rethink their volunteer approaches to this ever-changing environment. By reducing hurdles for joining your team, providing connectivity to other team members, and providing meaningful opportunities for growth, you volunteers will be empowered to use their creative talents to ensure your Center is a success.



COMMUNITY LEADER

You know you're doing something right when you are invited to expand into an underserved community. The **Shepherd's Center of Greater Winston-Salem (NC)** was asked by a neighboring community mayor to partner with the newly constructed Mary Alice Warren Community Center. The Shepherd's Center will be

providing programs for the yet unserved community starting with art classes and an arthritis workshop in February.

Unfortunately, some of the classes have been put on hold due to the current health landscape. However, they look forward to bringing many more classes to the Community Center in the future, such as Tai Chi, yoga, Writing Stories for Your Life classes, and concerts by the Shepherd's Center Singers. Congrats Shepherd's Center of Greater Winston-Salem for continuing to be an exceptional "center without walls."

LEADING FOR RESULTS

Nonprofit partnerships can provide your Shepherd's Center the opportunity to expand its resources, tools, programs, and even fundraising efforts. **Shepherd's Center of Webster-Kirkwood (MO)** recently announced a new partnership with PCs for People.



Through electronic reuse, PCs for People provides the opportunity for all low-income individuals and nonprofits to benefit from the life-changing impact of computers and mobile internet. Eligible participants receive a low-cost computer and/or Internet service through their Bridging the Gap program.

The Center offers a program they call Tech Tutors, in which volunteers work one-on-one to offer assistance with a range of technology issues, from cell phone and tablet basics, email setup and use, internet basics and safety, Zoom, patient portal registration, and more.



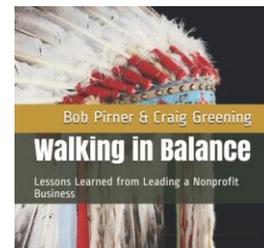
FOLLOW THE LEADER

LifeQuest of Arkansas (AR) has announced Leah Greenfield as their new Executive Director. SCA recently reached out to Leah to see what excites her about her new leadership role, "Working at LifeQuest of Arkansas over the past seven years has been an absolute joy. Not only have I grown professionally in learning new skills, especially during the challenges we experienced earlier in the pandemic to pivot our programs to

online learning, but I get to work with an amazing team of volunteers and members who are all committed to our mission to enhance life-long learning. In this new role, I am definitely a student again myself and look forward to what the future holds!" Join us in congratulating Leah in her new role!

LEAD BY EXAMPLE

We kicked off the Network webinar series with a hit session, "Walking in Balance," facilitated by Bob Pirner and Craig Greening. Both have lived on Native American Reservations and found the lessons they learned life-changing. The webinar was based on their book and how they have applied the philosophy they learned from their Native mentors in their nonprofit work. If you missed this exceptional webinar, or want to share it with others at your Center, you can access it "[on-demand](#)" [here](#) and order their [book here](#).



This session will help you think differently about leadership and help you grow as a person. We were honored to have Bob and Craig share their experiences.



LEADING THE WAY

Do you support caregivers? If so, share this new free resource with those you serve. [Finding Meaning and Hope](#) is a 10-week discussion series for family caregivers caring for a loved one with dementia. The workshops feature videos and discussion based on the groundbreaking book, *Loving Someone Who Has Dementia: How to Find Hope While Coping with Stress and Grief* by Pauline Boss, Ph.D., a

leading expert on caregiver grief. Family caregivers discuss how to regain hope and build resilience when dealing with the complexities of ongoing loss associated with caring for someone with dementia. Participants learn skills that can help them stay strong, healthy, resilient, and positive as they navigate their caregiving journey. Learn more [here](#).

Upcoming SCA NETWORK OPPORTUNITIES

- **February 8, 2022** at 3:30 pm ET/2:30 pm CT/1:30 pm MT/12:30 pm PT Network Roundtable, an informal time to connect with peers around the network to ask questions and share ideas. No registration required. [Join on Zoom here.](#)
- **February 24, 2022** at 3:00 pm ET/2:00 pm CT/1:00 pm MT/12:30 pm PT DEI Training: Follow-up session with Aimee Bellmore to share ideas, progress, and challenges in creating more inclusive community centers. Registration is required.
- **March 8, 2022** at 3:30 pm ET/2:30 pm CT/1:30 pm MT/12:30 pm PT Network Roundtable, an informal time to connect with peers around the network to ask questions and share ideas. No registration required. [Join on Zoom here.](#)
- **March 24, 2022** at 3:00 pm ET/2:00 pm CT/1:00 pm MT/12:30 pm PT Webinar: *The Voice of the Press*. Jeanette Wojick offers strategies to improve communication techniques with your local community in order to recruit volunteers and raise funds for your Shepherd's Center. [Register here.](#)
- **April 12, 2022** at 3:30 pm ET/2:30 pm CT/1:30 pm MT/12:30 pm PT Network Roundtable, an informal time to connect with peers around the network to ask questions and share ideas. No registration required. [Join on Zoom here.](#)
- **Date TBD** Join this monthly network webinar on planned giving, led by Clayton Smith. Smith has specialized in "Stewardship and Generosity Ministry" and has written a book on the topic. Watch for details soon!

We welcome your suggestions for speakers and topics. Contact [Sarah](#) to share your ideas.

We are grateful for our sponsors!



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