

Help and Hope for YOUth Alliance

Capacity Building Task Force Report

Meeting Date: 3/13/19

Location: Casa de los Ninos, 1120 N. 5th Ave.

Task Force Leadership and Membership:

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

Attendees: Jansen Azarias (via phone), Arcy Cornidez, LeeAnn Landphair, Mary Ann Johnson, Theresa Lindberg, Marsi Quigley

Absent: Cindy Godwin, Lynn Hall, Joanna Keyl, 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 27 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 and combine with Alliance Commitment Agreement
- Finalize a “fill-able” form to collect information on Alliance 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:** (1) review next draft of Case for Support including Alliance membership levels and benefits; (2) discuss approach to current Alliance Members to kick off fundraising efforts including needed materials; (3) review draft of fill-able form to collect information on youth mental health services from Alliance Members
- **Building Alliance membership:** report on contacts assigned at last Task Force meeting from the “Priority Prospect List”
- **Resource Map:** review draft of job description for a student intern to collect information for the online resource directory
- **Communications Plan:** update plan

Accomplishments since last meeting:

- Continued to add Alliance members for a current total of 27; recruited three more members from the shorter “Priority List” of prospects
- Developed a draft piece combining a Case for Support with Alliance Membership donation levels and benefits for use with current Alliance members and prospects
- Revised the draft of a fill-able form to collect information from Alliance members on the services they offer for eventual inclusion on the HH4Y website
- Drafted a job description for a student intern to collect information to construct the online youth and family mental health resource directory

Highlights of Discussion:

- **Alliance Member Fundraising:** (1) discussed and approved the draft of a Case for Support including Alliance Membership levels and benefits for use at the “ask” meetings with Members; (2) discussed the approach to current members including presentation of materials in a folder with HH4Y logo, list of “talking points” and FAQs
- **Alliance Member Profile:** reviewed and made suggestions on revisions of the next draft of the “fill-able” form to collect information on services from Alliance members for inclusion on the website as a part of membership benefit
- **Resource map:** (1) reviewed and approved the draft job description for a student intern to collect information on youth mental health services via web and phone search as a summer project; (2) Family & Community Medicine can fund this internship; (3) Jansen and Higher Ground want to participate in this project as part of an on-going effort to develop their own proprietary software that will match service providers and clients

- **Alliance Member Prospects:** (1) reviewed prior assignments to note results of any contacts made; (2) agreed to continue to contact prospective members from the Priority List with no new assignments made this month; (3) discussed conference call set for 4/1/19 with Cameron Cobb from Banner Health with Jansen agreeing to take the lead in the discussion with this prospective Alliance Member
- **Communications:** Cindy Godwin was absent and, therefore, did not make a report on the communications plan which she has drafted including the website launch. The launch is dependent on the set up of a new payment platform through NAMI Southern Arizona.

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
Revise materials for Alliance member fundraising meetings including the case for support, talking points and FAQs	Mary Ann Johnson and Cindy Godwin
Purchase folders & assemble with HH4Y logo for use with Alliance prospects/members	Arcy Cornidez
Conduct 4/1/19 conference call with representative from Banner Health to pitch Alliance membership; send updated materials to Cameron Cobb ahead of meeting	On the call: Jansen Azarias, Cindy Godwin, Mary Ann Johnson and Theresa Lindberg; Mary Ann Johnson will update materials and Jansen will forward to Cameron Cobb
Finalize draft of fill-able Member Profile	Arcy Cornidez
Send job description for student intern to collect information on youth mental health services in four county area for Resource Map to Leslie Cohen, Family & Community Medicine	Mary Ann Johnson
Finalize website content and social media roll out	Cindy Godwin

Recommendations to the Alliance: N/A

Next Meeting: Wednesday, April 24, 2019 at 4:00 pm

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