

PART I - FACE SHEET

APPLICATION FOR FEDERAL ASSISTANCE		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): 10/17/12	3. DATE RECEIVED BY STATE:	STATE APPLICATION IDENTIFIER:														
2b. APPLICATION ID: 13SR143311	4. DATE RECEIVED BY FEDERAL AGENCY: 10/17/12	FEDERAL IDENTIFIER:														
5. APPLICATION INFORMATION																
LEGAL NAME: United Way of Marathon County DUNS NUMBER: 847692555	NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes): NAME: Tony Omernik															
ADDRESS (give street address, city, state, zip code and county): 137 River Dr Wausau WI54403 - 5448 County:	TELEPHONE NUMBER: (715) 848-2927 FAX NUMBER: (715) 848-2929 INTERNET E-MAIL ADDRESS: tomernik@unitedwaymc.org															
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 390935496	7. TYPE OF APPLICANT: 7a. Non-Profit 7b.															
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: Corporation for National and Community Service															
10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: 94.002 10b. TITLE: Retired and Senior Volunteer Program	11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: United Way RSVP of Marathon County															
12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc): WISCONSIN Opportunity # 5 Marathon County, WI	11.b. CNCS PROGRAM INITIATIVE (IF ANY):															
13. PROPOSED PROJECT: START DATE: 07/01/13 END DATE: 06/30/16	14. CONGRESSIONAL DISTRICT OF: a.Applicant <input type="text" value="WI007"/> b.Program <input type="text" value="WI007"/>															
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															
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; border: none;">a. FEDERAL</td> <td style="border: none; text-align: right;">\$ 60,000.00</td> </tr> <tr> <td style="border: none;">b. APPLICANT</td> <td style="border: none; text-align: right;">\$ 25,883.00</td> </tr> <tr> <td style="border: none;">c. STATE</td> <td style="border: none; text-align: right;">\$ 4,676.00</td> </tr> <tr> <td style="border: none;">d. LOCAL</td> <td style="border: none; text-align: right;">\$ 21,207.00</td> </tr> <tr> <td style="border: none;">e. OTHER</td> <td style="border: none; text-align: right;">\$ 0.00</td> </tr> <tr> <td style="border: none;">f. PROGRAM INCOME</td> <td style="border: none; text-align: right;">\$ 0.00</td> </tr> <tr> <td style="border: none;">g. TOTAL</td> <td style="border: none; text-align: right;">\$ 85,883.00</td> </tr> </table>	a. FEDERAL	\$ 60,000.00	b. APPLICANT	\$ 25,883.00	c. STATE	\$ 4,676.00	d. LOCAL	\$ 21,207.00	e. OTHER	\$ 0.00	f. PROGRAM INCOME	\$ 0.00	g. TOTAL	\$ 85,883.00	17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT? <input type="checkbox"/> YES if "Yes," attach an explanation. <input checked="" type="checkbox"/> NO	
a. FEDERAL	\$ 60,000.00															
b. APPLICANT	\$ 25,883.00															
c. STATE	\$ 4,676.00															
d. LOCAL	\$ 21,207.00															
e. OTHER	\$ 0.00															
f. PROGRAM INCOME	\$ 0.00															
g. TOTAL	\$ 85,883.00															
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: Joanne Kelly	b. TITLE: Executive Director	c. TELEPHONE NUMBER: (715) 848-2927														
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:		e. DATE SIGNED: 10/17/12														

Narratives

Executive Summary

United Way RSVP of Marathon County (UW RSVP) is a new RSVP program and is currently in the final year of its initial 3 year grant. United Way of Marathon County is the sponsoring agency for this project. The primary focus area for UW RSVP in this grant application is Healthy Futures with workplan objectives in the areas of Aging in Place, Obesity and Food, and Acces to Care. In addressing Aging in Place community needs of elderly and disabled homebound residents, UW RSVP has been and will continue working with Faith in Action, Mobile Meals, Aging and Disability Resource Center, Michael's Place and others. UW RSVP volunteers are and will continue home delivered hot meals, transportation for medical appointments, shopping and othe necessary purposes, and friendly visiting to support independent living. Clients will report having increased social ties/perceived social support. UW RSVP is meeting community needs in the area of food security through working with local food pantries with RSVP volunteers serving at Neighbor's Place, Salvation Army, Community Center of Hope, Women's Community and other stations in food collection, distribution, education, and food pantry support. This work will result in a reported increase in food security of individuals and families. In addressing access to health care, UW RSVP has developed and operates a free Community Health Screening and Education program staffed by RSVP volunteer nurses. The nurses provide free blood pressure checks, medication safety education and related heart health education at 12 monthly sites, at health fairs and area high schools. The monthly sites are held primarily at senior living sites and agencies serving homeless and low income persons. A total of 70 unduplicated UW RSVP volunteers of the 200 unduplicated total will be serving in the Healthy Futures focus area. An additional 30 duplicated UW RSVP volunteers will also be serving in this area with a combined total of 100 unduplicated and duplicated volunteers in service at 7 volunteer stations.

The annual requested federal grant amount for this program serving the residents of Marathon County is \$60,000. which will be supplemented in the amount \$25,883. by non-federal sources.

Narratives

Strengthening Communities

United Way RSVP of Marathon County began providing services to our community as a first time RSVP program in October 2010. In our first two years we have developed a program which focuses on addressing targeted community needs for residents of Marathon County. At 1,584 square miles, Marathon County is the largest of Wisconsin's 72 counties. Much of the county outside the Wausau urban area is considered rural and is a split between farmland and forests. The county has a population of 134,063 residents. The greater Wausau area population is approximately 85,000. Of this number, 40,000 people live within Wausau's city limits. Like much of the nation, Marathon County's population is aging. The 65+ age group is expected to see greater growth than any other age segment. Currently this age group numbers just over 19,228 in the county. Marathon County's median age is higher than the U.S. median, 39.2 years in Marathon County compared to 36.8 years for the U.S. The greatest change in any age group between 2000 and 2008 was in the 75 to 85 age group which increased 35.3%. Future projections show that the 55 to 84 age group will grow the fastest. The U.S. Census population projections indicate that this group will comprise 29.3% of Marathon County's population by 2035, up from 19.8% in the last Census in 2000.

United Way RSVP of Marathon County has determined that Healthy Futures will be the primary focus area. This determination was made upon review of the 2011-2013 Marathon County Local Indicator for Excellence (LIFE) Report, 2012-2016 Healthy Marathon County Report, United Way's 211 2011 Community Service Report and input from community agencies and collaborative groups such as the Marathon County Hunger Coalition and Partnership for Healthy Aging.

The LIFE Report of Marathon County: 2011 -2013 identified Basic Needs-- Food and Shelter as one of the four "Top Calls to Action" in the county. The report also provided the following information: 1) The percent of people at or below the poverty level in Marathon County has risen to 12.2%, with an estimated 21.6% of children in our community also living at or below the poverty level. 2) An

Narratives

increasing number of families and elderly have insufficient income, and our community will continue to need assistance programs for basic needs. 3) The community services available are insufficient to meet the basic requests for assistance.

Persons age 65 and over currently represent 14.2% (18,988) of the population in Marathon County. Of the 65+ population, 98% (18,176) are Caucasian, 1.3% (241) are Asian, 0.3% (59) are Hispanic and 0.0% (6) are African-American. It is projected by 2035, that 21-25% of the county will be above 65 years of age.

The LIFE Report of Marathon County: 2011-2013 identified Aging Issues as one of two "Issues to Watch" during this period based on the following information: 1)The census bureau projects the number of persons 65 years old and over will more than double by the middle of this century. 2) The increasing demand for personal assistance with everyday activities is an indicator of the need for health and social services for the aging. 3) Poverty rates among the elderly increased significantly in Wisconsin and Marathon County with 8.2% of residents in Marathon County age 65 and older living at or below the poverty level.

The number of individuals served by food assistance programs has continued to increase over the last three years. In 2010, Marathon County's FoodShare program distributed \$17,504,064 in assistance, up from \$8,396,116 in 2008. In Marathon County in 2010, 14.3% (19,212) of residents participated in the FoodShare program, compared to 10.3% in 2008 and 8.5% in 2006.

United Way of Marathon County 211's program reported 5,643 basic needs assistance requests in 2011. Basic needs are those items essential to sustain life which include temporary financial assistance, housing, food, transportation and material resources. In 2006, 211 reported 3,222 calls for basic needs assistance resulting in a 75% increase over that five year period.

The Center for Disease Control characterized hypertension as public health enemy No.2 in a report issued in September 2012. "There is nothing that will save more lives than getting blood pressure

Narratives

under control" according to CDC Director Thomas Frieden. He also reports that hypertension is a major risk factor for heart disease and stroke, the first and fourth leading causes of death in the United States resulting in nearly 1,000 deaths daily and a direct cost of almost \$141 billion annually. It is estimated that more than half of the 67 million American adults with the condition do not have it under control according to the CDC report. For over twenty years the people of Marathon County had access to a free blood pressure screening and heart health education program provided at numerous sites throughout the county by the American Red Cross. That program ended at the end of 2009 leaving the people of Marathon County without access to those services especially affecting low income and elderly individuals.

United Way RSVP works in collaboration with the volunteer stations toward achieving the desired outcomes in the primary focus area. United Way RSVP meets annually with all volunteer stations to provide updates and with the new volunteer director anytime a staffing change occurs at the station. In addition, UW RSVP meets individually with each station involved in a primary focus area two additional times annually in regard to the objective, service activities and outcomes. These individual station meetings are held at the beginning and end of the fiscal year for the purpose of planning and evaluating the results of the workplan. Both volunteers and volunteer stations complete an annual survey providing information which is important to the continued improvement of the RSVP program. Those results are reviewed by the Advisory Council and sponsoring agency with action taken as warranted. To help focus community awareness and volunteer effort on the primary focus area, UW RSVP hosts a Community Coffee Hour each month at one of the RSVP volunteer stations. The event focuses on the work of the agency in addressing community need and the volunteer opportunities available. These events are open to the public and help promote awareness and volunteerism. UW RSVP schedules the monthly Coffee Hour with a priority on stations providing services in the primary focus area. A concerted effort is made to ensure that each station with a major

Narratives

program emphasis in the primary focus area is represented on the RSVP Advisory Council which meets regularly on a monthly basis. This level of involvement by those stations helps to ensure understanding, good communication and effective working relationships in partnering toward achieving the desired program outcomes.

Within the Healthy Aging focus area, United Way RSVP will address the three objectives of Aging in Place, Obesity and Food and Access to Care through numerous service activities working in partnership with many community agencies. In addressing Aging in Place community needs of elderly, disabled and homebound residents to allow them to live independently, United Way RSVP has been and will continue working with Faith in Action, Mobile Meals, Aging and Disability Resource Center, Michael's Place and other agencies as volunteer stations. RSVP volunteers are and will continue delivery of hot meals, providing transportation for medical appointments, shopping and other necessary trips, provide light housekeeping, friendly visiting and other tasks which support independent living. Through receiving these services clients will report having increased social ties/perceived social support. In addition United Way RSVP is an active member of the Healthy Marathon County Partnership for Healthy Aging with the RSVP Director serving as chair of the Healthy Living for Older Adults subcommittee.

United Way RSVP is meeting community needs in the area of food security through working with local food pantries and other agencies as volunteer stations. RSVP volunteers are serving at Neighbor's Place, Salvation Army, Community Center of Hope, Women's Community and other stations involved in the food collection, distribution and food pantry support efforts. United Way RSVP has also taken on a project with the Marathon County Hunger Coalition to provide distribution of 60 dozen donated eggs every two weeks to area food pantries which are delivered by RSVP volunteers. United Way RSVP has also become involved in a program with Faith in Action to help eligible seniors and others in the community who are eligible with access to the food assistance available through the

Narratives

Supplemental Nutritional Assistance Program (known as FoodShare in Wisconsin). RSVP volunteers will be recruited to work with Faith in Action and receive specialized training to help eligible persons in the community with the process of signing up to benefit from the FoodShare program. RSVP volunteers will meet with eligible persons at their homes and other locations to help people sign up in a convenient manner. This program is a collaborative effort of numerous agencies in Marathon County to enable an easy and efficient method of helping eligible persons gain access to food assistance. As a result of the efforts of RSVP volunteers, there will be a reported increase in food security of individuals and families in Marathon County.

In addressing the critical issue of Access to Care, United Way RSVP has developed and operates a free Community Health Screening program which focuses primarily on providing blood pressure checks, medication safety education and related health education. The program is staffed by RSVP volunteer nurses with oversight from a volunteer Medical Director. The main aspect of the program are monthly health screening clinics held at 12 locations in Marathon County on the same day of the week and time each month. Participants receive blood pressure checks and related health education on nutrition, alcohol and tobacco use, stress management, exercise, salt intake, and other factors which influence heart health. The focus of the program is to provide these services for low income persons and/or seniors who have limited transportation available. The monthly health screening clinics occur at sites such as Salvation Army, Neighbor's Place, Randlin Homes for Homeless Veterans and numerous senior living facilities that do not provide any healthcare services for their residents. The program also provides community health clinic outreach through participation at health fairs and working with the local high schools in providing health screening and education to their students. In support of the access to care objective, The RSVP Director serves as a member of the Aspirus Senior Health Committee which provides input to the largest healthcare provider in the region on issues related to senior health.

Narratives

The community need for additional support to help elderly adults and disabled persons to live independently in the residence of their choice is addressed through the service of a minimum of 45 RSVP volunteers providing home delivered meals, friendly visits, transportation and other support services. As a result of these volunteer services over 150 elderly adult or disabled persons will receive the support they need to continue living independently. In response to the increasing need in Marathon County for food assistance, a minimum of 10 RSVP volunteers will provide support services to area food pantries to improve the food security status of at least 250 persons. In addressing the community need for more health education in control of hypertension and reducing heart attacks and strokes, 15 RSVP volunteer nurses will provide free blood pressure checks and heart health education to a minimum of 500 persons in Marathon County.

Within Marathon County there is an emphasis to make programs and services available equally to all persons who are eligible for them. As such, veterans and military family members are only identified in the intake process when that status would provide additional or other services available to them. Services in support of aging in place, food security and access to care are being provided to veterans and military family members as part of the routine programming. In an effort to provide more effective service delivery of community programs to veterans and military families in Marathon County, UW RSVP organized a community resources meeting to identify existing programs and services specific to this group along with identifying unmet needs, gaps in services or areas where improved collaboration was needed. All government and private agencies and organizations providing services in Marathon County were invited with good representation. The meeting resulted in identifying additional support needed in transportation, financial assistance, and other areas. An important outcome of this initial meeting was a commitment on the participants to meet on a quarterly basis to continue to address areas of concern. UW RSVP is in the process of developing a program initiative in collaboration with these partners to address the transportation issue and some of

Narratives

the other areas identified.

Recruitment and Development

UW RSVP has an individualized orientation and placement process which is done with each new volunteer. Along with an orientation to RSVP, a review of individual skills, interests and availability is done in coordination with the volunteer opportunities which meet those criteria. The individual chooses the volunteering they would like to become involved with and a referral is made to the respective station with the expectation that the station contacts the volunteer within one week in regard to their interest to begin the process. In support of volunteers understanding the work of the stations and the volunteer positions available, UW RSVP hosts monthly Community Coffee Hours at the stations which provide a program on the work of that organization and the volunteer opportunities along with a tour of the facility. This provides RSVP volunteers with an understanding of the work of the station, the volunteer opportunities and helps the volunteer in their decision making process. As part of their orientation, all RSVP volunteers know they are expected to be ambassadors for volunteerism in our community. The information gained at the Community Coffee Hour helps the RSVP volunteer to become better informed and better able to talk about community needs and volunteerism through this educational program. UW RSVP also provides a monthly Retirement Well-Being program focusing on topics which serve to enrich and enhance the quality of life in retirement. These programs have included fraud and identity theft, free and low cost recreational activities in the community, understanding today's technology, healthy aging and many others. On average about 25 people are in attendance at these events. Volunteers are also recruited to lead projects within the RSVP program and at stations in capacity building activities. These opportunities provide meaningful work and skill development opportunities for the volunteer. Since beginning the UW RSVP in our community we have heard many stories of volunteers whose lives have been changed significantly for the better through becoming involved as a RSVP volunteer, for some this was the first volunteer

Narratives

experience in their life.

Each new volunteer station completes an MOU when they become affiliated with UW RSVP which requires that they provide the necessary orientation, training and supervision for each RSVP volunteer to successfully perform the duties of their assignment. UW RSVP has implemented a procedure of contacting volunteers within 6 weeks of being referred to a station for a volunteer position. This contact provides an opportunity to assess if the training and orientation of the new volunteer is occurring as required. This is also an opportunity to answer questions or deal with any concerns the RSVP volunteer has in regard to their new assignment. If a gap in training or a problem is identified with the volunteer assignment, the station is contacted and steps taken to remedy the situation.

Persons age 65 and over currently represent 13.7% (18,367) of the population in Marathon County according to the 2010 census.

While the population of Marathon County is overwhelmingly Caucasian at over 91% of the population, UW RSVP has made a special effort to work in collaboration with community agencies such as Neighbor's Place, Women's Community, Wausau Hmong Mutual Association, Salvation Army, and others who work with minority populations to ensure opportunities for participation in the program. UW RSVP also strives to provide representation from minority populations on the Advisory Council and is also pleased have persons from many ethnic backgrounds as RSVP volunteers involved in the program as well. Interpretation services are available as needed for UW RSVP through United Way's 211 center which is located in the same building.

UW RSVP is active in promotion and recruitment of all persons 55+ through community presentations, newspaper articles and events with a special emphasis on those opportunities involving older adults. Veterans and military family members are being recruited in this manner along with the general public. UW RSVP was instrumental in organizing a Community Resources Meeting of agencies and organizations serving veterans and military family members for the purpose of

Narratives

improving coordination of services and unmet needs in Marathon County. A direct result of that meeting was a commitment by the agencies to continue to meet on a quarterly basis with UW RSVP being part of that group. This close working relationship will provide opportunities for promotion and recruitment of veterans and military family members as RSVP volunteers.

The fundamental principle of volunteer recruitment by UW RSVP is to provide the volunteering opportunity to all persons 55+ and focus on a volunteer placement which is a good fit for their talents, experience and abilities in coordination with community needs. The UW RSVP currently has volunteers in the program with physical and age-related disabilities who are participating successfully based on the previously stated criteria for placement. If volunteers are experiencing difficulty or barriers to successful participation at a particular station, UW RSVP works with the volunteer and the station to help resolve the situation in a positive manner.

Every interaction with a RSVP volunteer whether written or in person, involves either an expression of appreciation or recognition of the importance of their volunteer service. As an example, every monthly Community Coffee Hour begins with some expression of appreciation for the volunteer service provided. Every monthly newsletter also reinforces that message. On the birthday of each volunteer, the RSVP Director makes a personal phone call to extend greetings and express appreciation for the gift of service. This also provides an opportunity to talk with the volunteer about their participation in RSVP and any questions or concerns they may have. UW RSVP incorporates a relationship approach in regard to its volunteers. This is an approach that values the volunteer time and skills in the same regard as if they were a major financial donor to an organization. At the hourly value of a volunteer's time over a given period, most volunteers would have made a contribution to that organization sufficient to be considered a major donor. UW RSVP has an annual volunteer recognition luncheon event during National Volunteer Week every year sponsored by Aspirus Senior Health. All active RSVP volunteers are invited to attend free of charge. They enjoy a delicious meal

Narratives

and program along with receiving a gift of appreciation. UW RSVP is a certifying organization to award the President's Volunteer Service Award and eligible volunteers receive the appropriate level of award for their service at the event. A new event in October this year, VolunteerFEST is a celebration of the service provided by RSVP volunteers and an invitation to other persons 55+ to come and learn about RSVP and volunteering through a fun, social event. VolunteerFEST provides an opportunity to meet and socialize with other community minded persons while enjoying music, appetizers and prizes. The event also includes a program on RSVP and staffed informational tables on various aspects of volunteering. This is a community 55+ event focusing on RSVP -- appreciating current volunteers and recruiting new ones. UW RSVP also strives to provide volunteers with information and educational opportunities that help to enrich their personal lives through the Retirement Well-Being series. This is a monthly series on topics such as Healthy Aging, Social and Job Search Networking, Fraud and Identity Theft, Today's Technology for You, Emotional Aspects of Aging, Free and Low Cost Community Activities and others. The intent of the UW RSVP program is to provide its volunteers with a meaningful and life enriching experience that embraces the whole person concept.

Program Management

Each volunteer station signs a Memorandum of Understanding (MOU) agreeing to the terms and conditions of being part of the RSVP program in Marathon County. The MOU includes a section on the responsibilities of the UW RSVP and another on those of the Volunteer Station. There is also a section on the basic provisions of the RSVP Program which provide guidance on religious and political activities, prohibition of discrimination, displacement of employees, and other program requirements. The MOU has been reviewed and approved by the state CNCS office as meeting all RSVP program requirements. To ensure and reinforce compliance by Volunteer Stations, a meeting is held annually with representatives of all Stations to review the MOU, answer questions and reinforce positive volunteer management practices. At this annual meeting each Volunteer Station also completes a

Narratives

verification of safe and accessible conditions which assures they are providing a safe working environment for RSVP volunteers which is also accessible for persons with disabilities. These meetings have been attended by over 80% of the stations and for those unable to attend individual follow-up occurs to ensure full compliance. All Volunteer Stations receive a monthly communication from UW RSVP with the Monthly Newsletter and information which reinforce the RSVP program regulations and operating procedures.

UW RSVP utilizes a number of practices which promote recruitment and management of volunteers outside the primary focus area. Whenever a new RSVP Volunteer is enrolled, part of the orientation process includes an overview of the volunteer opportunities available in the unmet community needs. This creates an awareness which is helpful to the individual volunteer in choosing their volunteering. The knowledge of community needs is also valuable as they serve as ambassadors for volunteerism and talking with others about volunteering. As part of the RSVP Monthly Newsletter, a section called "Opportunity Spotlight" features specific volunteering opportunities focusing on the unmet community need areas. In cooperation with the United Way's Volunteer Connection, UW RSVP provides information on a weekly basis in the local daily newspaper on volunteer needs of nonprofit organizations with an emphasis on unmet community needs. Another means of volunteer recruitment in the unmet needs areas is the monthly Community Coffee Hour which UW RSVP hosts at a different RSVP Volunteer Station each month. This is a free event open to the entire community at which the Volunteer Station provides information on their programs and services, volunteer needs and tour of the facility along with coffee and snacks. This has proven to be an effective means of promoting greater community awareness of the work and needs of the Volunteer Stations resulting in increased volunteering and support.

As a new program, UW RSVP has a distribution of Volunteer Stations and RSVP Volunteers which fortunately align well within the parameters of the new performance measure requirements. We

Narratives

realize there will be a need to make some adjustments in Volunteer Stations or the assignment of RSVP Volunteers to better address community needs. Since UW RSVP works in close collaboration with United Way's Volunteer Connection, Volunteer Stations which may no longer be part of RSVP will still have access to many services which support their recruitment and management of volunteers. We have also observed that many RSVP Volunteers are passionate about the work being done by the Volunteer Station and would most likely will continue volunteering there even if it were not part of the RSVP network. Results of a June 2012 survey of RSVP volunteers indicated that the mileage reimbursement and supplemental insurance benefits are not considered as "important" reasons to be part of RSVP by the majority of volunteers. For some of the volunteers, the mileage reimbursement and supplemental insurance benefits may be a factor which influences their change to a performance measure volunteer need. The combination of monthly Community Coffee Hour, Newsletter and awareness by United Way of Marathon County all help to promote an understanding of where and why volunteering in the areas of unmet community needs is so critically important. Support will be provided to assist RSVP Volunteers in the process of being reassigned to capacity building assignments at those stations which are not part of the primary or other focus areas. UW RSVP has implemented and will continue the practice of meeting with those Volunteer Stations which are responsible for outcomes and outputs at the beginning of each grant year to ensure there is a plan in place to measure and collect the data required. At the midpoint in the grant year, those same Volunteer Stations are contacted to check on their progress with any issues discussed and resolved at that time. This process has been effective and results in gathering the needed data for outcome and output reporting.

UW RSVP is administered by the United Way of Marathon County as the sponsoring agency. Within that responsibility the Board of Directors and its committees provide the primary fiscal and operational oversight. The RSVP Advisory Council has the primary responsibility of ensuring that the

Narratives

UW RSVP program is effectively addressing community needs and is providing a meaningful volunteer experience for the RSVP volunteers.

UW RSVP utilizes the Volunteer Reporter software to efficiently manage individual RSVP volunteer, volunteer station and cumulative program data. Volunteer Reporter allows for efficient data management and is able to generate the reports needed to fulfill the requirements of CNCS and local United Way of Marathon County. Project resources are managed closely by the following accepted office procedures. A separate set of income and expense accounts are set up for the RSVP program. Monthly statements of expenses and revenues are available two weeks after the end of each month. These are put into PDF format and are accessible electronically to staff at any time. The United Way Executive Director, RSVP Director and UW Board review these statements monthly. To assure effective and efficient use of resources there are several ongoing practices in place at United Way. Office purchases are made through one staff person who finds the best price and only orders what is needed. There is a written office procedure and standard form to complete to track the receipt of any in-kind resources. These policies are easily found in a common electronic folder accessible to all staff. Because the majority of expenses are salary and benefit costs, these expenses are carefully considered. Salaries and benefit costs for the entire organization are reviewed annually by a Personnel Committee. Members represent knowledgeable human resource staff in area businesses. They make sure compensation is competitive, but slightly lower than the community norm for a similar position. The greatest strength is having staff who have longevity and experience in their position and pay attention to detail. This ensures the processes and policies in place are implemented accurately and consistently.

Organizational Capability

United Way of Marathon County (UWMC) is the ideal agency to continue as the sponsor the RSVP program because not only does the program fit with our purpose to mobilize volunteers for the greater good, but also because of our long-time reputation for exceptional program delivery and

Narratives

accountability. The UWMC has been providing direct service programs since 1990 when it began United Way's 2-1-1 service (formerly First Call) and volunteer center services since 2007. These programs are provided cost effectively and program staff is able to focus on program delivery, data collection and outcomes, because policy, board structure and operational support is all provided by the United Way organization staff. It's a great fit for RSVP.

Policies and fiscal oversight is provided by an experienced and knowledgeable staff and a strong board of directors. For 80 years, UWMC has served Marathon County and has earned the respect and confidence of hundreds of businesses and organizations.

UWMC has successfully managed and met the requirements not only of the RSVP program but also the grant distribution for the Federal EFSP grants and the audit requirements for a federal Community Development Block Grant.

UWMC has a Board policy book that is reviewed annually, and an internal policy book as well as Employee handbook. Committees with local experts include, Personnel Committee and an Audit Committee. Volunteers are very willing to assist United Way with any policy questions relating to legal, financial, insurance or employee issues.

United Way worldwide requires minimum annual certification terms as well as a self-assessment every three years. We have always met all requirements and expectations of our funders and national organization.

Our computer hardware and software is invested in regularly and kept current. These programs and resources allow collecting data and reporting to be implemented easily by program staff.

An example of UWMC's organizational capacity was demonstrated recently when United Way's 2-1-1 program was invited to apply for county funding. The Health and Human Services Committee recommended funding based on the quality data and outcomes, which set an example for the county to follow.

Narratives

UWMC is managed by an experienced staff that holds respect in the community. The Executive Director has held that position for 25 years, and the average length of employment for staff is over 7 years. There is a staff of 21, with 11 delivering direct program services. The Volunteer Connection Program Director has an M.S. in Business Education. Prior to being promoted to this position, she worked for three years as an Information Specialist with United Way's 2-1-1 and twelve years in the teaching field. She has attended ongoing training opportunities and participated in leading a very successful regional training series for volunteer coordinators. The RSVP Program Director has over 30 years of private and public sector non-profit management experience. His educational background includes numerous certifications related to non-profit management and has a Masters in Public Administration. He is the former Executive Director of the Marathon County Red Cross Chapter and organized the local VOAD in the community. Staff assistance to the RSVP Program director is provided by United Way staff, volunteers, and a part-time volunteer connection assistant. All staff has detailed job descriptions that clearly reflect duties and responsibilities. United Way staff work as a team and all members value the contribution RSVP makes to the community. There is much in-kind energy and synergy between the staff working on common goals of improving our community. The staff has a culture of constant assessment and program improvement.

In terms of how staff will be sustained, the longevity and reputation of UWMC is strong. United Way's 2-1-1 has been a program for 22 years, and has grown to serve 5 counties. In a time of tight fiscal budgets, funding continues to be stable and has become more diverse to include grants from foundations, sponsorships from businesses and fund raising events.

United Way has a proven track record in the community for addressing community needs in the priority focus areas as well as managing volunteers and measuring outcomes. United Way facilitates the process for community groups to come together to complete an assessment about community indicators as a way to set priorities. This report has been published every two years for the past sixteen

Narratives

years and is funded by 15 community partners. There is much continuity and involvement of the community in this report and now the County Board and Health Department reference it often as they set their agendas. The report includes a community survey and measures 72 indicators locally compared to state and national data. The priorities identified in this report released in 2012 correlate to the Primary Focus Areas that RSVP has identified. These include the areas of Income (basic needs-- food, housing and financial literacy); Health and wellness (priority of safety, healthy aging, obesity) and Education (School readiness and school success.) United Way also has a lead role in community disaster services with 2-1-1 and Volunteer Connection taking phone calls and coordinating resources. Just one example of the service work we do in the priorities is relating to food. We knew that food requests are up, pantries were not able to meet the needs and inefficiencies existed. We brought together food pantries, churches and community leaders to form a Marathon County Hunger Coalition. The group identify gaps, needs and a plan to address them. A few things accomplished since this project began include -- funds raised to purchase a truck for shared transportation of food between pantries; refrigeration was expanded at a central pantry to allow more fresh foods to be donated and purchased, and bulk purchases have been made to support all pantries and which increased the purchasing power and quantity and quality of foods available.

In 2007, UWMC began operating the community's volunteer center, Volunteer Connection. The RSVP program is greatly valued by United Way because it creates greater synergy to address community goals. No one organization or funding alone can make the needed change on things like helping address the needs of elderly. Volunteers are key resource that are mobilized through United Way and RSVP working together. The connections United Way has with community needs and also with businesses, organizations and volunteers compliments the work of RSVP. United Way estimates over 4,000 volunteers are involved with its work. This ranges from projects implemented by groups including Emerging Leaders and Women In Action, to committee work, to fundraising and events.

Narratives

An example of volunteer mobilization is the Emerging Leaders. They have volunteered their time to purchase and install 4 major children's spaces in community organizations which included The Women's Community Shelter (For victims of abuse), Spencer Kids Group (like a Boys and Girls Club), Tyler's Home (for disabled Children) and a rural library. Hundreds of hours were given to make a difference in kids lives.

United Way is focused on making and impact on issues for the long-term and does so both by establishing goals, measuring program outcomes and by working toward community level change. We offer training for organizations and opportunity to work together to establish outcomes and measures to show success. We have been reporting outcomes for nearly 10 years on the programs which operate within United Way.

An example of outcome measurement recently was provided by United Way's 2-1-1 to the Emergency Housing Collaboration. The group wanted to know if the short term rental assistance they were providing were keeping people from being homeless. The staff at 2-1-1 made follow up calls and found that over 50% of the people that were helped were able to stay in their home. Now the group is going to see increased success by considering longer assistance or services and continuing follow up calls.

UWMC has experienced and knowledgeable staff who work with volunteers and are a positive place for people to come together to make a difference in the community. This strong connection to agencies, community groups, employers and corporations enable us to smoothly host RSVP.

By having the program housed together with Volunteer Connection and United Way's 2-1-1, there is increased capacity to market the program and an ability to take calls 24/7 from people looking to give or get help. This allows Volunteer Connection and RSVP staff to focus on those 55 plus and offer services that assist volunteers to find the right opportunity and develop special priority projects to address gaps and needs.

Narratives

Demonstration of strong organizational infrastructure, includes: 1. Tangible assets such as facilities, equipment, and supplies 2. Governance structure and operations, such as internal policies, purchasing procedures, and personnel management 3. Role of a community participation group, such as an RSVP advisory council to ensure input from the community and 4. Existence of robust managements systems and past experience managing federal grant funds.

1 - Assets and Facilities: The United Way agency offices are located on the City of Wausau bus line and are handicap accessible. We've been at the current location for over 30 years. There is free and handicap parking next to the office entrance. The current work space is tight, and we are in the process of seeking new offices because we've expanded. A critical factor in a future facility is easy access, on the bus line, and handicapped accessible. The expansion which may occur in 2013 will allow us to have more meeting room space and host more activities for RSVP members, as well as have extra workstations for volunteers. We're able to squeeze people in now, but it's tight. United Way has up-to-date equipment that will be accessible to the RSVP program including copiers, a postage machine, computers, software, Internet access, printers and phones. These will be provided in-kind to the program. Maintenance of the equipment, web site use and design are also considered in-kind services to the program. We also often get donated paper and other office supplies that RSVP is able to utilize.

2 -- Governance policies, etc. According to a county board member and the County Administrator, UWMC has one of the best operating Boards in the community having recently reference United Way as an example of a "board that governs well". The board owns the organization, works strategically to make plans and policies that are in the best interest of the community, and has hired a capable Executive Director to carry out those plans. There are 30 members on the board with an average of 22 at each meeting, and a 9 member executive committee. It is easy to recruit board members because of the reputation of United Way.

Narratives

United Way of America requires that we perform a comprehensive agency assessment every three years. There is an employee handbook and all staff participates in an annual personnel evaluation with their supervisor.

The policies and financial systems within UWMC are well established. All reimbursements require bills or receipts and internal documentation with signatures prior to payment. Internal audits of expense accounts and donation procedures are conducted. All bills are reviewed by the accounting clerk and the project director prior to the internal payment being processed. Fiscal reports are reviewed monthly by staff and the Board of Directors. An external audit is conducted annually by an independent CPA firm which also audits large government funded organizations.

There is a board policy manual as well as an internal operating policy and procedure manual.

As an established non profit with over 20 employees, there are policies and procedures in place to hire, provide orientation and support for the program. Forms and policies available for personnel include mileage and expense reimbursements, employee handbook, nondiscrimination policy and detailed time sheets for breaking down time by functional areas.

3 --Community Advisory Council: United Way's strength is involvement of community members in its work. The advisory council of RSVP is no exception. There are regularly 15 members attending meetings, and members are the ones giving the reports and updates about the project, because they own them and are actively involved. The Committee recently helped design a survey to the RSVP members to ensure we get input about the program and focus on elements that are appropriate. The fact that we are continuing to grow at a steady pace, sometimes with 6 new members joining in a week, shows that we are connected and making progress.

4--management systems and experience: There is a robust management system in place which is evidenced by the structure, routines, practices, written procedures, well organized files, common shared computer files and management expectations for delivery of accurate and consistent program

Narratives

delivery. Regular staff meetings are held to ensure staff are up-to date on management expectations and procedures.

In terms of managing federal grants, UWMC has experience now with three different federal department grants. One is as the EFSP Project manager, overseeing reports from the partner agencies accountability. Second is the RSVP program, successfully meeting those requirements now for two years. And third is a community development block grant received 18 months ago. When UWMC had our audit, the reviewers left with what they needed and mentioned it was rare to have that happen on the first audit process. These federal reviews demonstrate that the management process describe above are indeed robust and working.

The required non federal share is easy for us to justify and maintain because of the commitment of our United Way to use and expand volunteer resources as a way to increase the capacity to meet community needs. We see a valuable resource in the growing baby boomer population and RSVP provides that important connection to expand involvement by that age group. As an organization that values volunteers, we simply would not want to see this program fail or not get the support it needs to continue its services to the community and its connections with its members. It's part of our core programs. This was demonstrated this year when the UWMC board added Volunteer Connection and RSVP to the board's regular budget process for accountability directly to the Board, rather than have them apply through our competitive impact grant process.

UWMC is also creative when it comes to finding new and diverse sources of funds. For instance, Volunteer Connection has an annual fundraiser, a Christmas gift wrap station in the Wausau mall which raises over \$12,000. Our organization is connected and successful in getting sponsorships and in-kind resources from area businesses.

Financially the United Way raises over 3 million dollars to address needs. UWMC is very committed to providing in-kind support and leveraging other resources to support the RSVP program as it is a key

Narratives

valued community program.

Other

Since the beginning of the United Way RSVP of Marathon County program in October 2010, there has been a significant emphasis on the 2011- 2015 strategic priority areas. United Way RSVP has taken an active role in the community in helping to build disaster preparedness and response capacity. In 2011, RSVP held a series of meetings with nonprofit agencies who utilize volunteers in providing disaster relief services along with the county emergency management to coordinate and plan for capacity building of the disaster volunteer base in Marathon County. As a result RSVP was able to develop a plan which included collaboration with United Way Volunteer Connection to ensure involvement by volunteers of all ages and expand community outreach efforts. In 2012 two community informational meetings were held for the public with representatives of disaster relief organizations explaining their services and role of volunteers. Meetings with the County Emergency Management Director resulted in United Way Volunteer Connection responsible to operate a Spontaneous Volunteer Reception Training if activated with the support of RSVP. This was followed up by two trainings and an exercise in which over 50 community volunteers are now trained to operate a Spontaneous Volunteer Reception Center. RSVP has also brought together governmental and nonprofit agencies in the community which are active in disaster response toward improving preparedness and response capability. A meeting was held in May 2012 to facilitate the formation of a Community Organizations Active in Disaster (COAD) in Marathon County which is now up and running and meeting on a regular basis. The organization of this group is being facilitated through RSVP with the cooperation of the County Emergency Management Director.

The area of Veterans and Military Families services has been somewhat fragmented in our community making it difficult to assess needs and where additional support is needed. As a result of this situation, United Way RSVP organized a Community Resources Meeting on the issue of Veterans

Narratives

and Military Family services in Marathon County which was held in April of this year. Over 20 nonprofit and governmental agencies providing services in Marathon County were invited to that meeting. The purpose of the meeting was to 1) Identify existing services and programs available, 2) Identify unmet needs or areas where additional community support is needed and 3) Identify volunteer needs of agencies where community volunteers could become involved. The result of that meeting was a commitment by the group to continue meeting on a quarterly basis to coordinate better service delivery and address areas of need which were not being adequately met. From the beginning of United Way RSVP, the area of Healthy Futures has been a priority area. The signature project of our RSVP is a free blood pressure screening and health education program provided by registered nurses. That program is provided at 12 regular sites on a monthly basis along with health fairs when requested. In addition to the blood pressure and related education, participants receive information on falls prevention, medication management, and information on free community health resources. The program also provides blood pressure screening and education at two high schools as part of their student health program. Over 1,500 blood pressure screening and related education were provided to community residents in the first year of the program. United Way RSVP began at a time when our local community was experiencing the full effects of the economic downturn and the number of people in need of economic support was at record levels. As a new program, RSVP began to implement volunteer services in those areas it could provide support. In collaboration with United Way Volunteer Connection, RSVP initiated a program with the local Job Center to be part of the regular presentations to recently unemployed persons. The RSVP presentation includes information on community programs and services available to help persons in economically challenged situations. Information is also provided on the value of volunteering while unemployed and the many benefits such as maintaining employment readiness, networking, building references, physical and mental health benefits and other resources. As part of the free blood pressure screening program, monthly

Narratives

sites have been set up at all the community food pantries and homeless shelter facilities to provide easy access for persons with limited healthcare access. RSVP has also initiated MOUs with all nonprofit agencies in Marathon County which provide economic support programs or services as volunteer stations at which RSVP volunteers are encouraged to volunteer.

As a new program in the community, RSVP has been working with local schools and youth organizations to identify areas of need in which RSVP volunteers could be of most benefit. Beginning in the Fall of 2011, the Wausau School District has implemented RSVP volunteers as part of the reading tutoring program in the elementary schools focusing on low achieving students. In another district, RSVP volunteers are involved in providing tutoring to elementary students who are second language learners. From the beginning of the program RSVP volunteers have been involved in reading and tutoring activities providing support to the local Head Start program in our community. In October 2011, UW RSVP was able to bring John Nelson, author of the book "What Color is Your Parachute for Retirement" for two days of community workshops and training through a sponsorship by the AARP. These presentations focused on helping people in understanding and planning for the transition to retirement. This led to the development of Retirement Well-Being programs provided monthly to the community by UW RSVP covering such topics as Healthy Aging, Fraud and Identity Theft Protection, Today's Technology for You and other relevant topics of interest.

As a new RSVP, the focus has been on addressing the most critical needs in the community in which volunteers could be of the greatest benefit. This effort has been supplemented by programming to enrich the lives of RSVP volunteers and older adults in our community through volunteerism.

PNS Amendment (if applicable)

not applicable