

CAIRS

NEWSLETTER

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Winter 2004

CALIFORNIA ALLIANCE OF INFORMATION AND REFERRAL SERVICES

2-1-1 Action — Update

New CAIRS/United Way Partnership

Thanks to a grant from United Way of America, CAIRS and United Way Silicon Valley have entered into a partnership to increase the role of United Ways across California in 2-1-1 planning and implementation. A 2-1-1 CA United Way Leadership Team has been formed with seven lead United Ways. The Team met in the Silicon Valley in January for a presentation by Peter Bishop, 2-1-1 Manager for United Way of America, and an update by CAIRS on the current status of 2-1-1 in California. The Leadership Team includes: United Way Butte/Glenn Counties, United Way Bay Area, United Way California Capital Region, United Way of Stanislaus County, Ventura County United Way, Inland Empire United Way, and United Way of San Diego. Each Leadership Team member will host a meeting with all United Ways in their region to discuss the needs of 2-1-1 in their region and how United Ways can work with CAIRS to help move the local, regional and statewide 2-1-1 effort forward. Thank you to United Way Silicon Valley for leading this effort, to the United Way Leadership Team and to all United Ways across the state that currently support I&R's and 2-1-1.



2-1-1 California United Way Leadership Team/CAIRS partnership members: Linda Avedon, United Way of Stanislaus County; Mark Walker, United Way Silicon Valley; Sara Matta, INFO LINE of San Diego County/CAIRS; Peter Bishop, United Way of America 2-1-1 Manager; Lynn Pesely, 2-1-1 Statewide Coordinator/CAIRS/United Way; Sherry Simmons, Community Impact Consultant United Way.

Progress towards 2-1-1 in CA

Congratulations to Interface Children and Family Services-Help Line in Ventura County on the submission of their 2-1-1 service provider application to the CPUC! This is the sixth application to be submitted in California to date. INFO LINE of Los Angeles and Eden I&R in Alameda County have made it through the CPUC review process and

2-1-1 application submitted to the CPUC by Interface Children Family Services-Helpline in Ventura county.



Contra Costa Crisis Center, Info Link Orange County, Northern California Council for the Community HELPLINK in San Francisco and now Interface are currently under review. More applications will be submitted in the next month.

The Calling for 2-1-1 Act

Thanks to INFO LINE of Los Angeles for their work to secure Representatives Henry Waxman, Adam Schiff, Loretta Sanchez and Brad Sherman as co-sponsors of the Federal 2-1-1 Legislation. On the other end of the state, great job Community Services Planning Council-InfoLine Sacramento for securing Representative Robert Matsui as a co-sponsor. And thanks to United Way of Stanislaus County for securing Representative Dennis Cardoza as a co-sponsor. We are now up to 12 Legislators in CA officially on board with the Legislation.

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Letter from the President...



CAIRS Members,

"There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in it's success, than to take the lead in the introduction of a new order of things"
(N. Machiavelli)

Our goal this year was to change the organization, to elevate it to a new level of influence and service. In order to accomplish this, we had to eliminate the "rear view mirror" philosophy and focus on the opportunities and challenges ahead of us. For most, the risk may have outweighed the chances for success. However, with the talent, experience, hard work, and dedication of the CAIRS Board members, there was no doubt in my mind of the success we would achieve this year.

As we continue to develop and increase our level of influence and service, the need for an official strategic business plan is essential. This project was completed in September and we are now positioned for developmental growth.

This year we presented two regional trainings and one annual conference that allowed over 120 I&R professionals access to information and training. The annual conference offered a management track for the first time and was well received by everyone.

We were also elated that Info Line of Los Angeles and Eden I&R were authorized to utilize the 2-1-1 dialing code in LA and Alameda counties respectively. Congratulations to both organizations!!

Please join me in saying thanks and farewell to the following members who are leaving the CAIRS Board at this time:

Charles Wigle served on the board for four years and was a key member of the Membership Committee. He also served on the Executive Board as the Secretary for two terms. We will miss the administrative skills and dedication he brought to CAIRS.

Amy Noakes and Julie Plevancic both served three years. Amy's leadership as the VP of Membership led to improved forms and better communications with our membership. She was also key in the success of the conferences as the Co-Chair / Chair for two years. Her energy and focus on outcomes will be missed.

Julie served as the Chair of the PR Committee and made creative improvements to the newsletter. She also brought an important and valuable perspective from the rural I&R to the board.

Wayne Everingham served on the board for two years. His hard work on the CAIRS database integration has improved the efficiency and accuracy of our operations. We appreciate Wayne's continued service in maintaining the database.

We would also like to welcome our newest Board Member, Nancy Findeisen, from InfoLine Sacramento-Community Services Planning Council, to a three-year term.

Please join me in congratulating CAIRS new officers for 2004:

President:	Maribel Marin
VP of Ops	Lynn Pesely
VP Membership	Nancy Findeisen
Secretary	Elaine Martinez-Curry
Treasurer	Rick Sakamoto

CAIRS Officers

Maribel Marin
President

Lynn Pesely
Vice President, Operations

Nancy Findeisen
Vice President/Membership

Elaine Martinez-Curry
Secretary

Rick Sakamoto
Treasurer

The CAIRS Newsletter is published quarterly by the California Alliance of Information and Referral Services.

The CAIRS Newsletter is provided as a benefit to all CAIRS members. Please contact CAIRS if you wish to reprint any part of this newsletter.

If you would like to submit an article to the CAIRS Newsletter, Please contact:

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CAIRS is an affiliate of AIRS
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California Alliance of Information
and Referral Services

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Vision Statement

A strong network of organizations that ensures everyone can easily access high quality information and referral for health and human services.

Mission Statement

To enhance the effectiveness of Information and Referral services through leadership, education and support.

Goals

In order to achieve the Mission and Vision, the following goals have been established:

- To *provide* training and support to enhance professional skills;
- To *facilitate* the exchange of information among the membership and others within the helping professions;
- To *promote* awareness of Information and Referral services;
- To *advocate* for the interests of the profession and the public it serves.

Welcome New CAIRS Board Members

Nancy Findeisen is president and chief executive officer of the Community Services Planning Council, Inc., a post she has held since 1983. Ms. Findeisen has over 30 years experience in community development, coalition building, volunteer programs, policy advocacy and non-profit management. During her tenure with the Planning Council, Ms. Findeisen has initiated a number of pioneering programs, including: the Human Services Information System, a comprehensive regional database of health and social indicators; the Human Services Element adopted as part of Sacramento County's General Plan; and, Hands On Sacramento, a program matching teams of volunteers with high-impact, hands-on community projects to improve the quality of life for people in the region. Under Ms. Findeisen's leadership, CSPC is now expanding the Hands On volunteer initiative into a comprehensive volunteer center, Volunteer Sacramento, and increasing the reach of the organization's well-known resources directory by

2-1-1 Action Update...

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We need your help to get more! For more information on the legislation and talking points for meeting with your legislators go to www.211.org or contact Lynn Pesely by e-mail — lpesely@yahoo.com — or by phone at (916) 689-2378.

2-1-1 National Status

There are currently one-hundred-one 2-1-1 service providers across the nation located in 26 states. Eighty million people are now served by 2-1-1 across the nation! □

incorporating the services inventory into an interactive website, BeehiveSacramento.org.

Ms. Findeisen served as a member of the Board of Education of the Sacramento City Unified School District for 13 years, and she has served in leadership positions with a range of community organizations, including the League of Women Voters, the Sacramento City Educational Foundation, the Association of California Urban School Districts, Nonprofit Resource Center, and the Matsuyama-Sacramento Sister City Association. She is currently president of the National Association of Planning Councils. In 1997, she received the Sacramento League of Women Voter's Civic Contribution Award.

Ms. Findeisen has been married to Kurt Findeisen for 37 years and has two grown children. She received her bachelor's degree in education from Florida State University. Favorite pastimes include golf, theater, reading and traveling. □

President's letter...

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This past year I had the honor of serving all of you as the CAIRS Board President. I want to recognize all the wonderful board members as they had the desire and vision to make the changes necessary for our growth. Thanks again for all your support and confidence this past year.

Sincerely,
Rick A. Sakamoto

Conference Preview

For 2004 CAIRS is committed to meeting the needs of its members by continuing to provide quality I&R training and AIRS

Certification testing at locations throughout the State. By bringing training and testing to a location near you, CAIRS hopes to help you meet your training needs while staying within your budget limitations.

This year CAIRS will hold two Regional conferences in addition to our Annual Conference. Mark your calendars and plan to join us at one or all of the following locations:

April 19ChicoNorthern Regional
 June 14.....Ventura.....Southern Regional
 Sept 20.....San FranciscoAnnual

All of our conferences will provide core I&R training in addition to workshops focusing on area-specific or hot-topic issues. Also watch for information on the exciting Management and Executive Track to be included in our Annual Conference.

CAIRS is also aware of the increased interest in AIRS testing for Certified Information & Referral Specialist (CIRS), Certified Resource Specialist (CRS) or Certified Information & Referral Specialist-Aging (CIRS-A). To support this need, CAIRS will work directly with organizations that would like to host testing in their area. Please contact Anne Stundahl at stundahlam@12mcd.usmc.mil for additional information. □

CAIRS website: www.cairs.org
 e-mail: cairs@hotmail.org



CAIRS Annual Report

Statement of CAIRS Financial Activities

For the year ending December 31, 2003

INCOME	
Membership	\$ 8,400.00
Interest	\$ 387.61
Sales	\$ 104.37
Conferences	\$ 20,540.00
Other	\$ 550.00
Total CAIRS Fund Income	\$ 29,981.98
2-1-1 Technical Fund*	\$ 1,247.59
Total Restricted Fund Income*	\$ 1,247.59
Intervenor Compensation Award	\$ 54,937.93
TOTAL INCOME	\$ 86,167.50
EXPENDITURES	
Board Expenditures	\$ 7,491.05
Conferences	\$ 5,486.68
Insurance	\$ 2,950.86
AIRS/CAIRS Liaison	\$ 776.45
Public Relations	\$ 281.27
Newsletter	\$ 1,448.83
Bank Charges	\$ 198.99
Taxes	\$ 386.00
Miscellaneous	\$ 100.00
Consulting Services	\$ 14,190.42
Total CAIRS Fund Expense	\$ 33,310.55
2-1-1 Technical Fund*	\$ 9,247.59
Total Restricted Fund Expense*	\$ 9,247.59
TOTAL EXPENDITURES	\$ 42,558.14
2003 Net Income	\$ 43,609.36
2002 Fund Balance Carryover	\$ 29,075.32
Fund Balance	\$ 72,684.68
CAIRS Fund Balance	\$ 72,684.68
2-1-1 Collaborative Fund*	\$ 0
2-1-1 Technical Fund*	\$ 0
Scholarship Fund*	\$ 100.00
Total Fund Balance as of 12/31/03	\$ 72,784.68

**Restricted Funds.* These funds were donated to CAIRS for specific uses and may not be used for general activities of CAIRS.

CAIRS Annual Report

Annual Report — President

This year our organization initiated some key operational changes and also continued to lead the 2-1-1 initiative in California. Board members and the 2-1-1 Committee were once again active in developing relationships with community and state agencies, the CPUC and state legislators.

We achieved a milestone this year as INFO LINE of Los Angeles and Eden I&R received CPUC authorization to utilize the 2-1-1 dialing code. Three additional applications have also been submitted by Contra Costa Crisis Center, Info Link Orange County, and Northern California Council for the Community-HELPLINK.

Our projected goal is that up to 50% of all Californians will have access to 2-1-1 by the end of 2004.

Another change instituted this year was the new management track presented at our annual CAIRS Conference. Sessions on Intellectual Property, Web Design, and Critical Management Thinking were offered to management level professionals.

We also engaged the services of Social Entrepreneurs, Inc. to assist us in the development of a strategic business plan. Over a period of 8 months we researched, designed, and created a solid plan that will be our guide for the next three years.

This has been an exciting year, full of challenges with the state budget reductions and achievements with our 2-1-1 authorizations. As always, we remain true to our mission and goals to serve the I&R industry and our membership. Thank you for your continuing support of CAIRS with your participation and ideas for improvements.

— Rick A. Sakamoto

Conference Committee

2003 was a dynamic year for CAIRS as we continued to expand our conference offerings. Two Regional Conferences, one in San Diego and one in Redding, and an Annual Conference in Pasadena provided training opportunities for 142 Information and Referral providers from around the state. The Annual Conference included an exciting new Management and Executive Track with workshops on Intellectual Property Rights and Workplace Harassment. Additionally, a 2-1-1 track provided support and information to the numerous organizations involved in or interested in the implementation of 2-1-1 in California. CAIRS also continued to offer AIRS Certification testing at each of its conferences. CAIRS would like to thank the Area Agency on Aging in Redding for their sponsorship of the Redding Conference and Strategies for their sponsorship of the Annual Conference.

PR Committee

The PR committee had a successful year as it completed a long time project — update the CAIRS web site. For the past couple of years we have been planning to make changes and this year we moved forward with several improvements. The “new look” was well received and we had many positive comments.

We also made some adjustments to the newsletter as we added more photos and articles of substance. Thanks to the members who shared their knowledge and experience with others through these articles.

The PR Committee also made the newsletter available by e-mail and the CAIRD was distributed by CD and e-mail.

2-1-1 Committee

2003 has been a big year for progress towards 2-1-1 in California! 2-1-1 planning and implementation activities are gaining momentum. CAIRS provided leadership, technical support and training for local, regional and statewide 2-1-1 planning and implementation efforts throughout the state. CAIRS provided 2-1-1 training at each of the three conferences held in 2003 including a new 2-1-1 Management Track at the Annual Conference. Five I&R's applied to the CPUC to be 2-1-1 service providers for their counties: Los Angeles, Alameda, Contra Costa, Orange, and San Francisco. INFO LINE of Los Angeles and Eden I&R of Alameda County were both granted use of the 2-1-1 dialing code by the CPUC. Nationally, Federal Legislation for the Calling for 2-1-1 Act was introduced which includes partial funding for 2-1-1 implementation and ongoing support nationally.

Membership Committee

During 2003, the CAIRS Membership Committee worked behind the scenes to redesign a membership database that is easy to use and contains all the vital information needed about CAIRS members. The Membership Committee also revamped several promotional materials, including the CAIRS brochure and membership application, and created a new CAIRS Fact Sheet for use in promoting CAIRS. Committee members promoted membership throughout the year by contacting potential members and surveying current members about the services they desire from CAIRS. At the end of 2003, CAIRS had 80 members, consisting of 53 agencies, 24 individuals and three associations. The membership covers 29 counties in California and also includes six statewide organizations and one out-of-state organization.

 **Membership Application**

YES! I want to be a CAIRS member. Please sign me up.

- Agency membership \$100 (please enter two names for multiple memberships)
- Individual membership \$50
- Associate membership \$25
- I *will* permit my name to be placed on a mailing list that will be offered for sale.

Name: _____

Agency: _____ Title: _____

Address: _____

City / State / Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

E-mail _____ Referred by: _____

Mail this form along with your check (payable to CAIRS) to:

CAIRS • P.O. Box 161726 • Sacramento, CA 95816

www.cairs.org

Contact cairs@hotmail.org or any CAIRS board member if you have questions regarding CAIRS membership.

Don't forget to renew your domain names before they expire. If you do not renew on time someone else can register your domain names and take them from you. Just a friendly reminder!



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Address Correction Requested