



SURVIVAL STRATEGIES FOR INDEPENDENT LIVING CENTERS

Thursday, February 26, 2009*

**Marriott Hotel: 8:00 a.m. – 5:00 p.m.
Wolf Road, Albany**

**Cost: Free to staff and board members of all
Independent Living Centers in New York State**

**To sign up: Email Howard at
howard@richardmale.com**

Attendance: Limited to 30 participants

The United States is in the depths of a recession, and New York State has been hit particularly hard. The impact of this economic downturn is going to be felt by all nonprofits, and those who aren't prepared may not survive.

Independent Living Centers are particularly at risk. Many are substantially dependent on funding from a rapidly shrinking state budget. At the same time, ILCs serve the most vulnerable people in the community, and they are likely to see demand for their services rise exponentially.

- Now is not the time to panic.
- Now is not the time to hunker down.
- Now is the time to exert leadership, to explore every possible funding opportunity, to reach out to old friends and new, and to meet the future with a plan for every conceivable contingency.

Individual consulting available with Richard Male on Friday, February 27

Richard Male will be leading the February 26 workshop and he will also be available for one-hour individual consultations throughout the day on Friday February 27. (For workshop participants who would like a consultation but are unavailable on the 27th, Rich will endeavor to schedule a private meeting on the day of the workshop.)

Ongoing consulting available through September 30, 2009

Through a contract with VESID, Richard Male & Associates is available to provide ongoing technical assistance to independent living centers from now through September 30. VESID is particularly focused on serving the smaller ILCs, those with budgets of \$1 million or less, but staff or board members from any ILC in New York State may request assistance.

RMA will be available for individual consultation by telephone and email, and, when scheduling permits, in-person such as on February 27. This consultation can be on any issue of concern—there are no exclusions. In addition to strategic consulting, ILCs are also welcome to submit documents for review and RMA will provide advice and limited editing assistance.

To request assistance or to sign up for a meeting with Rich, please contact Mandy Rigg at Mandy@richardmale.com.

Richard Male & Associates, in cooperation with the New York Association on Independent Living (NYAIL) and with funding through VESID (Vocational and Educational Services for Individuals with Disabilities) is pleased to announce a workshop that will help ILCs meet the challenges ahead.

A key focus running through all the sessions will be how to apply the findings of the recently released NYAIL needs assessment to your ILC's particular situation.

****This workshop will be repeated in New York City in May. (Exact date t.b.d.)***

SURVIVAL STRATEGIES FOR INDEPENDENT LIVING CENTERS

8:00 Continental breakfast

8:30: Welcome and introductions

9:00 Leadership in a changing world

How do we lead in a time when so much more is unknown than is certain? Staff, board, donors and consumers will look to leaders for firm and decisive guidance.

It is time to

- Accept that fear is a realistic part of the executive role
- Create a leadership style that reaches beyond your comfort zone
- Explore new models of leadership for turbulent times

10:30 Break

10:45 Opportunities—positioning your ILC for success amid the chaos

Some people made money during the Great Depression of the 1930s. There will be opportunities for growth even in recessionary times.

It is time to

- Be ready to respond to an expansion in AmeriCorps volunteers
- Be alert to other “recovery and stimulus” funds from the federal government
- Explore partnerships with “green” businesses, discount retailers, the health care industry, energy and energy-efficiency companies, and others that are bucking the economic downturn.

12:15 Lunch

1:30 Contingency budgeting for tight financial times

Giving from private foundations, corporations, government agencies, and individuals is all at risk. Now is not the time to panic, but to make sound financial decisions that prepare your ILC for shortfalls even as you work toward growth.

It is time to

- Make strategic decisions to protect your ILC's core competencies
- Understand your ILC's specific financial risks and create contingency budgets for “what if...”
- Reduce overhead costs without diminishing your impact

3:00 Break

3:15: Partnerships, collaborations and shared services

Going it alone can be expensive at the best of times. When every cent counts it can spell financial disaster. Collaborating with like-minded groups doesn't mean you have to lose your voice—think of joining together so you can speak louder with greater impact!

It is time to

- Consider a multi-tenant building with shared services
- Look at coordinated programming with ILCs and non-ILC nonprofits who share your goals
- Explore mergers that reduce overhead while preserving local programs and impact

4:45 Questions

A detailed easy-to-use workbook will be provided to all participants. Electronic versions will be available two weeks in advance for those who wish to transfer the material into an alternative format. Sign language interpreters will be available upon request with 14 days notice.

To provide support to the ILCs that need it most, but are least likely to have the resources, the workshop is limited to 30 participants (maximum two participants per ILC) from centers with budgets of \$1 million or less. If your budget exceeds \$1 million, but you would still like to participate, or you are a small center that would like to bring additional participants, we are happy to wait-list your application. If space is available we will be pleased to invite you to participate. Please email Howard at howard@richardmale.com.

RMA consultants available as part of the VESID ILC technical assistance program include:



Richard Male is a recognized leader, both regionally and nationally, in the fields of leadership development, fundraising, community organizing and public policy. While Rich has worked with just about every size and type of nonprofit organization as well as local municipalities and schools, his heart and activist history lies with disability and independent living organizations.



Mandy Rigg is coordinating the consulting for the technical assistance program. She is a writer and consultant with an extensive background in all aspects of nonprofit management and development. She has worked in various capacities with Richard Male since 1990, and particularly enjoys helping ILCs create effective strategic plans. Mandy is available to review proposals, fund raising materials, planning documents and reports.



Eric Hozempa brings more than 15 years of professional experience in the fields of fundraising, resource development, leadership, and strategic planning expertise. In addition to these major topics, Eric can advise on effective direct mail programs, database management, online fundraising strategies and volunteer management programs.



Stuart Halpern has 25 years of experience in the financial arena, specializing in the nonprofit sector. As a consultant, he has the ability to quickly establish sound financial management practices and principles for any business. Since the onset of the recession, Stuart has

advised numerous RMA clients on how to prepare contingency budgets by preserving their core mission and retain maximum impact for their constituents.



Susan Liehe brings a 30-year career in marketing communications to New York's ILCs. Susan is happy to advise on media relations, public relations campaigns, print/electronic publications, and community outreach. She will also review and critique your communications plans and documents.



P.J. D'Amico has crisscrossed the nonprofit sector as an executive director, program officer in philanthropy, development officer, board member and advocate for social change at both the local and national level. PJ prides himself on being a generalist with extensive fundraising, development and philanthropic experience who can help nonprofit leaders develop the comprehensive toolbox necessary to be successful.