

# How to MAXIMIZE *the Collective Caring Power of Your Community*



**CharityTracker**<sup>SM</sup>

Basic / Plus / Pro

HMIS

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**SIMON**<sup>SM</sup>  
SOLUTIONS

623 South Seminary St.  
Florence, AL 35630  
888.764.0633

SimonSolutions.com  
CharityTracker.com  
OasisInsight.net  
info@simonsolutions.com

Care Network Implementation Guide

## Overview

We, at Simon Solutions, understand the complex challenges that helping agencies face each day. Uncertain economic times, increased demand for services, and dwindling government aid are forcing you to **do more...with less**.

Coupled with this are growing realities that no one person, organization, or government agency has all the information, skills, or resources necessary to understand the complexity of societal needs, let alone implement effective solutions for transforming people's lives.

There is *growing consensus*, across the country, that **now is the time** for neighbors, churches, charities, businesses, elected officials, and others to come together to make sense of the changes that impact our communities, better understand people's needs, and co-create long-term solutions through collective action. Our *community impact tools* can help.

CharityTracker, our signature technology at Simon Solutions has proven very successful in helping communities become more collaborative, inclusive, open to learning, and committed to making a difference together. Many communities use CharityTracker to advance a more comprehensive (holistic) approach to transforming people's lives – not just a **handout**, but a **hand up** to a better quality of life and brighter future.

This **Implementation Guide** will help you build a well-connected and broadly distributed, Care Network that encourages helping agencies to learn how to combine their unique strengths and collectively tackle tough community challenges with greater force and success.

Using this guide, you will discover new and exciting ways to strengthen relationships and increase cooperation among all your helping agencies — including charities, churches, food banks, schools, hospitals, and more.

**The results are transformational:** *people are better served, helping agencies are better informed, and your community is better engaged.*



Now is the time for us to learn how to work together for common good and greater impact.

## About Simon Solutions

Simon Solutions Inc., created in 2006, is an industry leader in Internet technology solutions with offices in Florence, AL (main office), Tennessee, Arkansas, Florida, and Indiana. Our remarkable team includes innovative software developers and community impact specialists who truly care about community — its people, potential, and possibilities.

We believe that **everyone** in a community should be given the opportunity to thrive physically, emotionally, educationally, financially, socially, and spiritually.

And, local communities have the resources and skills necessary to help people achieve sustainability and success — if those resources are used wisely, creatively, and collaboratively.

***Our Vision — to see people’s lives transformed.***

***Our Mission — to help communities maximize their collective caring power.***

We help communities “connect the dots” — making it easier for caring organizations to find, align, and collectively mobilize their existing resources (assets) in a more powerful and productive way. Learn more at [SimonSolutions.com](http://SimonSolutions.com)

Our cost-effective, simple-to-use tools are used by thousands of helping agencies in over 2,000 cities — and now moving into other countries.

These tools make it easier for diverse helping agencies to work together more efficiently and effectively, make multi-sector collaboration simpler, and accurately measure results — *discovering what works, and what doesn’t.*

Our team has gone to great lengths to make sure that our tools are user-friendly and customizable for an agency’s *everyday needs*. Development of our tools always happens through collaboration with many different helping agencies, across the country.

At Simon Solutions, our tools are always co-created ***“by helping agencies — for helping agencies.”***



We help communities collectively mobilize their resources in a more powerful and productive way.

## Value & Benefits

Launching a Care Network, powered by CharityTracker, is mutually beneficial for all involved. Individuals and families, along with agencies that serve them, gain **greater access** to knowledge, information, and opportunities that enable people to live healthier, more productive, and meaningful lives.

CharityTracker makes it easier for your helping agencies to:

- *track assistance/referrals in real-time, creating a stronger safety net.*
- *monitor outcomes — tracking people's progress towards sustainability.*
- *use customized assessments to identify needs and appropriate care.*
- *securely share information that's HIPAA-compliant.*
- *become more resourceful by reducing duplication, as much as 91%.*
- *quickly find, mobilize, and coordinate resources in real-time.*
- *manage programs, generate reports, and measure successful impact.*
- *instantly broadcast area-wide bulletins and alerts – 24/7.*
- *improve disaster preparedness and response.*
- *gather regional metrics for community health improvement plans.*

CharityTracker helps you develop an “inter-dependent” network of helping agencies that streamline communication between each other, make referrals, and discovering service gaps that need immediate attention.

With CharityTracker, along with other capacity-building tools, your community will be better able to transform your Helping System (delivery system) from a *social service* to a *social change* model — which is a more comprehensive (holistic) approach to transforming people's lives.



A more  
comprehensive  
social change model  
helps people thrive  
— not just survive



*Transformation Roadmap*

## The Care Network

A network is comprised of the following:

- **Agencies** can be any helping agency, including charities, churches, food bank, hospitals, and others. An agency does not have access to the network until membership has been approved by administrators of the area-wide network. Each agency is required to adhere to CharityTracker's Terms of Service and properly educate staff and volunteers on the proper handling of confidential information.
- **Agents** are an agency's staff or volunteer workers. Each agent has his/her own username and password for secure (HIPAA-compliant) access to network information. Every update or modification to a client's information is stamped with the agent's name, date, and time of entry.
- **Agency Administrators** oversee the information for each agency. Responsibilities include adding new agents and setting agency assistance categories. Agency Administrators can also run agency reports, tracking and measuring your agency-specific results.
- **Network Administrators** are agents who oversee the entire network. This role can be served by one or multiple agents. We recommend that large city-wide networks be led by a multi-sector collaborative of helping agencies. Administrators can generate reports that are useful for analyzing community metrics and measuring collective impact.



A more effective safety net and referral system keep people from falling through the cracks.

Networks grow both intentionally and naturally over time. As more and more agencies are connected, the community's *helping* and *referral systems* become stronger and more effective.

The greater connectedness among agencies provides a broader picture of community needs and invites innovative ways to meet those needs collectively.

## CharityTracker Security

The proper and secure handling of people's confidential information is always a major concern. Our developers regularly consult with HIPAA experts, hospital legal teams, attorneys, and Internet security professionals.

We make sure that people's personal information is properly handled according to rigid security standards. We employ 256-bit SSL encryption – the same Internet security methods used by banks, the federal government, and credit card companies.

CharityTracker has a customizable “permission-based” security system for information-sharing on a ***need to know*** basis. Agencies can make the choice to share or not share certain information, according to their policies and procedures.

For a more detailed description of our security measures, please visit our CharityTracker website ([charitytracker.com/security](http://charitytracker.com/security)).

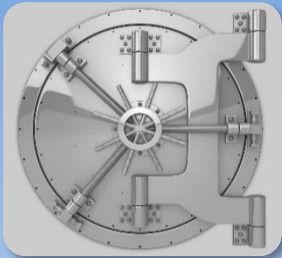
## Technical Support and Training

Almost all technical support and training is provided by Simon Solutions free of charge. This usually happens via email, phone, and webinars. Our dedicated staff of community impact specialists will be there to help make sure your network launch and sustainability is successful.

You may want “onsite training” for your community, which is also available for additional expense. And, for customers needing a database import or feature customizations, additional fees may be required. Costs vary as to the amount of time that's invested in the project.

Our CharityTracker website ([www.charitytracker.com](http://www.charitytracker.com)) is packed with tutorials, videos, and FAQs that can be viewed as often as you like.

Now that you are familiar with the basics, let's explore transformative processes that will help ***jump-start*** and ***sustain*** your Care Network.



All information is safely stored in a secure repository — accessed only by authorized users.

## The Essential Challenge

We have learned a lot from helping agencies that have used CharityTracker to launch Care Networks in their communities. Many agents have described CharityTracker in remarkable ways: *“We love it — makes my job so much easier — it’s an answer to prayer — it’s a no-brainer — it’s bringing our community together — our funders are very happy.”*

Our CharityTracker networking technology sparks little push-back when introduced community-wide. We are discovering that each community has innovators and early, middle, and late adopters who need time to explore possibilities, especially technology. We find that challenges to implementing a Care Network stem from an individual agency’s reluctance to explore new ways of thinking and acting. Some prefer to “go it alone” rather than realize that networking can increase their individual capacity and effectiveness.

Coalition building expert, Dr. Tom Wolff suggests: *“Our communities and our world face such complex problems that we no longer can solve them by gathering a few experts in a room and letting them dictate change. Many of us now understand that the emerging problems that communities face have such complex origins that we can only fix them if we use comprehensive community problem-solving efforts, rather than single-focused approaches. We need to meet and communicate and partner with each other, and we need to include representatives from all parts of our communities.”* (The Power of Collaborative Solutions, 2010)



Working together  
we can collectively  
tackle our challenges  
with greater force  
and success.

Regarding the need for increased connectivity, community development consultant and author, Peter Block writes, *“The essential challenge is to transform the isolation and self-interest within our communities into connectedness and caring for the whole.”* (Community — The Structure of Belonging, 2009)

This lack of connectedness, often referred to as **fragmentation**, is something that most communities are struggling to overcome. This was the reason that CharityTracker was created in the first place.

Now, there’s hope!

## Becoming Better Connected & Engaged

Our innovative technology, along with other capacity-building solutions, have proven to combat the forces of fragmentation by strengthening connectedness, which paves the way for collective community impact.

Consider the following transformative processes for making this happen:

- **Better communication** begins the connection process where at minimum, helping agencies become more aware of each other. Our connective technology provides all participating helping agencies in a community with a mutually beneficial exchange of knowledge and information. This ensures that agencies are better connected, informed, and engaged.
- **Increased Cooperation** is fueled by better communication and trusting relationships. Silo walls begin to come down as agencies learn to value and respect each other more. This drives alignment of commonly shared missions for greater impact.
- **Cross-Sector Collaboration** is fueled by increased cooperation. Silo walls come down even more — paving the way for the synergistic creation of best practices and lasting solutions. This is the big opportunity for diverse agencies to co-create things that they cannot do apart from each other.



Let's strive to tear down walls that divide us and build bridges across silos that unite us.

A *well-connected* and *broadly distributed* Care Network tears down the walls that divide and builds bridges across organizational silos that unite a community.

This unity maximizes your collective potential for transforming people's lives. It also enables communities to quickly adapt to constantly changing and complex societal needs.

Helping agencies often describe the community impact of a Care Network as ***unprecedented and revolutionary!***

## Seven Steps for Successful Launch & Sustainability

A powerful and productive Care Network empowers *systemic changes* that accelerate transformation for individuals, families, and entire communities. When stakeholders are willing to shift their attention from the problems of community to the *possibilities of community*, positive changes happen quickly.

Oftentimes, this shift reveals that transformation is less about **improving what is** — and more about, **creating what isn't**.

What this means is that many communities often do the *same* things over and over again, expecting *different* results. We have heard this described as a definition of insanity.

We have discovered that successful transformation requires a “**new context**” that supports innovation, invites broader civic engagement, and allows collective community impact to emerge. This must be undergirded by trusting relationships that enable helping agencies to connect, learn from each, and collaborate for the well-being of **everyone** in the community.

We are also learning that transformed lives and communities happen as ordinary people embark upon an extraordinary journey — highlighted by amazing discoveries, *aha! moments*, and life-changing experiences. Keep in mind that given an inviting picture of the destination and a simple roadmap to follow — many people will make the journey, without hesitation.

The following **Seven Steps for Successful Launch & Sustainability** can be used by community stakeholders to launch a vibrant Care Network that truly makes a real and lasting difference. Each step includes the following community impact strategies:

- *Key challenges that must be addressed*
- *Actions steps that ensure forward progress*
- *Measurable results that make sense to stakeholders*



Each small step we take can lead us to unlimited possibilities for transforming lives and our community.

## Step #1 — Prepare Yourself

### **Key Challenge:**

Make sure you (and your colleagues) are *well-equipped* to engage diverse helping agencies about launching a Care Network in your community. Take time to investigate the value and benefits of resource networking, increased cooperation, and cross-sector collaboration.

There are many resources available. Find those that speak plainly and honestly. These will help you acquire *knowledge* and *language* that is best understood by diverse community stakeholders and helping agencies.

### **Action Steps:**

Talk to our **Community Impact Specialists** about how other communities launched their Care Network. We can point you in the direction of Network leaders, across the country, who are willing to share their experiences.

Spend time educating yourself at [SimonSolutions.com](https://www.simsolutions.com), as to the value and benefits of a Care Network. This site features Case Studies and Webinars from community leaders, like yourself, who are building vibrant and growing Care Networks in their communities, from the ground up.

Spend time at [CharityTracker.com](https://www.charitytracker.com) learning about our technology and how easy it is to use. You can *take a tour* or even *test-drive* it on a trial basis. Our **Help Section** features *frequently asked questions* and *how-to videos*.

Read great books about community development, collaboration, and effective helping systems. We recommend the following:

- *The Power of Collaborative Solutions* by Tom Wolff
- *When People Care Enough to Act* by Mike Green
- *Community: The Structure of Belonging* by Peter Block
- *The Collaboration Challenge: How Nonprofits and Business Succeed Through Strategic Alliances* by James Austin
- *When Helping Hurts* by Steve Corbett
- *Toxic Charity* by Robert Lupton



Let's take time to better understand the value and benefits of a Care Network in our community.

## Step #1 (continued)

Consider the reality that ***you may be the first*** to introduce the value and benefits of a Care Network to your community. Jump-start this process by launching your CharityTracker network — even if it is just your organization; and perhaps, a small number of other agencies.

We have learned that network *start-ups* are more successful when you can answer “Yes” to one simple question that’s asked by potential network participants: *“Is anyone else part of, or will be joining, the network?”*

Keep in mind as you engage helping agencies, give them a chance to work through the following transformative processes.

- **Informational** – *“I see what you are saying, and I get it.”*  
I need time to wrap my head (intellect) around this important information. I need to digest what I have learned; and then, decide what to do.
- **Inspirational** – *“I believe it, and I feel it.”*  
The importance of making change happen is beginning to sink deep within my heart (emotions) — impacting my beliefs, values, and attitude. My passion for change is growing.
- **Motivational** – *“It’s worth it, and I want it now.”*  
I have decided that the price for needed changes is well worth my time and effort. A sense of urgency now exists. My behavior and actions will speak for themselves.
- **Transformational** – *“I’m very excited about what’s happening.”*  
My new ways of thinking and acting are making a difference in my life. I feel compelled to share my personal experience with others.



Agency leaders will need to know that other agencies are connected and engaged.

### **Measurable Results:**

Your Care Network is up-and-running, and agencies are starting to sign up.

## Step #2 — Share the Good News

### **Key Challenge:**

Now that your Care Network is launched, it is time to share the good news across your community. Make time to engage many helping agencies in “*learning conversations*” that broaden their vision for collective impact.

Some agencies will immediately embrace the value and benefits of a Care Network, while other agencies will need more information and time to think about it. To accelerate education and awareness, we provide “live” webinars, where small or large groups of helping agents can see CharityTracker in action. We have discovered that *seeing is believing*.

Do not get discouraged by those who do not “get it” or simply oppose the idea. Much to our surprise, some *nay-sayers* eventually become strong advocates of the Care Network — after other agencies sign-up and share their enthusiasm.

Do your best to help others see the importance for immediate action and the mutually beneficial value of working together for common good and greater impact. Paint a vivid picture of current realities in contrast with a desired future that others want and will help make happen.

### **Action Steps:**

Make time to *connect* with diverse helping agencies in your community. Build relationships with agency leaders; and if possible, community funders as well. Discover what people truly care about and are willing to do something about.

Talk with agency leaders and funders about things that really matter; things that inspire hope and possibility. Encourage everyone’s contributions and different opinions, and you might be surprised about what you learn. Listen carefully for patterns, common concerns, and creative insights.

Harvest and empower these discoveries for **collective action**.



Make time to build trusting relationships with helping agency leaders and community funders.

## Step #2 (continued)

Through a variety of ways, communicate the “value proposition” of your Care Network to your community. Consider the following:

- Develop a *communication strategy* that casts a clear, concise, and compelling vision for a Care Network. The language must be culturally relevant to different community sectors (public, private, and social). The best practices that a charitable organization promotes may be different than a church, school, or hospital.
- When communicating to others, be prepared *beforehand* with simple and practical answers to the following questions: *Why are we doing this? What is in it for individual helping agencies? How do we provide opportunity for feedback? How do we deal with conflict or “push back” associated with status quo challenges?*
- Orchestrate large and small *advocacy gatherings*. Large gatherings serve well if combined with a catered meal and an inspirational guest speaker. Smaller gatherings are useful for bringing together stakeholders from like-minded helping agencies. We have learned that *“birds of a feather, flock together.”* Nonprofit advocates are better at reaching out to other nonprofit leaders. Church advocates connect better with other church leaders. The same is true for health care providers, school counselors, and others.
- Multiply your efforts by recruiting warm and friendly **community connectors** who are good at listening and building relationships with helping agencies. They will help to “bridge the gap” across organizational *silos* by promoting the mutual benefits of a Care Network.



A warm and friendly community connector can help “bridge the gap” between diverse helping agencies.

### **Measurable Results:**

Many people, throughout your community sectors, are aware of the value and benefits of a Care Network. Your network is starting to grow organically as *word-of-mouth* good news spreads.

## Step #3 — Create a Powerful Care Collaborative

### **Key Challenge:**

Now it is time to build a *Care Collaborative* that accelerates the growth of your Care Network and sustains its community impact. Identify and align the right stakeholders with enough power and influence to *guide the way* towards innovative, collaborative, and comprehensive solutions.

Leverage stakeholders' influence to advocate and engage in much needed systemic changes that can effectively “**move the needle**” on poverty, hunger, health disparities, and more.

### **Action Steps:**

Identify key advocates who are actively engaged in using and promoting the Care Network. Start with this group to develop a powerful *Care Collaborative* of stakeholders that represent diverse helping agencies, from across your community — public, private, and social sectors.

This collaborative is needed to build favorable consensus for innovative practices, gain credibility for immediate action, and drive collective community impact. Strive to build this collaborative with people who others trust and have confidence in. Look for those who are passionate about serving people and their needs.

Do not be surprised where these people might come from. Some will already be involved in important causes, while others may be “waiting in the wings” for just the *right moment* to step forward. Find those who can effectively communicate the need for change and the benefits of collective action.

Remember, the purpose of this collaborative is focused on measurable results. There will be much *talk* at first, but do not let rhetoric rule the day. A constant flow of *planning* and *doing* is the bottom line.

### **Measurable Results:**

The Care Collaborative will serve as an *emerging platform* for unprecedented community partnerships and collective action.



A guiding coalition of trusted leaders will bring credibility and urgency for building your network.

## Step #4 — Develop Vision and Ownership

### **Key Challenge:**

You must create a clear, practical, and compelling picture of the future that most people want and will help make happen. When people can **see it** — they can **be it**. The real power behind vision is unleashed when self-motivated people catch a glimpse of a desired future, and they are willing to do, whatever it takes, to get there.

Give people opportunity to *contribute* (time, talent, and treasure) to a worthwhile cause, and they will gain "ownership" in the mission. As successful results become apparent, stakeholders feel compelled to invite others to participate as well. This is a powerful motivating factor in getting people involved.

### **Action Steps:**

Have coalition forces, along with supporting groups, spend much time talking and brainstorming. Gather rich intelligence about helping agencies and community funders. A food bank, United Way, or ministerial association can help with your research. Do not forget about schools and health care providers, which are also considered important helping agencies.

You will probably be very surprised that your research uncovers an abundant, but often unrecognized, wealth of community resources (services, programs, and opportunities) — already present in your community. Imagine what would happen, if these resources were connected and aligned in more powerful and productive ways.



Work together to discover, develop, and deploy innovative ways of thinking and acting.

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Once the Care Collaborative has been identified and rich intelligence gathered, now is the time to discover, develop, and deploy strategic plans that leverage the Care Network's impact for large-scale social change.

When it comes to planning, be very deliberate in answering seven (7) basic questions in the "planning process." Do not minimize this process and do not be tempted to use shortcuts. This could sabotage your long-term results.

## Step #4 (continued)

Encourage your Care Collaborative to spend quality time answering the following important questions:

### 1. *What do we really want to see happen and why?*

Successful planning begins with the end (desired outcomes and impact) in mind; and then, works backward to map out a clear path to the destination. Answering the *why* question will clarify your motives and fuel your passion.

### 2. *What's in this for me/us?*

People are more inclined to move forward with plans that have mutual benefits for all involved. This is about ownership and ROI (return on investment). Answering this question through open and honest dialogue. Although this dialogue may initially sound self-centered, it will eventually make the planning process more authentic, effective, and successful.

### 3. *Where are we at now?*

This will clearly define your strengths/weaknesses, your available resources, and open/shut doors of opportunity. In terms of resources, do not get dismayed. It is not the *number* of resources you have — but how *resourceful* you are.

### 4. *What exactly are we going to do?*

This is your chance to set realistic goals and objectives. Make sure to develop S.M.A.R.T. (*Specific, Motivational, Attainable, Relevant, and Trackable*) goals. This will help plans flow smoothly, efficiently, and with successful outcomes.



Be prepared with insights and answers to important questions, before people ask them.

## Step #4 (continued)

### 5. *Who will take responsibility for certain activities?*

This is a great opportunity to leverage the influence and unique skills of team members. Balance individual responsibility with *team-driven* tasks and mutual accountability — “This is *my* part...of *our* job.”

### 6. *How long will it take?*

This is the time frame for developing and implementing your goals. Be realistic, flexible, and adaptive to changes that impact your plans. Be careful not to let complacency creep into your planning. If this happens, your Care Collaborative will look like it is “dragging its feet,” and stakeholders will lose interest in the initiative.

### 7. *How will we know that we have achieved our goals?*

Take time to evaluate your processes and progress. This provides opportunity to sharpen your abilities and improve your efforts. Use community metrics (data) to clearly define *what works*, and *what doesn't*. Measuring inputs, activities, and outputs are important; however, measuring outcomes and impact are *most important*.

Make it fun and convenient for your Care Collaborative to spend quality time working through the above questions. Use web-based collaborative tools to coordinate *interactive communication* with team members in real-time. This could include tools like Google Docs, Basecamp, or online Zoom Meetings. This will ensure that everyone is “on the same page.”



Make sure your coalition members are “on the same page” with your collaborative plans.

### **Measurable Results:**

At this stage in your journey, you should have clearly defined what you want to do and surrounded yourself with many people who are ready to make things happen. Your strategic plans are written down — seen and approved by many stakeholders.

Now it is time to make sure that your road to transformation (change, progress, and growth) is cleared of obstacles.

## Step #5 — Clear the Way for Transformation

### **Key Challenge:**

Empower people with knowledge, influence, and resources that make it easier for them to clear the way for transformative processes. We realize that this will require a great amount of wisdom and courage.

Blazing a new path is not easy. You must be ready to face certain challenges and obstacles brought on by people's personal fears/insecurities, current policies, isolated self-interests, and outdated traditions.

### **You have “planned your work” — now, “work your plan.”**

This is where *feet hit the path*. Some people will thrive in this process; others will approach it with cautious optimism. Whatever happens, just keep moving forward.

### **Action Steps:**

Oftentimes, it can be difficult to firmly *grab hold of the future* — while *holding tightly to the past*. Do an honest assessment of your community's helping and referral systems as to their alignment with your future vision and strategies. Will they help you *move forward, backwards, or off the path*?

Remove as many obstacles as possible that can undermine transformative processes — such as fear of change, misunderstandings, and isolation. Take time to read up on effective ways to manage conflict associated with change. There are many resources available about this important subject.

Treat every move as an **experiment** in change, progress, and growth. This will help not “back people into a corner” — forcing them to react, instead of responding. Encourage people to *suspend* their preconceived assumptions, for a moment, to explore the value of new ways of thinking and acting.

### **Measurable Results:**

Obstacles that hinder your progress are moving out of the way. Excitement and optimism are building. The voices for change and progress are growing louder — while the voices for complacency and apathy are getting softer.



Pave an unobstructed straight avenue to lasting solutions that future generations can travel as well.

## Step #6 — Create Milestones and Check-points

### **Key Challenge:**

As soon as possible, strive for visible successes that validate change — keeping people inspired and motivated. Erect milestones that celebrate your successes and add checkpoints that assess and validate your progress.

Milestones and checkpoints are a vital part of planning success. They serve as *short-term wins* and times for much needed evaluation — a chance to “fine-tune” strategies and keep goals on track. They also provide evidence that your plans and actions are well worth the effort.

### **Action Steps:**

Orchestrate short-term wins that happen within the first 6 months. This will prevent most people from becoming disillusioned or side-tracked with the initiative. Journal all progress and regularly communicate successes to all stakeholders involved.

Widely distribute *progress reports* so that the whole community can see the results. Do not forget to plan periodic events that recognize and reward the contributions of community stakeholders. These may include catered luncheons or dinners that celebrate “community heroes” and their organizations.

Frequently check for *weak links* in your processes so that adjustments can be made. Address them quickly, so that it does not slow or stop your momentum.

As stated earlier, treat changes as *experiments* in progress and growth — not as “do or die” situations. Communicate successful changes as *new chapters* in your community’s biography — and not as opportunity to tear-out historical pages in your community’s legacy.

### **Measurable Results:**

You now have a track record of proven results. These encourage many community stakeholders to take time to “hear your story.”



Keep moving and maintain a constant cycle of learning, doing, evaluating, and improving.

## Step #7 — Create a Culture that Supports Innovation

### **Key Challenge:**

Anchor transformative processes, and their value, deep within the hearts of people and your community. Hold on tight to the new ways of thinking and acting by creating a *new culture* that supports innovation.

### **Action Steps:**

Encourage your Care Collaborative, along with partnering agencies, to communicate the value and benefits of your Care Network to their family, friends, and co-workers.

Shift your conversations from the problems of community to the possibilities of community. Instead of saying, “*What’s wrong and how do we fix it;*” consider saying, “*What’s possible and who cares enough to act?*” This shift in no way minimizes problems — but offers hope in discovering innovative ways to empower lasting solutions.

Never let your guard down against the forces that seek to undermine transformation such as complacency, apathy, and discord. As positives changes take shape, keep pressing on.

### **Measurable results:**

By now, welcomed changes have become viral and entered the blood stream of your new community culture. You are making a remarkable and powerful impact in your community. Encouraged by your success, many organizations are requesting your advice and help.



**Nurture your new community culture that strives for innovation and collaboration.**

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*“When a group of people discover what they have, they find power. When people join together in new connections and relationships, they build power. When people become more productive together, they exercise their power to address problems and realize dreams.”*

— Mike Green

## The Secret Sauce

For over a decade, we have been learning about *catalysts* that ignite transformation. We may have found the “secret sauce.”

We have learned that ***caring power***, which is fueled by heart-felt emotion and demonstrated by self-motivated action, can be a powerful catalyst for increased connectivity and collaboration among helping agencies.

Mike Green, community development consultant, suggests:

*“The most important asset in any community is people's willingness to act on what they care about. Care brings people together for common purpose.*

*Care is a song that flows through every community and those who want to develop stronger communities must know how to harmonize with it. And when the song of care is clearly heard, people find power to act together.”* (When People Care Enough to Act, 2007)

A Care Network, powered by CharityTracker, can be your “Monday-morning solution” (a place where to start) to drive systemic change that maximizes the collective caring power of your community.

Proven results in over 2,000 cities should offer great promise and hope for stakeholders who are willing to discover innovative and effective ways to transform people’s lives and their communities.

We hope this ***Care Network Implementation Guide*** will serve you and your community well. Remember, we will *walk along-side you* each step of your journey.

— The Simon Solutions Team



A Care Network will help maximize your community's collective caring power.

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*“There is no power for change greater than a community discovering what it cares about.”*

— Margaret Wheatly

## National Report

Number of Cities Served	<b>2,036</b>
Number of People Served	<b>13 Million</b>
Acts of Kindness and Care	<b>53 Million</b>
Duplication Reduced as Much as	<b>91%</b>
Average Savings to Agency Budgets	<b>18%</b>
Community Dollars Contributed	<b>\$1 Billion</b>

*Trusted by Thousands of Helping Agencies  
Across the Country*



Food Banks



Hospitals



Churches



Schools



Government



Charities

**SIMON**  
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623 South Seminary St.  
Florence, AL 35630  
888.764.0633

SimonSolutions.com  
CharityTracker.com  
OasisInsight.net  
info@simonsolutions.com

*"When life restoration is our vision for a world of human brokenness, we absolutely must collaborate. All of us lose when agencies and communities of faith react to these needs in isolation. CharityTracker provides our three-county network a simple, yet solid communications platform for response that makes the most of our resources to strengthen our communities as we strengthen the lives of our neighbors whom we serve."*

— Cathy Easley, Dir. of Integrated Community Systems, Trident United Way, Charleston, SC  
SafetyNet CharityTracker Network  
Multi-sector Partners – 300, including 900 Caregivers