

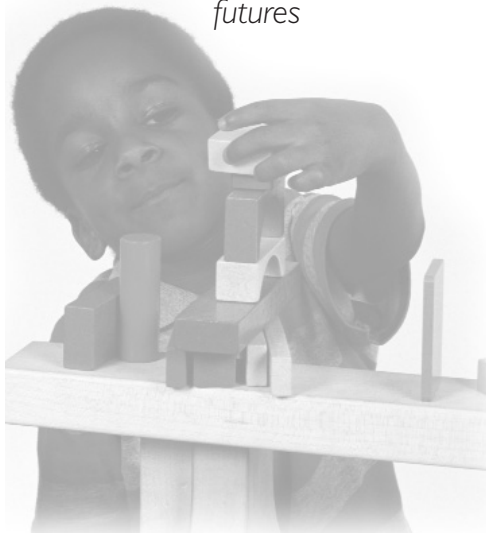


MACC

Alliance of Connected Communities

Strategic Plan 2006 - 2009

*Unleashing the
connective power
of communities to
build their own
futures*



Introduction to MACC

Community center leaders in Minneapolis and St. Paul formed MACC in 1999 to forge new ways of working together in programs and operations. MACC became an independent, 501(c)(3) nonprofit organization the following year.

MACC has experienced tremendous growth and evolution in the past three years. In 2003, MACC expanded to include other nonprofits that share its vision and values.

MACC, now in its sixth year, has just restated its mission: to unleash the connective power of communities to build their own futures. MACC is the catalyst that brings together its organizational members to develop programmatic and operational innovations and efficiencies. Now with 21 member organizations, *MACC is a model for development of new thinking and mutually productive initiatives within the Twin Cities' non-profit sector.*

We are building momentum towards a stronger alliance that can focus our work on systems change.

What makes us unique?

We created MACC to foster an ethos of abundance and confidence to supplant attitudes of scarcity and self-doubt. All of us working together have more power and effectiveness than each of us working alone. Indeed, MACC strives to create for our member organizations a culture of shared dedication in which the whole truly is greater than the sum of its parts. At all levels, we are sharing information about how our organizations work. Our joint efforts increase the resources available to all of us to address and solve community problems.

Currently no alliance similar to MACC exists anywhere else in the United States. Independent research by financial consulting firm LarsonAllen found that, although pieces of our design exist in other states, no one has built such a comprehensive model, nor one based on the principles of the settlement house movement. The potential for replicating the MACC model is real and growing, as nonprofit organizations throughout the nation come to understand that to survive in the 21st century, *we will need to invent a new paradigm of collaboration and service.*



Strategic Plan
2006 - 2009

Key Initiatives

1.

Partners for Home OwnershipSM program with Edina Realty

In the next three years, Partners for Home Ownership will bring MACC member organizations together with Edina Realty realtors and mortgage lenders. We will build a program that focuses not only on reducing poverty but on building wealth through first-time home purchase. In early 2006, realtors and lenders will begin to lead workshops and hold office hours on site at MACC member community centers. At the same time, these real estate professionals will receive training and gain experience working with the diverse communities who will soon be buying 40 percent of all homes—and building America's new middle class.



2.

Civic Engagement and Community Voice

Our world needs a new model for civic engagement. We expend great effort to help people obtain training and jobs, to find homes and become self-sufficient. But we have not spent enough time teaching people striving to join the middle class what it means to participate in a democracy at the grassroots level. With working poor people often holding down more than one job just to pay the rent, it is not easy for them to find time for involvement in a “cause” other than their own. At MACC, we are pacesetters, helping to develop new ways for our members and other nonprofit organizations to encourage constituents to speak out about the larger issues that affect their lives.



As part of our Civic Engagement initiative, MACC created “Community Power Vote” in 2004 to assist members and constituents in voter education, registration, and turnout at the polls. Through a national licensing agreement with the United Neighborhood Centers of America (UNCA), MACC will sell Community Power Vote kits locally and nationwide. CPV is a high visibility tool that comes in an easy-to-use kit.

3.

Management Services Organization (MSO)

MACC members are developing a new model for shared administrative functions including financial, human resources, technology, purchasing and facilities management. This new model creates an opportunity for MACC member organizations to operate more effectively together, which is a fresh difference in the nonprofit sector. The model offers a substantive return on investment, in cost savings and reduced risk of financial missteps. Launched on January 1, 2006, when MACC, Family & Children's Services, Phyllis Wheatley Community Center, Plymouth Christian Youth Center, and Pillsbury United Communities signed a three-year Joint Venture Agreement, the MSO transcends the old “every organization for itself” model.



MACC strategic initiatives...

...encourage constituents to speak out about the larger issues that affect their lives

...focus not only on reducing poverty but on building assets

...present an opportunity for organizations to operate more effectively together

...build a new generation of leaders who grow up in a culture of collaboration

4.

Leadership Development

MACC wants to inspire nothing less than transformational change—change that is lasting, that can't be “changed back” if the financial going gets easier—within our nonprofit organizations and our community. To do this will require a new generation of leaders who essentially grow up in a culture of collaboration with ample opportunities to develop community-based leadership skills.

MACC fosters these new leaders through a number of strategies: the first is by encouraging staff people throughout our member organizations to interact and collaborate with each other to address issues we all face using cross organizational work groups and affinity groups. Best practices, cross organizational evaluation projects, new tools to focus leadership development and regularly offered training all contribute to a better prepared and able workforce.





Strategic Plan 2006 - 2009

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Phyllis Wheatley Community Center
Pillsbury United Communities
Plymouth Christian Youth Center
Sabathani Community Center
Tubman Family Alliance
Way to Grow
West 7th Community Center

Our Vision

MACC's vision is that all Twin Cities metro area communities thrive and have ample community building assets.

Our Mission

Unleashing the connective power of communities to build their own future

Our Goals

1. To build and leverage relationships
2. To create assets and tools to amplify community voices
3. To transform the way the social sector does business
4. To nurture a new generation of leaders who grow up in a culture of collaboration.
5. To grow a healthy economic foundation for community centers and communities.

Our Values:

- People are assets, not deficits
- Broad, holistic, neighborhood-based services
- Long-term relationships are beneficial
- Participation from the community is crucial
- Everyone has a contribution to make
- We build reciprocal relationships

"Hennepin county and its Health and Human services department is committed to renewing its commitment to community partnerships."

"The county needs to have its programs to be built in the future "by and for the community." MACC had a track record of demonstrating that people come before programs, that communities know what they need and the agencies within MACC believed in that vision. What better organization for the county to join, for its citizens, services and future opportunities for change. Quite simply joining MACC was a no-brainer!"

Bob Olander, MACC board member, Hennepin County



MACC
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