



Expertise ♦ Leadership ♦ Innovation ♦ Engagement

Membership *Benefits*

CWLA ♦ *Serving children for more than 90 years* ♦ www.cwla.org

Message from CEO Christine James-Brown

CWLA is a powerful coalition of hundreds of private and public agencies and individuals that has served vulnerable children and families since 1920. Our expertise, leadership, and innovation on policies, practices, and programs help improve the lives of millions of children in the United States. Our staff works tirelessly to promote policies, budgets, and regulations that benefit children and families, but it's our collective voice that brings about positive change.

CWLA provides members with the resources they need for short- and long-term planning. We facilitate networking opportunities on a regional and national level, including our signature conferences and convenings throughout the country. Our members receive online training, webinars, and exclusive research and information provided by CWLA staff and other top experts in the field of child welfare. Membership also includes discounts on professional publications, periodicals, and our peer-reviewed journal, *Child Welfare*.

Our expert consultants provide valuable in-person and over-the-phone guidance in the areas of communication, board development, group facilitation, planning, and program administration. Savings can be so substantial, a CWLA membership can easily pay for itself!

There is power in numbers; together, we are greater than the sum of our parts. And together, we can make children and families a national priority.



Christine James-Brown

Christine James-Brown, CWLA President & CEO



Mission

CWLA will lead the nation in building public will to ensure safety, permanency, and well-being of children, youth, and their families by advancing public policy, defining and promoting practice excellence, and delivering superior membership services.

Vision

Our vision is that every child will grow up in a safe, loving, and stable family.

Our Strategic *Priorities*

CWLA strives to:

- ◆ shape public opinion and promote public policies at every level;
- ◆ advance excellence in practice;
- ◆ facilitate the exchange of ideas, resources, knowledge, and data;
- ◆ capitalize on the strength and diversity of our members, who represent both public and private organizations and individuals; and
- ◆ strengthen the capacity of CWLA and its members.



Membership

CWLA's Washington DC-based headquarters is minutes from the U.S. Capitol. Our members are direct service providers, state and local agencies, schools of social work, advocacy groups, parent associations, training institutes, state associations, individuals, and corporations. They represent all 50 states, the District of Columbia, Bermuda, and Puerto Rico. CWLA holds itself to high standards of service; we expect our members to share our commitment.

CWLA is the only national organization with flexible membership categories for public and private child- and family-serving organizations, associations, academic research and training institutions, advocacy groups, individuals, and corporations.

Benefits and dues are based on member type, including:

- ◆ *Full Agency*

for county and state-wide public agencies and voluntary nonprofit organizations that provide direct services to children and families.



Youth and staff from Sasha Bruce Youthwork, a CWLA member in Washington, DC, spent part of the National Day of Service painting with President Obama.

PHOTO COURTESY OF SASHA BRUCE YOUTHWORK, INC.

◆ *Affiliate*

for divisions or satellite offices of our multisite, multistate full members and for county public agencies within a member state.

◆ *Corporate/For Profit*

for companies that share CWLA's mission and vision. We can put you in touch with our customers through a cause that's important to them and to you.

◆ *Individual*

for professionals and retirees who are not able to enjoy the same type of benefits that come with agency membership, but still want to support children and families and stay connected with the field.

◆ *Supporting Partner*

for public and nonprofit organizations, colleges, universities, associations, and advocacy groups that support children and families but do not provide direct services.



*Donna Pressma, President and CEO of
The Children's Home Society of New Jersey.*

PHOTO BY RONA TALCOTT

How We Can Help

CWLA has partnered with members to:

- ◆ provide public and private agencies with training for supervisors to improve staff performance, reduce turnover, save money, and ultimately improve the quality of care to children and families;
- ◆ engage in regional and national strategic conversations focused on important organizational and practice issues;
- ◆ coordinate Congressional fly-ins for state associations and their members and provide briefings on legislative issues;
- ◆ publish national *Standards of Excellence* for child welfare practices;
- ◆ assist organizations with grant applications, fundraising campaigns, strategic plans, and board retreats through consultation, training, and data analysis;
- ◆ facilitate leadership retreats and regional symposiums for executives focused on building lasting networks for ongoing support;
- ◆ implement a new child death review system that recognizes the trauma on everyone in the system and focuses on future prevention;
- ◆ publish articles in *Child Welfare* journal and *Children's Voice* magazine, highlighting innovative work occurring in the field; and
- ◆ offer leadership opportunities for members on our national board of directors, national commissions on practice excellence and public policy, mental health advisory board, and special committees.



Sethe Deutsch,
a chef at The Home
for Little Wanderers, a
CWLA member agency with
residential, community-based, and prevention
programs across Massachusetts, teaches Robert
McGuane how to prepare a nutritious meal.

PHOTO BY HEATHER MACFARLANE, THE HOME FOR LITTLE WANDERERS

CWLA: *Your Partner in Excellence*

- ◆ CWLA is the most powerful national advocacy voice in America for children and families. We facilitated the passage of the Fostering Connections Act and assisted states with implementation. We continue to be vocal on Capitol Hill to ensure that essential entitlements for children remain intact.
- ◆ CWLA developed the *National Blueprint for Excellence in Child Welfare*, serving as the foundation for our Standards of Excellence, which returns us to our historic roots of advocating for a multi-system, community-based, and inclusive approach to protecting children and supporting families.



Secretary Reggie Bicha, at podium, and Governor Jim Doyle, far right, celebrate the 2008 beginning of Wisconsin's Department of Children and Families in Milwaukee.

PHOTO COURTESY OF LAURA SMITH, OFFICE OF THE GOVERNOR

- ◆ CWLA is the only membership organization with the leadership to bring public and nonprofit members together with a common goal.
- ◆ CWLA offers expert consultation and technical assistance to evaluate and improve agency performance in public and private agencies.
- ◆ CWLA provides national training by recognized professionals in the field.
- ◆ CWLA provides peer networking opportunities for members to share their expertise with other national leaders through conferences, roundtables, and convenings.
- ◆ CWLA publishes top-selling books and periodicals. CWLA members can receive complimentary subscriptions to *Child Welfare* journal and *Children's Voice* magazine.
- ◆ CWLA saves members money with numerous partnership opportunities, including online training, leadership development, group purchasing, product donations, funding resources, and more.
- ◆ CWLA provides best practices for programs and organizational leadership.
- ◆ CWLA staff are located throughout the country. We are available wherever and whenever you need us.

“I give a lot of credit to CWLA for my career and for my organization. Last year I was struggling and my organization was struggling. It was the support of other member CEOs who gave me advice and encouragement, and suggested I use my CWLA member benefit hours for consultation, that made all the difference. A year later, I’m a new leader and my organization is strong.”



— Mike Jackson, CEO
Drew Child Development Corporation, California

“When floods hit Cedar Rapids, CWLA connected me to a CEO who led his organization through Hurricane Katrina. He was able to offer support and share resources; he helped so much. Three years later, they are back, so it helps to know it can be done!”



— Jim Ernst, CEO
Four Oaks, Iowa



To become a member or for more information, please e-mail memberservices@cwla.org.