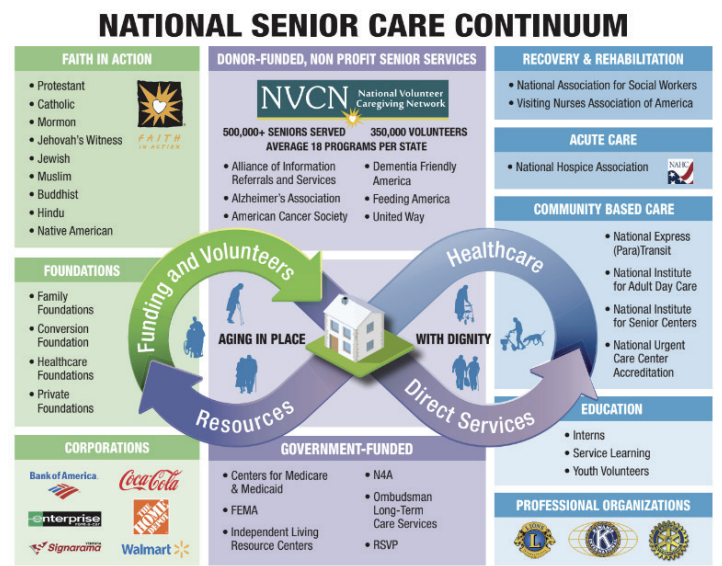


10:30 a.m. - 11:45 a.m. **available remotely*

Managing Assets for Security and Health (MASH) is a new approach that allows your organization to support low-income persons-served by tracking 12 validated measures of health and wellbeing through the BetterAge Guidance System. Thanks to a five year grant from Ventura County Behavioral Health, MASH gives volunteers an opportunity to work together in helping homebound clients take a proactive role in addressing financial concerns, combating social isolation and more! The recommendations were developed by BetterAge. Templates and training tools are available to organizations interested in implementing this innovative approach. MASH Coordinator **Lauren Johnson**, and original MASH Volunteer **Barbara Post**, will join us to share their experience serving on a MASH Unit and working with multiple recipients over the last two years. Ally Armeson, Cybercrimesupport.org, and Volunteer **Debbie Deem** will share an idea for expanding MASH to serve prospective fraud victims.

Lunch will be served during our session from 11:45 a.m. - 12:45 p.m.



12:30 p.m. - 1:45 p.m. **available remotely*

Transportation: Where the Rubber hits the Road in the National Care Continuum. Following two days of reflection and strategic planning, let's now consider your local and national role as part of a broader national care continuum. Access to healthcare often rides on providing door-through-door transportation to medical appointments and other life essentials. **NVCN President Jo Cooper** has been immersed in volunteer driver issues throughout her career and is currently serving as a Project Consultant in Transportation Equity for Healthy Aging to the Maine Council on Aging. She will moderate a discussion that includes an update from **Michigan Congressman Jack Bergman's** office on the Volunteer Driver Appreciation

Act of 2023 that is currently before the US Congress, with Community Partners in Caring's **Hilda Zacarias**, on funding approaches with 5310 funds from the Federal Transit Administration. **Robin Schlosser** of Reach Out Morongo Basin will offer insights on rural challenges. Volunteer Caregiving is poised to lead alongside healthcare, nonprofit, faith-based, and government partners to ensure a streamlined approach to community service.

2:00 p.m. - 3:15 p.m.

Hot Topics from Hawai'i to Maine! Gather with colleagues to share your thoughts on issues we are all facing. **Breakout Tables** with featured discussions will be designated throughout the conference room. Per the interests expressed by registrants, table leaders will explore:

- Diversity in Leadership** (Matrie Johnson)
- The Words We Use to Describe Aging** (Jo Cooper)
- Faith in Action** (Teri Helton)
- Intergenerational Projects** (Jim Firman/Ron Berkowsky)
- Volunteer Retention** (TBD)
- CareWorks/MASH/BetterAge** (Lauren/Inez)

These sessions will be packaged on video and available after the conference on NVCN's YouTube channel.

3:15 p.m. - 4:30 p.m. **available remotely*

Open Microphone. Farewell with Friends. We'll invite each Table Leader to come to the microphone and report out on breakout sessions and take-aways from everyone's experience. Each table topic will have approx. five minutes to summarize highlights from their Breakout Tables.

AFTER THE CONFERENCE

Keep the conversation going. Join colleagues at our monthly roundtable meetings. One hour is dedicated with an open agenda to address your interests. Email Kaylin@nvcnetwork.org for the zoom link.

- Directors: First Tuesday of every month from 3-4 p.m. EST
- Office Team Members: Second Wednesday of every month from 3-4 p.m. EST

AMBASSADORS & TRUSTEES

Conference Preview by Invitation Only:

2:30 p.m. - 7:00 p.m., Thursday, October 31, 2024

Ambassadors met on Thursday afternoon, October 31, 2024 for a preview of our strategic planning. Directors are encouraged to learn how we can strengthen your statewide endeavors and support boots on the ground. Interested in serving as an Ambassador for your state? We welcome your commitment to serve.

Please contact Tammy Glenn, executivedirector@nvcnetwork.org

Welcome to the Cherry Capital of the World!



Traverse City, Michigan
November 1-2, 2024

Welcome to Traverse City, Michigan, Cherry Capital of the World!

In 1984, the Robert Wood Johnson Foundation began providing seed money for volunteer caregiving and its initial grants pioneered the model that eventually scaled to serve the entire United States through more than 1,000 organizations, now present in every state. Forty years later, this national model continues to thrive, supporting people with disabilities and older adults seeking to age in place.

Learn about the movement’s history and discover the innovative ways that our organizations have come to serve vulnerable populations with the helping hands of good neighbors.

Your National Caregiving Network has created an intimate conference designed for you to meet like-minded leaders who share your unique challenges and continue to overcome obstacles to grow and serve upwards of 2,200 communities throughout the country.

The Volunteer Caregiving Model, in and of itself, is a unique model of social service rooted in five building blocks. Learn the history and take away best practices that have allowed us to survive, adapt, and respond with essential services.



Please note that time references are Eastern Standard Time

****Remote Sessions are limited and indicated with a red asterisk.***
These sessions will be recorded and available to registrants after the conference.

DAY ONE: Friday, November 1, 2024

A snack bar is available throughout the day.

8:00 a.m. - 9:00 a.m.

Check in and pick up your conference materials and goodie bag.

9:00 a.m. - 10:15 a.m.

Mix & Mingle Mocktail Breakfast Hour

Breakfast buffet will be served from 8:30 a.m. - 9:30 a.m.

Members of NVCN’s Board of Trustees and Ambassadors will be available in the Ballroom to guide us through the strategic planning process. Throughout Day One, please use your imagination to visualize the future as we engage in strategic planning for the national network. You may also use this opportunity to learn about innovative programs you’d like to bring home and incorporate into your local community, such as NVCN’s Giving Tuesday template for your own “Fill the Heart” Campaign. Look for New Jersey Ambassador **Larissa Willison**, Interfaith Caregivers of Haddonfield, who recently represented NVCN at Giving Tuesday’s Leadership Gathering in Indianapolis. She’s armed with some great tips and tactics to help you set up your team at www.givebutter.com/nvcn

10:30 a.m. - 11:45 a.m. *available remotely

Volunteer Caregiving: Fast Forward from 1984 to 2024 and Beyond Let’s discuss best practices that have developed over 40 years. Let’s also explore the idea of Standards of Excellence through NVCN that will help guide new and established organizations in implementing best practices into the future. Most importantly, let’s create a learning community that allows us to share the depth and breadth of our knowledge-base. The nation needs us! Special guests include the original visionary of volunteer caregiving, **Dr. James Firman** and his successor, **Dr. Paul Jellinek**, both of whom served as Vice Presidents for the Robert Wood Johnson Foundation where Paul ultimately authored, *“A Promise to Mary,”* the story of Faith in Action, RWJF’s acclaimed nationwide grant program that brings together Americans of all faiths to provide volunteer care and support to people in their communities who are confined to their homes because of a chronic health condition or disability. Dr. Jellinek will be joined by **Dr. Ron Berkowsky** of California State University, Channel Islands, who will share findings from his current project, *The State of Volunteer Caregiving in the U.S.* Illinois Ambassador **Lisa Brennan**, FIA Collinsville, will share her observations on 40 years of Best Practices in Volunteer Caregiving leading to the launch of a National Standards of Excellence Program.

Lunch will be served during our session from 11:45 a.m. - 12:45 p.m.

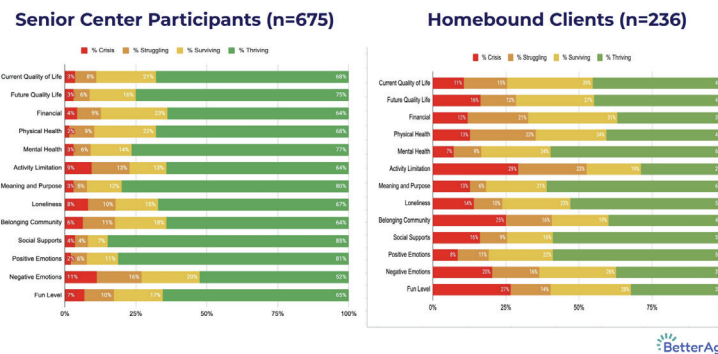
12:30 p.m. - 1:30 p.m. *available remotely

Tools & Tactics for Volunteer Recruitment and Retention A grant from the Michigan Health Endowment Fund has been serving as a beta test for how we might triple the number of volunteers serving our mission throughout the country. From social media to the airwaves, outreach to congregations and the corporate community, grassroots events, and print submissions, here’s what we’ve learned so far! Local Directors **Karyn Curro, Tracey Holt, Helen Howard**, and **Kasey Kerr** from our Michigan project will lead this discussion. *If interest prevails, we may add a Round Table discussion on Retention during the Saturday session.* Don’t wait to use some of our free marketing assets. Check out our social media toolbox at <https://nvcnetwork.org/wp/index.php/40th-toolbox/>

1:45 p.m. - 3:00 p.m. *available remotely

Introducing BetterAge, a new digital service to help community organizations to track and improve 12 dimensions of health and well-being for their clients and volunteers. Learn how volunteer caregiving organizations are using the service to learn more about their clients, tailor programs and services to meet their needs, and advocate for funding. The tool is also fundamental in implementing the new “MASH” project featured on Saturday. **Dr. Jim Firman**, the founder of BetterAge, will demonstrate how useful this tool can be to your work with additional insights from **Inez Russell**, Friends for Life in Waco, Texas.

Early Data from AWIN



3:15 p.m. - 4:30 p.m. *available remotely

Moves Management in Fundraising NVCN is honored to feature members of the Northwestern Michigan College Advancement Team who recently completed a successful \$35M campaign, surpassing their goal at just over \$40M. Our panelists include **Katharine Marvin**, Director of

Development and Alumni Relations, Northwestern Michigan College Foundation; **Jennifer Hricik**, Director of Development, Traverse City Philharmonic; and **Paris Morse**, Development Directory, Leelanau Conservancy. They’ll walk us through their experiences, and share some time-tested moves that can transform your approach to raising support—and *maybe even surpassing your goals!* No matter the size of your organization or your target for funding, grounding your efforts in a “Moves Management” type of approach will keep you organized and allow you to implement a strategy for developing foundations, corporations, individuals, congregations, and government funders. Joining this conversation will be **Victoria Leonhardt**, Cheerleader for Community Generosity at Giving Tuesday, will pepper this conversation with tactics on how to use NVCN’s “Fill the Heart” campaign to boost your efforts at every step! Have a prospective donor in mind that you can use to begin creating a strategy.

Note: *Dinner attendees are responsible for their own transportation to and from the Hagerty Center. Use our Google Group available on the website to make ride-sharing arrangements.*

6:45 p.m. - 9:00 p.m.

A no-host bar will open at 6:45. Dinner buffet opens at 7:15 p.m. and dessert will be served at 8:15 p.m. following **Keynote Speaker Dr. James Firman**. Jim is retired director of the National Council on Aging and Founder of BetterAge, Inc, launched his career at the Robert Wood Johnson Foundation where he secured the initial funding to launch the Volunteer Caregiving initiative. His vision and that of his RWJF successor, Paul Jellinek, are reflected in 40 Years of innovation throughout our programs. As we look to the future, Dr. Firman will share his perspective for your consideration over a three course dinner with dessert. Wine and soda will be available for purchase.

DAY TWO: Saturday, November 2, 2024

A snack bar is available throughout the day.

9:00 a.m. - 10:15 a.m.

Grab breakfast at your hotel and then join us at the Hagerty Conference Center. Spend a few minutes in the Ballroom helping to prioritize strategic planning suggestions developed on Day One. Visit with Ambassadors from other states, explore regional projects, and exchange ideas and business cards. Weather permitting, we may organize an early walk along the water to get some fresh air and take some deep breaths before the day begins. The Hagerty Center is about one walkable mile from our hosting hotels.