

# NATIONAL CASA/GAL ASSOCIATION URBAN AFFINITY GROUP CALL

Thursday, March 25, 2021

\*This call is being recorded.







# Agenda

- |       |                                       |                 |
|-------|---------------------------------------|-----------------|
| I.    | Welcome                               | Blondean Jones  |
| II.   | Urban Leadership Council Members      | ULC Co-Chairs   |
| III.  | Judicial Leadership Council Update    | Diane Nunn      |
| IV.   | Training Updates                      | Kim Koch        |
| V.    | National CASA/GAL Book Club           | Kim Koch        |
| VI.   | Walk. Run. Thrive.                    | Michelle Geiger |
| VII.  | 2021 Akerman Scholarship              | Sally Erny      |
| VIII. | Marketing and Communication Campaigns | Sally Erny      |
| IX.   | Urban Discussion                      |                 |

# Welcome

Blondean Jones  
Network Engagement Officer| National CASA/GAL Association for Children



# Helpful Tips

## Reminder

- This call is being recorded

## Q&A Box Use

- If you have a question that a National CASA/GAL staff member can assist you with or you need program specific support

## Chat Box Use

- If you have a thought, an idea, a suggestion for the whole group.

# Urban Leadership Council Co-Chairs

## Urban Leadership Council

Kate Blair

Robb Zarges

# 2021-2022 Urban Leadership Council Members

# Urban Leadership Council

Name	Location	Name	Location
Linda Banks	GA	Kelly Hill	MO
Kate Blair	GA	Julieanna Huddle	TN
Amy Brandhuber	AZ	Ciara Huff	MD
Laura Farmer	MO	Nicky Jeffries	KY
Dawn Gohlke	WI	William Myers	KY
Michael Griesdeck	WA	Jane Novick	OH
Katherine Griffiths	MI	Arika Adams	DC
Ada Hernandez-Bell	TN	Robb Zarges	MA

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# Judicial Leadership Council Update

Diane Nunn  
Judicial Liaison | National CASA/GAL Association for Children





# Update on Recruitment for New Members Judicial Leadership Council

National CASA/GAL is currently seeking nominations for active and retired judicial officers to serve on the Judicial Leadership Council.

The Judicial Leadership Council is comprised of up to 15 judicial officers representing jurisdictions from multiple states, court structures, tribal courts, and rural, suburban, and urban communities, with varying tenure, experience and skills.

Seeking new members to augment existing members.

Deadline for nominations extended to: March 25, 2021





# Update on Recruitment for New Members Judicial Leadership Council

## CASA/GAL Network

- In addition to seeking nominations from local CASA/GAL programs and state organizations

## Also did outreach to National Judicial Organizations

- National Council of Juvenile and Family Court Judges
- National Center for State Courts
- National American Indian Court Judges Association
- National Association of Women Judges
- Judicial Council of the National Bar Association
- National Asian Pacific American Judicial Council
- Hispanic National Bar Association Judicial Council

Encouraging local programs and state organizations and national judicial organizations, to nominate judges with the judge's permission. Judges can also self-nominate.

## JLC Accomplishments 2020

- Provided subject matter and court administration expertise on a variety of issues relating to the improvement of judicial oversight of cases involving children and youth who have experienced abuse and neglect, including discussions on the impact of COVID-19 on court operations and CASA/GAL Programs
- Provided input on proposed changes to the new *Standards for Local CASA/GAL Programs*.
- Served as faculty at annual National CASA/GAL conferences
- Provided expertise on updating and revising National CASA/GAL's *Judges' Guide to CASA/GAL Program Development*



# JLC Accomplishments 2020

## Continued

- Provided input on *The Court Appointed Special Advocate (CASA) Program: Judicial Perspectives Survey and the Path to Evidence*. (Chapin Hall, the University of Chicago: Chicago, IL. 2020)
- Served as National CASA/GAL's advisory committee on the David Soukup Judge of the Year Award
- Provided input on the *New Toolkits for State Organizations and Local CASA/GAL Programs: Informational/Orientation Packet for Judges*





## New Toolkit for State Organizations and Local CASA/GAL Programs: Informational/Orientation Packet for Judges

Judges and courts play a critical leadership role in the establishment and success of state organizations and local programs/offices, both on and off the bench.

National CASA/GAL wants to support your efforts in engaging the judiciary in recognizing the value of CASA and GAL programs and volunteers.

As part of that support, we have developed a *Toolkit for State Organizations and Local CASA/GAL Programs: Informational/Orientation Packet for Judges*.

**You can find the toolkits on the [Member Portal](#).**





# New Toolkit for State Organizations and Local CASA/GAL Programs: Informational/Orientation Packet for Judges

The toolkits include:

- Draft PowerPoint that you can use as a presentation for judges at state and local venues
  - For use by state directors and another for use by local program directors
  - Designed “templates” so you can insert information about your state and/or local program
- Handouts that you may wish to distribute
  - Including National CASA/GAL Association for Children 2019 Annual Report; Research that Supports the Effectiveness of CASA/GAL Best Interest Advocacy; About National CASA/GAL; National CASA/GAL Core Model; Judges Leave Behind; Judges Action Flyer; Judicial Leadership Council Information; An article on the 80 Years of Collaboration - The Long-term Partnership Between the NCJFCJ and National CASA: What Is In a Name?





## Other Ways National CASA/GAL or the JLC Can Assist?

What other ways can National CASA/GAL or the JLC support your work with judges?



## National Council of Juvenile and Family Court Judges Seeking Applications for the Board of Directors

National CASA/GAL and the network have a long history with the NCJFCJ. The President of NCJFCJ sits as an ex-officio member of the National CASA/GAL Board of Trustees.

The National Council of Juvenile and Family Court Judges (NCJFCJ) is seeking applications for NCJFCJ's Board of Directors. If you know a judge that might be interested in serving on the NCJFC Board, please forward the information to them. The application deadline is May 19, 2021. The information and link to the application are located here: <https://www.ncjfcj.org/get-involved/join-board-of-directors/>. Please note that the candidates are chosen from active judicial members.

# National CASA/GAL Training Updates

Kim Koch  
Training & Development Officer | National CASA/GAL Association for Children





# National CASA/GAL Webinars for Network Staff

## COVID-19 Legislative Updates

The session will provide legislative updates regarding the Consolidated Appropriations Act, 2021, the American Rescue Plan Act and the VOCA Fix Act. Panelists will go into detail on the revamped Employee Retention Credit, while also providing information on the changes to the Paycheck Protection Program and other federal stimulus programs relating to the COVID-19 pandemic. CASA/GAL state organizations and local programs considering applying for a PPP loan by the March 31, 2021 Small Business Administration deadline or claiming the ERC for Q1 2021 federal employment taxes (or using the provisions to retroactively claim the credit for 2020) will find this webinar particularly timely.

### Panel:

- Ruth Madrigal, Principal of the Exempt Organization Group, Washington National Tax Practice, KPMG
- Dixie Pond, General Attorney, Employment Tax, Branch 1, IRS Office of Chief Counsel
- Jane Sargent, Partner, Akerman LLP
- Rick Spees, Partner, Akerman LLP

Moderators: Sally Erny, Deputy Chief Executive Officer and Russell Jacobs, General Counsel, Chief Public Policy Officer

**When:** March 24, 2021 from 3:00-4:00 PM ET

**A recording of the sessions will be available on the member portal**

# National CASA/GAL Webinars

## **3-part Webinar Series on Human Trafficking**

### **Topics**

- What You Need To Know To Keep Youth Safe Online
- Trafficked Boys: Invisible Victims of Human Trafficking
- Addressing Pornography and its Impact on Youth



# National CASA/GAL Webinars

## 3-part Webinar Series on Human Trafficking

### What You Need To Know To Keep Youth Safe Online

This training will lead with a general discussion of human trafficking, with a deeper discussion of strategies to TRAFFICK PROOF children and youth online. This webinar will provide practical tips and strategies for our CASA/GAL volunteers and staff to use with the children and families they work with.

#### Learning Objectives

Registrants will learn:

- The definition of human trafficking
- Who are the most vulnerable children and youth and ways they are exploited
- Ways to traffick-proof children and youth online

Presenter: DeAndre' Marshall; Director of Training and Programs, International Human Trafficking Institute

When: March 26, 2021 from 2:00-3:00 PM ET

**To register and download the volunteer email communication template**, go to the Events calendar on the member portal



# National CASA/GAL Webinars

## **Trafficked Boys: Invisible Victims of Human Trafficking**

This training will expose trafficking of boys and young men. Presentation will look at the issue of child sex trafficking and the evolution of the male victim.

### **Learning Objectives**

Registrants will :

- Learn strategies for the education and prevention of child sex trafficking and the male victim
- Discuss alternatives for the aftercare and recovery of male victims

**Presenter:** Amanda Corbin, Trafficking in America

**When:** To be scheduled

# National CASA/GAL Webinars

## Addressing Pornography and its Impact on Youth

This training will focus on providing participants with the knowledge of what entices young people to watch pornography and its relationship to human trafficking. Additional topics to be covered include learning the ways pornography impacts the brain, the heart and the world.

### Learning Objectives

Registrants will learn about:

- The relationship between young people watching pornography and human trafficking
- The impact of pornography on the brain, the heart and the world
- The objectification of girls and women

**Presenter:** Samantha Welscher, Culture Reclaimed

**When:** To be scheduled

# National CASA/GAL Webinars

## **4-part Webinar Series on Substance Use Disorders/Opioid Epidemic**

**Presenter:** National Alliance for Drug Endangered Children

### **Topics**

- Core Drug Endangered Children (DEC) Awareness
- Drug Identification and Trends
- Intersection of Substance Abuse and Domestic Violence
- Intersection of DEC and Human/Sex Trafficking

**When:** To be scheduled

# National CASA/GAL Webinars

## Core Drug Endangered Children (DEC) Awareness

**Description:** In this one-hour webinar National DEC will provide information on the risks and the impacts on children who have, or are, growing up in homes where there is familial and/or caregiver legal or illegal substance misuse or addiction. These children often experience numerous risks and traumas. And they do not have the same childhood development experiences compared to children who grow up in environments where substance misuse is not present. What does that mean? What are the risks? What is the trauma? What should professionals and community members be looking for?.

Presenters will provide a definition of Drug Endangered Children, real life examples of risks, long-term impacts, and what to look for.

# National CASA/GAL Webinars

## Drug Identification and Trends

**Description:** In this one-hour webinar National DEC will help provide information around drug identification and trends so professionals and community members know what to look for. Many professionals know about addiction and substance misuse...but many do not know about drug identification and drug trends.

For example, a child welfare investigator may not know what a meth pipe looks like, what marijuana extract looks like or smells like, or what other drugs or paraphernalia look like or smell like...and if they do not know, how are they identifying these in order to help children and families?

This presentation will be a general course for all professionals about drugs, paraphernalia, and trends in the field so that professionals and volunteers know what they are looking for to help.

# National CASA/GAL Webinars

## Intersection of Substance Abuse and Domestic Violence

**Description:** Numerous research studies have informed us that there is a correlation between legal or illegal substance misuse and violence/domestic violence in the home. Often, one of these is missed when we are working with children and families...one of the reasons families have high recidivism rates.

This one-hour presentation will take a look at both legal and illegal substance misuse and domestic violence individually, how they impact the family unit, and then discuss their intersection in order to provide a larger picture of the combined impacts.



# National CASA/GAL Webinars

## Intersection of DEC and Human/Sex Trafficking

**Description:** Did you know that Human/Sex Trafficking and DEC intersect? Did you know that a large majority of the children trafficked have parents, caregivers or family members also using legal or illegal substances? Did you know that many trafficking victims also use drugs for a variety of reasons?

There is a disconnect across the country on how substance misuse and trafficking are connected and what professionals and volunteers can look for and how they can help. This one-hour presentation will look at both drug endangered children and human/sex trafficking individually as well as their intersections to increase knowledge of the issues as well as ideas of how to identify and help these at-risk children. Presenters will provide data, information, and examples to round out the picture for participants.

# Local Program Standards - 2020

**Title:** Standards for Publicly Administered Local CASA/GAL Programs

During this webinar we will:

- Review new elements of practice for publicly administered programs
- Highlight differences between the standards for nonprofit and publicly administered CASA/GAL programs

**When:** March 31, 2021 from 12:00-1:30 PM ET

**Register:** go to the Events calendar on the member portal

# National CASA/GAL Network Book Club



## National CASA/GAL Book Club

- **Current series = Diversity, Equity and Inclusion**
  - Next reading in the series: **So You Want to Talk About Race** by Ijeoma Oluo
    - Registration opened: Monday, March 1, 2021
    - Registration closes: Friday, April 2, 2021
    - Independent reading: March 29 – May 7, 2021
    - Author Discussion: Monday, May 10<sup>th</sup> from 3:00 pm – 4:00 pm ET | 12:00 pm – 1:00 pm PT
    - Register: go to the member portal: Knowledge Management>National CASA/GAL Network Book Club>DEI Series>Registration
- **Next series = Poverty**
  - Launching Summer 2021
  - In addition to the books included in the series, we will round out and deepen the learning experience through webinars with subject matter experts and a resource guide with additional readings, videos/documentaries and podcasts

# National CASA/GAL Book Club

## **Your input is requested**

Are there books on poverty you would like to be considered for the next book club reading series?

Are there other resources, e.g. magazine articles, podcasts, documentaries, you would like to recommend for inclusion in the Poverty Resource Center?

Related to the book club, do you have any comments you would like to share or issues you would like to raise?

# Walk.Run.Thrive.

Michelle Geiger

Director, Executive Communication & Advancement | National CASA/GAL for Association Children





# Walk. Run. Thrive.

**Walk. Run. Thrive.** is a virtual run/walk event. Runners and walkers choose when, where and how they participate in the event.

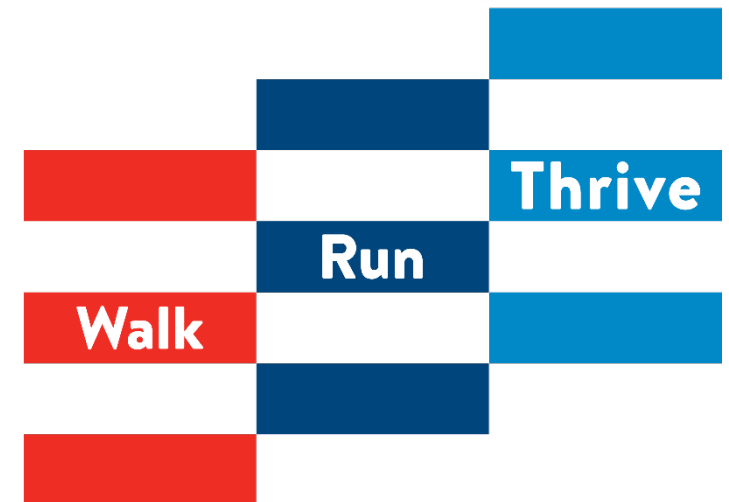
**May 1-2, 2021**

**Goals:** To raise awareness for National CASA/GAL and its network of state organizations and local programs through a unified national event. To share information about our mission and the importance of volunteers.

<https://nationalcasagal.org/walk-run-thrive/>



NATIONAL CASA/GAL ASSOCIATION FOR CHILDREN



# Walk. Run. Thrive.

Nationwide event will include promotion through the CASA/GAL network and our national partners and supporters.

All event participants receive:

- Signature event t-shirt
- Tools to promote and share



Front of shirt



Back of shirt




# Network Toolkit

A **toolkit** available on the member portal includes:

- Social media graphics
- Sample content for website announcements, emails, news releases and more
- Ideas to leverage the national event locally as part of a fundraiser and/or volunteer recruitment effort

Any questions can be sent to [events@nationalcasagal.org](mailto:events@nationalcasagal.org)



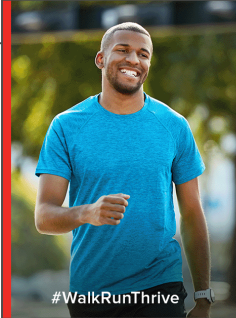
## National CASA/GAL Walk. Run. Thrive. Network Toolkit

This toolkit provides helpful information on how to promote the virtual Walk. Run. Thrive. event. We encourage you to make use of the resources to increase participation in this virtual event to raise awareness for our collective efforts and advance the CASA/GAL mission in your community.


In this document you'll find:

- Event overview
- Examples of how to participate
- Sample website content
- Sample email copy
- Sample social media posts
- Sample news release
- Event planning guide

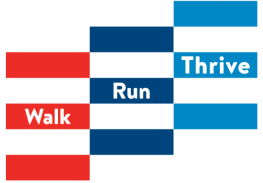
If you have questions about the event or this toolkit, please reach out to [events@nationalcasagal.org](mailto:events@nationalcasagal.org).




#WalkRunThrive




NATIONAL CASA/GAL ASSOCIATION FOR CHILDREN

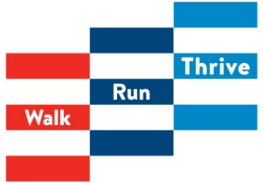





#WalkRunThrive

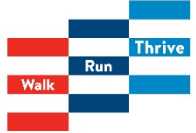



NATIONAL CASA/GAL ASSOCIATION FOR CHILDREN








NATIONAL CASA/GAL ASSOCIATION FOR CHILDREN

#WalkRunThrive



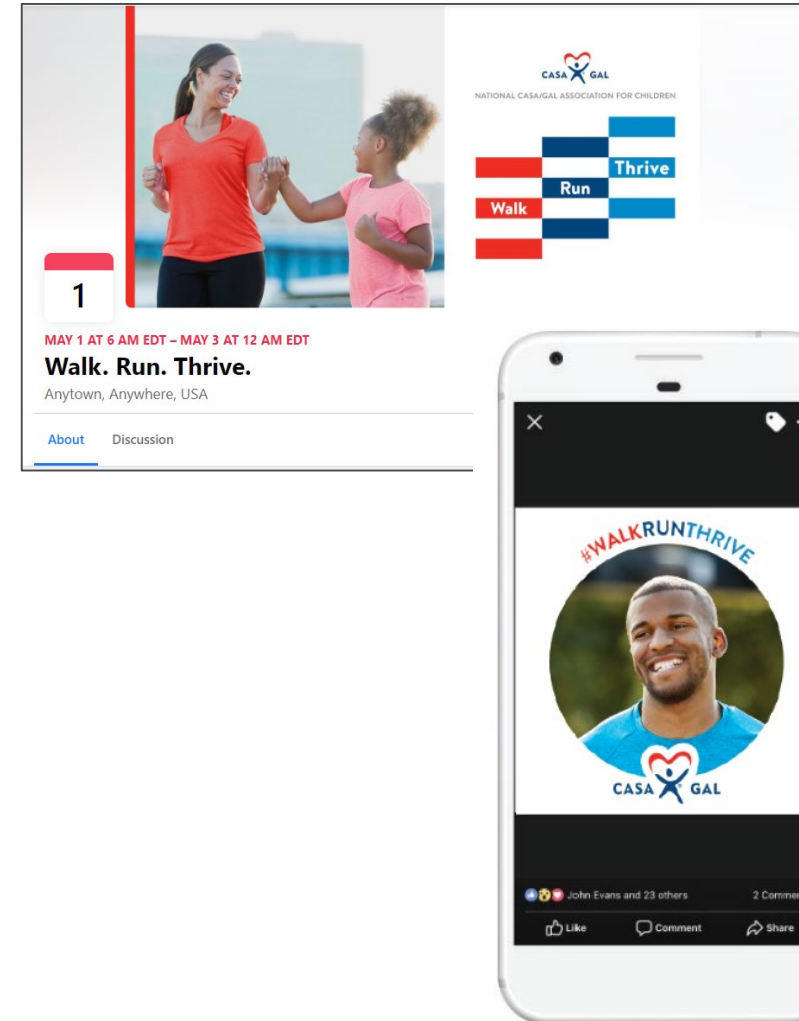
NATIONAL CASA/GAL ASSOCIATION FOR CHILDREN

#WalkRunThrive

# Additional Tools

- Facebook Event – Programs can share the Facebook event with their social media followers as an additional way to promote the event.
- Facebook Profile Frame – The profile frame can be shared with social media followers to encourage promotion of the event
- Use the Hashtags:  
#WalkRunThrive  
#ChangeAChildsStory



# Fundraising Ideas


- Provide a link to your donation page on your website or in your e-newsletters to give individuals the option to both register for the main event and make a donation to your program.
- Encourage a peer-to-peer campaign. When inviting individuals to register for Walk. Run. Thrive., encourage them to ask their friends and family to donate to your program in support of their participation.
- Encourage friendly competition among staff or volunteers by having them “compete” to see who can get more supporters to register and/or make a donation to your program.
- After the event, gather testimonials from participants and, with their permission, use their quotes and photos as part of a fundraising appeal throughout the month.

# 2021 Akerman Academic Excellence Scholarship

Sally Wilson Erny  
Deputy Chief Executive Officer | National CASA/GAL Association for Children



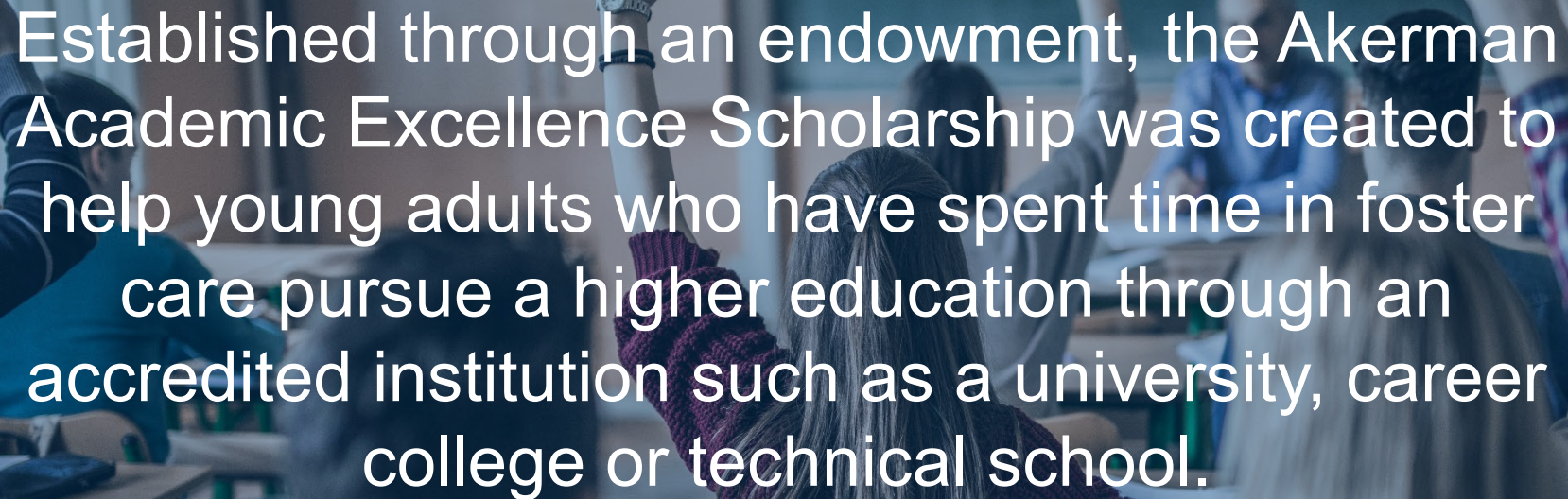
## Partnership

A photograph of a graduate in a blue cap and gown, being embraced by another person. The image is overlaid with a semi-transparent blue filter.

In 2015, Akerman LLP, a law firm located in 25 cities across the country, made a commitment to raise \$1 million for the CASA/GAL movement. Funds were divided between local programs and establishing a scholarship program.



# Scholarship

A photograph of a classroom with several students raising their hands. The image is overlaid with a semi-transparent blue filter and white text. The students are seen from behind, sitting at desks. One student in the foreground is wearing a red sweater and a watch. The background shows a chalkboard and other students.

Established through an endowment, the Akerman Academic Excellence Scholarship was created to help young adults who have spent time in foster care pursue a higher education through an accredited institution such as a university, career college or technical school.

# Application Components

## **Important Criteria**

- The nominee must be nominated by a CASA/GAL program or volunteer
- Nominee has graduated from or is scheduled to graduate from an accredited school system or received or is scheduled to receive his/her GED by spring, 2021
- Nominee is currently applying to be accepted, has been accepted, or is currently enrolled in an accredited institute of higher learning

**Dependency/Foster Care Information**

**Educational Information**

**Work History/Extracurricular Activities**

**Nominee Narratives**

**Letters of Recommendation (Two)**

**Nominee's Personal Essay**

# 2021 Scholarship Timeline

## DATE

## DETAILS

Mon, March 1

Launched 2021 scholarship application process

Fri, March 5

Events page of the Member Portal

Fri, April 9

Scholarship application period closes

Early June

2021 scholarship recipient announced



# Marketing and Communications Campaigns

Sally Wilson Erny

Deputy Chief Executive Officer | National CASA/GAL Association for Children



# Child Abuse Prevention Month (April)

During the month of April, CASA and GAL programs are encouraged to increase awareness about child and family well-being, and work together to implement effective strategies that support families and prevent child abuse and neglect.

- Weekly social media posts with key data points will be posted on National CASA/GAL channels.
- A toolkit will be provided to the network March 24 that includes CASA and GAL social media graphics and sample posts and a solicitation message template for the network programs to execute a National Child Abuse Prevention Month campaign locally.

## Child Abuse Prevention Month

<https://www.childwelfare.gov/preventionmonth/https://www.childwelfare.gov/preventionmonth/>



# Volunteer Appreciation Week (April 18-24)

- National CASA/GAL will raise awareness and promote the critical work of CASA/GAL volunteers during these difficult times.
- Weekly social media posts thanking volunteers for their service.
- CASA and GAL programs are encouraged to thank their current volunteers and share how people can sign up to become a volunteer.

## National Volunteer Week

<https://www.pointsoflight.org/nvw/>

# Foster Care Month (May)

- Walk.Run.Thrive. kicks off National Foster Care Month (May 1-2) (encourage CASA/GAL volunteers to participate).
- Highlight foster care stories from your local program.
- Focus on how child welfare systems—especially in partnership with the legal and judicial community—can support and strengthen families and promote reunification.
- A toolkit will be provided to the network April 21 that includes CASA and GAL social media graphics and sample posts for the network programs to execute the Foster Care Month campaign locally.

## National Foster Care Month

<https://www.childwelfare.gov/fostercaremonth/>

# CASA/GAL Volunteer's Day (Mid-May)

- To acknowledge the commitment, time and compassion of CASA/GAL volunteers, National CASA/GAL is partnering with FosterStrong to host the first-ever, CASA/GAL Volunteer's Day.
- **FosterStrong** is a nonprofit organization comprised solely of alumni of the foster care system, who are dedicated to changing the negative narrative surrounding foster care through authentically sharing their own stories of moving from trauma to triumph and helping young people to embrace their inner strength and resilience.
- The day (Date TBD) will begin with Members of Congress reading a resolution on the floor, followed by social media posts and local recognitions (a network toolkit will be provided). The day will conclude with a pre-recorded virtual event (invitation will be sent to all programs) for all CASA/GAL volunteers will be held at 7 p.m.

# CASA/GAL Volunteer's Day (Mid-May)

**CASA/GAL Volunteer's Day** provides an opportunity to honor and thank CASA/GAL volunteers who work hard to ensure children and youth in the foster care system have their voices heard every day.



# Urban Leadership Discussion

Questions and Wrap Up  
*Thank you for your leadership and service!*

Next Meeting

June 24, 2021 10:00 am PT | 1:00 pm ET

