

How to Form Successful Partnerships

Panel Facilitator: Anna Levy, Pro Bono Consultant
Panelists: Patricia Rohrer, Fairfax County Government
Mike Greenhut, Olney Home for Life
Mona Negm, Montgomery County Muslim Foundation

Summary/Key Points

Mike Greenhut:

- Benefit of partnerships to Villages:
 - Mutual help between organizations and Village(s), e.g., funds, services
 - Ex., Olney partners with local hospital, MedStar Health on discharge planning, medication management
 - Sandy Spring Museum – hosts brown bag lunch series and Village provides transportation for residents to attend
 - Olney Theater discount performances
- Who is community?
 - Service organizations such as Lions Club, Rotary, etc.
 - Businesses, such as grocery stores, restaurants, drug stores, other
- Initiating partnerships
 - Need to meet in person
 - Know: what you want (funds, volunteers, in-kind service, space....?), what do they already support, who are their members

Patricia Rohrer: *(also see slides)*

- Why pursue partnerships?
 - Increase opportunities for innovation
 - Reduce costs and increase efficiencies
 - Avoid duplication
 - Build service capacity
 - Strengthen impact and outcome measures
 - Have a more powerful voice to influence policy
- Co-create together – have a simple MOU (memo of understanding)
- Be sure you have enough resources, enough change makers
- Fairfax County has 9 Village exchanges with different organizational models
 - Faith Communities, such as the Shepherd Centers, service delivery
 - Community Exchanges, such as McLean Village Exchange, collaboration, information exchange
 - Service Support Hubs, NV Rides, for transportation. Brings together funders and nonprofits with a volunteer transportation support hub, providing marketing, a computer system, volunteer screening, etc.

Mona Negm

- Outreach through partnerships – Muslim Community Senior Program
- Diverse community of 1st generation immigrants
 - Many languages, cultural obstacles
 - Often caregivers of children
 - Need help to link to services
 - Challenges to reach this community through usual communication channels
- Created an intergenerational program in partnership with MCC community centers
- Facilitated a gathering of seniors to identify their own needs and design program to meet those needs
 - Seniors reach out to their peers
 - Advisory committee with members assigned to lead specific projects
 - Food and meals draw people
- Partnerships
 - Dept. of Health and Human Services, Mental Health, Villages, Minority Health
 - I Control My Health – Diabetes Prevention – through an NIH Grant
 - Healthy Aging – Alzheimer’s Association
 - Caregivers group
 - Yoga program
 - Interfaith Community
 - Senior Ambassador Team does outreach with the different communities to reach individuals
 - Young Ambassadors help with social media and other communications services
 - Food pantry – a builder/architect donated services to build – community keeps the pantry filled – youth volunteers get community service credits – adult volunteers deliver food
 - Sandy Spring Museum – healing through arts program
 - Imams are important in communicating with communities
 - Have a yearly celebration for partners

General Discussion

Partnering with Hospitals

- Note that each hospital is unique
- Olney-MedStar Montgomery – initially provided ride support, especially with the Cancer Center; then started working with discharge planners
- Suburban – Village volunteers to act as notetakers for patients
- Silver Spring-Holy Cross – hospital purchases short-term Village membership as part of discharge plan
- Chevy Chase-Sibley – have had discussions on various ideas, but realize that most of their members go to Suburban if hospitalized.
- Reduced rates for Village members to participate in hospital sponsored classes?
- Bradley Hills-Suburban – had initial contacts but are close so members can easily attend sponsored classes at the hospital

Other partnering opportunities and concerns

- Some Walgreens have community health days twice a month and offer opportunity for Villages to have an informational table. They also offer flu shots and pharmacy education services
- Space in schools, libraries and recreation centers – Villages should have the opportunity to obtain free meeting space in county community buildings
- Village leaders can help to inform county government decision making by advocating to the council and departments.
- Andrew Kahn (sp.?) – offered the use of a time banking data base for assigning volunteers. He will provide information to Pazit Aviv to share with Villages.