

## PART I - FACE SHEET

<b>APPLICATION FOR FEDERAL ASSISTANCE</b>		1. TYPE OF SUBMISSION: Application <input checked="" type="checkbox"/> Non-Construction	
Modified Standard Form 424 (Rev.02/07 to confirm to the Corporation's eGrants System)			
2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS): 05/15/12		3. DATE RECEIVED BY STATE:	
2b. APPLICATION ID: 12SR140059		4. DATE RECEIVED BY FEDERAL AGENCY: 05/15/12	
		STATE APPLICATION IDENTIFIER:	
		FEDERAL IDENTIFIER:	
<b>5. APPLICATION INFORMATION</b>			
LEGAL NAME: Story City Senior Citizens, Inc. DUNS NUMBER: 045406837		NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes): NAME: Kalen Petersen TELEPHONE NUMBER: (515) 733-4917 FAX NUMBER: (515) 733-4448 INTERNET E-MAIL ADDRESS: director@cirsvp.org	
ADDRESS (give street address, city, state, zip code and county): 503 Elm Avenue Story City IA 50248 - 1341 County: Story			
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 421019146		7. TYPE OF APPLICANT: 7a. Non-Profit 7b. Community-Based Organization	
8. TYPE OF APPLICATION (Check appropriate box). <input checked="" type="checkbox"/> NEW <input type="checkbox"/> NEW/PREVIOUS GRANTEE <input type="checkbox"/> CONTINUATION <input type="checkbox"/> AMENDMENT If Amendment, enter appropriate letter(s) in box(es): <input type="text"/> <input type="text"/> A. AUGMENTATION            B. BUDGET REVISION C. NO COST EXTENSION    D. OTHER (specify below):		9. NAME OF FEDERAL AGENCY: <b>Corporation for National and Community Service</b>	
10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:94.002 10b. TITLE: Retired and Senior Volunteer Program		11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: Central Iowa RSVP North 11.b. CNCS PROGRAM INITIATIVE (IF ANY):	
12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc): Webster and Hamilton County in north central Iowa. The main cities affected include Fort Dodge and Webster City. Other communities in the project area include: Jewell, Ellsworth, Dayton and Stratford.			
13. PROPOSED PROJECT: START DATE: 09/30/12      END DATE: 09/29/15		14. CONGRESSIONAL DISTRICT OF: a.Applicant <input type="text" value="IA 004"/> b.Program <input type="text" value="IA 004"/>	
15. ESTIMATED FUNDING: Year #: 1		16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS? <input type="checkbox"/> YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON: DATE: <input checked="" type="checkbox"/> NO. PROGRAM IS NOT COVERED BY E.O. 12372	
a. FEDERAL	\$ 89,500.00		
b. APPLICANT	\$ 24,583.00		
c. STATE	\$ 18,665.00		
d. LOCAL	\$ 1,000.00		
e. OTHER	\$ 4,918.00		
f. PROGRAM INCOME	\$ 0.00		
g. TOTAL	\$ 114,083.00	17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT? <input type="checkbox"/> YES if "Yes," attach an explanation. <input checked="" type="checkbox"/> NO	
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.			
a. TYPED NAME OF AUTHORIZED REPRESENTATIVE: Al Holm		b. TITLE: President, SCSC, Inc	c. TELEPHONE NUMBER: (515) 733-4993
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:		e. DATE SIGNED: 05/15/12	

# Narratives

## Executive Summary

The Story City Senior Citizens (SCSC), Inc. are the current Sponsor of Central Iowa RSVP (CIRSVP) and the proposed Sponsor of Central Iowa RSVP North. The involved Board of Directors administers policy, employs staff, and advocates for older adults in the community. As the Sponsoring agency of CIRSVP since it began in 1973, SCSC, Inc. has extensive experience in managing an RSVP project as well as managing federal grant funds. CIRSVP is a dynamic National Service Program currently serving Story and Marshall County, Iowa, established in 1973.

Proposed Expansion into Hamilton and Webster County:

Number of volunteers: 255

Funds being requested: \$89,500

Focus Areas Addressed: Economic Opportunity; Education; Environmental Stewardship; Healthy Futures; Disaster Services (Disaster Preparedness Education Work Plan will likely be added in year 2 or 3); Community and Economic Development (Capacity Building Work Plan will likely be added in year 2)

Community Needs Addressed: Consumer Protection/Fraud Prevention; Child Literacy; Energy Savings for Low Income/Frail Elderly; Emergency/Disaster Preparedness for Families/Individuals (year 2 or 3); Food Security; Other Needs as Determined. (A Pen Pal Literacy Project will also be pursued in year 2)

Methods: Using research and statistical data to identify community needs and develop programming/assignments that meet those needs and demonstrate measurable, well-defined outcomes.

Outcomes: Specific and detailed outcomes statements will accompany each proposed work plan.

## Strengthening Communities

The target communities for this grant include Fort Dodge and Webster City, Iowa, both County seats. Fort Dodge, pop. 25,206 (66.3% of Webster County) is a major commercial center for north central and northwest Iowa with manufacturing, mining and retail being the major industries. It is home to Iowa Central Community College. Webster City, pop. 8,070 (51.5% of Hamilton County) is known as 'Boone River Country' and is home to several large companies.

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Both communities have a significant older adult population with over 18% being over the age of 65, higher than the states average of 15%. In addition, both counties are among the highest in the state in percentage of single parent homes (39% in Webster County alone), unemployment (increasing 168% in the past decade), child poverty, child abuse and neglect, and families accessing food assistance (increasing 148% in the last decade). These trends in well-being have created huge needs among the residents of these communities, providing both a challenge and an opportunity for RSVP to be part of the solution.

### **Effective Involvement of Target Communities**

As we rebuild an RSVP presence in Hamilton and Webster County, Iowa, SCSC, Inc. (RSVP) will engage all community stakeholders in the development of collaborations and programming. Re-establishing RSVP services in two counties previously served by RSVP will require input from community leaders, service providers, volunteer stations, former sponsors, staff, volunteers, and local funders. The RSVP projects that relinquished and closed in June, 2012 were a respected resource for organizations in the community. However, our plan is not to necessarily duplicate what was being done, but instead identify existing unmet community needs and develop impact-based volunteer assignments in partnership with appropriate volunteer stations. As the project develops, we will continue to evolve our services to meet emerging needs and provide quality opportunities for RSVP volunteers to give back to the community.

### **Strong Community Partnerships**

Qualified partnerships in the proposed service area will be developed based on the opportunity to address a community need and the volunteer stations ability to meet the provisions of the Memorandum of Understanding. Protocol for working with the Volunteer Stations and other partners will be implemented just as it is with CIRSVP. As partners are identified, roles are assigned and expectations are established. RSVP staff will follow up with partnering organizations regularly to assure that time sheets are being validated and submitted, volunteer needs are being met, and that outcomes data is

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being collected and reported. It is essential that RSVP collaborates well with the agencies that provide direct services.

In laying the foundation for re-establishing RSVP services to these communities, the following partners/stakeholders have been identified: Fort Dodge Community Foundation and United Way, Upper Des Moines Opportunity (serving low-income families), Iowa State University Extension serving Hamilton and Webster County, Webster County Emergency Management Agency, Fort Dodge Community Schools, Community Connections Volunteer Center, Fort Dodge Foster Grandparent Program, City of Webster City, and the Hamilton County Board of Supervisors, KQWC Radio, and the Fort Dodge Messenger. These organizations represent potential volunteer stations/community partners, funders, in-kind contributors, supporters, and advocates.

### **Integrating Senior Service in Other Community Service Programs**

RSVP will continue to work to integrate senior service into the activities of other service programs within the community. Focusing on impact-based activities requires more direct RSVP staff involvement in volunteer assignments. Through partnerships developed to address critical community needs, community citizens and leaders see how agencies work together and also see the importance of senior volunteers within the communities.

### **Enhancing the Capacity of Community Organizations/Institutions**

Residents of our counties and the agencies and organizations we currently serve have embraced RSVP's focused approach in having a greater impact meeting the needs of the communities. In Hamilton and Webster Counties, RSVP will work with previous partners and with new agencies to help determine ways to enhance their current services through the recruitment of volunteers age 55 and older. We will also identify new impact areas where we can collaborate to meet their needs. In this way, RSVP can match and place screened and skilled volunteers to enhance the capacity and services of the agencies and their clients.

### **Mobilization of Community Resources**

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The mobilization of community resources is a critical part of re-establishing an effective and sustainable RSVP project. Ultimately, buy-in and support from community stakeholders will be a driving factor in the success of Central Iowa RSVP North. We will strive to build a project that will provide justification for local support. To the extent possible, we will work to re-engage the volunteers who were displaced when these projects closed as well as work to connect a new pool of volunteers. In addition, agencies and individuals have and will be identified to provide in-kind support (i.e. office space), advocacy, networking opportunities, and marketing services (media). Ultimately, local funding will be pursued, including small grants for special projects, donations from businesses and local service organizations, foundations, United Way, etc. (State funding is also available for the re-establishment of RSVP serving these counties).

### **Bringing Together People of Diverse Backgrounds**

Within the proposed service area, we will bring together people with diverse backgrounds, both in establishing an RSVP Advisory Council that represents differences in age, gender, community connectedness, education, occupation, residence, and to the degree that is possible, ethnicity and in the recruitment of volunteers. Because over 90% of our service area's population is white, our Advisory Council, volunteer membership, and those being served will likely reflect that demographic.

### **Recruitment and Development**

Volunteers will be reached through a variety of venues including: media sources (radio and print), speaking engagements, through web-based postings, and ultimately, by other volunteers. We will also invite all interested RSVP participants who were displaced in the relinquishment to re-enroll. All volunteers (or interested volunteers) will be invited to and encouraged to attend an RSVP orientation, giving RSVP staff an opportunity to connect personally with the volunteers, explain our mission, volunteer benefits, volunteer impact, volunteer opportunities, and emphasize our commitment to them. After orientation, we will meet with the volunteers, review their application and discuss opportunities available to them. This personal contact allows us to more effectively assess the volunteers' abilities,

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habits, appearance (hygiene), etc. We can also visit with them in more detail about their interests so we can direct them in the best possible way.

RSVP coordinates with the volunteer stations to ensure volunteers are receiving the highest level of training needed and desired. When meeting with volunteer station staff, information on volunteer management (recognition, retention, job descriptions) will be shared as well as specific information on working with RSVP.

Finally, recognition is critical to the retention of volunteers. In addition to having events, RSVP volunteers will be recognized on our website, in our newsletter and through feature stories printed in the local newspapers. A copy of our annual report featuring the outcomes of all work plans will also be shared with the volunteers. This is an important part of recognizing and retaining volunteers because they know what they are contributing is really making a difference.

Current volunteer management strategies and a continued focus on volunteer satisfaction will position Central Iowa RSVP North to attract "boomers" and other diverse members of the community to volunteering. Updates in marketing strategies and the development of quality assignments will assure that RSVP has something to offer every qualified volunteer.

Successful volunteer retention comes from having a connection with the volunteers and from placing them in rewarding volunteer activities. RSVP volunteers are uniquely qualified to reflect on and share about the importance of service, and to share experiences from their own lives. Whether helping a student become a better reader, sharing experiences with a child through letters, or providing leadership and working alongside young adults to weatherize homes of those in need, volunteers are part of something that will enhance their own lives through serving others.

We are committed to offering a variety of opportunities that meet the individual needs of our volunteers, encouraging those from all economic, racial, and ethnic backgrounds to contribute their life skills in meaningful ways. Whether we are providing opportunities that enhance the volunteers' social, intellectual, emotional, mental, or physical well being, they are our number one priority. By the end of

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the third year of this grant, we anticipate having 255 volunteers engaged in service.

### Program Management

#### Organizational Management

SCSC, Inc./CIRSVP currently collaborates with organizations to address identified priority community needs and provide meaningful placements for volunteers. Partnerships in the proposed service area will be established based on the same criteria. Volunteer stations/partners already identified include: Upper Des Moines Opportunity (serving low-income children and families), Area Schools, Emergency Management (Disaster Preparedness assignments will be developed by year 2), Iowa Insurance Division, ISU Extension, Fort Dodge Volunteer Center, Fort Dodge United Way and Community Foundation, and Elderbridge Area Agency on Aging. Any new volunteer station must offer assignments with detailed job descriptions and either measurable outcomes or value-added capacity building opportunities. Consistent communication with the Volunteer Stations will help RSVP assess, identify, plan, and maximize relationships with the agencies we serve. It will also help us to prioritize partnerships with agencies that have the greatest need and desire for our services.

Director, Kalen Petersen, will be responsible for the overall operation of the project, securing financial resources, administering all components of the federal grant, coordinating public relations and recruitment efforts, supervising other staff, etc. Admin. Asst, Jennifer Boggs, will be responsible for budget management, payroll, accounts payable and receivable (QuickBooks), etc. She will have a shared position between Central Iowa RSVP and Central Iowa RSVP North. CIRSVP Vol. Coordinator, Linda VonHolten, will be responsible for entering all volunteer statistics and data from the proposed project in Volunteer Reporter, serving 5% time in the expanded area.

Two Full-time Vol. Coordinators will be hired to serve Central Iowa RSVP North in Webster and Hamilton County. They will be responsible for volunteer recruitment and development in their assigned service area, maintaining good communication and cooperative working relationships with the volunteers, volunteer site staff, community leaders, and media sources. They will assist the RSVP

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director with public relations, evaluation, data collection, and any special RSVP projects or events.

SCSC, Inc. will access relevant evidence-based data and records to support impact-based assignments. We will use needs assessments conducted in the new service area as well as data from ISU Extension, public school systems, Iowa Census, client information, volunteer station reports, and other statistics accessible on the web. For those assignments that fall under the statewide performance measures or are part of CIRSVP's work plans, tools have been identified and are available for use as outcomes measurement instruments. In 2013, we will incorporate CNCS's National Performance Measures into existing and new programming.

Because SCSC, Inc./CIRSVP has a successful track record in volunteer management and in the development and implementation of quality, high impact assignments, Central Iowa RSVP North, when appropriate, will be able to access valuable work plan information, measurement tools, and many other resources.

There are several ways that we will assess project performance and assure that measurement goals are met. In the first year, a Community Participation group will be established to assist staff with the evaluation of the overall program. Strategic planning for CIRSVP was conducted in 2011, specifically addressing long term sustainability, technology use, and a focus on high impact assignments. Many of the broader topics that were explored do not have geographic barriers and can be applied to the new projects service area.

At the end of each year, we will assess our success in addressing the needs outlined in our work plans. Surveys to determine volunteer satisfaction or interests and volunteer station satisfaction may also be conducted. These measures will help assure that the project is continuously improving.

### **Organizational Capability**

#### **Organizational Capacity**

The Story City Senior Citizens, Inc. has been the Sponsor of CIRSVP since it began in 1973, and has the capability of providing sound programmatic and fiscal oversight to Central Iowa RSVP North. Day-

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to-day oversight of the project will be provided by the RSVP Director with support from Sponsor executives. SCSC, Inc. conforms with accounting principles generally accepted in the U.S. An agency-wide audit is conducted annually by an outside CPA.

The existing Director and Administrative Assistant have extensive experience managing an RSVP project and federal grant funds. SCSC, Inc. will request a waiver from the Corporation State Office to approve a full-time director shared between the two projects. With oversight and supervision from the Director, 2 Volunteer Coordinators serving full-time for Central Iowa RSVP North will focus on volunteer and program development.

Financial management of the project is the responsibility of the Director, Administrative Assistant, and Sponsor Executives. Bills and budget reports are prepared by the Administrative Assistant, reviewed and initially approved by the Director, with signatures and final approval from Sponsor executives. All staff positions have detailed job descriptions and personnel policies are reviewed every three years by the RSVP Advisory Council and the Sponsor Board.

**Other**

NA

**PNS Amendment (if applicable)**

NA