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Executive Summary

Senior Resources of Guilford's Retired & Senior Volunteer Program's Primary Focus Area is Healthy Futures. The RSVP program will coordinate 437 RSVP volunteers who will serve at 26 RSVP stations in order to provide service activities to seniors and veterans in Guilford County, North Carolina. RSVP volunteers will deliver meals to 220 homebound seniors through the Senior Resources of Guilford's Mobile Meals program. RSVP volunteers will provide 28 seniors and veterans with transportation to medical appointments throughout Guilford County through the Senior Resources of Guilford's Senior Wheels program. RSVP volunteers will provide 103 seniors and veterans with transportation to non-medical appointments in Greensboro through the Shepherd's Center's Shepherd's Wheels program. RSVP volunteers will be recruited to provide veterans with transportation to non-medical and medical appointments, including veteran hospitals, through the local veteran service organizations (the Servant Center and Caring Services) Volunteer Driver programs. RSVP volunteers will provide companionship for 100 homebound, older adults, veterans and individuals with disabilities in Greensboro through the Adult Center for Enrichment's Care Partners respite program, the Mental Health Association in Greensboro's Compeer Friend program and Senior Resources of Guilford's Telecare Reassurance program. RSVP volunteers will provide health insurance information assistance to 800 Guilford County seniors through Senior Resources of Guilford's Senior Health Insurance Information Program (SHIIP). At the end of the 12-month period, Performance Measures for the Healthy Futures focus area will demonstrate the following survey results: 80% of homebound seniors receiving home delivered meals by volunteers will report having increased social ties/perceived social support; 80% of non-driving seniors receiving volunteer transportation to medical or non-medical destinations will report having increased social ties/perceived social support; and 80% of caregivers of homebound or older adults will report having increased social ties/perceived social support. The CNCS federal investment of \$39,943 will be supplemented by \$35,788 by the sponsor.

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Strengthening Communities

Guilford County North Carolina consists of 2 major urban cities: Greensboro and High Point and 8 rural townships: Jamestown, Summerfield, Whitsett, Oak Ridge, Stokesdale, Sedalia, Gibsonville and Pleasant Garden. The 2010 US Census Bureau reports the population of Guilford County is 488,406. According to the Piedmont Triad Regional Council Area (PTRC) Agency on Aging, 10.4% of older adults in Guilford County live in rural areas. According to the North Carolina Division of Aging and Adult Services (NCDAAS) the population of Guilford County demographics are as follows: 17.7% are age 60 and older; 12.3% are age 65 and older; 1.7% are age 85 and older; 24.2% are Baby Boomers (ages 46-64). The senior population is made up ethnically as follows: 74.8% age 60 and older are white; 21.9% age 60 and older are African American; 1.4% age 60 and older are Hispanic; and 1.9% age 60 and older are Asian. Of the Guilford County residents that are age 65 and older 22.2% are Veterans, 34% have a disability and 29 % live alone. The PTRC Area Agency on Aging reports that 74% of adults 65 and older living alone are women. The NCDAAS reports 7.9% of Guilford County residents age 65 and older are living below the federal poverty level while 17.6% are living at or between 100-199% of the federal poverty level. For seniors age 75 and older these numbers increase to 8.2% living below the federal poverty level and 26.7% living at or between the 100-199% of the federal level. The U.S. Census "2006-2010 American Community Survey" reports that 28.4% of North Carolinians age 65 and older have less than a high school diploma. The NCDAAS reports 24.5% of Guilford County seniors age 65 and older have less than a high school diploma, 31.5% have a high school diploma or GED, 17.3% have some college but no degree, 3.8% have an Associate's degree, 14.2% have a Bachelor's degree and 8.8% have a Graduate or professional degree. The "Aging in Place, Stuck without Options" report from Transportation for America advises the Baby Boomer generation began turning 65 in 2011 and will continue to elevate the senior population until the last of the Baby Boomer population reaches 65 in 2030. By 2030 the NCDAAS estimates the population of

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Guilford County will increase to 631,516, bringing the population of age 60 and over to 22.4%, the population of age 65 and over to 16.9%, the population of age 85 and over to 2.0%. This projected increase in the senior population will affect Guilford County's major community needs: food insecurity, lack of transportation for seniors, isolation and loneliness of seniors, respite support for caregivers of seniors and access to health insurance information for seniors.

The United Way of Greater Greensboro's "Voices, Choices: Needs Assessment Final Report" and the Guilford County Healthy Carolinians "2009 Community Assessment Survey" are 2 community assessments that provided the RSVP project of Guilford County direction in determining the unmet needs of the community and its Primary Focus Area. The "Voices, Choices: Needs Assessment Final Report" has identified that the growth of the Baby Boomer population will result in an increased burden on the health and human service systems in Guilford County. The study indicates this burden will be demonstrated through increasing disabilities as the senior population ages, an increase in isolation to seniors whose health and disabilities cause them to be homebound, an increase in mental illness as a result of isolation and the development of Alzheimer's Disease, an increase in the need for respite care as the number of family caregivers rise in response to the failing health of their loved ones and an increased need to provide health insurance information to more seniors each year. The Guilford County Healthy Carolinians is a group of community organizations and community members that collaborates with community partners to conduct a comprehensive Community Health Assessment every 4 years. Their "2009 Community Assessment Survey" also identifies the need for respite care, increased access and information regarding health insurance, mental health services and improved transportation as key community needs. To address these identified community needs, the RSVP project has chosen the Primary Focus Area of Healthy Futures with service activities addressing food insecurity, lack of transportation for seniors, isolation and loneliness of seniors, respite support for caregivers of seniors and access to health insurance information for seniors.

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According to the Meals on Wheels Association of America's "2010 Senior Hunger in America Annual Report", seniors are more likely to be at risk if they are women, under the age of 70, African American or Hispanic, live in a rural area, are divorced or separated, live in a southern state or live with a grandchild. They have found that food insecurity is associated with reduced nutrient intakes and limitations in activities of daily living that are directly related to poor health outcomes for seniors. These poor health outcomes include: increased risk in developing diabetes, development of chronic illness such as hypertension, hyperlipidemia, various other cardiovascular risk factors and mental health issues such as higher levels of aggression and anxiety as reported by Feeding America. The Food Research and Action Center has found that seniors experiencing food insecurity are 2.33 times more likely to report fair or poor health status, experience increases in disability, have a higher rate of infection, and extended hospital stays.

"The Aging Integrated Database" of the Administration on Aging (AoA) reports in 2010 that 856,450 people received home delivered meals in the United States with 19,925 of those people residing in North Carolina. The AoA reports the state of North Carolina ranks 9th in the nation for food insecurity. The PTRC Area Agency on Aging has found that 91,560 (19.2%) of Guilford County's total population is food insecure. Sixty percent of residents income-eligible for federal anti-hunger programs and 40% dependent upon charitable food assistance. It also estimates that 16,752 of adults age 60 and older experience food insecurity in Guilford County on a regular basis with 6,700 seniors unable to utilize federal food assistance because they do not qualify. These numbers are expected to rise as the senior population increases annually. In fiscal year 2011-2012, Senior Resources of Guilford's Mobile Meals volunteers contributed 14,378.75 hours delivering 96,841 meals to 623 unduplicated homebound seniors in Guilford County. Currently, 2 RSVP volunteers are assigned to Senior Resources of Guilford Mobile Meals station. As the population of homebound seniors increases in Guilford County, the need for more volunteers increases as well. Many of the RSVP volunteers are

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themselves aging and as such the RSVP program is in constant need of new volunteers to address the issue of attrition.

RSVP volunteers assigned to Senior Resources of Guilford's Mobile Meals program will use their own vehicles to deliver meals during the week to home bound seniors in Guilford County to carry out the food delivery service activity. The anticipated output number for the food delivery service activity is 220 homebound seniors. The RSVP Director will coordinate with the station manager to receive survey results of the clients to determine if 80% of the clients have the anticipated outcome of increased social ties or perceived social support. The RSVP program will offer RSVP volunteers currently serving in community priority assignments the opportunity to be reassigned to Mobile Meals food delivery service activity and will recruit new RSVP volunteers as well. The Mobile Meal's station manager estimates needing a minimum of 20 RSVP volunteers within the next year.

The issue of lack of transportation for seniors continues to grow as the senior population increases each year. The National Center on Senior Transportation's website states that in 2005 the White House Conference on Aging cited transportation as the 3rd most critical issue facing the senior population. The Brookings Institution Center on Urban and Metropolitan Policy's report, "The Mobility Needs of Older Americans: Implications for Transportation Reauthorization", found that two-thirds of seniors do not have access to traditional mass transit options because they reside in rural and suburban areas. The report highlights the fact that many seniors face challenges even in urban areas because they do not live close to an existing bus line. The National Household Travel Survey's "Surface Transportation Policy Project" ranked the South Atlantic area, which included North Carolina, 4th out of 9 of the worst areas of the country for isolation of non-drivers age 65 and older. The South Atlantic area had 57% of non-drivers age 65 and older staying at home due to lack of transportation. Transportation for America's report "Aging in Place, Stuck without Options: Fixing the Mobility Crisis Threatening the Baby Boomer Generation" point to seniors having an increased risk for

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isolation, loneliness, poor health and economic hardship when they lack transportation. Independent Transportation Network of America notes findings of increased depression and an increased risk of entering a long term care facility for seniors who have inadequate transportation options.

As our senior population grows, transportation concerns for seniors aging in place rises. The National Association of Area Agencies on Aging's "Maturing of America II" report indicates that in the past 5 years transportation has become an increasing concern for communities across the US. The American Journal of Public Health's "Driving Life Expectance of Persons Aged 70 Years and Older in the United States" found that men who stopped driving in their early seventies needed transportation assistance for approximately 6 years while their female counterparts needed assistance for 10 years.

Transportation for America's "Aging in Place: Stuck without Options" report indicates that by 2015 more than 15.5 million seniors will be dealing with inadequate transportation options to meet their specific needs. Their "Percentage of Population 65-79 with Poor Transit Access in 2015" projection ranks Greensboro-Winston-Salem-High Point, North Carolina at 79% or 6th out of 46 Metropolitan Areas with 1-3 million people.

The transportation needs of seniors are not normally met through our conventional transit systems. The Beverly Foundation and The Community Transportation Association of America's "Innovations for Seniors" report has found the following reasons seniors will most often avoid public transportation options: concerns about safety; inability to pay for the transportation; inability to walk to the vehicle; difficulty getting into the vehicle without assistance; inability to travel alone; fear of getting lost; unreasonable wait times; and fear of injury because it is not senior-friendly. AARP's "Boomers at the Bottom: How Will Low-Income Boomers Cope in Retirement?" report found that 6.9 million (20%) of seniors fall in the low-income category. These seniors struggle each day with housing, food and transportation costs. The PTRC Area Agency on Aging has found 4,560 (12.3%) households in Guilford County have an adult 65 or older who does not have access to a vehicle. Community-based

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programs in Guilford County such as Senior Resources of Guilford's Senior Wheels Medical Transportation Program, the Shepherd's Center's Shepherd's Wheels Non-Medical Transportation Program, the Servant Center's Volunteer Driver Program, and the Caring Services Volunteer Driver Program provide supportive transportation services that are free services for older adults and veterans. These volunteer supported transportation services provide assistance to seniors and veterans by helping them to and from the car, and waiting with them at appointments or assisting them with shopping. In fiscal year 2011-2012, Senior Resources of Guilford's Senior Wheels Medical Transportation Program provided 1,218 rides to 224 seniors while the Shepherd's Center's Shepherd's Wheels Non-Medical Transportation Program provided 1,500 rides to 103 Greensboro seniors. As the population of homebound seniors increases in Guilford County, the need for more volunteers increases as well.

RSVP volunteers assigned to Senior Resources of Guilford's Senior Wheels medical transportation program will use their own vehicles to transport non-driving seniors in Guilford County to medical appointments during the week to carry out the transportation service activity. RSVP volunteers assigned to Shepherd's Center's Shepherd's Wheels non-medical transportation program will use their own vehicles to transport non-driving seniors in Greensboro to non-medical appointments during the week to carry out the transportation service activity. RSVP volunteers assigned to the Servant Center's Volunteer Driver program and the Caring Services' Volunteer Driver program will use their own vehicles to transport veterans in Guilford County to their medical and non-medical appointments (locally and to the Veterans Administration Hospitals in Durham and Salisbury) during the week to carry out the transportation service activity. RSVP volunteers are currently being recruited for the Servant Center and Caring Services, Inc. stations. The anticipated output number for the transportation service activity is 131 homebound seniors and 35 veterans. The RSVP Director will coordinate with the station manager to receive survey results of the clients to determine if 80% of the

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clients have the anticipated outcome of increased social ties or perceived social support. The RSVP program will offer RSVP volunteers currently serving in community priority assignments the opportunity to be reassigned to 1 of the 4 transportation service activities available and will recruit new RSVP volunteers as well. It is estimated that a minimum of 30 RSVP will be needed volunteers within the next year.

Seniors who receive nutritional support brought to their home and transportation services also receive companionship from the volunteers who perform these service activities. Companionship activity services aid in combating risk factors such as loneliness, isolation and poor health associated with non-driving and homebound seniors. Senior Resources of Guilford's Telecare Reassurance Program was created as a means of offering companionship and wellness check services to homebound seniors. Telecare volunteers call their clients 3 to 4 times per week and daily in some cases. Telecare clients are surveyed annually to determine if they have an increased sense of security which maximizes their potential to maintain their independent living. Fiscal year 2011-2012 results show that 87% had an increased sense of security as a result of participating in the Telecare Reassurance Program. Senior Resources of Guilford's Telecare Reassurance Program consists of 44 volunteers, 42 of which are RSVP volunteers, who provided 2,091.5 hours in companionship telephone calls in fiscal year 2011-2012.

RSVP volunteers assigned to Senior Resources of Guilford's Telecare Reassurance Program will provide a companionship activity service that connects homebound seniors to their community in an effort to combat the risk factors of loneliness, isolation and poor health. The anticipated output number for the companionship service activity is 70 homebound seniors. The RSVP Director will conduct surveys of the clients to determine if the clients have the anticipated outcome of increased social ties or perceived social support. The RSVP program will offer RSVP volunteers currently serving in community priority assignments the opportunity to be reassigned to the Telecare Reassurance

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Program companionship service activity and will recruit new RSVP volunteers as well. The Telecare station manager is currently in need of 6 more volunteers and anticipates needing a minimum of 15 more volunteers within the next year.

The RSVP Director has recently partnered with the Mental Health Association in Greensboro to provide RSVP volunteers for their Compeer Friend Companionship Program. This program connects volunteers with mental health clients who are experiencing isolation and loneliness. The role of the volunteer is to provide the companionship support the client needs to begin actively participating in their communities and to develop or improve their social skills so they may build relationships with others in their community. In September 2012, 2 RSVP volunteers were assigned to the Compeer Friend Companionship Program.

RSVP volunteers assigned to the Mental Health Association in Greensboro's Compeer Friend program will provide a companionship activity service that enable out patient mental health clients to transition back into the community as contributing members of society. The anticipated output number for the companionship service activity is 12 older adults. The RSVP Director will coordinate with the station manager to receive survey results from the clients to determine if the clients have the anticipated outcome of increased social ties or perceived social support. The RSVP program will offer RSVP volunteers currently serving in community priority assignments the opportunity to be reassigned to the Compeer Friends Program companionship service activity and will recruit new RSVP volunteers as well. The Mental Health Association in Greensboro station manager anticipates needing a minimum of 10 volunteers within the next year.

The National Alliance for Caregiving and AARP's "Caregiving in the U.S." reports that 56% of care recipients are under the age of 75, 28% are under the age of 50 with the typical care recipient being a 61 year old female. Caregivers make up 29% of the population who provide unpaid care to someone who is ill, disabled or aged. An estimated 66% of caregivers are female with 34% of females caring for

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2 or more people. The report also indicates that 51% of caregivers are between the ages of 18 and 49 with 48 being the average age of a caregiver. It further indicates that 23% of family caregivers report their health is fair or poor after providing unpaid care to their loved ones for five or more years.

Twenty-one percent of older caregivers providing unpaid caregiving services to persons age 65 and older report a higher degree of physical strain compared to 13% of younger caregivers.

The National Alliance for Caregiving and United Health Foundation's "Caregivers of Veterans: Serving on the Homefront" has found that 96% of caregivers of veterans are female with 70% providing unpaid caregiving services to their spouse. Thirty percent of caregivers of veterans provide unpaid caregiving services for 10 years or longer compared to 15% of other caregivers nationally. Caregivers of veterans report increased stress or anxiety (88%) and sleep deprivation (77%) as a result of caregiving. The physical strain on the caregiver may be greater when caring for a veteran as statistics show 29% of veterans suffer from traumatic brain injury, 28% suffer from post traumatic stress disorder, 28% suffer from diabetes, and 20% suffer from paralysis or spinal cord injury.

According to the NCDAAS, in 2008 twenty percent of North Carolinians reported providing unpaid caregiving services to a family member or friend with a long term illness or disability. The NCDAAS also found that in North Carolina 1.2 million caregivers are family members, two thirds of those caregivers are employed either full or part time and nearly half are between the ages of 45-64. AARP Public Policy Institute's "Valuing the Invaluable: 2011 Update, The Economic Value of Family Caregiving in 2009" state by state comparison showed the number of caregivers in North Carolina had increased to 1,180,000.

To address both the unmet needs of the caregiver and care recipient, this RSVP project has partnered with the Adult Center for Enrichment which provides respite services and education to caregivers through their Care Partner at Home Respite Program, Group Respite Program, Caregiver Education Programs and Adult Day Center Programs. Many caregivers are employed and miss work due to

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caregiver responsibilities. The programs offered by The Adult Center for Enrichment allow caregivers to maintain their employment. The programs also provide companionship and respite services to caregivers of veterans. Their Care Partner Program provides companionship and respite service activity to the care recipient while giving the caregiver the opportunity to focus on their own health and well being. In fiscal year 2011-2012 RSVP volunteers provided 1,546.25 hours of volunteer companionship service. Currently 6 RSVP volunteers provide companionship and respite service through the Adult Center for Enrichment's Care Partner Program.

RSVP volunteers assigned to the Adult Center for Enrichment's Care Partners program will provide respite service during the week for caregivers and companionship service for seniors, some of whom are veterans, in Greensboro to carry out the companionship service activity. The anticipated output number for the companionship service activity is 10 caregivers. The RSVP Director will coordinate with the station manager to receive survey results of the caregivers to determine if the caregivers have the anticipated outcome of increased social ties or perceived social support. The RSVP program will offer RSVP volunteers currently serving in community priority assignments with the opportunity to be reassigned to the Care Partner companionship service activity and will recruit new RSVP volunteers as well. The Adult Center for Enrichment station manager has estimated needing a minimum of 15 RSVP volunteers within the next year.

In response to the complexities of Medicare and the abundance of over 100 companies selling Medicare related products to North Carolina seniors, the North Carolina Department of Insurance founded the Seniors' Health Insurance Information Program (SHIIP) in 1986. This program relies on trained and objective volunteers to provide health insurance information to seniors with Medicare or who need to enroll in Medicare. This program continues to be modeled by other states that recognize the need to have a program specifically designed and focused on meeting the needs of those with or in need of Medicare. With the Baby Boomer generation beginning to turn 65 since 2011, there are more

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seniors seeking health insurance information each year. According to SHIIP, North Carolina alone has more than 1.5 million Medicare beneficiaries who are served by more than 850 volunteers across the state. In fiscal year 2011-2012 Senior Resources of Guilford's SHIIP program provided the health insurance information service activity to 1,232 seniors with the assistance of 14 volunteers, 9 of which are RSVP volunteers.

The United Way of Greater Greensboro and Cone Health Foundation's Greensboro Human Service Study "Voices, Choices: Health Access Task Force Report" lists as one of its goals to increase the percentage of people who have insurance or health care coverage. The SHIIP program was listed as one of the strategies it can utilize to meet the community need for health insurance information for seniors in Guilford County. RSVP volunteers assigned to the Senior Resources of Guilford's SHIIP program will provide health insurance information to seniors in Guilford County to carry out the health insurance information service activity. The anticipated output number for the health insurance information service activity is 800 older adults. The RSVP program will offer RSVP volunteers currently serving in community priority assignments the opportunity to be reassigned to the SHIIP program service activity and will recruit new RSVP volunteers as well. The SHIIP station manager estimates needing a minimum of 5 additional RSVP volunteers within the next year.

In order to ensure the RSVP project is addressing the community needs effectively, the RSVP Director will maintain weekly contact with the stations in the Primary Focus Area. This contact takes place via phone calls, emails and station visits. The RSVP Director contacts the station manager once a volunteer has been enrolled and oriented to set up an appointment between the station manager and the volunteer. The station manager contacts the RSVP Director following the appointment to advise if the volunteer will be placed and when the volunteer will receive training. If the volunteer is not placed at the station, the RSVP Director contacts the volunteer for possible placement at another station. The RSVP Director contacts the volunteer 2 to 3 weeks after their placement to ensure the

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volunteer has received the necessary training, determine if the volunteer needs additional training and follow up to make sure the placement meets the needs of the volunteer. The RSVP Director also follows up with the station manager to determine if the volunteer is consistently volunteering. The RSVP Director assists station managers in providing in-service training as requested by the station manager, conducts biannual station visits, conducts an annual station manager in-service and conducts an annual station satisfaction survey. The RSVP Director also conducts an annual survey of volunteer satisfaction. The RSVP Director follows up with volunteers whose volunteer service at the stations has reduced and reassigns volunteers as needed. The RSVP Director works with the RSVP Advisory Committee to identify community needs and organizations that RSVP can partner with to address community needs and volunteer opportunities. The RSVP Director shares the impact of service through a newsletter, internet sources such as the sponsor's website and social media such as Facebook. The RSVP Director also works with station managers and volunteers on special projects and service projects such as 9/11 Day of Service, Martin Luther King, Jr. Day of Service, and the Stand Down for Homeless Veterans, in order to further build relationships with volunteers and station managers.

Recruitment and Development

The RSVP Director researches critical organizations in the community that provide services to address community needs and that rely on volunteers or would benefit from volunteers to carry out their services. The RSVP Director makes contact with the organizations and works on building relationships with these organizations. After establishing a relationship via a Memorandum of Understanding, the RSVP Director works with the station manager to develop high quality assignments that allow the volunteers to provide services which have a direct impact on the community need and provide a meaningful volunteer experience to the individual. These assignments are described in a volunteer job description which is kept on file in the RSVP office. The RSVP

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Director and station manager will meet twice a year to discuss community needs, determine if the assignment is continuing to address community needs and determine if new assignments or revisions to current assignments need to be made in order to have a greater impact.

Volunteers will have the opportunity to build their skills by participating in in-service training provided by their station manager throughout the year. For the purpose of developing the volunteer's leadership potential, volunteers will have the opportunity to speak at community presentations about the impact of their service on community needs. Volunteers will also have the opportunity to present topics during volunteer and station manager trainings, lead service projects, provide articles for the RSVP newsletter, participate as a member of the RSVP Advisory Council, and assist with administering surveys to volunteers and station managers. The RSVP Director will coordinate with station managers to provide Service-Learning sessions during training sessions to give volunteers the opportunity to reflect on the meaning of service and share their volunteer experience with other volunteers.

The prospective volunteer will meet with the RSVP Director to complete the RSVP application and discuss their interests and skills. This conversation will allow the RSVP Director to assess the volunteer assignment that best suits the skill set and interests of the volunteer. The RSVP Director will conduct the initial volunteer training through volunteer orientation. Upon completion of the initial training, the volunteer will be provided with a handbook and job description for their assignment. The RSVP Director will contact the station manager to set up a meeting to arrange on-site volunteer training prior to the volunteer beginning the assignment at the station. The station manager will contact the RSVP Director once the volunteer has completed the station training and is ready to begin their assignment. The RSVP Director will follow up with the volunteer by phone or email to ensure he/she has completed their volunteer training and feels adequately prepared to carry out the assignment. The RSVP Director will follow up with the volunteer approximately two weeks after placement to assess if

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the volunteer feels he/she needs additional training and is satisfied with the assignment. If it is determined that the volunteer needs additional training, the RSVP Director will contact the station manager in order to arrange training. The RSVP Director will meet with the station manager prior to recruitment or placement of volunteers to discuss the on-site volunteer training program for volunteer assignments. The RSVP Director and station manager will review and update the on-site volunteer training program at biannual station visits.

The RSVP Director will recruit volunteers for RSVP by participating in community resource fairs and making presentations at rural outreach centers, community nutrition sites, senior centers, recreational centers, independent living and assisted living facilities, at faith community locations, civic groups, and at local businesses. The RSVP Director will also recruit volunteers for annual service projects. Volunteers will be encouraged to share their volunteer experience with their friends, family, acquaintances, and through making presentations with the RSVP Director. Volunteers will also be provided marketing materials for referral to the RSVP program. Program materials will also be distributed at Guilford County senior centers, local libraries, RSVP stations, parks and recreational centers, area churches and other locations throughout the community where seniors frequent including restaurants such as K&W and Libby Hill. The RSVP newsletter will be used as a means of promoting the RSVP program and will be mailed, posted on the sponsor's website and distributed to afore mentioned locations. Inactive volunteers with the potential to return as active volunteers will remain on the mailing list as new opportunities may appeal to them and they may begin volunteering again. Volunteers will be encouraged to refer others and will be invited to participate in recruitment opportunities so they may share their volunteer experience and take a leadership role in promoting the RSVP program.

Volunteer recruitment efforts will be conducted across the county and in a variety of locations so that individuals of all races, ethnicity, backgrounds, and abilities are reached. There are nine Community

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Nutrition Sites in Guilford County that offer health and nutrition programming prior to the congregate meal. By focusing volunteer recruitment efforts at these locations, the RSVP Director can market the RSVP program to 256 African American seniors, 105 Asian seniors, 5 Bi-racial seniors, 1 Native American, and 96 White seniors. The Refugee Outreach Program of Senior Resources of Guilford is another area of focus of volunteer recruitment of Vietnamese, Bhutanese, Hindi, Montagnard, Russian, Bosnian, Iraqi, and Congolese seniors. The RSVP Director will also coordinate with the Hispanic League and Casa Azul of Greensboro to make volunteer recruitment presentations to Hispanic seniors.

The RSVP Director's recruiting efforts will also extend to our local veteran organizations. The skills of these potential volunteers will be extremely important in recruiting RSVP Stations with a focus on Disaster Services. Volunteer opportunities will be presented to potential volunteers with an emphasis on how potential volunteers who have a military background can utilize their skills to focus on our current community issues. The RSVP Director will contact the American Legion, Veterans of Foreign Wars, Disabled American Veterans, AMVETS (American Veterans of North Carolina), Vietnam Veterans of America, Military Order of the Purple Heart, Prisoner of War, Retired Military Officers Association, and Marine Corps League to set up volunteer recruitment presentations. The RSVP Director will also provide volunteer opportunity information to veteran organizations such as National Association of State Directors of Veteran Affairs, US Army Human Resources Command, North Carolina Veterans Council, US Marine Corps Reserve, US Army Reserve, and US Naval Reserve. Many of our now inactive RSVP volunteers have withdrawn from volunteering because they are living with disabilities and feel they can no longer make a difference. The RSVP Director will reach out to these previous volunteers with new opportunities that will allow them to volunteer as fully and effectively as they desire within their functional level. The RSVP Director will also contact organizations whose focus is on enhancing the lives of those with disabilities. The following

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organizations will be contacted: Lifespan, Bell House, the Greensboro Civitan Club, Arc of Greensboro, the Joy A. Shabazz Center for Independent Living, Community Alternatives Program for Adults and Children, National Multiple Sclerosis Society Central North Carolina Chapter, and the Greensboro Muscular Dystrophy Association. The goal of the RSVP Director will be to partner with organizations serving those with disabilities as well as to provide their clients with the opportunity to give back to their community through volunteer service.

The RSVP Director will recognize volunteers at an annual event held in conjunction with the sponsor agency's annual volunteer recognition event in May. Volunteers will be recognized with a meal, a certificate of achievement highlighting their hours of service and their volunteer area of impact for the year, and a gift. Volunteers will have the opportunity to share their volunteer experiences with each other while attending the volunteer recognition event. In addition volunteers will be recognized in the RSVP newsletter which is posted on the sponsor's website and distributed to the volunteers by mail. Volunteers will be asked to contribute stories about their volunteer experience that will be posted on the sponsor's Facebook page. The RSVP Director will also submit volunteers who contribute the greatest impact to the community to the Governor's Award volunteer recognition program which is sponsored by the State Commission. The RSVP Director will also submit volunteers stories to the Greensboro News & Record's Community Corner's Volunteer of the Week feature as a way to recognize volunteers and raise awareness of the RSVP program. The RSVP Director will also send birthday cards to the volunteers and attend volunteer recognition events at RSVP stations.

Program Management

The RSVP Director will maintain contact with station managers via email, phone, written format and station visits to ensure station managers are providing training for newly placed volunteers, providing quality assignments and accurately reporting volunteer hours. The RSVP Director will utilize the software package, Volunteer Reporter, to track and monitor Memorandums of Understandings so that

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they are evaluated and renewed prior to their expiration date. The RSVP Director will conduct annual surveys of station managers to ensure that volunteers are meeting the needs of the organization. The RSVP Director will conduct station audits bi-annually to ensure all documents are on file in the RSVP office. The RSVP Director will monitor station manager monthly reports to ensure station managers are consistent in submitting volunteer hours and providing volunteer training. The RSVP Director will conduct an annual station manager training program to review procedures, discuss the focus of CNCS and the RSVP program and discuss how the organizations partnership with RSVP is impacting the community of Guilford County.

The RSVP Director with the assistance of the RSVP Advisory Council will assess the needs of the community that are not met by the Primary Focus Area and determine which organizations in our community are currently in place to address these needs. This will be done through research, networking, RSVP Advisory Council meetings and participating in Resource Fairs throughout Guilford County. The RSVP Director will provide these organizations with information about CNCS and the RSVP Senior Corps program. The RSVP Director will follow up by making direct contact with the organizations for the purpose of explaining how the RSVP program can assist them in making an impact on the community needs through volunteer service. The RSVP Director will work to develop a relationship with the organization with the intent of recruiting the organization as a volunteer station. The RSVP Director has an established relationship with The Shepherd's Center and is developing the Economic Opportunity area to address the community need of access to home repair services for seniors. In order to develop the Economic Opportunity area to address the community need of Adult Literacy to improve employment outcomes the RSVP Director established a relationship with Reading Connections in High Point and Greensboro. The RSVP Director recently recruited Big Brothers Big Sisters of the Central Piedmont as a station in order to develop the Education area to address the community need of mentoring youth to improve attendance and educational success. The RSVP

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Director is currently recruiting volunteers for 2 newly recruited veteran stations, The Servant Center and Caring Services, in order to develop the Veterans & Military Families area to address the transportation needs of veterans. The RSVP Advisory Council has a new member from the Guilford County Emergency Services Department who is assisting the RSVP Director in developing the Disaster Service area to provide training of RSVP volunteers who will work with the Volunteer Center of Greensboro's Disaster Recovery Center when disaster strikes in Guilford County.

The RSVP Director will meet with managers of volunteer stations that cannot be assigned to the Primary Focus Area or Other Focus Areas to discuss the possibility of transitioning those stations into capacity building assignments. The RSVP Director will also discuss with the station managers plans of notifying the current volunteers assigned at the station of the transition to a capacity building assignment and how this will affect their status as volunteers. The station will be given a 30 day notice so that both the RSVP Director and the station manager have time to properly notify current volunteers. If the station cannot be transitioned to a capacity building assignment, then the station will be graduated at the end of the 30 days. The station will be given a letter of appreciation and a certificate of recognition for the length of time they were a RSVP station. Volunteers will be notified in writing of the transition of the station to a capacity building assignment or the graduation of the organization from the RSVP program. Volunteers will be offered the opportunity to be reassigned to another assignment. Volunteers who wish to end their enrollment with RSVP will be sent a letter of appreciation for their service.

To ensure that the National Performance Measure outcomes and outputs are measured and collected, the RSVP Director will meet with station managers to discuss the requirements of CNCS. The RSVP Director has determined that each station in the Primary Focus Area currently conducts annual surveys of its clients that include questions pertaining to the anticipated outcomes. The RSVP Director will coordinate with each station manager to have access to the results of the surveys.

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The RSVP Director submits monthly reports to the sponsor and meets with the sponsor Executive Director for Mid-Year and End-of-Year review of Goals and Objectives to ensure that the RSVP program is operating effectively. To ensure accountability and efficient and effective use of available resources, the Chief Financial Officer oversees the expenditure of federal and non-federal funds. The RSVP budget is reviewed by the Chief Financial Officer and the RSVP Director quarterly. All expenses in excess of \$25.00 are submitted for review and approval by the Assistant Director of Operations and to the Chief Financial Officer prior to being incurred. The accounting office documents all in-kind donations, including meals and bus passes, funds raised through fundraising efforts and donations received for the RSVP program. The Chief Financial Office utilizes the Senior Corps Compliance Monitoring Tool to issue revenue and expenditure statements to the RSVP Director and completes the financial status report twice a year. In order to secure cash and in-kind resources, Senior Resources of Guilford successfully makes applications to the United Way of Greater Greensboro and the United Way of Greater High Point for financial support and submits Mid-Year and End-of-Year reports which include RSVP project accomplishments, inputs and outcomes. Senior Resources of Guilford has an external financial and program compliance audit conducted annually by an outside firm to test and review company policies, review staff roles and procedures to ensure they are sufficient and meet federal audit standards.

Organizational Capability

The sponsor of the RSVP program in Guilford County, Senior Resources of Guilford, was founded in 1977 as United Services for Older Adults. After thirty-five years, Senior Resources of Guilford remains the largest private non-profit in Guilford County providing community based services that promotes independent living for seniors. Senior Resources of Guilford offers seniors access to services through the following programs: SeniorLine Information and Referral Service, Case Assistance, Senior Wheels Medical Transportation, the Family Caregiver Support Program, the SHIIP program and the

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Geriatric/Adult Mental Health Specialty Team. The following community based programs are offered by Senior Resources of Guilford: the Greensboro Senior Center which is recognized by the NC Division of Aging as a Center of Excellence, Refugee Programs, Rural Outreach Activities, Pathways and Protocols, and GuilfordBoomers. Senior Resources of Guilford also addresses nutritional needs of seniors through their Community Nutrition Program and the Mobile Meals Program. For over twenty years, Senior Resources of Guilford has proudly sponsored the Foster Grandparents Program and the RSVP program of Guilford County. Nearly every Senior Resources of Guilford program is supported by volunteers. Volunteers who are not eligible for the RSVP program are managed by our Volunteer Coordinator.

Senior Resources of Guilford's corporate office is located in downtown Greensboro, North Carolina in the Dorothy Bardolph Human Services Center building across from the bus and train depot. Senior Resources of Guilford also has an office in High Point, North Carolina in the Roy B. Culler Center. The RSVP Director works out of the Greensboro office four days a week and the High Point office one day a week. The sponsor provides the RSVP Director with general office equipment needed to perform the program duties as well as support staff for processing of vouchers, IT support and other essential functions required by program directors.

A Board of Directors provides governance to Senior Resources of Guilford. Senior Resources of Guilford is managed by an Executive Director who has worked in the non-profit field for more than 30 years, promoting services and advocating for older adults. The Chief Financial Officer has over 15 years experience managing federal dollars in the non-profit field. The Chief Financial Officer manages the RSVP programs budget in accordance with CNCS guidelines, policies, procedures and regulations.

Senior Resources of Guilford has been a Senior Corps program sponsor for 23 years. The agency continues to sponsor the Foster Grandparent Program and the Retired and Senior Volunteer program.

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Senior Resources of Guilford is a former sub grantee of the federally supported Senior Community Service Employment Program. Senior Resources of Guilford continues to receive and manage Older Americans Act Title III funding for the Elderly Nutrition Programs, Senior Line Information & Assistance Program and Case Assistance; federal grant funding for the Senior Center, and Department of Health and Human Services, Office of Refugee Resettlement federal grant funding for outreach to elderly refugees.

The sponsor receives non-federal support from the United Way of Greater Greensboro and the United Way of Greater High Point. For the purpose of measuring performance each program director, including the RSVP Director, outlines the goals and objectives for their program which includes outcome measurements to be achieved at various times throughout the year. Each program director submits internal monthly activity reports to the sponsor, a Mid-Year report and an End-of-Year report for the United Way of Greater Greensboro. These reports assist the sponsor in demonstrating to the non-federal funders the impact of their funds and the service made possible through their support in Guilford County. The RSVP Director participates in speaking engagements throughout the year to promote the RSVP program. Throughout the year the Executive Director of Senior Resources of Guilford seeks out non-federal funding opportunities to sustain the growth and development of the sponsor organization.

RSVP funding is maintained in its own account that is monitored by the Chief Financial Officer. The RSVP Director and Chief Financial Officer meet quarterly to review the proposed budget in comparison to the actual expenditures of the previous year. The Chief Financial Officer provides the RSVP Director with monthly budget reports and guidance regarding upcoming and proposed expenditures. The RSVP Director follows the policies of Senior Resources of Guilford for submitting timesheets, travel reimbursement, supply reimbursement and purchase order requests. The Executive Director reviews agency policies with staff at monthly staff meetings or when policies are changed or

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updated. Program Directors are provided with an updated policy in written form for the policy book maintained by each program director. Senior Resources of Guilford contracts with an outside agency to provide an annual financial audit to ensure the company is in compliance with generally accepted audit practices and is functioning efficiently and according to its policies.

The RSVP program at Senior Resources of Guilford is managed by a full time Director. The program has one part time assistant. The RSVP Director is responsible for the day to day operations of the RSVP program, including volunteer station management and recruitment, volunteer management and recruitment and the evaluation of the program through National Performance Measure outcomes/outputs. The RSVP Director also coordinates a 9/11 Service Project, a Martin Luther King, Jr. Day Service Project, a Make a Difference Service Project, a Veteran Outreach Project with The Servant Center and an annual volunteer recognition event. The RSVP Director is the station manager for the Telecare Reassurance Program. The RSVP Assistant manages volunteer mileage reimbursement requests and volunteer hours in addition to performing support services to the director such as mailing out birthday cards, inputting new volunteers and assisting in conducting surveys. The RSVP Assistant is the station manager for the SHIIP program. These positions are supported by the agency's management team, including the Chief Financial Officer, Assistant Director and the Assistant Director of Operations.

To ensure input from the community the RSVP Director encourages its volunteers and station managers to provide feedback and input that is shared with the RSVP Advisory Council. Volunteers and station managers are also invited to participate in the RSVP Advisory Council. The RSVP Advisory Council meets quarterly to assess and review the community needs. The Council also discusses fundraising plans, volunteer recruitment plans, volunteer station recruitment, and performance measures and the impact RSVP volunteer service is having in the community. Three RSVP volunteers, one volunteer from a local disaster service organization, four station managers and four

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community leaders who have experience with disaster service, veterans, people with disabilities, and the knowledge of the needs of the community comprise the RSVP Advisory Council. The participation of the RSVP Advisory Council is essential to the success of the RSVP program in Guilford County.

In summary, the Guilford County RSVP project's Primary Focus Area is Healthy Futures. Through this focus area RSVP volunteers will address the following community needs: food insecurity, lack of transportation for seniors, isolation and loneliness of seniors, respite support for caregivers of seniors and access to health insurance information for seniors. RSVP volunteers will also provide services to our veterans in the Primary Focus Area and in the other focus areas. The RSVP Director will receive guidance through a diverse Advisory Council and support through an experienced agency sponsor to meet the needs to of the community.

Other

n/a

PNS Amendment (if applicable)

n/a