



HOME LIFE

COMMUNITY SERVICE PROGRAM



Visit www.GFWC.org/ClubManual for updates and more information.

THE GFWC HOME LIFE COMMUNITY SERVICE PROGRAM IS DESIGNED TO INFORM MEMBERS OF ISSUES THAT AFFECT THE WELL-BEING OF INDIVIDUALS, FAMILIES, AND COMMUNITIES

by providing opportunities and resources to meet and address needs through volunteering. Through this program, clubs may develop and implement creative projects that promote a healthy lifestyle; increase awareness, prevention, research, and treatment of disease; target personal development; address the issues of hunger, inadequate housing, and homelessness; and/or prevent or correct financial difficulties.

Program ideas are endless. Consider projects that address issues such as women's health; theft prevention; service dog programs; people with disabilities; healthy lifestyles; and childcare. Below is a comprehensive list of ideas on how clubs may support the Home Life Community Service Program.

We have partnered with like-minded organizations that affect the well-being of individuals, families, and communities. Refer to the Partnership section beginning on page 2 for activities designed especially for GFWC clubs.



2014-2016 GFWC HOME LIFE COMMUNITY SERVICE PROGRAM CHAIRMAN

Anne Redlus

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IDEAS

- Learn the basic facts about gynecologic cancer, including risk factors and screening options.
- Assess and quantify specific needs of local citizens.
- Research problems in your community that are largely unaddressed, and identify those who are underserved.
- Plan programs on women's heart health.
- Organize or participate in health fairs and forums.
- Create a resource list of local women's clinics and health centers and distribute it at shelters, places of worship, and libraries.
- Promote healthy self-esteem and self-worth.
- Incorporate fitness activities into your club activities, including walking or yoga.
- Organize financial workshops for women, retirees, single parents, and/or college students.
- Promote correct information from the Centers for Disease Control and Prevention at www.CDC.gov.
- Work with local food banks and homeless shelters to provide needed donations, stock shelves, and provide other volunteer services.
- Partner with a local nursing home or mental health facility to enhance the quality of life for the elderly and disabled.
- Start an exercise group in your club, then initiate a weight loss challenge in your club and keep track of pounds lost.

- Work with local agencies that provide supportive services to the homeless and mentally challenged by volunteering at fundraisers and local events.
- Organize clothing drives.

GFWC PARTNERSHIPS

GFWC partners are the organizations listed with whom GFWC has established a formal relationship and mutual understanding. Our partners offer unique and customized services: materials, speakers, kits, and/or additional information specifically designed for GFWC clubs. They are aware of GFWC clubs' specific needs, our organizational structure, and have a signed Memorandum of Understanding with GFWC. GFWC partners will assist in monitoring the donations generated by GFWC members.

To ensure that donations to GFWC partner organizations at the individual, club, district, or state level are reflected toward GFWC's collective impact, make sure to write GFWC in the memo line on your donation check.



CANINE COMPANIONS FOR INDEPENDENCE

Contact: Nancy Murray, National Community Events Manager
 P.O. Box 446
 2965 Dutton Avenue
 Santa Rosa, CA 95402-0446
W: www.CCI.org
P: 707-577-1781
E: NMurray@CCI.org

Canine Companions is the oldest and largest assistance dog program providing trained dogs for children, adults, and veterans with physical disabilities. Founded in 1975, they're leaders in the field and have placed over 4,400 assistance dogs. Canine Companions breeds and trains their own dogs to get the temperament, intelligence, focus, health, and work ethic needed. Their breeding program is highly regarded and looked at by others for best practices. At eight weeks old, puppies are placed with volunteer puppy raisers who raise the puppies for 15 months, teaching basic obedience commands and socialization skills. Then they return the dog to Canine Companions for six months of professional training to learn the 40+ commands they need to know to do tasks for people with disabilities.

WOUNDED VETERAN'S INITIATIVE

GFWC is working with Canine Companions for Independence on its Wounded Veteran's Initiative. Canine Companions has provided many assistance dogs to injured service men and women who are returning from the Iraq and Afghanistan wars. For a veteran making a new start putting his or her life back together from an injury, an assistance dog can provide the help they need to regain independence. GFWC members can:

- Promote puppy raising. Volunteers are needed to raise puppies from eight weeks to 1-½ years old attending dog obedience classes and socializing the puppy in public settings. Assistance is needed in getting the word out on the need for volunteers.



Support regional activities at one of the six regional centers near you:

Northeast Regional Center

(New York, New Jersey, Connecticut, Delaware, Pennsylvania, Maryland, Washington D.C., Virginia, West Virginia, Massachusetts, Rhode Island, Vermont, New Hampshire, and Maine)

Contact: Debra MacKenzie,
 NER Development Director
 286 Middle Island Road
 Medford, NY 11763
P: 631-561-0200
E: DMackenzie@cci.org

North Central Regional Center

(Ohio, Western Pennsylvania, Kentucky, Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas)

Contact: Laurel Marks,
 NCR Development Director
 4989 State Route 37 East
 Delaware, OH 43015-9682
P: 740-833-3702
E: LMarks@cci.org

Northwest Regional Center

(Alaska, Idaho, Montana, Northern Nevada, Northern California, Oregon, Washington, and Wyoming)

Contact: Beth Wolfer,
 NWR Development Director
 2965 Dutton Avenue
 P.O. Box 446
 Santa Rosa, CA 95402-0446
P: 707-577-1700
E: info@cci.org



- Visit and tour a regional training center.
- Meet the Canine Companions Chapter leadership near you and see how you can work together.
- Participate in the Canine Companions Signature Event—*DogFest Walk 'n Roll*. For more information visit www.cci.org/dogfest.
- Have members sew vests for the dogs or stuffed puppies.
- Offer the opportunity to clubs that live near the regional centers, to provide meals, etc. when team training is being offered.
- Make donations for dorm rooms or decorate the dorm rooms at Regional Centers.
- Contact your closest Regional Center to see if your club can fulfill any items on their wish lists.
- Arrange for a Canine Companions team to speak at your club meeting to learn more about assistance dogs and Canine Companions.
- Volunteer at a center/office or staff a booth.
- Assist with outreach to veteran organizations, including presentations, outreach booth staffing, literature, as well as poster and video distribution.
- Raise funds to help place a dog with a veteran.
- Join the Canine Companions Facebook page (www.Facebook.com/CanineCompanions) and help them build their network of “likes”.
- Follow Canine Companions on Twitter (@ccicanine).
- Subscribe to their YouTube channel (www.YouTube.com/CanineCompanions) and their blog, Help is a Four-Legged Word (www.Blog.CCI.org).
- Sign up to receive monthly e-newsletters on Canine Companions updates and forward the emails to your friends (www.CCI.org/sign-up).



Southeast Regional Center

(Florida, Georgia, Tennessee, North Carolina, South Carolina, Mississippi, Alabama, and Louisiana)

Contact: Cathy Rodgers, SER Development Director
 P.O. Box 680388

Orlando, FL 32868-0388

P: 407-522-3300

E: CRodgers@cci.org

Southwest Regional Center

(Arizona, Utah, Colorado, New Mexico, Texas, Oklahoma, Arkansas, Southern California, Southern Nevada, and Hawaii)

Contact: Chuck Contreras,
 SWR Development Director

P.O. Box 4568

Oceanside, CA 92052-4568

P: 760-901-4300

E: CContreras@cci.org

Colorado Satellite Office

Contact: Paul O'Brien, Colorado Director
 126 Las Animas Street

Colorado Springs, CO 80903

P: 719-260-6151

E: POBrien@cci.org



EASTER SEALS

Contact: Janet Jamieson

Director, Communications and Corporate Relations

233 South Wacker Drive, Suite 2400

Chicago, IL 60606

W: www.EasterSeals.com

P: 312-551-7146

E: JJamieson@easterseals.com

Easter Seals provides services to ensure that all persons with disabilities have equal opportunities to live, learn, work, and play. Easter Seals assists more than one million children and adults with disabilities and their families annually through a nationwide network of more than 550 service centers. Each center provides top quality, family-focused, and innovative services tailored to meet the specific needs of the community it serves.

- Participate in “Celebrate Spring...Make Me Smile Day” on the first day of Spring. Working with your local Easter Seals affiliate, you can bring a smile to the face of children and adults served by Easter Seals by hosting an event, such as an ice cream social, tea party, carnival, or senior prom.
- Support CAMP HOPE, a fundraising initiative that provides camping opportunities for children of military families.

- Support Easter Seals by donating \$20 to support our services. New subscribers will receive a free year of *Guideposts Magazine*. Existing subscribers who make a \$20 contribution provide a subscription to a member of the U. S. Military.
- Support “Walk with Me,” where you have the opportunity to walk with an Easter Seals client in your town.
- Raise funds for “Cartridges for Kids Recycling,” a recycling program that pays schools and nonprofit organizations for empty laser and inkjet cartridges, used cell phones, laptops, PDAs, and iPods.
- Increase club and community awareness about Easter Seals and services for individuals with autism and other disabilities.
- Contact Easter Seals for information about sewing occupational therapy vests for children.



A program of the National Institutes of Health

NATIONAL HEART, LUNG, AND BLOOD'S THE HEART TRUTH®

W: www.hearttruth.gov

Contacts: Jennifer Patterson, Communications Agency Representative

P: 202-729-4160

E: Jennifer.Patterson@ogilvy.com

Ann M. Taubenheim, Ph.D., M.S.N., Health Campaigns and Consumer Services Branch Chief, National Heart, Lung, and Blood Institute

E: taubenha@nhlbi.nih.gov

The Heart Truth® sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, is a national education program for women that raises awareness about heart disease and its risk factors and educates and motivates them to take action to prevent the disease. Through this program, the NHLBI leads the Nation in a landmark heart health movement embraced by millions who share the common goal of better heart health for all women.



The centerpiece of *The Heart Truth* is the *Red Dress*®, which was created by the NHLBI and introduced as the national symbol for women and heart disease awareness in 2002. *The Red Dress*® is a powerful red alert that inspires women to learn more about their personal risk for heart disease and take action to protect their heart health.

Examples of community-based activities GFWC members can plan and carry out include:

- Health fairs that risk factor screenings and offer educational materials on women’s heart disease, and risk factor management and reduction
- Fun walk/run to promote *The Heart Truth* and its key messages
- National Wear Red Day® celebrations (first Friday in February each year)
- *Heart Truth* educational session for women, using The *Heart Truth* Speaker’s Kit (which may be held in a variety of community settings, such as a hospital, workplace, library, church, YMCA/YWCA, health department, community clinic, etc.)

The Heart Truth offers a wide variety of information and downloadable resources on its website, www.hearttruth.gov, to help GFWC members educate women about heart health, including:

- Educational materials for women to learn about heart disease and how to reduce their risks.
- Speaker’s Kit—a “talk-in-a-box”—and other educational materials to facilitate spreading *The Heart Truth* message in local communities.
- Online toolkits containing activity ideas and materials to help individuals and organizations plan their own *Heart Truth* events throughout the year.
- Compelling photos, videos, and stories of real women whose lives have been changed by heart disease.

- *Red Dress*SM Sunday/Sabbath service at local churches or synagogues to raise awareness about women's heart disease
- Brown-bag lunch featuring *The Heart Truth* education session and discussion
- Heart healthy food cooking demonstrations or cooking classes

The Heart Truth, its Red Dress logo, and The Red Dress are registered trademarks of HHS. Red Dress is a service mark of HHS. National Wear Red Day is a registered trademark of HHS and AHA.



**INSIDE KNOWLEDGE:
GET THE FACTS ABOUT GYNECOLOGIC CANCER CAMPAIGN**

W: <http://www.cdc.gov/cancer/knowledge/>

Contacts: Asia Romero, Communications Contractor Representative

P: 202-729-4288

E: Asia.Romero@ogilvy.com

Cynthia Gelb, Campaign Director

E: cgelb@cdc.gov

The *Inside Knowledge: Get the Facts About Gynecologic Cancer* campaign educates women and health care providers about the five most common types of gynecologic cancer: cervical, ovarian, uterine, vaginal, and vulvar. This initiative was developed by the Centers for Disease Control and Prevention and supports the Gynecologic Cancer Education and Awareness Act of 2005, or Johanna's Law, passed unanimously by Congress in 2006, and signed into law in 2007.

Gynecologic cancer is any cancer that starts in a woman's reproductive organs. Each year in the United States, about 71,500 women are diagnosed with a gynecologic cancer and approximately 26,500 women die from one. Each gynecologic cancer is unique and has different signs, symptoms, risk factors, and prevention strategies. *Inside Knowledge* offers information and resources in English and Spanish to women and health care providers about risk factors, symptoms, and prevention strategies associated with each of the cancers.



- Order free *Inside Knowledge* materials directly through the campaign's online publication ordering system (www.CDC.gov/pubs/dcpc1.aspx) and distribute them among fellow members of your club and community.
- Host a presentation or seminar on gynecologic cancers using *Inside Knowledge* information and resources, including educational print materials as well as print, television, and radio informational public service announcements (PSAs). These PSAs feature women who urge us to pay attention to our bodies, and they provide information on when it is appropriate to see a medical professional.
- Promote the campaign's resources, including PSAs (which can be viewed at www.CDC.gov/cancer/knowledge) to local and regional media such as television and radio stations, daily and weekly newspapers, magazines, and newsletters.
- Promote awareness of *Inside Knowledge* and its resources all through the year, but especially during:
 - National Cervical Cancer Awareness Month (January)
 - Mother's Day (May)
 - National Gynecologic Cancer Awareness Month and National Ovarian Cancer Awareness Month (September)

GFWC COMMUNITY SERVICE PROJECTS

All programs and projects that relate to Home Life should be reported here, whether they are club initiated, involve other members of the community, other organizations or work with any GFWC partners.



Direct any questions regarding projects that do not involve GFWC partners to the Home Life Community Service Program Chairman or GFWC Programs department at Programs@GFWC.org.

SUCCESSFUL CLUB PROJECTS:



At a State Conference, a Christmas tree was decorated with “Dog Bones” made out of colorful construction paper. Members selected a bone of their choice and purchased the item listed on the bone. In-kind donations, valued at \$2,000, were given to the closest Canine Companions for Independence regional office.



One Juniorette club had a speaker at a meeting to address anti-bullying. Members wore blue ribbons at school to remind others not to bully, took the “Blue Pinky Swear,” painting their pinky finger blue, signed a paper hand promising not to bully, and placing the hand on a display board at the school. The club also purchased 200 “Stop Bullying” bracelets and handed them out to students.



One club heard a speaker from Capes4 Heroes, a national non-profit that makes superhero capes for children with life threatening medical conditions, disabilities, or life challenges. Members went to work on sewing 158 capes and it proved a great way to introduce women in the community to the club.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Home Life Community Service Program projects and partnership projects, as follows:

- Certificates to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Home Life Community Service Program projects and one for partnership projects. Clubs do not submit entries directly to GFWC.

GFWC partners will recognize State Federations and clubs for their efforts. Contact the GFWC Programs department for information.



Refer to the Reporting section of the *Member Playbook* for more information, including the Award Entry Cover Sheet guidelines.

