

The California Endowment's
Oakland Conference Center
1111 Broadway, 7th Floor
Oakland, CA 94607



December 10, 2013

THP-PLUS
advocacy
INSTITUTE

HOSTED BY THE JOHN BURTON FOUNDATION

Agenda

9:00 – 9:30	REGISTRATION
9:30 – 10:00	MORNING PRESENTATION <i>Working in Coalition: Under Realignment, More Important than Ever</i>
10:00 – 11:00	WORKSHOP 1 <i>Drawing the Line: A Legal Introduction to Lobbying and Advocacy for Tax-Exempt Non-Profits</i>
11:00 – 11:15	BREAK
11:15 – 12:00	WORKSHOP 2 <i>Developing an Effective Message to Sustain THP-Plus in Your County</i>
12:00 – 12:45	LUNCH
12:45 – 2:00	WORKSHOP 3 <i>How to Engage With the Public Sector to Sustain THP-Plus: Influencing Elected Officials and County Staff</i>
2:00 – 2:15	BREAK
2:15 – 3:00	WORKSHOP 4 <i>Focus on the Facts: The Data You Need to Make the Case for THP-Plus</i>
3:00 – 3:15	BREAK
3:15 – 4:00	WORKSHOP 5 <i>Using the News: Effective Media Strategies for THP-Plus Advocacy</i>
4:00 – 4:30	AFTERNOON WRAP-UP <i>Creating a viable advocacy plan in your county</i>



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Workshops

**MORNING
PRESENTATION**

***Working in Coalition:
Under Realignment, More Important than Ever***

PRESENTER:

*Amy Lemley,
John Burton Foundation*

Just seven years ago, THP-Plus was virtually non-existent, with a budget of \$1.3 million and less than 200 youth served annually. The growth that the program has experienced can be attributed to many different factors. However, the one that stands above the rest is our effective, statewide coalition. Together, we have made the case to department leaders, elected officials, the media, legislative staff, philanthropy and agency directors about the importance of serving youth formerly in foster care and that THP-Plus is a cost-effective method to do so. With the \$35 million THP-Plus budget now permanently “realigned” to all 58 counties, where does that leave our coalition? How do we work together in this new era, one where local decision-makers will make individual decisions as to the fate of THP-Plus?

During the morning session, Amy Lemley, policy director of the John Burton Foundation will propose a new framework for working together in a post-realignment era and discuss how to bring this issue to local coalitions. She will also briefly review the law in place requiring a vote by the county board of supervisors, and discuss the specific budget reductions by county that would trigger a vote.

WORKSHOP 1

***Drawing the Line:
A Legal Introduction to Lobbying and Advocacy for
Tax-Exempt Non-Profits***

PRESENTER:

*Nayantara Mehta,
Alliance for Justice*

After two years of hearing warning bells, THP-Plus providers are well aware that 2011 Realignment will require them to advocate for their programs at the county level. Yet for many service providers, conducting advocacy activities raises important questions, particularly around the organization’s tax-exempt status. Others may find that their boards or funders may have concerns or questions about this new role.

This morning workshop will address these issues, providing clear guidance for the types of advocacy non-profits may and may not legally conduct. As the leading expert on the legal framework for non-profit advocacy efforts, the Alliance for Justice will demystify and decode advocacy, helping attendees fully understand the rules, and equipping them with the knowledge and tools to become comfortable and assertive in their right to pursue their policy goals.

WORKSHOP 2***Developing an Effective Message to Sustain THP-Plus in Your County*****PRESENTER:**

*Laurie Kappe,
i.e. Communications*

What is the most compelling way to talk about the value of THP-Plus? As any experienced advocate knows, it depends on who you are talking to! For this session, veteran communication consultant Laurie Kappe of i.e. communications will lead us through the fundamentals of developing a strong, clear message about THP-Plus in your community, and adapting that message based on your county's specific audience and policy context.

In addition to the fundamentals of a good message, we will discuss some of the reasons why messages fail to influence decision-makers and how you can avoid these pitfalls when making the case for THP-Plus. We will also discuss the characteristics of the best person to deliver your message and what environmental factors can improve your chances of being heard. This is an interactive workshop where attendees will be working in small groups organized by county and/or region.

WORKSHOP 3***How to Engage the Public Sector to Sustain THP-Plus: Influencing Elected Officials and County Staff***

PRESENTERS: *Reed Connell, Alameda County Foster Youth Alliance; Jackie Rutheiser, California Alliance of Child and Family Services; Angie Schwartz, Alliance for Children's Rights*

Under 2011 Realignment, county decision-makers have more power than ever. It is therefore extremely important to have constructive relationships with your local officials, which include members of the board of supervisors and decision-makers in your county child welfare agency.

In this session, Angie Schwartz of the Alliance for Children's Rights, Jackie Rutheiser of the California Alliance for Child and Families Services and Reed Connell of the Alameda County Foster Youth Alliance will share their insights into how to develop and maintain relationships with local decision-makers that support your THP-Plus program. This will include addressing the following issues:

- What are common mistakes that people attempting to influence decision-makers make?
- How do you establish a relationship with your county supervisor?
- How can you stay informed about the priorities and actions of decision-makers?
- How can you effectively engage the staff of elected officials?
- How can your board members or donors play a constructive role in influencing elected officials?
- How much time should an executive director allocate to maintaining these relationships?
- When is it best to "move up the chain" to senior managers or elected officials, and how can you do so without burning bridges with influential staff?

WORKSHOP 4***Focus on the Facts:
The Data You Need to Make the Case for THP-Plus*****PRESENTERS:**

*Amy Lemley &
Simone Tureck,
John Burton Foundation*

An argument is only as good as the data behind it. This interactive workshop will focus on where to get data and how to use it when advocating for THP-Plus in your county. Whether you have an hour to prepare an impromptu op-ed for the local newspaper, or several weeks to prepare for a meeting with the county board of supervisors, getting the facts can make all the difference for effective advocacy and sound policy.

In addition to highlighting data available in the THP-Plus Participant Tracking System, this session will direct participants to the most relevant studies for the purposes of comparison, where to look for county- and city-level data that can be used, and how to use the latest data presentation techniques to ensure that the findings you present are well understood by busy elected officials who are likely not experts in the issues of child welfare or homeless youth. Workshop leaders will use attendees' own data on their THP-Plus participants to create concrete examples of how to effectively use and present hard data.

WORKSHOP 5***Using the News:
Effective Media Strategies for THP-Plus Advocacy*****PRESENTER:**

*Daniel Heimpel,
Fostering Media
Connections*

Media coverage can be a powerful tool in your effort to advocate for the continuation or expansion of THP-Plus, often motivating decision-makers to do the “right” thing. While we all know media coverage can be our friend, it’s hard to find the time to reach out to the media and even harder to know how to use that time in a manner that will yield the coverage you want in newspapers, television and the radio. To explain it all, Daniel Heimpel of Fostering Media Connections will join us for a session where we will learn how to attract positive, timely media coverage to sustain THP-Plus in your county, including how to:

- evaluate when the time is right to engage the media;
- make contact with the media;
- prepare youth for engagement with the media;
- develop ideas for op-eds;
- request a meeting with the editorial board;
- evaluate whether or not to host a media event; and
- use social media productively.



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Speaker Biographies

REED CONNELL | ALAMEDA COUNTY FOSTER YOUTH ALLIANCE

Reed Connell is the Executive Director of the Alameda County Foster Youth Alliance (FYA). An Oakland native, Reed has worked with foster youth in Alameda County for nearly 15 years- in residential treatment programs, public and non-public schools, in special education advocacy, and as a consultant to families committed to raising children with serious needs. Prior to joining FYA in October 2007, Reed worked at FYA member agency Bay Area Youth Centers, where he became deeply invested in issues affecting transition-age youth, and began to develop the network of connections that serves him today. Reed also interned at the John Burton Foundation, a statewide child welfare policy organization, where he gained significant knowledge of the legislative and regulatory environments in which youth and foster care policy is made, and further developed his analytical and advocacy skills. Reed holds a Master's of Social Work degree from the University of California, Berkeley, with a focus in Management and Planning.

DANIEL HEIMPEL | FOSTERING MEDIA CONNECTIONS

Heimpel's first brush with the foster care system was in 2006, while a volunteer coach for an unlikely lacrosse team in South Central Los Angeles. One of his favorite players was a 16-year-old named Chris who had some anger issues. Heimpel asked Chris what his parents had to say about his misdirected rage, and he replied: "I don't have any parents, I live in a group home." Soon after, Heimpel visited Chris' group home deep in South Central L.A. and wrote a story about the realities of being a foster kid in urban Los Angeles for the *LA Weekly*. Before long Heimpel was mentoring Chris and another young man in the system, all the while covering foster care with increasing intensity. Heimpel has written and produced stories about foster care for the *Los Angeles Daily News*, *Newsweek*, the *Seattle Times*, the *Huffington Post*, Current TV and the *San Jose Mercury News* among many others.

This coverage has garnered Heimpel journalism awards from the Children's Advocacy Institute, The Los Angeles Press Club and the Child Welfare League of America among others. As FMC's project director and founder, Heimpel is working to recruit an "army of journalists" who he hopes will cover foster care with the same intensity as he does.

LAURIE KAPPE | I.E. COMMUNICATIONS

Laurie Kappe has 30 years of professional experience covering grassroots and political organization, public policy advocacy, research and analysis, as well as communications consulting. Clients come to her for her experience, expertise, and networks. A communications expert in the areas of youth violence prevention, gun control, and health and human services, Laurie has an excellent track record for getting results. Laurie is also a frequent speaker on strategic communications and serves as a spokesperson on violence prevention.

Prior to forming *i.e. Communications*, Laurie was a Senior Associate at Martin & Glantz (1989-1997) where her clients included the National Abortion Rights Action League, Ms. Foundation for Women and The California Wellness Foundation. Laurie has also previously worked as a research analyst and corporate finance associate for two investment banks, Hambrecht & Quist and Eberstadt Fleming, where she learned about relationship databases, online services and developed her interest in innovative communications methods to impact public policy. She has a bachelor's degree from the University of Chicago and a master's degree from the University of California, Berkeley.

AMY LEMLEY | JOHN BURTON FOUNDATION

Amy Lemley is the policy director of the John Burton Foundation, founded by former California State Senator John Burton. The Foundation is dedicated to improving the quality of life for California's homeless children and developing policy solutions to prevent homelessness. In her role as policy director, Ms. Lemley develops and implements the legislative, regulatory and administrative strategies to achieve the goals of the Foundation. Prior to joining the John Burton Foundation, Ms. Lemley was the executive director and co-founder of The First Place Fund for Youth, a nationally recognized program providing affordable housing and supportive services to former foster youth. She is on the California Blue Ribbon Commission on Children in Foster Care.

NAYANTARA MEHTA | ALLIANCE FOR JUSTICE

Nayantara grew up on the East Coast but fell in love with the Bay Area after attending law school in Berkeley. Eschewing the usual Bay Area pastimes of running, rock climbing, and camping, Nayantara plays badminton regularly. She was born in India but grew up in the Washington D.C., area. After college in Colonia Williamsburg and cold winter in Chicago attending graduate school, she went to law school in Berkeley California, and decided to stay put. Nayantara's favorite part about her job at Alliance for Justice is getting to support organizations that are trying to make the world better and helping non-profits to amplify the voices of their communities.

JACQUELINE RUTHEISER | CALIFORNIA ALLIANCE FOR CHILD AND FAMILY SERVICES

Jacqueline Rutheiser is a senior policy advocate responsible for advocacy on child welfare issues including the adoption of children from foster care, foster family-based care and services, in-home and family-based services, and housing, services and support for transition-age youth. Jackie staffs the Adoption, Foster Family Agency and Family-Based Services Committees.

Jackie came to the Alliance in 2007 with over 20 years of experience in local, state and national politics, most recently with the California State Legislature where she served as senior staff for Senator Nell Soto (D-San Bernardino, Pomona) and previously as staff with Assembly Majority Leader Kevin Shelley (D-San Francisco).

Prior to her work in the State Capitol, Jackie was a managing partner in a political research and campaign strategy consulting business for eight years and was the research director for the National Health Care Campaign for then First Lady Hillary Clinton and the Democratic National Committee. Jackie holds a bachelor's degree in international relations from the University of California, Davis.

ANGIE SCHWARTZ | ALLIANCE FOR CHILDREN'S RIGHTS

Angie is a graduate of the Stanford School of Law where she received a Rhodes Fellowship for her work with underrepresented groups. Angie was also a Skadden Fellow at National Center for Youth Law. She joined the Alliance after partnering on several critical litigation and legislation efforts while working at the Public Interest Law Project in Oakland. She is based in Northern California where she directs the Policy Unit and works closely with legislators in Sacramento, agency staff and statewide advocates.

SIMONE TURECK | JOHN BURTON FOUNDATION

Simone Tureck is the policy associate at the John Burton Foundation for Children Without Homes, a statewide child welfare policy organization founded by former President pro tem of the California State Senate, John Burton. Simone has worked with or on behalf of adolescents and transition-age youth for the past 13 years, including at high schools in the Los Angeles Unified School District; Hillside Home for Children, a residential treatment facility in Los Angeles County; and Alternatives in Action, a youth development organization in Alameda County. Simone holds a Master's of Social Work degree from the University of California, Berkeley, with a focus in Management and Planning.