



The importance of developing a strong asset identification mindset and the supporting skills and methods was also highlighted in two recent Rochester-area events at which Susan Dreyfus, President & CEO of the Alliance for Strong Families and Communities, underscored the importance of engaging community voice and working from a place of strength, identifying and building on the assets that already exist in our communities. Ms. Dreyfus spoke at the Charles Settlement House 100<sup>th</sup> Anniversary Celebration and Awards Luncheon on October 25<sup>th</sup> and then at a Community Breakfast hosted by the United Way of Greater Rochester on October 26<sup>th</sup>. Drawing on both

her experience at the Alliance as well as her prior role as secretary for the Washington State Department of Social and Health Services, Ms. Dreyfus reminded us of the need to look to our assets and strengths for opportunities, solutions and collaborative ways to achieve the vision of healthier communities. As with the Asset Based Community Development (ABCD) approach referenced above, engaging all voices in the community in an inclusive, meaningful way is critical to this process.

For those in the Rochester area, if you haven't had a chance to complete the United Way community needs survey which will assist the United Way in identifying and prioritizing community needs as they work to reset and refresh their Community Fund grant awards, please follow this link:

<https://www.surveymonkey.com/r/CNS17sm>.

For photos of the United Way event, visit the October 26<sup>th</sup> post on the United Way Facebook page at

[https://www.facebook.com/UnitedWayofGreaterRochester/?hc\\_ref=ARQ588Z96fQUsgRjhp2iWwRwVxpqrrF2tTzd7VPgE0J-cHrV6yV\\_kibQsrYWQst1Si8](https://www.facebook.com/UnitedWayofGreaterRochester/?hc_ref=ARQ588Z96fQUsgRjhp2iWwRwVxpqrrF2tTzd7VPgE0J-cHrV6yV_kibQsrYWQst1Si8)