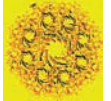


2nd Annual

Community Investment Conference

Presented by SUN Consulting & Associates



It
Takes a **Village**
to **Raise** a **Village**

October 20, 2009

8:00 a.m. – 4:00 p.m.

Olin Hall, Ursinus College, Collegeville, PA

Supporters

Fox Rothschild, LLC • Habitat for Humanity for Bucks County
Independence Planning Group • Our Town, USA • PZP Consulting
Sesame Rockwood – Diamond Ridge Camps • SUN Consulting & Associates
Ursinus College • YourCauseCards



Premise

Our region has undergone tremendous change over the last five years:

- ▶ Crime has increased to astronomical proportions, including cities such as Allentown, Lancaster, Philadelphia, and Reading
- ▶ Our farmlands have been replaced with housing developments and shopping plazas, including what is claimed to be the largest mall in America
- ▶ Residents of the Commonwealth as a whole have fallen victim in record numbers to the current national credit crunch and foreclosure crisis
- ▶ Our region's prices for gasoline, oil and fossil fuels are among the highest in the nation
- ▶ According to census statistics, the population of "America's next great city" – Philadelphia – continues to witness a decrease in population
- ▶ The impact of the pharmaceutical market on our open space, our health care needs and the politics of everyday life is resonating locally as well as globally



In these times, we've had little opportunity to optimistically vent together, reflect together, and react together to the changes of our new environment. Nevertheless, we absolutely must! Not only to ensure our personal survival, but also to explore and celebrate the differences, strengths, and particular resources that each of our municipalities possesses – for the good of the greater, even global, community.

The Community Investment Conference will provide the forum where community and civic leaders, staff of non-profit organizations, members of businesses, and government agencies can exchange information, share ideas, form new relationships, and build strategic alliances. "It Takes a Village to Raise a Village" will teach an abundance of practical tools that will enrich all participants as well as the communities they serve.



Who Should Attend

Non-profit staff and volunteers, neighborhood leaders, small business owners, politicians and civic leaders of our region.

About SUN Consulting and Associates

SUN Consulting & Associates supports and strengthens community-based organizations, neighborhood associations, and community businesses by (1) helping them improve their organizational environment, (2) effectively build their staff and volunteers' capacity, and (3) consulting with staff and leaders to efficiently implement their everyday tasks. SUN Consulting's staff brings over 30 years of professional experience in successfully providing training and physical resources for non-profit and for-profit sector groups and individuals in areas including Community Organizing, Political Organizing, Leadership Development, Membership Recruitment, Organizational Development, Campaign Development, Strategic Planning and Allied Development (Labor and Community Coalition building).

Schedule-at-a-glance:

- 8:00 a.m. Registration and Continental Breakfast
- 8:45 a.m. Welcome & Introductions
- 9:00 a.m. Plenary Session –
“Claiming our Village: Part II”
- 10:15 a.m. Workshops – Session 1
- 12:00 Noon Lunch & Panel Discussion
- 2:00 p.m. Workshops – Session 2
- 3:35 p.m. Closing Session & Reception





Plenary Session “Claiming our Village: Part II”

We will analyze the current data of our region and discuss ways to strengthen regional efforts to enhance our Village.



Workshops – Session 1 10:15 a.m. – 12:00 Noon

1A: Involving Residents in Rental Housing

Multifamily rental housing has a unique set of partners already tailored into their community. How do residents define their community space as their setting? What are effective ways for owners, management and residents to partner together to strengthen property assets as well as make their environment a community of choice? Identify ways to strengthen relationships between your community and surrounding single-family neighbors.

1B: Using Wealth Creation Opportunities to Build Community Wealth

The more positive we are about our own wealth and financial position, the more powerful we feel about ourselves and our ability to help others. Learn how to transform your new self-esteem to build the “wealth” of others in your community. Examine ways a community can make financial decisions together to sustain community value. Explore various financial resources and how they can affect our entire community and region.

1C: Understanding Yourself and Others to Build your Community

What about “me”? What kind of a leader am I? How do I transform my knowledge to communicate well to others? This course will provide engaging exercises that focus on self identity, then help you discover ways to use your “newly discovered talents” to help build or recharge your community and its leadership.

1D: The Basics of Leadership

What are the new “buzz” words of leadership? What are the common myths about leaders? How do you know if you are a leader? This workshop will examine the common practices of effective leaders and help you to transform your leadership skills to increase your community’s capacity to get things done.

1E: Using Science to Make Healthy Community Choices

Science may be tough in school, but it doesn’t mean that we shouldn’t know how it has an impact on all of us and the environment we live in and share. Learn some “cool science” behind cancer that we should all know about. Discuss the importance of educating others to make healthy decisions for themselves and the entire community. This workshop will also examine tips and elements of successful community educational campaigns.



1F: The Importance of Collaborations

Money is starting to disappear for organizations. Foundations are beginning to cut back on their funding. The way to get work done and be effective in this climate is to build partnerships and strong collaborations. In this workshop, explore what it takes to build a successful and efficient collaboration. Learn how to set goals and outcomes together as a team. Also, learn to work together as a collaborative group.

1G: Small & Cheap Projects for Children

Toys can be a big expense for a working family with children. Discover ways to provide games and crafts to children with little expense. Explore resources and materials that can help provide effective interpersonal and intrapersonal education opportunities.

1H: Creating a Non-profit Organization - Is this Easy?

Many folks are starting to talk about developing their own non-profit organization. This workshop will explore what it really takes to create an organization from scratch. What are the legal obligations? What are the ingredients to becoming a successful organization? What does it mean to be 501C3?

1I: Utilizing the Assets of Schools and Colleges

What assets do schools and colleges have to offer? How to build successful college/community relationships? What are some of the myths and truths about relationships between communities and colleges? How can those myths be debunked? This workshop will also explore some of the opportunities we have regionally to build cohesive relationships.

1J: Tips for Grassroots Fundraising

Identify successful organizations and their techniques for being successful at obtaining necessary resources. Discover how to find the right fundraiser for your group. Explore the opportunities for increasing your capacity to raise funds. Identify strategies for planning and implementing local fundraising campaigns.

Lunch Program 12:00 Noon – 2:00 p.m.

“Economic Recovery in Our Region – How are We Doing?
How are “They” Doing?”

“Environmental Justice in Southeast PA –
Preserving Our Space While Building Healthy Communities”



Workshops – Session 2 2:00 p.m. – 3:30 p.m.

2A: Building on the Positive Images of Your Neighborhood

This workshop will help participants explore the signs of physical and social shifts in their community. What are some of the images that show the vitality of your neighborhood? How can



certain visuals influence a person's decision to buy in or leave your community? Also, explore solutions and prevention methods to keep your community strong.



2B: The Arts as a Community Building Tool

The arts have been a very successful tool in getting youth and adults involved in neighborhood events, clean up projects, area beautification, political action, and social networking. Discuss the impact of the arts as community building tool. Examine successful projects as well as the processes used for implementing them.

2C: Projects for Youth and Adults to Work on Together

Generations of folks plan and implement quick and easy projects. It's also a time for folks to come out and learn more about each other. What are some cross-generational projects that strengthen community awareness? What are the strengths and challenges of youth and adults working together? Also, discuss some current and successful multi-generational projects and the ingredients needed to make them successful.

2D: Getting the Most Out of Your Board and Committees

Being a member of a board or a committee takes lots of work, time, and energy for sometimes seemingly very little results. Discuss ways to maximize volunteer output in your organization. This workshop will also review techniques and methods that allow your board to make effective decisions in an efficient way.

2E: Marketing Strategies to Increase Community Building Capacity

This course will help you identify ways to demonstrate your need for community improvement, as well as how to engage funders and build solid partnerships. Businesses today are providing more opportunities for their staff to volunteer with non-profits. This workshop will also help you explore ways to effectively show and market your need to large and small businesses.



2F: Making Cents of Minor Home Maintenance

Do-it-yourself home maintenance can save money and energy in your home. However, some folks can be intimidated by implementing (or to even think of implementing) small projects around the house. Identify money-saving opportunities and ways to keep your home energy efficient.

This workshop will be highly interactive as you learn techniques in the classroom.



2G: Strengthening Relations between Government and Community

Explore ways to work closely with your city officials while at the same time keeping them accountable to your community's needs. Learn how to build working relationships without "selling out." Explore the myths and truths about government officials and community members. Identify opportunities for officials and

communities to build cohesive relationships during the current economic challenge.

2H: Getting Involved, Staying Involved

Why do folks get involved? What are the techniques to keeping people involved? Explore ways that neighborhood groups and organizations have successfully engaged community leaders. Identify strategies to enable folks to invest in the leadership and operations of their group. Learn helpful follow-up techniques and activities that people can actively partake in throughout the implementation process.



2I: Planning Today for the Economy Tomorrow

Planning for organizations is a time for the entire organization to reflect and prepare for the exciting opportunities for the future of the group and their targeted constituency. Neighborhood planning takes a great deal of effort and thought processing. However, when done correctly, it can enhance your organization's effectiveness, efficiency, and capacity to carry out projects. In this workshop, folks will identify ways proper planning can lead to funding and other needed resources.

2J: Creating Relationships through Advocacy, Organizing, and Service

Explore the differences between the various strategies of social justice. How can each strategy help build community capacity to get things done? Examine case studies of organizations that have utilized one or more of these strategies with successful and measurable impact in the communities they serve. Identify leadership development opportunities and ways to involve folks in your short- and long-term strategies.



3:35 pm Closing Session & Reception

This is an opportunity for everyone to enjoy the time with each other and network with each other before leaving the conference.

Conference Logistics

Location: Ursinus College, Olin Hall, 601 East Main Street, Collegeville, PA 19426

Driving Directions (Directions from Yahoo!)

FROM THE PENNSYLVANIA TURNPIKE

Exit at Valley Forge (#326). Just beyond the tollgates, take the second exit, follow signs to 422 West/Pottstown. Travel approximately eight miles to the Route 29/Collegeville exit. At the bottom of the exit ramp turn right onto Route 29 North. Proceed three miles to the traffic light by McDonald's. Turn left onto Main Street. The campus is approximately one-half mile up the hill on the right. Parking is available in the lot next to Corson Hall and the campus entrance on East Ninth Ave.

FROM PHILADELPHIA

Via Route 76 West (the Schuylkill Expressway), take Exit 328A, follow signs for Route 422 West/Pottstown. Travel eight miles to the Route 29/Collegeville exit. At the bottom of the exit ramp turn right onto Route 29 North. Proceed three miles to the traffic light by McDonald's. Turn left onto Main Street. The campus is approximately one-half mile up the hill on the right. Parking is available in the lot next to Corson Hall and the campus entrance on East Ninth Ave.

FROM READING

Take Route 422 Bypass East to Collegeville exit. Turn left onto Route 29 North. Proceed three miles to the traffic light by McDonald's. Turn left onto Main Street. The campus is approximately one-half mile up the hill on the right. Parking is available in the lot next to Corson Hall and the campus entrance on East Ninth Ave.

FROM NORTHEAST EXTENSION, PENNSYLVANIA TURNPIKE (ROUTE 476)

Exit at Lansdale Exit 31 and turn right, taking Route 63 West to Route 113. Turn left onto Route 113 South and proceed approximately 10 miles until you reach the intersection of routes 113 and 29. Make a left onto Route 29 South (Amoco gas station across the street). Follow approximately 2 miles. At the stop light in Collegeville turn right onto Main Street and proceed straight through the traffic light at the McDonald's. The campus is approximately one-half mile up the hill on the right. Parking is available in the lot next to Corson Hall and the campus entrance on East Ninth Ave.

For a Campus Map, go to Ursinus College's website: <http://ursinus.edu>

Cancellation Policy – Cancellations must be made by October 13. A \$30.00 cancellation fee will be deducted from your conference payment if you cancel after October 13.

For questions regarding registration and scholarships as well as general questions about the conference, please contact SUN Consulting & Associates.

Please register by Saturday, October 3rd



Registration Form

Name _____ Title _____

Organization _____

Address/City/Zip _____

Phone _____ Email _____

What do you hope to gain from the conference? _____

Do you need special accommodations (i.e. Wheel Chair access, translation, carpool, etc.)? _____

Which of the following best describes your organization Non-profit business owner government
 community-based organization faith-based organization other _____

Workshop Selection (Select only one workshop from each section)

Workshops 1 (10:15 – 11:45am):

- 1A: Involving Residents in Rental Housing
- 1B: Using Wealth Creation Opportunities to Build Community Wealth
- 1C: Understanding Yourself and Others to Build your Community
- 1D: The Basics of Leadership
- 1E: Using Science to Make Healthy Choices
- 1F: The Importance of Collaborations
- 1G: Small & Cheap Projects for Children
- 1H: Creating a Non-profit Organization. Is this Easy?
- 1I: Utilizing the Assets of Schools and Colleges
- 1J: Tips for Grassroots Fundraising

Workshops 2 (2:00 – 3:30pm):

- 2A: Building on the Positive Images of Your Neighborhood
- 2B: The Arts as a Community Building Tool
- 2C: Projects for Youth and Adults to Work on Together
- 2D: Getting the Most out of your Board and Committees
- 2E: Marketing Strategies to Increase Community Building Capacity
- 2F: Making Cents of Minor Home Maintenance
- 2G: Strengthening Relations Between Government and Community
- 2H: Getting Involved, Staying Involved
- 2I: Planning Today for the Economy Tomorrow
- 2J: Creating Relationships through Advocacy, Organizing, and Service

Would you like to receive future information about SUN Consulting's training events? ** Yes No

**We recognize your organizational and personal information is private and SUN Consulting respects your right to that privacy. We will not send your information to anyone else.

TUITION FEE The sponsoring organization, business, or individual pays the tuition fee of \$85 per person. This includes access to two workshops, lunch, all plenary sessions, closing reception, and exhibits. A limited number of scholarships are available for the event. Make checks payable to SUN Consulting and Associates. For questions regarding registration, scholarships and general questions about the conference, please contact SUN Consulting & Associates (610) 420-0284.

Payment must accompany registration form.

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Cut & return

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