

June 2022



ONE TEAM, ONE MISSION

When my twins were little, family gave us a Pixar Short Films Collection. It quickly became a favorite for all of us. The shorts are funny and entertaining, and I quickly became a huge fan of Pixar. Steve Jobs, one of the three founding fathers of Pixar Animation Studios, is an extraordinary visionary. Part of the Jobs legacy is his contribution to the promotion of collaboration.

In 2000, he relocated Pixar to an abandoned Del Monte canning factory. The original plan called for three buildings with separate offices for computer scientists, animators, and the Pixar executives. Jobs saw separated offices as a design problem and instead asked for a single vast space with an atrium at its center. Then, he created reasons for people to go to the open space by moving mailboxes, meeting rooms, the cafeteria and coffee shop all to the atrium.

According to Ed Catmull, the president of Pixar, "The philosophy behind this design is to put the most important function at the heart of the building...[which] is the interaction of our employees. That's why Steve put a big empty space there. He wanted to create an open area for people to always be talking to each other."

Like Jobs, our founder Elbert Cole was an extraordinary visionary. Collaboration is one of our key principles. Cole brought together a group of diverse partners from faith and community groups to form a participatory coalition with members always talking to each other to achieve the same goal of empowering older adults.

Collaboration has emerged as the defining characteristic of creativity and growth in nearly all sectors and industries. A newer buzzword is collaborative innovation, a higher level of cooperation in which people with a collective vision join together and share ideas, information, and work. Our SCA Network is a common form of collaborative innovation. We work together, sharing knowledge and experiences, which in turn creates new value and solutions. We pursue a shared goal with mutual benefits. We also collaborate with community, regional, and national partners to raise resources and awareness of our common mission. This form of collaboration is frequently cited as a path to scale impact. In fact, the biggest breakthroughs happen through collaborative innovation.

This month we explore collaborative partnerships and innovation occurring across the SCA Network. These examples boost organizational efficiency, increase organizational effectiveness, and/or drive broader social and systems change. SCA is privileged to see the benefits of collaboration with and among affiliates every day.

Our network has come far together, and we can go further still working together. Let's harness our collective wisdom to do more good for older adults.

Sarah Cheney

THE ART OF STRATEGIC PARTNERING

To date, 50% of the network has completed an impact survey. One purpose of this survey is to establish benchmarks, or points of reference for Shepherd's Centers to evaluate success.

We wanted to share a few observations from the data about community collaboration. We asked affiliates if they collaborate regularly with community partners (i.e., congregations, community organizations). Of responding affiliates:



#112329752

- 84% of centers routinely collaborate with community partners
- On average, respondents reported collaborating with 9-10 congregational partners
- At least 6% of centers reported 20 or more congregational partners
- On average, respondents reported collaborating with 9-10 nonprofit partners and 14-15 for-profit partners
- More than one-third of affiliates had 20+ partners and all of these had financial reserves of 6 or more months

Research conducted by the Bridgespan Group and the Patterson Foundation found that 91% of nonprofits engage in some form of collaboration. They cited three trends consistent among nonprofit CEOs and funders: 1) high reported rates of collaboration of every type, 2) high perceived success of these collaborations, and 3) the desire for even more collaboration, particularly more integrated forms.

Consider using these metrics as a benchmark to assess your center's progress with collaborations.

WORK TOGETHER, ACHIEVE MORE

It was exciting to see the six Shepherd's Centers in Northern Virginia come together this spring for a presentation about volunteer driver programs for the Positive Aging Community. Each director made a brief presentation about their services and answered questions. These centers include:

- **Shepherd's Center of Annandale-Springfield**
- **Shepherd's Center of Fairfax-Burke**
- **Shepherd's Center of McLean-Arlington-Falls Church**
- **Shepherd's Center of Northern Virginia**
- **Shepherd's Center of Western Fairfax County**

The presentation led to an opportunity for a published article and advertisement in the upcoming magazine. The \$500 ad split among the five centers is far more reasonable to afford. Collectively, this promotional piece builds greater awareness across the region. Check out a draft of the article [here](#), which is scheduled for release in June. This is an exceptional example of center collaboration.

Learn how Shepherd's Centers are working together to change aging in America!

A network of over 55 affiliate centers across the U.S. Each center offers a continuum of enriching services to over 165,000 individuals every day designed to help older adults remain living in their own homes and communities, including:

- support services such as transportation
- handy helpers
- friendly visits
- grocery shopping



Wed., Feb. 9 @ Noon EST



Featuring:
Sarah Cheney, Executive Director of the Shepherd Centers of America and leaders/volunteers from local centers!



PositiveAging

- Tracks donors, donations, and donor communications
- Offers enhanced communication with electronic newsletters, announcements, mailings, individualized letters
- Manages information on your special events, such as galas, auctions, volunteer appreciation
- Provides online registration system for classes and events
- Ensures HIPAA compliance for personal data security with the ability to set individual permissions for each user
- Offers online storage of documents and files as well as all encounters with individual contacts (e.g., volunteers, participants, donors)
- Supports reporting across and within all categories of data including pre- and post-testing and outcome reporting
- Includes unlimited Help Desk calls up to one hour each at no charge for any issue in addition to the network user group forum

Because of this network collaboration, there is an affordable subscription rate of \$165/month for all these features. And although we are working together, individual center raw data is private and only accessed by that center. Information is rolled up to SCA for aggregate purposes that help us all gain insight to make smarter decisions and learn from each other. You can review a recorded [demo](#) for an overview of the system.

This data collaboration is extremely valuable, and we are just getting started. If you would like to learn more, please reach out to [Teresa](#) or [Sarah](#). To “collaborate” around data – that’s the goal.

BELIEVE IN TEAM

It is no secret that teamwork directly impacts and enhances performance. The SCA Network has vast experience, which is easy to tap through our [Affiliate E-Exchange](#). Hundreds of useful documents, helpful samples, and easy-to-use templates are available to create efficiency in the operation and management of your affiliate.



Several Centers have already contributed to our document repository. From examples of [volunteer job descriptions](#) to [fundraising letters](#) to [policies and procedures](#) that are easily adaptable to your organization, SCA’s E-Exchange is designed to help your community affiliate learn from others, share your successes, and save you time. Putting two, three, or more heads together can spark network synergy that cannot be attained by one person alone.

Do you have great samples to share? Ideas that really worked that you want to contribute to the Affiliate E-Exchange? We welcome your additions to the E-Exchange! It’s easy to join and contribute, just contact us at staff@shepherdcenters.org.

A white circle containing the text "SHOUT OUT!" in a bold, green, sans-serif font. The background of the top section is green with colorful musical notes and streamers.

- Welcome **Mary Beth Sarhatt**, the new Executive Director with **Shepherd's Center of Kalamazoo (MI)**. We wish longtime Executive Director **Susan Vander Lugt** all the best in her retirement!
- Check out **Shepherd's Center of Charlotte's (NC)** [new website](#).
- Congratulations to **Shepherd's Center of Orange Park (FL)** on their gala fundraising event, which returned to an in-person event after 2 years.
- Kudos to **Northland Shepherd's Center (MO)** for the [TV piece](#) sharing the services of their new Technology Center.
- We love how **Shepherd's Center of West Wichita (KS)** shares this *Around the SCA Network* newsletter as a link in their monthly newsletter. It's a great way to raise awareness that all participants are part of something larger than one community.

We are grateful for our sponsors!



ONE SKIN



Online
Meditation
Events.com™



CREATIVE
PLANNING