



Clark County Department of Family Services

Community Partnerships Workgroup

Minutes for 3/17/15

Present

Leslie Murdock, Co-Lead
Denise Parker, QPI
Mike Pochowski, Foster Parent
Mari Parlade, DFS
Theresa Ball, Mile High
Kevin MacDonald, DFS
Samantha Charles, DFS
Rosalie Perera, Healthy Minds
Shelly Bailey, Healthy Minds
Jocelyn Bluitt-Fisher, Volunteer
Cindy Lubiarez, Caremeridian
Barbara Kaltenbach, DFS

Agenda

- Introductions
- Minutes from October 14, 2014
- Process and Marketing of the Foster Friends Program
- Next Steps and Other

Minutes

Foster Friends Update

- Kevin gave an overview and presentation of the Foster Friend collateral and Go Blue flyers were distributed.
- Foster Friends cards are being developed with a goal of launching it at the Passport to Partnership event.
- Passport to Partnership event will target DFS, Foster Parents Caseworkers, Managers, Leadership, Judges and Community Partners to build communication. Healthy Minds wants to be a part of that committee.
- Select Foster Friends will have a short presentation at the Passport to Partnership.
- Shelly w/Healthy Minds has a landscape company that will offer a 30% discount.
- Denise is working on the GIS program that can highlight and identify the different Foster Friends on the map depending on zip code. We can look at where foster homes are located and target those areas for businesses, recreation centers and churches etc... to be Foster Friends.
- Window clings need more information.
- Discussion on developing a non-profit organization to filter the donations.
- Do bags for kids that are removed from homes.

Program Development & Next Steps: Promotion of Foster Friends: Marketing/Advertising Process

- Have our flyers, cards, window clings at our Foster Friends businesses and event tables.
- Partner with Courts and Chambers to distribute our material at their locations and online.
- Utilize the 18 and up Foster Friends at events.
- Re-design the window cling making the logo the center of attention and more wording. In addition, have a Foster Friends window cling for cars, pins, refrigerator magnets, etc.
- We have approval for a Facebook page for announcements, referrals and needs such as upcoming events, good car dealership, babysitting, etc. There needs to be disclosures regarding “not a referral of DFS” and ultimately approved by the legal department before take-off.
- Let our Foster Friends spearhead an event, something they can take ownership of, it can be their “niche”.
- Foster Friends would have the logo posted on their websites and perhaps when you click on the logo it would take you to the Foster Friends website so they can obtain more information.
- Produce an e-brief after our meetings to keep Foster Friends informed.
- Olivia Fierro with Fox 5 is an adoptive parent, have her get involved.
- Continue to give supplies of our collaterals to committee members for them to hand out and discuss at their meetings.
- Use Caregiver Courier.
- Send the video out via Constant Contact.

Foster Friends Speaking Points

Foster Friends is a program the Department of Family Services is currently developing to provide an opportunity for businesses, the faith community, LGBT community, charitable organizations; etc. to support children in foster care - and their caregivers - in ways other than becoming a foster parent. Examples of support and partnerships include:

- Local businesses can provide discounts to foster parents and/or display foster parent recruitment materials
- Faith-based organizations can recruit members who may be interested in providing supervision of children at Foster Friendly events or other types of support to families
- Organizations or individuals can organize a donation drive

The opportunities are nearly limitless based upon what the partner has to offer. No idea is too small. If you are interested in learning more about the Foster Friends program, which will be rolled out in September, you are welcome to call 702-455-1196.

Next Meeting – April 21, 2015

DFS Central located at 121 S Martin Luther King Blvd.