

LDA Collaborative Project

ROCK RESPONDS

May 2, 2008 M&I Bank





Who's Who?

- Lisa Ames – **Independent Disability Services**
- Mary Fanning – **General Motors Janesville Assembly**
- Rick Larson – **Janesville Police Department**
- Kelly Lee – **City of Janesville**
- Terri Moldenhauer – **Evergreen State Bank**





To Identify a Community Improvement Project, we Naturally Looked to the United Way of North Rock County (UWNRC)

- Met with the Staff of UWNRC and explored various opportunities
- **First Call Program** - Information and referral service connecting people to over **2,000** programs and services.
 - **Rock Responds** is a service of First Call, and was developed in 2002 due to increasing unmet needs in our community.

NEED HELP?

BELOIT (608) 363-8800
JANESVILLE (608) 752-3100
EVANSVILLE (608) 882-9966

Childcare

Food & Clothing

Housing

Support Groups

Transportation

Financial Assistance

Legal Assistance

Agency Information

Recreation

contact
FIRST CALL
BELOIT (608) 363-8800
JANESVILLE (608) 752-3100
EVANSVILLE (608) 882-9966



What is Rock Responds?

- **Rock Responds** connects service providers and businesses in an effort to fill unmet needs. This list serv consists of over **50** agencies, businesses, churches, public and private organizations.
- Three different types of e-mail messages are sent to the large distribution list:
 - **Type A: An item to give away**
 - **Type B: An individual or family in need**
 - **Community Service Announcement (CSA)**





Rock Responds Type A Message

- **People who clean out their closets, host a garage sale, children outgrow clothes or are moving, someone looking to contribute...**
 - Example: “Large older microwave, works well. Needs to be picked up in 24 hours.” Contact Christine at 752-....
 - Outcome: “I took the microwave for a client of mine who was homeless and is moving into an apartment next week. Thank you.”
Debbie, Rock County Human Services



Rock Responds Type B Message

- **A request for a tangible need must be confirmed by an agency for the person in need (money is never exchanged).**
 - Example: “I am working with a mother who just moved here to escape a domestic violence situation, and she needs a full size bed.” Contact Kathy, Supportive Service Program, Economic Services at 741-....
 - Outcome: “My Rock Responds client request for a full size bed was met by an employee at UPS. Thank you.” – Kathy
 - **VIDEO**



Rock Responds

A Helping Hand for People in Need





Rock Responds Community Service Announcement (CSA) Ex.

- **To notify the community about a program or service offered by a particular agency or organization.**

“The fall prevention class ‘Steppin On’ will be held once a week for 7 weeks beginning March 20 and ending May 1, 2008 in the evenings at the Rock Co. Health Department.”

When: Thursday evenings, 5:30 - 8:00 PM

Location: Rock County Health Dept./Council on Aging Conference Room (Hwy. 51)

Cost: FREE

Instructors: Lori McMillan & Joyce Lubben





In 2007, 59% of all needs on Rock Responds went unmet.

Goals of the Project

- * Increase the amount of needs that are met via the Rock Responds program.**
 - Evaluate effectiveness & identify opportunities for improvement
 - Improve community awareness of the program
 - Increase subscription to the Rock Responds list serv





Evaluate Effectiveness of the Program & Identify Opportunities for Improvement

- Created & distributed a survey to the over 50 current Rock Responds subscribers
- Conducted outreach with the participants via phone calls and e-mails
- Summarized results and provided constructive feedback to the UWNRC on the results



Improve Community Awareness of the Program

- Press Release
- Created a Brochure (English and Spanish version)
- Article appeared in the FJI Ambassador weekly communication, *The Green Thread*

NEWS RELEASE

For immediate release: Tue
April 1, 2008

LDA Team Works with U Way Rock Responds

A team from the Leadership Development Academy, a project for Rock Responds, a service of United Way. The project goal is to increase the number of needs community through Rock Responds.

Rock Responds became operational in May of 2007, connecting service providers and businesses in an effort to fill needs. Email messages are sent to subscribers describing how it can be met as well as for items people are in need of and general announcements from community organizations. Common requests are for items such as home furnishings, dishes and cookware, medicine,

furniture or equipment.

Rock Responds

A service of First Call



UAW Local 95 fulfills a
community need



E-mail: bwien@uwnrc.org
(608) 757-3051



Increase Subscription to Rock Responds in Hopes of Increasing the Amount of Needs that are Met

- Conducted personal outreach by word of mouth, e-mails, public forums, professional associations and affiliations, etc.
- Subsequently, **21** new subscribers have been added to the Rock Responds list serv.





Since the Inception of our Project, we have Successfully added the following to the Rock Responds List Serv:

Pelsue and Ellis Orthodontics
Riverfront, Inc.
Community Foundation
American Family Ins., Shannon Ahrens
Coldwell Banker, Verna Saladino
Lab Safety
Angus Young & Ass.
Office Pro
Fagan Chevrolet
Stateline News
GKB Radio – 105.9 The Hog
Liberty Tax Service
Bank Mutual

Evergreen State Bank
City of Janesville
Independent Disability Services
Sanford Business to Business
St Paul's Lutheran Church
Rosenbrook Studio
Kandu Industries
House of Treasure





Keeping the Momentum Alive ...

- Feedback from the survey is being looked at by the UWNRC and adopted to improve the efficiency of Rock Responds. The UWNRC may also reference the survey or conduct similar surveys in the future...
- UWNRC discussing the option of a Rock Responds stake-holders meeting
- The UWNRC “owns” the brochure and video we created, and are able to distribute, edit and revise at will. Both may also be posted on the UWNRC website.



You Can Help Us to Keep the Momentum Alive ...

- Sign-up for the list serv today!
- Donate gently-used or new items to your community members in need.
- Tell your colleagues, friends, family & neighbors about Rock Responds.





Questions?

Thank you!





To Contact First Call:

Web: www.firstcallrock.com

Janesville area: (608) 752-3100

Beloit area: (608)363-8800

Evansville area: (608) 882-9966

Want to learn more about Rock Responds? Visit:

<http://www.uwnrc.org/Rock-Responds.aspx>

or e-mail bwien@uwnrc.org

Want to donate items?

Call First Call's Rock Responds at (608) 757-3051

