

Welcome!

While waiting for the presentation to begin, please read the following reminders:

- The presentation will begin promptly at 9 a.m. Pacific Time
- If you are experiencing technical difficulties, email brenda@nfjca.org
- To LISTEN to the presentation on your phone, dial
(213) 286-1201 Access Code: 245-570-600 or listen on your computer speakers
- Attendees will be muted throughout the presentation
- To send questions to the presenter during presentation:
 - Click on “Questions” in the toolbar (top right corner)
 - Type your comments & send to presenter
- There will be a Q & A session at the end of the presentation.
- The presentation will be recorded & posted on www.familyjusticecenter.org
- Please complete the evaluation at the end of the presentation. We value your input.

Your host today:



**Casey Gwinn,
President, FJC Alliance**

www.familyjusticecenter.org





"Local Services, Global Reach"

**Thank you to the US Department of Justice,
Office on Violence Against Women
for making this training possible!**

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The FJC Alliance Team



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NFJCA Website



www.familyjusticecenter.org



Our Vision

- **A future where...**
 - **All the needs of victims are met**
 - **Children are protected**
 - **Violence fades,**
 - **Aggressors are held accountable**
 - **Economic justice increases,**
 - **Families heal and thrive,**
 - **Hope is realized, and**
 - **We ALL work together...**



Webinar Recording and PowerPoint Presentation Download Reminders

This webinar presentation is being recorded and will be posted on our website by the end of today's business day. We would like to remind you that in order to download webinar files and other materials from our Resource Library on our website, FJC Alliance Membership is required- it's free, quick, and easy to do. Members can log in to access members-only information.

Please note that registering for today's live webinar training does not sign you up as a member of the FJC Alliance. If you wish to become a member and obtain login credentials, please visit our website at www.FamilyJusticeCenter.org and click on “**Get Involved**” → “**Become a Member**”. Please allow 24 hours for your application to be reviewed. Once your membership application is approved, you will be notified via email.



Your presenters today:



Michael Burke
Executive Director
Shasta FJC



Angela Fitzgerald
Crime Victim Assistance Program Manager
Shasta FJC Project Leader



Laural Park
Volunteer-Volunteer Coordinator
Shasta FJC



The Little Center that Could!







Twenty-three counties in California applied for funding from the California Family Justice Initiative (CFJI) to start centers. Shasta selected as one of five sites in California.





The Kick Off

We asked our friends to get together to do something special.



The Police Chief, Sheriff, Head of Shelter, District Attorney and more...

The outcome was extraordinary.





Casey inspired us all!





So the planning began





What We Learned

Victims in our community told us they wanted civil legal services, counseling, protection orders, advocacy services, financial assistance, a safe place to bring their children and they don't want to travel all over town to get it.





What We Learned

You don't need a building – Just do it!

Crime Victims Assistance started co-locating services in their offices two days a week.

- Legal services
- Counseling
- Chaplin services

On site they already had sheriff deputies, prosecutors, investigators and more...





What We Learned

It doesn't matter how many agencies you have on board or what type of building you are in when you start to offer co-located services.

What matters is that you are doing it!

What matters is that victims have a safe location where people are working together to offer assistance.





Strategic Plan

The initial strategic plan took the center up to the point of hiring an Executive Director.

The Governance Team
Hired Michael Burke on
August 1, 2010.





“Lets just do it!”

Michael started on August 1st and got the keys to the building the same day.

Later that week the District Attorney said,
“Lets plan our grand opening for
September 1, 2010.”

About three weeks away.





Key to Success

A turn key building.

The planning committee for the center searched all over our small town for the right center. A place that needed very little work, was priced right and had a great location.





Shasta Family Justice Center

- Smallest and most rural center in the CFJI
- Least funded center
- Smallest staff
- First to hold grand opening
- 400 people attended





How did we do it?

Community, community, community

We operated on cellular phones and the nearby restaurant's Wi-Fi (we got about half a good signal from the office) for the first three weeks.

We got our phone lines before our phone system so we ran to the closet for about about three weeks each time we hear the old bell phones from my attic ring.





How did we do it?

- Volunteers – Laural Park
- Survivors – Tara Bay
- Committee Members – Too many to name
- Friends (old and new)
- Partners – Crime Victims Assistance Staff, Inter-Tribal Council, Child Abuse Prevention Coordinating Council and Legal Services





How did we do it?

Community, community, community

- Development group
- Local school district
- Furniture store
- Wells Fargo
- Experience Works





How did we do it?

We didn't have to re-invent the wheel

- All materials were developed
- Jennifer Anderson and Robert Keetch
- National Family Justice Center Alliance
- California Family Justice Initiative
- Raeanne Passantino and the Alameda Family Justice Center





Vision Statement



Through collaboration, we envision a future where~

- All homes are safe and nurturing;
- All children and families grow to their full potential, free from the specter of violence and intimidation;
- All neighborhoods are safe for children, families, and elders at all times;
- Shasta County reports zero incidences of death and injury from family violence; and
- The human rights of all are respected, valued, and upheld.





Mission Statement

Ensuring the safety, healing, and self-sufficiency of victims of domestic violence, sexual assault, child and elder abuse through easily accessible, coordinated, comprehensive, culturally sensitive services in one location.

The SFJC and its partner organizations provide a gateway to safety, healing, and self-reliance for victims of domestic violence. The SFJC serves as the heart of a comprehensive service delivery system that is inclusive and multi-cultural. Together, SFJC partners deliver coordinated services that are easily accessible through one location. We advocate for and construct a future where there is zero tolerance for family violence in Shasta County.





What did it look like

Security System

\$14.99 Buzzer from Harbor Freight Tools

Each time someone exits our elevator they break the field of this sensor and a buzzer goes off at the front desk. We can run from anywhere in the center if we need to before a guest arrives.





What did it look like

Security System

\$399.99 Camera System from Costco.com to monitor the center

We called West Coast Data in Redding...They pull cable for all types of technology. I told him what we did and what we needed. I asked the cost. "I admire what you are doing and we are just happy to help."





Technology

- Tech Soup & the Development Group – For \$1,000 we got \$8,000 worth of internet technology and they installed it for free.
- We now have 10 different LANs for our partners so they each have a secured network in the center. All networks are tied to our shared printer that was donated by Carols Office Systems (we only pay \$0.015 per copy)
- Cisco & Development Group – For \$5,000 we got our phone system that will grow with us.
- The Development Group secured us a grant so we received 40% off the system.





Marketing and Public Relations

- Develop our logo – Sundial Bridge





Marketing and Public Relations

- Develop our logo – Sundial Bridge





Marketing and Public Relations

- Media Relations – Press release everything!



<http://www.krctv.com/news/24848503/detail.html>

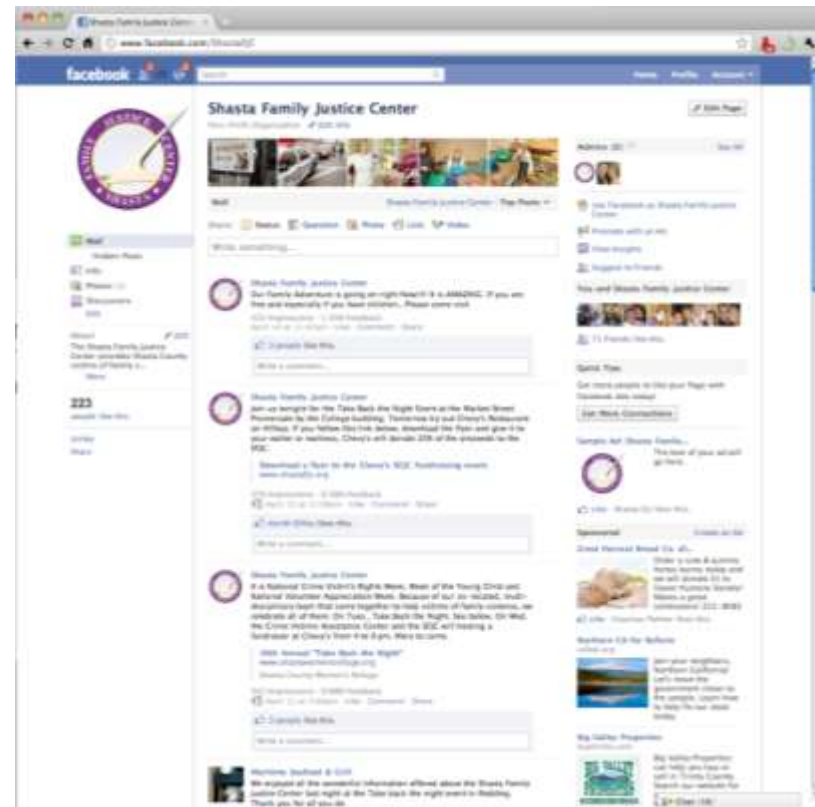




Marketing and Public Relations

Social Networking is FREE!!!!
www.facebook.com/ShastaFJC

- Center Information
- Photos
- Outreach
- Analytics
- Viral
- Reaching out clients where they are at.
- Thanking funders





The Week Before





The Week Before





The Week Before

Please join us for the...

GRAND OPENING



SHASTA FAMILY JUSTICE CENTER

Wednesday, September 1, 2010

1670 Market St. Suite 300

Market Street Promenade - Inside the Atrium

12:30 p.m. to 6 p.m. (Ribbon Cutting at 2 p.m.)

The Shasta Family Justice Center provides Shasta County victims of family violence coordinated services in one location.

Join K-Shasta and Oldies 105.3 as they broadcast live from the roof of the downtown parking structure. The Redding Fire Department and Redding Police Department will provide fun activities for kids. Food and beverages will be served.

Please join us for the...

GRAND OPENING





Opening Day

We expected about 50 people to come out to our opening day event.



Over 400 people came to visit. About 250 people were there for the ribbon cutting alone!





Opening Day





Opening Day



Congressman Wally Herger stopped by the next day!





Center's Governance Structure

- The Center was founded with a Governance Team made up of partner agency's.
- The Child Abuse Prevention Coordinating Council acted as the funding agent.
- In March of 2011 all of the operations transferred to CAPCC.
- The Governance Team acts in an advisory role
- In May of 2011 the SFJC will file for a 501c3





Our Partners

Onsite Partners:

- Child Abuse Prevention Coordinating Council Parent Partners
- Inter-Tribal Council
- District Attorney - Crime Victims Assistance
- Child Indian Welfare Act
- Family Dynamics – Counseling
- Shasta Women's Refuge – May 2011
- Adult Protective Services - Future

Offsite Partners:

- All local law enforcement
- Shasta County Chaplains
- Children's and Family Services
- Smart Business Resource Center
- Public Health
- Cal Works
- And more...





Our Funding

- The SFJC operates on grants, sponsorships and donations. At this point the SFJC receives no public funding. (*We are one of the only FJC's not to receive this type of support. – We do have a large amount of in-kind support from public agency's*).
- We ask that if people give to our partner agencies that they don't stop donating to them in order to give to us. We would ask that any giving be above that amount.
- Because of our unique set up, the SFJC can operate (once under our own 501c3) for approximately \$150,000 per year. This includes salary of one employee, rent, insurances and supplies.





Financial Supporters

blue  of california



 SHASTA REGIONAL
MEDICAL CENTER



 The
California
Endowment

 the magic of
macy's

 **PremierWest.**
BANK
People doing business with people.



SOROPTIMIST
Best for Women

 RECORD
Searchlight
Redding.com



The McConnell Foundation

 TIM RILEY & ASSOCIATES

Helping you create a bright financial future.

Your Organization?





Future Funding

The SFJC has been the pivotal point to applying for nearly \$1,000,000 in new funding for our community. We helped bring together agency's that typically have applied for funding as a collaboration.

- Office of Violence Against Women
- Blue Shield of California
- Gaming Impact Fees
- California Endowment
- Waist Management
- US Bank
- Shasta Regional Medical Center
- And more...

**Please let us know if your organization offers
funding to non-profits**





Our Demographics

- City of Redding 90,000 population
- County of Shasta 190,000 population
- 3,847 Square miles
- 89.32% White, 0.75% Black or African American, 2.77% Native American, 1.87% Asian, 0.11% Pacific Islander, 5.51% Hispanic or Latino

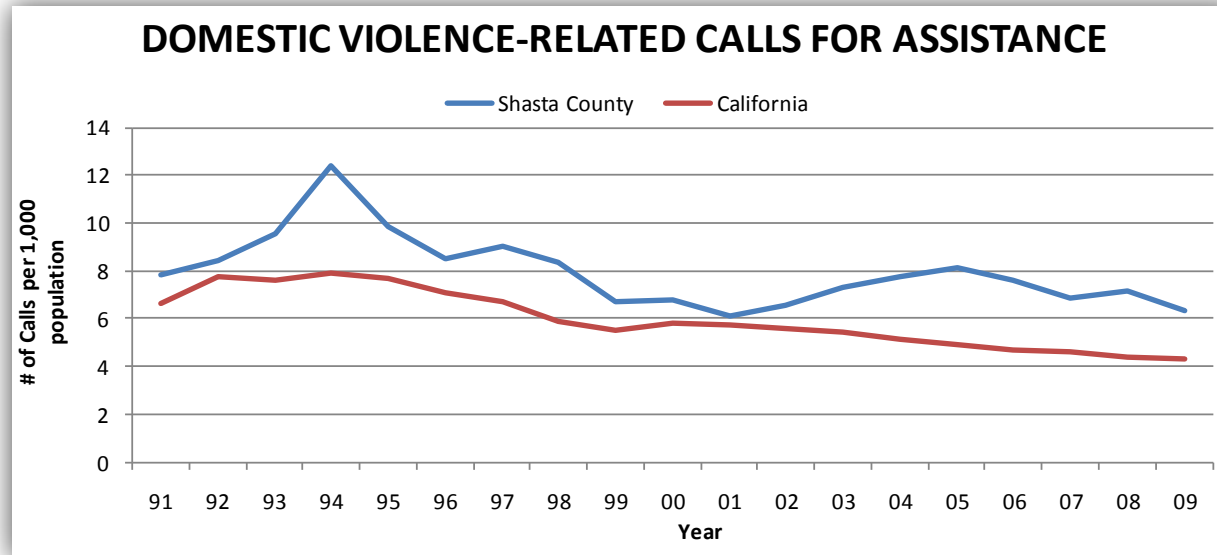






What is the Need?

- More than 200 calls for service to law enforcement each month related to Family violence – only 25% report



In 2009, 28.7% of Shasta County residents age 18-65 reported that they had experienced physical violence by an intimate partner compared to 14.8% of statewide residents of the same age.

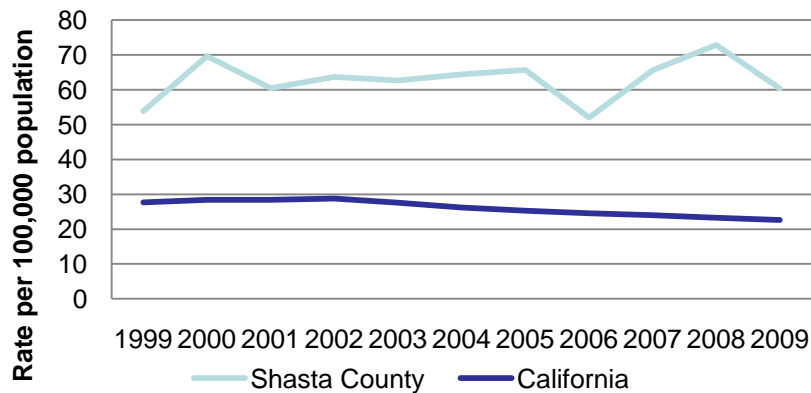




What is the Need?

In 2009 Shasta County had 111 incidents of Rape or Attempted Rape. Much higher then state average.

Forcible Rape



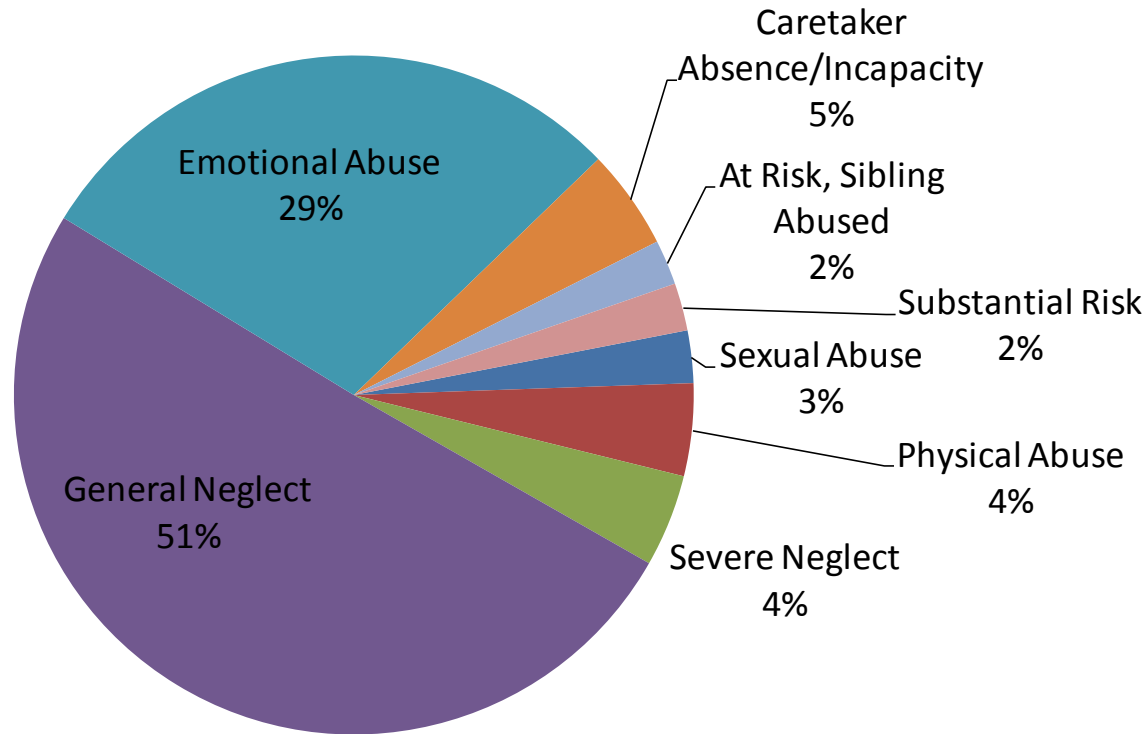
Rape and attempted rape			
Year	Shasta County		California
	Incidents	Rate per 100,000 population	Rate per 100,000 population
1999	89	53.9	27.7
2000	115	69.7	28.4
2001	102	60.5	28.4
2002	109	63.7	28.8
2003	110	62.7	27.6
2004	114	64.4	26.2
2005	119	65.7	25.3
2006	94	52.0	24.6
2007	119	65.6	24.0
2008	133	72.9	23.3
2009	111	60.4	22.6





What is the Need?

Type of Substantiated Child Abuse/Neglect Allegations,
Shasta County – 2009

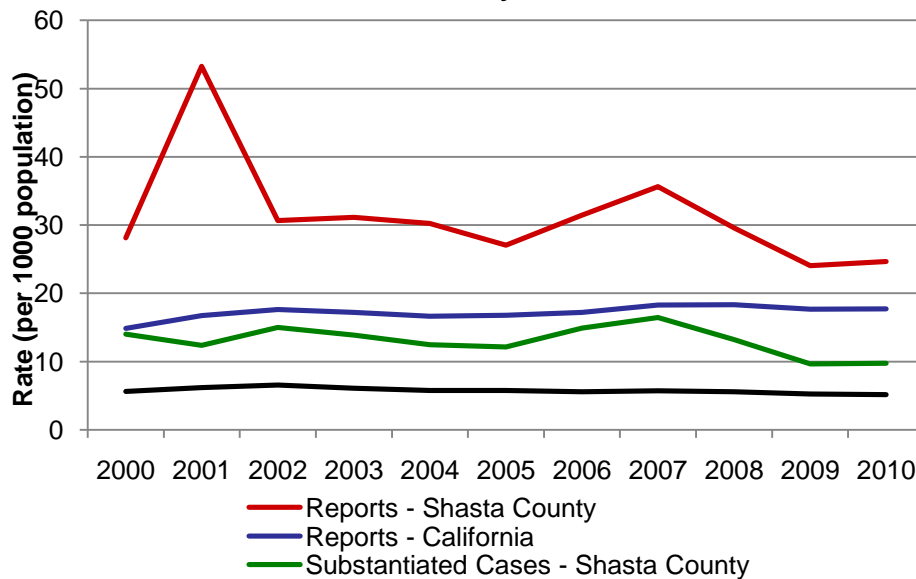




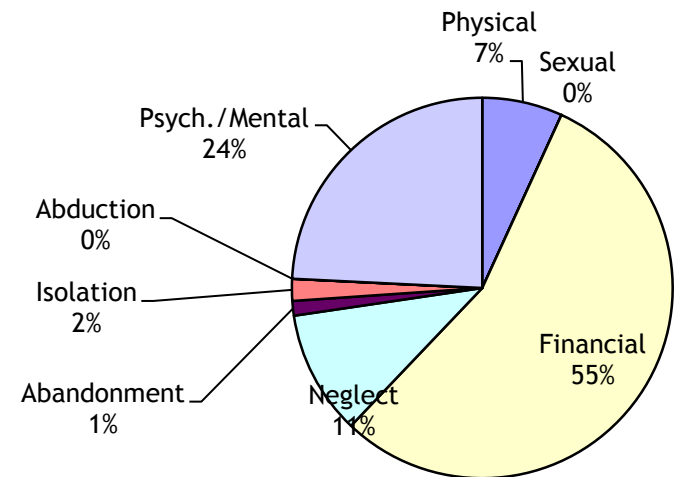
What is the Need?

Elder abuse is higher then the state average

Rates of Elder Abuse Reports Received
and Substantiated Cases
Shasta County & California



Substantiated Elder Abuse
Perpetrated by Others
Shasta County, 2010





Clients Served

- Since Opening September 1, 2010
 - More than 951 visits for service – 100+ of those were children under five-years-old
 - More than 600 non-service visits
- Per month average is 140 visits (In March we had 206 client visits)
- Client referrals come from every part of our community.



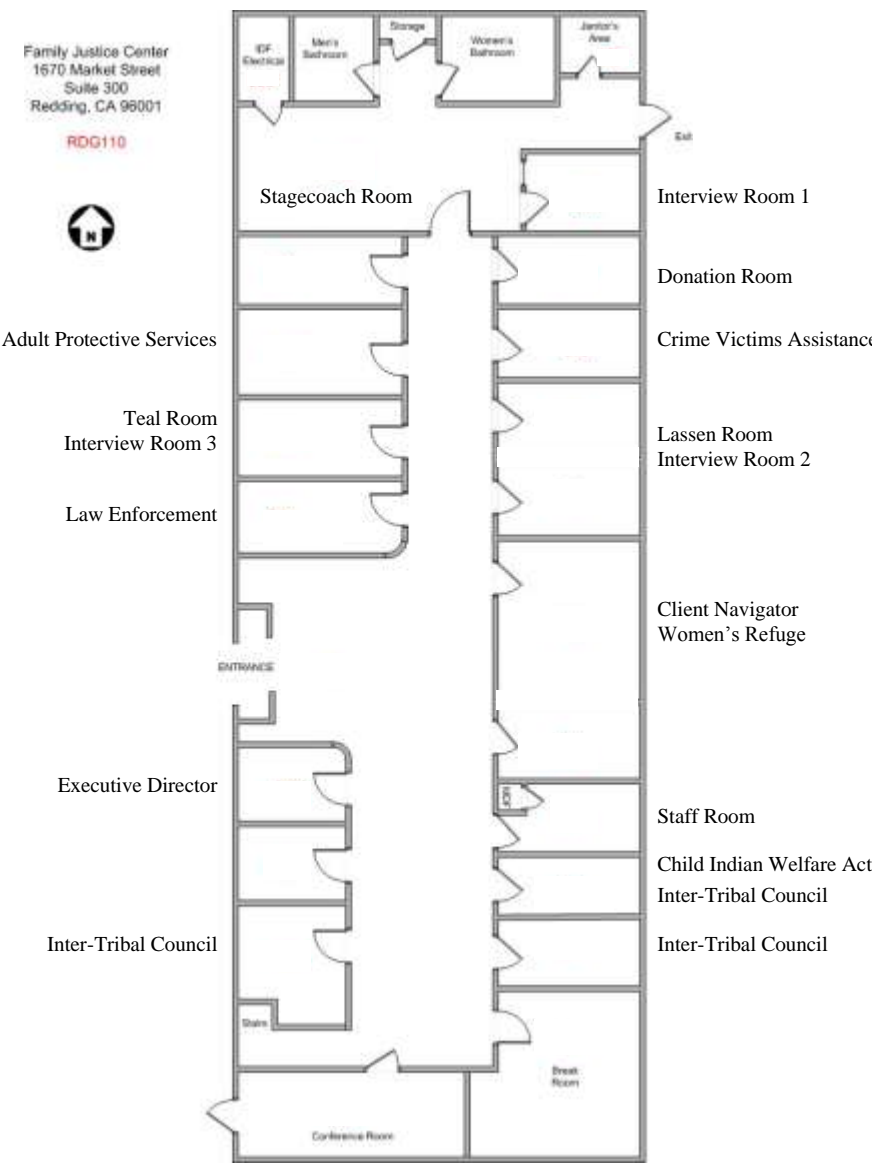


Let's Take A Tour





SFJC Partners Directory & Floor Plans





SFJC Reception Area





Stagecoach Room

SFJC children's room

**WELLS
FARGO**

Sponsored by

Children are well taken care of while the parents/care givers work with a client navigator to access the services they need.





Community Room



Then



Now





The Guest Room



All items were donated!





Donation Pantries

The
California
Endowment
Sponsored by

April
2011



Opening Day
2010



We asked the community for new or like new items and healthy food for our clients. From clothing to food the response was amazing. We are now stocked with items for those in need.





Client Interview Rooms





Future Forensic Interview Room

Although this is the San Diego Forensic Room ours will be similar.





SFJC Staff Position

- Responsible for all aspects of the SFJC
- Managing Day-to-Day activities at the center
- Fundraising
- Publicity
- Grant writing and more...



Michael Burke
Executive Director





SFJC Project Lead

- Program Development
- Grant writing
- Operations
- Fundraising
- And more...



Angela Fitzgerald
*Crime Victim's
Assistance Program
Manager*





Volunteer Program

- Developed Volunteer Program
- Since September 1, 2010 – 51 volunteers have been trained
- More then 20,000 hours have been donated already with an average of 60 hrs per week.



Laural Park
*Volunteer
Coordinator*





Volunteer Program Continued

Volunteers assist with:

- Client Navigation
- Stagecoach Room
- Receptionist
- Data Entry
- Donations
- Special Events
- Fundraising
- Maintenance
- Office Work
- Needs Assessments
- Support
- Guidance
- Inspiration





Keeping it Going

- www.shastafjc.org
- Brochures
- Newsletters
- Media Releases
- Outreach





Frequently Asked Question

- Aren't you duplicating services?
- Aren't you competing for funding?
- How can I be involved?
- How can I refer someone to the SFJC?
- Do you help men?
- What services do you offer for abusers?





What are we most proud of?

Helping victims break their cycle of abuse:

- One of our first clients is now working
- Helping a woman out of 25-year abusive relationship
- Helping elderly woman get out of abusive situation
- A birthday party for a three-year-old
- Creating a safe place for our guests
- Our community's response to the center





Quotes from our guests

"I got the first good night's sleep in 21 years."

"I can't believe this place...Everything I need is right here"

"My children feel like this is their home."

"I wish this place was here when I was going through my abuse. I am glad it is here now."

"Because of my experience at the SFJC, I want to help others that are going through what I went through."

"Without this place, I would have went back to my abuser. There is so much support here...Thank you!"





What we did right

- Adopted a “Lets get it done” attitude early
- Strong Volunteers
- Media Relations – Average 1 to 3 stories a month since opening.
- Dedicated Partners
- Clear Focus
- Victim Centered
- Engage Community (trainings, access to facility, ownership, location, welcoming)





What we did right

- Celebrate success
- Acknowledge those who help
- Not getting discouraged
- Asked for help when it is needed
- Revisit – readjust – be flexible
- Strong alliances
- Never say never
- A home environment





Learn from our mistakes

- Set realistic goals
- Clear communications
- Don't personalize growing pains
- Understand Governance Structure
- Have funding matrix in place – Public, private, fundraisers, donations, etc...
- Follow up phone calls
- Preform exit interviews





Challenges

We truly only have one:
Sustained Funding



All of our partners are very supportive. As a community we have worked through some of the same issues that other FJC's have. We have worked through our differences and are united in our quest to provide the best services possible for victims of family violence in our community.





The SFJC in Action!





Community Outreach & Events





*“There is **Always** more power in collaboration.
There is **Always** more opportunity to meet
the diverse needs
of victims and their
children when we
work together.”*

-Casey Gwinn



Shasta Family Justice Center Contact Information



Shasta Family Justice Center

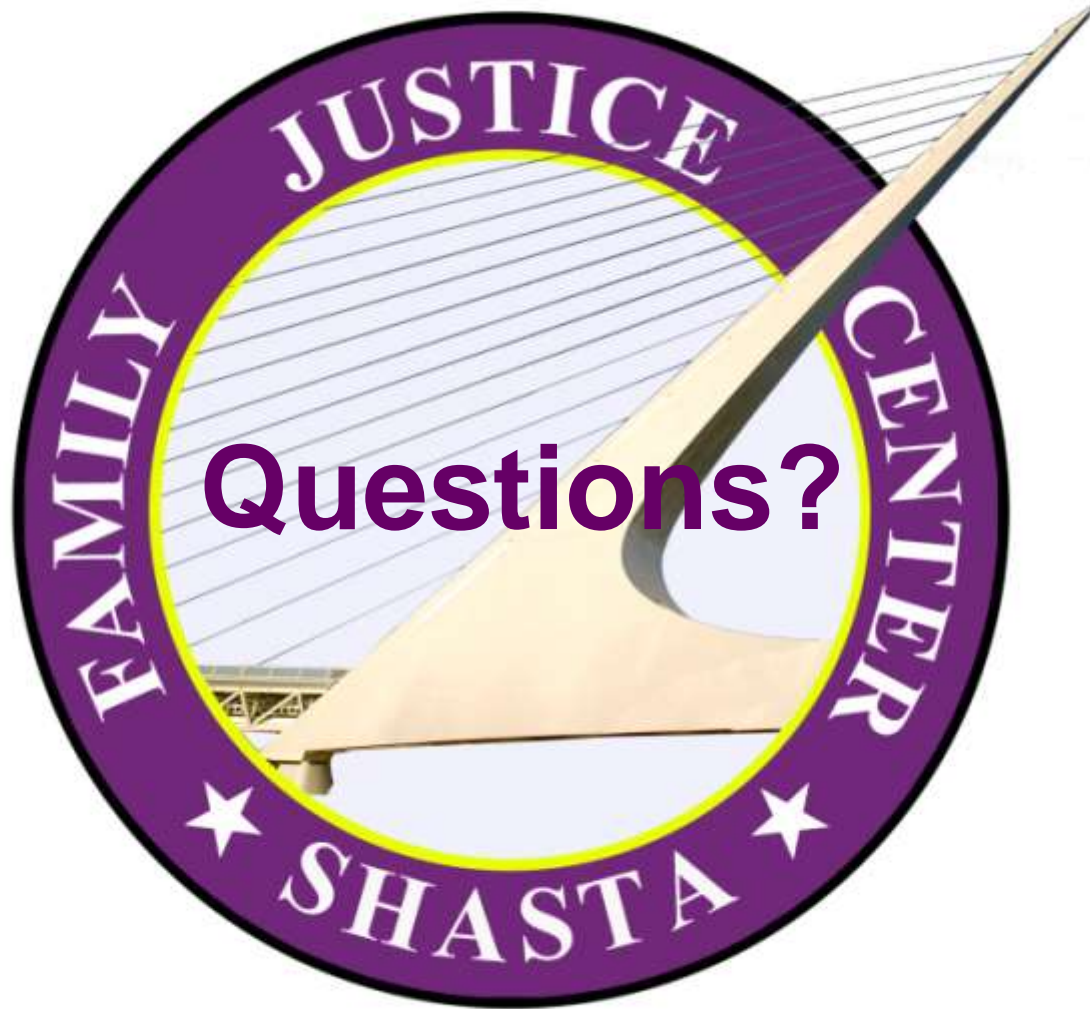
ShastaFJC@gmail.com

www.shastafjc.org

(530) 243-8868

Open 8:30 a.m. to 5 p.m.

Monday through Friday

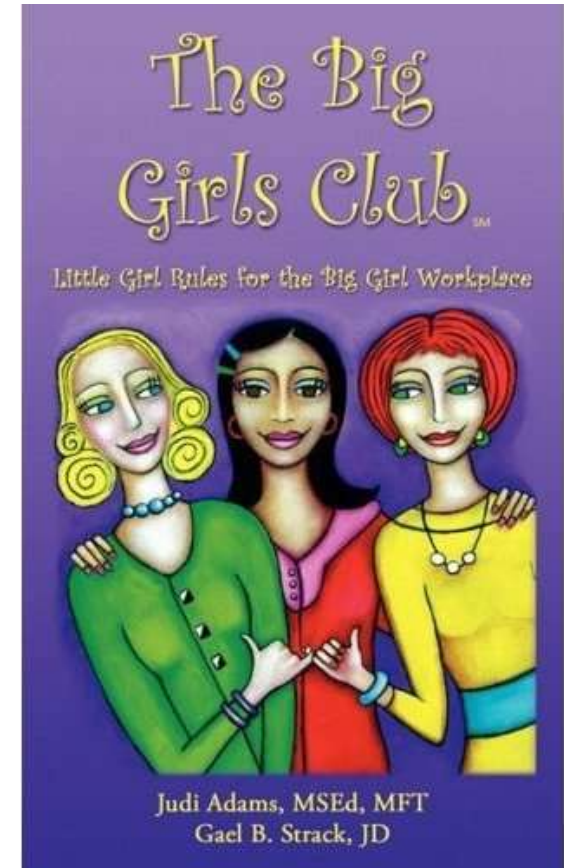
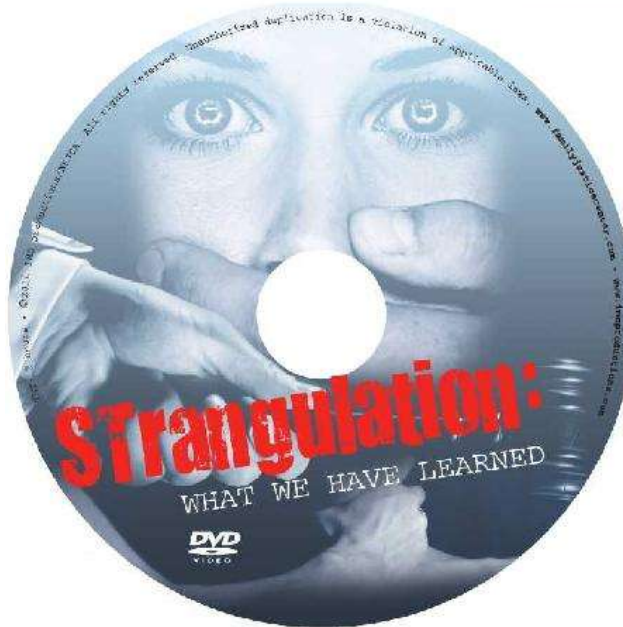
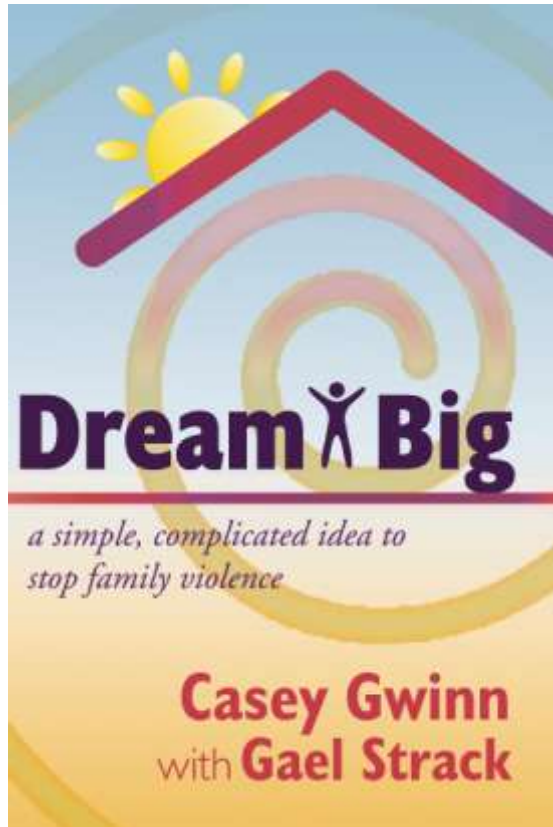




**Thank you for the opportunity
to share our story with you!**



Check Out Our New Items For Sale



To order a copy, please visit our store at
<http://www.familyjusticecenter.com/store.html>



*Thank you for joining today's
presentation*



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