

# Help and Hope for YOUth Alliance Capacity Building Task Force Report

**Meeting Date:** 2/13/19

**Location:** Casa de los Ninos, 1120 N. 5<sup>th</sup> Ave.

**Task Force Leadership and Membership:**

Chair: Mary Ann Johnson; Co-Chair: Cindy Godwin

Attendees: Jansen Azarias, Arcy Cornidez, Cindy Godwin, LeeAnn Landphair, Mary Ann Johnson, Theresa Lindberg

Absent: Lynn Hall, Joanna Keyl, Marsi Quigley, Deb Weisel

**Overall Task Force Goals & Objectives**

- Build Alliance membership to 90 members over 3 years including a wide array of representatives
- Develop Fundraising Plan to raise \$173,000 over 3 years
- Develop internal and external Communications Plan
- Map youth mental health resources and gaps in 4 county area
- Plan Southern Arizona Youth Stigma Reduction Conference (Oct 2020)

**Intermediate Task Force Objectives for: March 2019-May 2019**

- Continue to contact 23 “priority list” Alliance member prospects, provide information on the initiative and invite participation to add at least 5 more to the current total of 24 member organizations and individuals in FY 1
- Develop and finalize materials to describe Alliance Membership donor levels and benefits and a “case for support” document
- Finalize a “fill-able” form to collect information on Members for posting on website
- Identify intern able to collect information for constructing the youth mental health services resource map
- Launch HH4Y website
- Continue to recruit new members for the Capacity Building Task Force

### Meeting Agenda:

- **Fundraising Plan:** review next draft of Plan including Alliance membership levels and benefits and discuss next steps in approaching Alliance Members to kick off fundraising efforts
- **Building Alliance membership:** report on contacts assigned at last Task Force meeting; assign new contacts to pursue from “Priority List”
- **Resource Map:** review draft of fill-able questionnaire to collect information on youth mental health services beginning with Alliance members; discuss finding a student intern to collect information for the map
- **Communications Plan:** Demo of website

### Accomplishments since last meeting:

- Continued to add Alliance members for a current total of 24; developed a short “Priority List” of prospective Alliance members
- Developed a draft communications plan and a draft of website content
- Developed a draft of a fill-able form to collect information from Alliance members on the services they offer for eventual inclusion on the HH4Y website

### Highlights of Discussion:

- **Alliance Member Fundraising:** discussed further revisions to the Alliance Membership levels and benefits and the type of materials to be developed for the “ask” meetings with Members including a “case for support” outline
- **Alliance Member Profile:** reviewed draft “fill-able” form to collect information on services from Alliance members for inclusion on the website as a part of membership benefit
- **Resource map:** discussed using a student intern to begin collecting information on youth mental health services via web and phone search perhaps as a summer project; need for a job description for this position
- **Alliance Member Prospects:** made new assignments to contact prospective Alliance members from a short “Priority Prospect” list; also reviewed prior assignments from December meeting to note results of any contacts made
- **Communications:** Cindy Godwin gave demo of HH4Y website shell

**Assignments for next meeting:****Responsible Party:**

Send updated "Priority Prospect" list with assignments to Task Force members along with updated HH4Y materials	Mary Ann Johnson
Contact prospective Alliance members per assignments	All Task Force members
Develop draft materials for Alliance member fundraising meetings including a case for support	Mary Ann Johnson and Cindy Godwin
Coordinate meeting with representatives from Banner Health to pitch Alliance membership	Theresa Lindberg and Cindy Godwin
Revise draft of fill-able Member Profile	Arcy Cornidez
Write job description for student intern to collect information on youth mental health services in four county area for Resource Map	Mary Ann Johnson and Cindy Godwin
Submit suggestions for website content to Cindy Godwin	All Task Force members

**Recommendations to the Alliance:** N/A

**Next Meeting:** Wednesday, March 13, 2019 at 4:00 pm

**Location:** Casa de los Ninos, 1120 N. Fifth Ave.