



## Telling Our Story

A story is a powerful vehicle for communication, particularly when introducing a concept like our village model that can be challenging for people to grasp. We have an opportunity now to tell the village story in a short, compelling video to help villages introduce themselves to prospective members and community partners. And your village is invited to participate! Read on...

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## From the Executive Director



*Charlotte*

I recently sent our village leaders two emails about the Village Movement California video. A number of you have sent in photos and video footage, and made your village's contribution to match the generous grant from the Joseph and Vera Long Foundation. Thank you! I can't overstate how important this video is for our efforts to scale and support villages in California, and I urge your village to participate.

We often talk about our frustration at being "the best kept secret" and the challenge of getting our story out to a wide

audience. All of you are working hard to recruit new members and volunteers in this COVID era. The video is a new tool to show your audiences what you do, and how you

do it. Mission Minded, our branding consultants, will be producing the video and will make sure it conveys our brand and personality. The video will align with page #12 of the [Village Brand Toolkit—Message Recommendations](#)—which states that village communications should:

- Present a village as a vibrant, future-focused, trailblazing, confident and compassionate community—personality attributes for which villages want to be known
- Position a village as a reciprocal community where members and supporters can grow with, laugh with, and rely on one another—a community that helps members navigate the opportunities and realities of aging
- Paint a picture of the challenges that villages exist to solve
- Differentiate villages from other companies, communities, and organizations that serve aging adults
- Show the power of the village community in helping members create and control their own futures

We heard a presentation about the importance of partnerships during our recent conference session, *Marketing and Membership*. Partnerships are a vital pathway for reaching village audiences and stakeholders. The video we are creating will assist you in making your village's case with potential partners. Here at Village Movement California, we are seeking new partners in the healthcare payment and delivery system, the racial justice movement, California's long-term care network, and state government. The video will be central to our communications with these potential partners.

We'll make sure you have the knowledge and skills to use the video to achieve your goals. Once it is produced, Mission Minded and Village Movement California will host a two-hour, statewide Zoom training with steps for disseminating it through social media and more. The sliding scale contribution we request will help us deliver top notch products to you and your community. Please donate [HERE](#).

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## Virtual Conference Series: Innovation Can't Wait

We've reached the halfway point in our four-part, *Innovation Can't Wait* virtual conference series. Participation has been excellent! On June 24 and July 8, we hosted over 100 leaders and members from 26 villages who listened to excellent presentations on the topics of: *Community Building During the COVID Era*, *Villages' Value Proposition*, and *Partnership as a Strategy for Marketing and Membership*.



At the conclusion of our breakout session where groups discussed the partnerships their villages have/are establishing, Charlotte asked for examples to be shared so that all villages can benefit. Please tell us about the partnerships your village is building. Submit them through the [Contact Us](#) page on the website.

Each Conference participant received a [portfolio](#) of resources related to the conference topics and information about our generous sponsors: AARP, Able Access Home Modifications, ATI Advisory, Covia, MyNurse.ai, and Onward Rides.

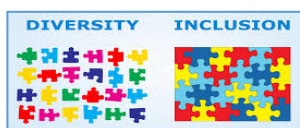
We are excited about our upcoming sessions. On July 22<sup>nd</sup>, four partners of San Francisco Village, all Millennials, will share their perspectives on bringing the generations together. On August 5<sup>th</sup>, [Jan Masaoka](#), the CEO of the California Association of Nonprofits and author of [Nonprofit Sustainability: Making Strategic Decisions for Financial Viability](#), will share her expertise. We are thrilled she will be joining us!

July 22	The Intergenerational Village	Speakers: Kate Hoepke, San Francisco Village <ul style="list-style-type: none"><li>• Evan Johnson, Theater Artist</li><li>• Alivia Schaffer, Dance Educator at University of San Francisco</li><li>• Brittney Bare, Director of My Life, My Stories</li><li>• Madeline Dangerfield Cha and Joy Zheng, owners of Mon Ami</li></ul>
August 5	Financial Sustainability	Jan Masaoka, CEO, California Association of Nonprofits

Register [HERE](#)

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## Diversity & Inclusion



On June 18, 25 leaders came together to discuss how their villages are responding to the movement for Black Lives and racial justice in our country.

We heard how villages are hosting book groups (Villages of Santa Cruz, Conejo Valley Village), discussion groups (Pasadena Village), and special events to learn more about structural racism and the history of racism (ChaiVillageLA and NEXTVillage). Some are engaging their Board of Directors and consultants to build and implement plans for village transformation (Ashby Village, San Francisco Village) and others are creating affinity groups to learn and take action (Villages NW). Most are experiencing an increase in conversation among village members and leaders about racism, white

supremacy, and partnerships (Coastside, Palos Verdes Peninsula Village, Marin Villages).

Village Movement California is eager to support these efforts, and to leverage the resources and learning that will flow as a result. A post-call survey showed the leaders want readings, videos, ongoing statewide calls, and training from Village Movement CA. An immediate response is a new webpage that describes how we define the terms “Diversity” “Equity” and “Inclusion” and shares learning resources on several topics. Please check it out [HERE](#).

Village Movement California is preparing a grant proposal to advance meaningful partnerships with organizations serving older adults of diverse identities. We want to help build villages that meet diverse needs, and make changes to the village model to enable success at serving more people. We will receive funding notification in November.

During the June 18 conversation, we attempted to show Dr. Camara Phyllis Jones’s 20 minute TED Talk, “[Allegories on Race and Racism](#)”. Our technology didn’t work, so we encouraged participants to watch it on their own. We urge you to do the same. It’s an excellent primer.

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## **Update: Master Plan for Aging**

The California Department of Aging (CDA) wants to learn from the challenges, changes, and losses due to COVID-19 that we have all experienced so that critical information can be added to the Governor’s Master Plan for Aging. Please complete a brief [SURVEY](#) to make your voice heard. It’s important for the Plan’s Stakeholder Advisory Committee to hear from villages. Please email or publish this [blurb](#) asking your members and friends to take the survey. Let’s flood the survey with our perspective!



A Virtual Town Hall on *Combating Ageism & Promoting Equity* will be jointly hosted by the CDA and Master Plan for Aging stakeholders on July 29<sup>th</sup>. Featured speakers from the EndAgeism.com campaign with the Frameworks Institute in San Francisco will share information.

**What: Combating Ageism and Promoting Equity Town Hall**

**When:** July 29, 10:00 – 11:30am

**Where:** Zoom

More information will be available soon at the [California Department of Aging](#).

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# Tales From the Village

## Two Villages Now One: Ashby Village and North Oakland Village



On July 1 of this year, two 10-year-old villages, Ashby Village and North Oakland Village, merged to form a strong, resilient organization to better serve their more than 400 members and 300 volunteers. Older adults in Berkeley, parts of



Oakland, Albany, El Cerrito, Emeryville, Kensington, and Richmond will benefit from expanded resources and programming.

This is a wise business decision. With savings in administrative costs and more partners and contacts in the combined village, the opportunities for learning and growth are greatly magnified for everyone involved. Judith Coates, Co-founder of the North Oakland Village, notes that both villages have considered joining together for some time. Andra Lichtenstein chairs the Ashby Village Board and is delighted with this opportunity for growth and enhancement.

For more information about this merger, please contact Su-Yin Bickner, 510.204.9200.

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## Upcoming Events



### Virtual Conference: Innovation Can't Wait, Parts 3 & 4

- **July 22, 2:00 – 3:30pm:** Part 3 – The Intergenerational Village, featuring Kate Hoepke, Executive Director of San Francisco Village and Chair of Village Movement California, and others (See *Innovation Can't Wait*, above)
- **August 5, 2:00 – 3:30pm:** Part 4 – Financial Sustainability, with Jan Masaoka, CEO, California Association of Nonprofits

Please reach out to Charlotte with any questions:

[charlotte@villagemovementcalifornia.org](mailto:charlotte@villagemovementcalifornia.org), 510-900-6380.

Register [HERE](#)



**Weekly AARP Tele-Townhall Calls** continue with helpful information during COVID-19. Calls take place every Thursday. Find detailed information and topics [HERE](#).



## **Webinar: Update on COVID-19 and Medicare Scams**

**August 27, 1:00 – 2:00 pm:** Senior Medicare Patrol Director Micki Nozaki will lead a webinar on this summer's COVID-19 and healthcare scams. Our country's current social unrest and relentless pandemic have opened a door for scammers to take advantage of older adults. You will learn to identify the latest scams and where to report them, and get materials to share with your members and friends. **Register** [HERE](#)

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## **Special COVID-19 Resources**

### **PPP Extension!**



Both the Senate and House just passed an extension of the Paycheck Protection Program (PPP). The program was slated to expire earlier last week with \$130 billion left unspent. The President is expected to sign the bill, extending the program until August 8, allowing more time for the unspent funds to be utilized. Find more information [HERE](#).

### **Ask the Expert**



A daily COVID-19 feature on the San Francisco Bay Area all-news radio station, KCBS, each Q&A session has a pandemic-related subject and compiles listener questions into a 20-minute discussion with a subject matter expert. All discussions are available in recorded and transcribed formats [here](#).

A recent program discussed the [quality of indoor air](#), an increasingly important topic as we learn more about COVID-19.

### **How to Wear Your Mask**



Kaiser Permanente has created a brief and informative video showing how to wear your mask. Have a look [HERE](#) and share with your family and friends.

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**All newsletters are archived [here](#)**

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**Our mailing address is:**

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