



ENCORPS eNews

Up to the minute developments at ENCorps • Jan/Feb 2014

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Gaining Public Support for Your Program

Gaining public support for your community project is one of the most important strategies you can use to recruit volunteers, identify potential funding opportunities, and educate the public. Corey Haskell (pictured right), Strategic Communications Consultant at Barton & Gingold, a division of POWER Engineers, recently shared some tips and tactics you can use to increase public support for your community initiative. Whether or not your community project is directly impacted by local, state, or national politics, pick an appropriate time to start a dialog with the public. Haskell encourages us to “strike while the iron is hot.” Don’t give community members time to forget that the issue is important to address now.



5 GENERAL TIPS

to help you build public support for your community cause:

- 1. Create a plan and implement it.**
Many of us just want to get going and start doing things, but you can’t. You’ve really got to write a plan down and work through it from start to finish.
- 2. Identify important stakeholders**
Stakeholders can be individuals and/or groups who are affected by or have an interest in your initiative. The media, community leaders, influential figures, policy makers, other organizations or coalitions who are doing similar work, religious groups, professional groups, neighbors, friends, and family are all possible stakeholders.
- 3. Educate and engage those stakeholders**
Stakeholders are the foundation for building public support for your cause. Create a web or active network of influence and begin demonstrating your influence by coordinating community events around the issue. It’s also very important to recognize and show appreciation for those who are supporting you publicly. Be sure to follow up and maintain contact with your supporters through personal/human contact by phone, individualized mail, or in person.
- 4. Create public awareness**
Create an effective message and stick with it! Be relevant and tell your story by repeating the same 3-point message over and over. To target your message, ask yourself these three questions: What’s the problem? What’s the solution? What’s my call to action?
- 5. Communicate your message often and in diverse ways**
Use public events and the media, but remember to stick to your message. If you don’t want something to be said, don’t say it. When it comes to sharing your message, “you are your own worst enemy.” More often than not, people end up letting go of their message and saying things they didn’t intend to say. Keep to your message and others will only hear from you what you want them to hear.

Thank you Corey for sharing your expertise with us. Try the 5 tips to gain community support for your initiative and let us know the results at info@encoreleaders.org. We love to share success stories with our members. Good luck!

Volunteer

in

Action

SUE MACKAY ANDREWS has been a member of Encore Leadership Corps since 2010. She is the president of Solutions Consulting Group, LLC., but spends most of her time as Co-Facilitator of the Maine Resilience Building Network, a state-wide collective of individuals and organizations dedicated to building community strengths and reducing the effects of childhood trauma.

Sue moved to Maine in 1979. She had been teaching at UMass Amherst while working toward her graduate degree. She had two small children and loved Amherst. However, as Amherst grew, she longed for the small town she remembered. She had spent wonderful summers in Maine at her grandparents' farm in Oxford County, so she decided to move to Maine with her own children. There was a job opening in child development in Dover Foxcroft, so that's where she went to make her new home.

Sue started the 7th site for what is now known as Child Development Services (CDS) in Dover Foxcroft, where she worked for five years. She then accepted the Executive Director position for CDS statewide, where she worked for nearly ten years. She left this position to start her own consulting business in 1992.

Sue has always promoted principles of collaboration in her work in Maine and nationally as she helped state agencies work together to solve problems affecting healthy child development. She has encouraged clients to look at the big picture: to serve all children, train and retain a high quality workforce, and to create good and effective public policies.

Although Sue loved her work, she realized she was traveling too much, spending as many as 285 nights a year in a hotel room. She missed being home! With this realization, she began to downsize her consulting business, and to focus on issues closer to home.

As she eased into semi-retirement, Sue noticed what was happening in Maine and realized how



much her rural region had declined – the empty storefronts, longer lines at the food pantries, and considerably more needs for all populations including very young children. She decided to follow her passion and get involved at the state level on children's issues through the Maine Children's Growth Council (MCGC). Here, the Maine Resilience Building Network (MRBN) was born.

The Health Accountability Team, a committee of MCGC, commissioned a study regarding the effects of Adverse Childhood Experiences (ACEs) upon families and children in Maine. From this study came a list of priorities. Adverse Childhood Experiences (ACEs) can disrupt normal growth and development. The ACE Study found that among adults, the number of early traumatic experiences is related to the likelihood of adult illness or sense of well-being. Sue helped to collect the leaders of many different entities into one room to discuss the priorities and develop a plan. She helped secure funding from the Bingham Foundation for the MRBN, which now has more than 75 members and more than 45 local initiatives throughout Maine.

Sue knows that her work is vital to the future of her community and to the state of Maine. Research has shown that if individuals with childhood trauma get the support they need, their lives can be turned around. Without intervention, adverse childhood experiences can result in long-term disease, disability, chronic social problems, and early death. Ninety percent of public mental health clients have been exposed to multiple physical or sexual abuse traumas. In addition, intergenerational transmission that

perpetuates ACES may continue without implementation of interventions to interrupt the cycle. Nationally, the long-term consequences of unaddressed childhood trauma costs \$1.4 trillion annually. MRBN's work focuses on promoting resilience in young children and families, helping parents understand their own ACEs and how they influence their parenting skills.

Locally, Sue works through a non-profit called Helping Hands with Heart (HHH), an early childhood collaborative for the Maine Highlands Region. HHH partnered with the Maine Highlands Senior Center to bring Dr. Donna M. Beegle to Dover-Foxcroft to conduct a Poverty Seminar. This Seminar was one of three conducted in October 2013. The other two were held in Blue Hill and at UMaine College of Education and Human Development. Sue cultivated the support of local businesses and secured free space for the Highlands event. Between all three seminars, participants included residents from all 16 Maine counties. Sue is now working with foundation resources and other leaders to address poverty and ACEs on a statewide basis.

Sue has learned that individuals need really good tools to get out of poverty and to overcome their ACEs. She believes that we can raise awareness about these two important issues in Maine, and work together to end the negative outcomes that affect all facets of our State including our health, education, economic development, workforce readiness and public safety.

She knows this will take the collaboration and work of many agencies, businesses and community leaders. She is committed to leading the way. She said, "We as individuals can make a big difference. What matters is we're doing something for our neighbors. We need to rebuild and create relationships. We need to help one-another." Sue invites her fellow ENCorps members to join her in these efforts.



To Learn More

About the effects of ACEs, visit: www.ACEstudy.org

About the Maine Resilience Building Network, visit: www.maineaces.org

About Dr. Beegle and her work on poverty, visit: www.combarriers.com/pdf/the_crossing.pdf

“Volunteers don't get paid, not because they're worthless, but because they're priceless.”

– Sherry Anderson

Got News?

Share your news, stories and updates with ENCorps eNews!

Email carol@encoreleaders.org



ENCorps Events

HOW TO RUN AN EFFECTIVE MEETING

WHEN: Wednesday, January 22, 10 AM-11 AM

WHERE: You can participate in this webinar from the comfort of your own home or at a local library.

Learn how to run a productive, valuable, and engaging meeting with a clear goal, an open dialog, and a strong leader with ABS Consulting’s Anne Schink, an ENCorps members and frequent collaborator.

SUCCESSION PLANNING FOR NON-PROFIT ORGANIZATIONS

WHEN: Wednesday, February 12, from 11 AM-1:30 PM. Snow date: February 13, 2014.

WHERE: Skowhegan Federated Church, 13 Island Ave, Skowhegan.

This workshop is intended for volunteers running food pantries or other small non-profit organizations and Encore Leadership Corps members. The program is free and lunch will be provided. Run by ABS Consult-

ing’s Anne Schink, an ENCorps members and frequent collaborator.

Contact:

Patti Foden at info@encoreleaders.org or 207-807-4294 to register for the January 22 and February 12 workshops and receive log-in information for the webinar.

Other Events of Interest

FILM: WE HAVE TO TALK ABOUT HUNGER

WHEN: Will air Thursday, January 23 at 10 PM & Saturday, January 25 at 11 AM on MPBN TV

This documentary takes a look behind the statistics (one in five children in Vermont lives with food insecurity) to investigate who “the hungry” actually are and ask the disturbing question: Why, in Vermont, the healthiest



**MAY
21 - 22**

SAVE THE DATE 2014 LEADERSHIP SUMMIT

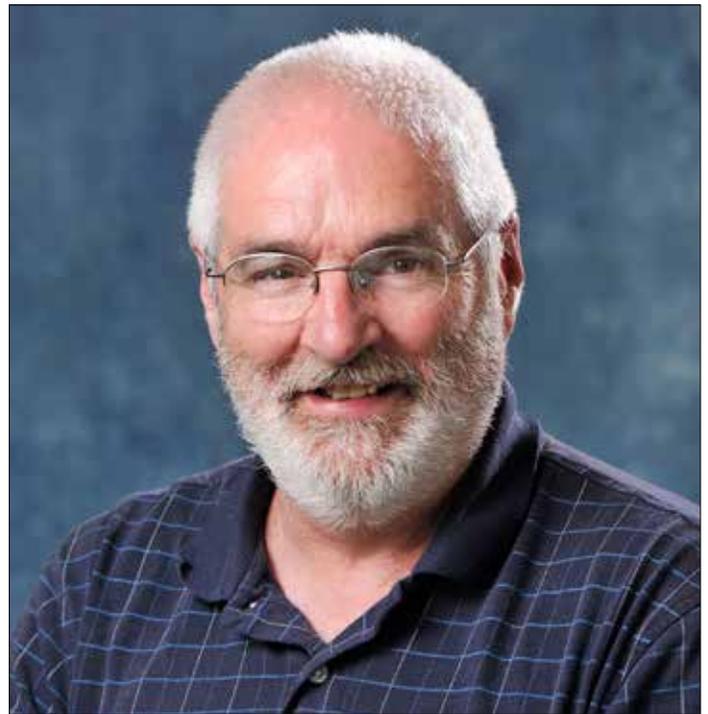
**Sebasco Harbor Resort
Phippsburg, Maine**

Celebrating the Life of Gary LaGrange

ENCORPS members Gary LaGrange recently died unexpectedly and ENCORPS staff would like to take a moment to share the tremendous contributions he has made to his community during his life. He has been a member of ENCORPS since 2012, but his commitment to community service has been life-long.

A resident of western Maine, Gary worked for the Maine Community Action agencies, building and repairing homes, facilitating fuel assistance programs, conducting energy audits and teaching home buyer education programs to all of Franklin County. Since retirement, Gary had been a lead volunteer with a program of the United Way of the Tri-Valley Area called Community Energy Challenge, building interior storm panels to save energy for homeowners and providing energy education for them to help control their fuel costs.

Gary was also known for his love of woodworking, music, golf, and kayaking. He kept an extensive record of all the bodies of water across the state that he had visited during kayaking trips. His friends and family credit him with introducing them to “jazz, bluegrass,



classic rock, classical and everything in between.”

ENCORPS staff knew Gary as a kind and up-beat man, welcoming and cheerful with everyone. Our thoughts are with him, his family, and all the ENCORPS members who loved and worked with him on so many wonderful community projects. To all of his friends in western Maine, we extend to you our most heart-felt sympathies for the loss of a wonderful friend.

Schoodic Milestone Reached

This fall, Maine Coast Heritage Trust worked with Acadia National Park and other partners to ensure the permanent conservation of 1,400 acres of land adjacent to the Park’s beloved Schoodic District. The conservation easement donated by the current landowner on the Schoodic Woods South property (see map) restricts future development and timber harvesting, protects critical habitat, and sets the stage for recreational improvements, including a network of bicycle trails and footpaths that will link to Acadia, a campground, an orientation center, and a day use parking area with a transit stop for the Island Explorer.



Schoodic Peninsula: Acadia National Park in the foreground and the newly conserved land above it.

Photo by Bridget Besaw



Volunteer Opportunities

SNAP APPLICATION ASSISTANT & COMMUNITY OUTREACH VOLUNTEERS

Contact: Brooke Libby, SNAP Outreach Coordinator/AmeriCorps VISTA, AARP Foundation at 207-776- 6313 or blibby@aarp.org



The AARP Foundation has partnered with the Anti-Hunger and Opportunity Corps (AHOC) through the New York City Coalition Against Hunger (NYCCAH) and AARP state offices around the country to address hunger and poverty. As a volunteer, you actively work to combat hun-

ger among older Mainers by providing information about Supplemental Nutrition Assistance Program (SNAP, also known as the Food Supplement Program, or FSP), dispelling common myths and barriers about the program, and connecting eligible individuals with SNAP benefits. Volunteers will pre-screen older Mainers (50+) for SNAP eligibility, as well as facilitate the application process (assist with documentation checklist, help schedule appointments with local DHHS etc.).

The AARP Foundation is also seeking individuals to increase awareness of SNAP in their county. Volunteers will be trained to answer questions about SNAP, such as eligibility requirements and the application process. Volunteers will also be trained to respond to myths about SNAP and common barriers preventing eligible applicants 50 and older from signing up. SNAP outreach volunteers will attend local community events of their choosing or be placed with local partner agencies to perform outreach and provide information about SNAP in their county. All necessary training and materials for both positions will be provided. Time commitment is an average of 2-4 hours per week (this includes time finding and booking various sites across the county). Mileage reimbursement is avail-

able at \$0.55/mile and any expenses incurred by the work are reimbursed.

WERU FM COMMUNITY RADIO

Contact: Chris Stark at 207-469-6600 or info@weru.org

It's time to treat yourself to something special in 2014! As a community radio station, WERU – on 89.9 /99.9 FM and on weru.org – invites and depends on volunteers from the communities served by their broadcast signal in virtually all aspects of station operations. Volunteers serve as WERU's on-air programmers, bringing the listeners music programs, commentary, information and public affairs programs. Behind the scenes volunteers are also active at WERU, providing everything from office help to facilities maintenance. Volunteers are also an important part of the decision-making process at WERU, and many serve on a variety of working committees (covering the areas fundraising and development, programming, special events, building & grounds and technology). WERU Community Radio offers free training for radio station volunteers. The free New Volunteer Orientation is the starting point for becoming a WERU DJ, news reporter, talk show host, committee member or behind-the-scenes volunteer. In 2014, classes take place every third Tuesday of the month at 6 PM (except August/December). Please RSVP in advance if interested. After that, a new volunteer may receive individualized instruction in their area of interest at the station.

COLE LAND TRANSPORTATION MUSEUM

Register online at www.colemuseum.org or visit the museum in person at 405 Perry Road, Bangor, ME 04401.

The Veteran Interview Program at the Cole Land Transportation Museum is seeking veteran volunteers to share their life experiences with the youth of Maine. The program offers the opportunity for young adults to connect with prime sources of history.

The low student to veteran ratio (usually 3:1) allows the students' prepared questions to be answered in an intimate and non-threatening manner with interviews lasting an hour. Their aim is to maximize the learning experience for each and every student.

ENGINE: PROPELLING THE CREATIVE COMMUNITY

For more info visit www.feedtheengine.org

Engine is a nonprofit arts organization in downtown Biddeford offering monthly exhibitions, arts education in both traditional and new media for all ages, and special events. They have volunteer opportunities for Gallery & Retail Shop Attendants who staff the gallery during open hours. Attendants should be gregarious and interested in art, especially contemporary, computer skills a plus. Attendant will oversee small gift shop and conduct any transactions. They are also in need of a volunteer assistant for their Youth Art Club that loves kids and doesn't mind getting messy. An assistant with prior art education teaching experience would be a big plus! Assistant will work with their Arts Education club leader in conducting the clubs. Finally, They are looking for a Gallery Installation Assistant to assist with hanging and taking down shows. This individual must be detail-oriented and comfortable with handling art. Some light lifting and possible ladder-climbing might be required.

SENIOR COMPANIONS

To become a Senior Companion in your area, visit:

<http://extension.umaine.edu/seniorcompanion/>

Through the University of Maine Cooperative Extension's Senior Companion Program, homebound elders are able to stay in their own homes longer thanks to regular visits from Senior Companions – dedicated, active individuals age 55 and older. The program currently serves 14 of Maine's 16 counties.

SIGNS OF THE SEASONS

To get involved in the program, visit:

<http://umaine.edu/signs-of-the-seasons>

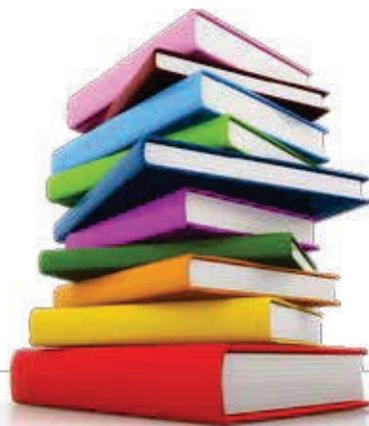
The University of Maine Cooperative Extension and Maine Sea Grant are looking for volunteers interested in using their backyards as laboratories. Volunteers help scientists document the local effects of global climate change by recording the seasonal changes of common plants and animals such as milkweed growth and bird nesting.

UMAINE COOPERATIVE EXTENSION

For a complete list of classes, programs, and activities offered by the UMaine Cooperative Extension, visit:

<http://extension.umaine.edu>

Whether you would like to begin your own project or develop the skills to participate in the community projects around you, the UMaine Cooperative Extension offers an abundance of classes, instructional videos, and programs to help you get involved in food security work. Winter is the perfect time to sign up for classes (they fill up quickly) on food preservation, nutrition, gardening, and more. You can also contact the following locations by phone for more information:



Androscoggin & Sagadahoc: 1 (807) 287-1458
Aroostook (Fort Kent): 1 (800) 287-1421
Aroostook (Houlton): 1 (800) 287-1469
Aroostook (Presque Isle): 1 (800) 287-1462
Cumberland: 1 (800) 287-1471
Franklin: 1 (800) 287-1478
Hancock: 1(800) 287-1479
Kennebec: 1 (800) 287-1481
Knox & Lincoln: 1 (800) 244-2104
Oxford: 1 (800) 287-1482
Penobscot: 1 (800) 287-1485
Piscataquis: 1 (800) 287-1491
Somerset: 1 (800) 287-1495
Waldo: 1 (800) 287-1426
Washington: 1 (800) 287-1542
York: 1 (800) 287-1535



Classifieds – Help Wanted

Submit Your Classified Ad

Networking with like-minded individuals ranks as among one of the most important resources that ENCorps offers. As a state-wide program, ENCorps' members come from all over Maine and connect through workshops, regional meetings, and the yearly Summit.

To help you connect with other members who can be beneficial to the success of your volunteer efforts, we invite you to submit "help wanted" ads for your community projects for the next issue of the ENCorps eNewsletter.

Your listing will be printed in a classified ad format similar to what you see above. All information you provide will be public. ENCorps staff reserves the right to determine if an ad is appropriate for printing in the ENCorps newsletter.

To submit your classified ad, send or phone in the project title, volunteer need, location, dates/times, and contact person/details to Mia Noyes at mia.noyes@umit.maine.edu or call 207-262-7931.



IT'S STIPEND TIME!

New and existing projects sometimes need an extra hand to really take off. This year, ENCorps members with projects related to food security have the opportunity to apply for a stipend of up to \$300. **Stipend applications will be accepted by the 15th of each and every month until May 15, 2014.**

For more information about the stipend application, contact Mia Noyes at mia.noyes@umit.maine.edu or 207-262-7931.

You can also download the application online at www.encoreleaders.org.

Don't be shy. Applying is easy!



Volunteer Hours

Since Joining ENCorps

20 + Hours

Marion Bowman
Elaine DuBois
Dick Eustis
Peter Ezzy
Jane Fairchild
Oscar Feagin
Lorain Francis
Roberta Goodell
Jim Goodson
Harold Goodwin
Ken Hamilton
Susan LoGuidice
Deb McLean
Doug Montieth
Ingrid Perry
Faith Rawding
Stephen Richards
Roger St. Pierre
Sherry Miller Welch
Marie Zwicker

50+ Hours

Mary Andrews
JC Camelio
Stephanie Emens
Kate Harris
Sally Howe
Marie Khoury
Mary Ann Look
Ardis Mayo-McNeill
Jim McGrath
Rita Moran
Judy Merck
Paula Mrozicki
Peter Reilly
Joanne Savoie
Joyce St. Pierre

100+ Hours

Candace Austin
Lynn DeGrenier
Steve Demaio
Leslie Gilliland
William Gilliland
Judith Hilliker

Nancy Hoffman
Mike Hohne
Josephine Jacobs
Yvonne Lambert
Eileen Liddy
Bill McPeck
Mary Neal
Sharon Phelan
Jim Pierce
Nancy Prince
Terry Sandusky
Toby Simon
Nancy Teel
Mary Turner
Angela Werner

500+ Hours

Nancy Adams
Sue Mackey Andrews
Alice Bolstridge
Linda Bradford
Bill Brown
Bonnie Copper
Chris Corbett
Hugo Diaz
Dick DuBois
Jim Dunham
Judith Gillis
Tom Gruber
Jane Hall
Julia Emily Hathaway
Dorothy Havey
Fran Havey
Dave Howe
Beverly Johnson
Don Kauber
Sue Kircheis
Frank Mundo

Anne Mundy
Heidi Munro
Sandy Olson
Carol Ransom
Marianne Reynolds
Sydney Roberts
Rockefeller
Greg Rossell
Norma Rossell
Nancy Rosalie
Joan Shapleigh
Norman Simpson
Dave Stansfield
Lorraine Taft
Donna Waterman
Randy Wind

1000+ Hours

Ed Anderson
Mary Berger
Kerry Corthell
Mike Costello
Cindy Dunham
Eileen Kreutz
Alice Morgan
Lee Picker
Tricia Wurplel

1500+ Hours

Dick Matthews
Pam Matthews
Debbie Mullen
Don Nodine
Frank Ober
Amy Palmer
Phyllis vonHerrlich

Why Report Hours?

The purpose of ENCorps is to support your efforts to improve your community with training and networking opportunities. All of our programming is free for ENCorps volunteers.

Since we are privately funded through grants, we need to report on the impact of our members and their volunteer work. One tangible way is to keep track of our volunteers' hours each month. It's also a great way for us to acknowledge your good work!

Please help us by reporting your hours by the 15th of the following month (for January hours, please report by February 15). To do so go to:

www.encoreleaders.org
Click Submit Your Hours
Fill out the form and hit SEND

Thank you for your help!



ENCorps Staff

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Call 207-262-7928

E-mail staff at info@encoreleaders.org

Check out our website at www.encoreleaders.org

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community**experience**
PARTNERSHIP

