

Power of Partnership Initiative – Press Conference
United Way of Santa Barbara County Board Room
Monday, May 5, 2008, 2:00 p.m.

Speakers:

- Paul Didier, President and CEO, United Way of Santa Barbara County
- Salud Carbajal, First District Supervisor, Santa Barbara County
- Marty Blum, Mayor, City of Santa Barbara
- Dr. J. Brian Sarvis, Superintendent, Santa Barbara School District
- Tom Thomas, Community Relations Executive, Santa Barbara Bank & Trust and Board Chair, United Way

Audience: The audience will include the media, United Way staff and board, and invited community and Power of Partnership Initiative funding agency representatives.

Signage & PowerPoint slides/loop (with logo - and photos from brochure if room):

- Logo sign for podium
- Power of Partnership Initiative intro – slide
- Participants slide – Vision Council
- Participants slide – Steering Committee
- Funders – with logos if possible
- Optional – May Community Vision Forum dates

Other materials:

- Balloons, blue/orange
- Name badges with POPI logo – sign in list (UW staff signs in guests?)
- Brochure & Takeaway
- Press kits (press release, other available materials, May Community Vision Forum dates)

Arrangements:

- Speakers have been confirmed
- Media press release/advisory sent out

Didier welcomed guests and speakers and acknowledged major supporters/foundation, some

2:00pm SPEAKER 1: Paul Didier, President and CEO, United Way of Santa Barbara

who were present. Didier briefly shared a little bit about the Power of Partnership Initiative.

- United Way of Santa Barbara County is proud to be a catalyst in bringing our community together to create a citizen-driven vision and plan for the future of our children, families and seniors.
- Short history, discovery of need.
- Timeline – the most critical phase of the process starts this month with the Children & Families Community Vision Forums: this is the opportunity for every member of our community to contribute.
- Through our work supporting community programs, we firmly believe that our community already has the resources needed to improve peoples’ lives. Understanding how our community members envision the future is the starting point to map our how we can work together to achieve the vision.
- Expert assistance - using approaches and best practices from the leading edge social change experts, including the Aspen Institute and Stanford University’s Social Innovation program.
- Potential benefits highlights.
- We could not do this without the participation and support of our community leaders and experts. These leaders each have demonstrated over and over their commitment to hearing and acting on the needs and voices of our residents. We are thrilled to be able to facilitate a way to bring all of our voices together to create a comprehensive vision for our future.

**2:05pm SPEAKER 2: Paul Introduced 1st District County Supervisor Salud Carbajal—
Comments by Supervisor Salud Carbajal, First District Supervisor, Santa Barbara
County**

Why I’m participating:

- The Power of Partnership Initiative has the potential to address some of the most important challenges in our community.
- Address the root causes we face in our ability to care for our most vulnerable people.
- Long-term planning.
- How to understand what our citizens want and need.
- Ways to work together and build a community wide foundation for success.
- The Power of Partnership Initiative will allow every one of our citizens to help shape the future of our community and our ability to create the best quality of life here for children, families and seniors.
- Recent challenges and successes for Countywide issues affecting children, families and seniors
- How Government listens to community needs –Power of Partnership Initiative creates this forum for the south coast community.

2:10pm SPEAKER 3: Paul Introduced Mayor Marty Blum —Comments by Mayor Marty Blum, City of Santa Barbara

- A city is a complex network of operations which must function together, from transportation and housing, to environment and all of the issues that affect our quality of life. That is a huge challenge - and the success of a city is more than the sum of its parts.
- City government offers opportunities from individuals and groups and I'm proud to be a part of this innovative process to learn directly from our own citizens how we want Santa Barbara to support our children, families and seniors.

2:15pm SPEAKER 4: Paul introduces Dr. J. Brian Sarvis —Comments by Dr. J. Brian Sarvis, Superintendent, Santa Barbara School District

- Reported on first Vision Council meeting; emphasis on children's track.
- How strengthening families impacts education.
- Impact of collaboration on children and families.

2:25pm SPEAKER 5: Paul introduces Tom Thomas, Community Relations Executive Santa Barbara Bank & Trust and Board Chair, United Way

- There could not be a more exciting time to be Chair of this board. United Way of Santa Barbara County has long been committed to supporting community efforts to provide the most critical services to families, children and seniors.
- From steward to catalyst – United Way's has long been a champion of collaboration and partnerships. With the Power of Partnership Initiative, we are now able to put our community knowledge directly to work to reach out to community members, leaders and experts to work together for our community's future.
- The Power of Partnership Initiative also addresses a growing concern of our philanthropic community – collaboration among nonprofits and agencies.

Post event media interviews with speakers and any other predetermined spokespeople.