



Expertise ♦ Leadership ♦ Innovation ♦ Engagement

# Membership *Benefits*

CWLA ♦ *Serving children for more than 90 years* ♦ [www.cwla.org](http://www.cwla.org)

# *Message* from CEO Christine James-Brown

CWLA is a powerful coalition of hundreds of private and public agencies, and 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 annual conference and numerous meetings and regional conferences 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 of 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
- ◆ strengthen the capacity of CWLA and its members.



# Membership

CWLA's 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 agencies in all 50 states, Bermuda, and Canada. 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. Ask about discounts for smaller organizations.



*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 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 a state child welfare agency 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, regional steering committees, public policy committees, and national advisory 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 continue to assist states with implementation.
- ◆ CWLA provides best practices for programs and organizational leadership.
- ◆ CWLA is the only membership organization with the leadership to bring public and nonprofit members together with a common goal.
- ◆ CWLA offers consultation and training by nationally recognized experts in the field.
- ◆ CWLA provides opportunities for members to share their expertise with other national leaders. Members can participate in our exclusive CEO2CEO Groupsite to connect with peers.
- ◆ CWLA publishes top-selling books and periodicals. CWLA members can receive complimentary subscriptions to *Child Welfare* journal and *Children's Voice* magazine.
- ◆ CWLA can save members money. Our powerful national purchasing cooperative provides members with discounts on insurance, hardware, software, and office supplies and equipment.
- ◆ CWLA staff are located throughout the country. We are available wherever and whenever you need us.



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.

*“Missouri has benefited from membership with CWLA for many years. Not only do we rely on them for strong advocacy and to keep us informed regarding child welfare issues at the national level, but they are uniquely able to give voice to the needs of both the public and private sectors within our field.”*



— Paula Neese, Director  
Missouri Children's Division, Jefferson City, Missouri

*“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](mailto:memberservices@cwla.org).