



The MASSB Minute

Message from the Chair

As many of you know, June is Elder Abuse Awareness Month. Sadly, there are many ways seniors can be abused or neglected. Fortunately, there are things we can do to protect the ones we love or obtain justice for those who have been mistreated. We'll explore this topic in more detail during our fall MASSB Conference which will be focused on Elder Care. We have already lined up what is sure to be an informative presentation from the [Center for Elder Justice and Education](#). More to come soon regarding the date and location of the conference.



As a follow-on to last month's focus on Foster Care, be sure to read this month's Community Connection. Tiffany Carter graciously shares her personal experience in foster care and the difference foster parents, social workers and social services play in a child's life.

All the best,
Chris

Create Positive Change through Outreach

With the weather warming and pandemic becoming somewhat manageable, we can start planning Outreach events again. Engaging your community through outreach builds relationships and leads to action by:

- reaching vulnerable people who may benefit from your programs;
- attracting potential donors to your cause;
- creating partnership opportunities with other nonprofits;
- and introducing your mission to people seeking volunteer opportunities.

Sign up for events that support your board's goals and the audience you want to engage. Reach vulnerable citizens by participating in your county's Community Resource Fair or Point in Time Count; or deliver meals during the holiday season. Reach potential supporters by participating in golf tournaments; food and music festivals. Brainstorm with your board members to see how many ideas you can come up with!

Prepare for the event by developing flyers and signage that describe your mission and how to donate or access support. You may also want to invest in a tablecloth with your logo and other inexpensive giveaways (considered fundraising expenses). If your event includes children, consider asking parents to sign a photo release form so you can share photos appropriately. Attached is a [sample form](#) for your reference. Add a raffle or children's games to attract people to your table where you can share your board's "elevator speech". Our mission speaks for itself you just need to add the pizzazz!



Community Connection:

Tiffany Carter, Management Associate, Calvert County DSS

"I joined the Calvert County Department of Social Services in 2019, as a Management Associate. My current role is a bit of a catch-all of which I love because every day is different. Being able to work across the many areas of the agency (finance, procurement, HR, payroll, Fleet, benefits, vendor management etc.) has been beyond beneficial.



My life began as an abandoned infant placed in foster care where my journey enabled me to meet other kids just like me, in which I still have some of those relationships today. Fortunately, my very first foster parents adopted me. Thus, I know firsthand the difference that foster parents, social workers and social services can play in a child's life.



For this reason, I am thankful to be a part of this community of people that advocate, volunteer, donate, and mentor children in desperate need. We did not ask for these circumstances, and because of you, we are able to find and achieve success as those born in normal homes.

In 2020, I was able to find my biological sister of whom grew up in foster care and was adopted. We are best friends and so much alike!"



We are reminded each June about the importance of understanding how and why older persons can be abused and neglected. Read [Preventing Elder Abuse](#) from Senior Living which explains the different types of abuse, neglect and theft. Visit the Maryland DHS Office of Adult Services [website](#) for the full range of services provided by DSS.

Learn the signs and what you can do to help!

Extend Your Reach Using Social Media

Have you thought about setting up a social media account? This summer may be the time to take the plunge! Social media provides an easy and effective way for nonprofits to engage with their communities. Melanee Derenzy, Calvert County's Board Chair, says "We use [Facebook](#) and [LinkedIn](#) to make people aware of who we are, what we do in the community, and also share about community opportunities and happenings with other nonprofits and businesses that support our organization."

Here are some tips to get started on Facebook:

1. **Activate your account.** [Click here](#) for a simple tutorial to help you get started.
2. **Decide what you will post.** Carefully consider the image you want to portray to the community. It's important that your messaging be consistent with that of DSS and the MASSB Foundation. [Read more...](#)
3. **Designate a board member(s) to administer your page and post content on a regular basis.** If you don't have a willing board member, consider reaching out to someone you know who is good with social media and would enjoy volunteering to help your board. You want to have an active page that attracts attention to your cause. Check out [PostPlanner.com](#) for ideas.

We hope you will try your hand at social media this year. It's an easy and fun way to share the needs in our communities and the good work of your board. Thank you to Melanee for helping to prepare this content and, as always, email trustee@massfoundation.org with your questions.

New Resource for Boards!

MASSB Zoom account now available for use by local boards. Please contact trustee@massfoundation.org for scheduling details.



Save the Date!

July 15, 12pm Community Meeting & 2nd Qtr Financial Review

What topics would you like to see on the agenda? Let us know! trustee@massfoundation.org

Don't miss an issue! Be sure to add MASSB Foundation to your e-mail contacts.

What's going on in your county?

Have an idea to share? We'd love to include your success stories in the MASSB Minute. Email trustee@massfoundation.org.

www.massfoundation.org

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