

50 Social Accountability Ideas

It may be unnecessary for your organization to provide an array of new community service activities in order to develop a Social Accountability Program. In fact, the most successful programs are likely to be those that: (1) you are already doing; (2) are an expansion of in-house programs by opening them to community members; and (3) enter into community partnerships, adding the organization's participation to expand worthwhile community programs.

On an ongoing and daily basis, your organization should look for opportunities to report about your community service.

These are some programs or initiatives currently being conducted in member communities.

1. Offer health screenings or educational events for the community, including blood mobiles and flu vaccine clinics.
2. Allow community groups to use space at no charge for meetings, sporting events, special events, etc.
3. Donate surplus food to food banks.
4. Develop a care team program with churches to serve homebound and respite needs.
5. Arrange a monthly educational breakfast where local business and social service agency executives can share trends and programming efforts geared toward senior living clients.
6. Participate in and financially support memory walks.
7. Offer affordable and low-income housing.
8. Offer or sponsor wellness programs for the community and/or special populations.
9. Sponsor community transportation.
10. Donate unused furniture and equipment to local nonprofits, community groups or thrift shops.
11. Become a designated public shelter for weather emergencies.
12. Become a voting precinct or support a nonpartisan voter registration campaign.
13. Work with police officials to organize a disposal event for those with leftover, expired medications.
14. Develop a Community Education Institute.
15. Help your local fire department build a new fire house or acquire equipment.
16. Encourage staff and residents to volunteer in other organizations.
17. Host a community radio station.
18. Open a shelter for victims of elder abuse.
19. Provide a quality daycare option for staff and populations in the community.
20. Provide garden space for local schools/community groups.
21. Host a high school prom.
22. Offer a training institute for staff and other providers in the area.
23. Send care packages to local military members serving abroad.
24. Host community college classes.
25. Sponsor and organize fundraising events with resources to go toward supporting a social service agency.
26. Have a police station on campus that serves the community.

50 Social Accountability Ideas

27. Partner with a college for staff and residents to mentor students in business development and other areas.
28. Loan executives to clinics or other organizations serving the poor.
29. Lead coalitions to serve needs identified in the greater community.
30. Donate clothing to local nonprofits or thrift shops.
31. Partner with adult day services providers.
32. Partner with hospitals for assessment programs.
33. Offer different types of support groups.
34. Develop and host a hotline to check on seniors who live alone in the community.
35. Offer Meals on Wheels™. <http://www.mowaa.org/>
36. Offer meals for seniors or others with special needs.
37. Host a community food share.
38. Offer professional internships. Become a member of your Chamber of Commerce economic development committee.
39. Encourage staff and residents to serve as board members of local organizations.
40. Provide scholarships/free care to residents who could not afford your services otherwise.
41. Sponsor school reading, tutoring and adopt-a-school programs.
42. Offer work-study opportunities to high school students (mentoring, job shadowing, speakers' bureau of residents for schools).
43. Offer job readiness to high schools to develop office and workforce skills and ethics.
44. Host a weekly produce market with local farmers.
45. Invite the public to special events (i.e., resident/staff talent shows, culture day, annual holiday parade, etc.).
46. Provide higher education scholarships to high school students.
47. Develop a Senior Center without Walls.
48. Help the community build a park in a day.
49. Fundraise for the local United Way.
50. Bulk order additional medical supplies and donate to a free clinic.

Tell your story! Tell your story! Tell your story!

Your annual report, website, community meetings and local media are just a few of the ways to present your community service message.

Contact: Cory Kallheim, ckallheim@LeadingAge.org, (202) 558-5691