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Executive Summary

The Butler County Community Resource Council (CRC) seeks to continue the RSVP in Missouri Opportunity #9; Butler County, MO: Poplar Bluff, Fisk, Broseley, Qulin, Harviell, Neelyville. The CRC exists to promote coordination and cooperation between social services providers, churches, business communities and the educational system, in order to empower families and individuals to become more self-reliant, responsible and resourceful. The RSVP program began in 1973 and has continued to meet community needs in Butler County, MO. The primary focus area will be Healthy Futures and 105 volunteers at 7 work stations will meet needs within the community which include access to care, aging in place and obesity and food. At the end of the 12-month performance period, approximately 2000 individuals/families will receive services: 765 will report having increased social ties; 600 will report increased food security; 360 will receive health information; 275 will participate in health education programs. The CNS federal invest of \$31,986 will be supplemented by \$40,646 of non-federal resources which will include, in kind donations, local and state funding.

Strengthening Communities

Butler County, MO is a small, rural county comprised of rolling Ozark Foothills in the northwest & fertile farmland in the southeast. According to the U.S. Census (2010), the population of Butler County is 42,794. Butler County's residents are primarily Caucasian (91.6%), while African-Americans comprise a significant minority (5.4%). Hispanics (1.7%), Native Americans (.6%), Asians (.8%) & multi-racial (1.5%) comprise the remaining population. Leading employment categories are services, manufacturing, & retail. Of the 42,794 residents in Butler County, 17,045 reside in Poplar Bluff while Neelyville, Broseley, Harviell, Qulin, & Fisk are small towns located in the county with populations between 300-500 residents. As a rule Butler County residents are poorer, less educated & older than the typical Missouri resident. In 2010, the median household income in Butler County was \$32,919 compared to \$44,306 for Missouri. The portion of our population living in poverty is 20.8%

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compared to 13.5% for Missouri. The portion of adults in Butler County without a high school diploma or GED is 29.5% compared to 18.7% for Missouri. The portion of our population 55 years or older is 30.2%. The Office of Social and Economic Data Analysis states that between 2000 and 2010 Missouri's older population increased more rapidly than the state population overall. According to recently released 2010 Census data, the Missouri population age 65 and over increased by 11 percent over the decade and those 85 and over increased by 15 percent. Overall, Missouri's population grew by 7% between 2000 and 2010. In 2010, nearly 840,000 Missourians (14%) were over 65 in 2010 and nearly 114,000 (2%) were over 85 years old. The number of persons living in poverty over age 65 is 9%.

RSVP has a long history in Butler County. Established in 1973 & sponsored by the Altrusa Club of Poplar Bluff, it has operated continuously since that time. RSVP has an established Advisory Council with representation from local government, churches, community organizations, medical services, volunteers, work stations directors, & service organizations. The local input derived from the Advisory Council enabled the program to identify needs for workstations, mobilize resources, & build partnerships & awareness of volunteer needs within the community.

The continued sponsorship of the Butler County RSVP by the Butler County Community Resource Council (CRC) has greatly enhance opportunity for local input, mobilization of resources, as well as the forging of new partnerships. The CRC engages over 300 participating individuals representing over 100 local agencies in community action committees, which seek to achieve six core results for the community such as healthy children & families. The RSVP Program Director will be an employee of the CRC and report directly to the Executive Director. The RSVP Program Director will participate in many of the CRC activities, including participation in community action committees. Through networking with these agencies & organizations, the Program Director will seek out opportunities to establish volunteer assignments in Butler County.

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The RSVP sponsorship by the CRC will continue to contribute a greater capacity to mobilize community resources. Through the aforementioned ongoing contact & communication with local agencies & organizations, RSVP can easily network to promote the availability of volunteers & develop new opportunities for volunteer engagement in meeting local needs. The RSVP program has a greater reach in connecting with potential partners & volunteers of diverse backgrounds, as the existing partners of the CRC cover virtually all sectors of the community. The CRC actively supports RSVP's goal to integrate senior service into the activities of other service programs in the community, seeking new workstation opportunities & promoting service among seniors. RSVP volunteers are encouraged to actively participate in these opportunities to enhance the program.

The capacity of all organization & institutions in the community is greatly enhanced. Through service to existing workstations & new partners developed with other organizations, RSVP volunteers will add to the capacity to provide & promote services within our county. The CRC assists the RSVP program in gauging the added capacity of all organizations benefiting from the service of volunteers.

Recruitment and Development

To best ensure a high quality experience for volunteers and workstations, all volunteers will be interviewed by the Program Director to survey and inventory the volunteer's interests, skills, and abilities. Matching the volunteer with a work station will be made after consulting with work station directors regarding the volunteer's interview. All volunteer surveys will be kept on file for future reference. Development of volunteers will be shared with the work stations. On-site work station training will be conducted by work station directors. The Program Director will train volunteers in rules and regulations of the Corporation for National and Community Service and develop other volunteer trainings opportunities based on volunteer interviews/surveys. These trainings will seek to enhance volunteers' leadership in identifying and meeting local needs, as well as promoting their reflection on service opportunities. Training resources will be sought from the Corporation's Resource

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Center website.

The program will seek to develop a strong and diverse corps of volunteers passionate about meeting local community needs with in the primary focus group of Healthy Futures as well as grow our other volunteer pool through close collaboration with the local VA Hospital. Volunteer recruitment will be promoted through the CRC's partnership meetings, newsletters, church presentations, word of mouth, civic organization presentations, and the Poplar Bluff's Promise Volunteer Center. Interest surveys will be made available at work stations, the CRC's office, Butler County RSVP's office, email, and on the Butler County Community Resource Council's website, www.thecrc.org. Existing volunteers will be encouraged to assist with the recruitment of new volunteers.

The program will encourage volunteer retention primarily through ongoing, regular communication with volunteers via site visits and training opportunities. Volunteer retention will also be achieved with volunteer recognition. An annual recognition banquet will enable the program to individually recognize each volunteer with the total hours of service provided. The Advisory Council will be asked to assist with volunteer recognition efforts, including the selection of volunteers for special recognitions and securing volunteer awards/recognition items. The CRC will work with non-profit organizations to enhance or respond to changing needs of established volunteer work stations. The Program Director will work closely with each work station director monthly to identify needs and provide training and technical assistance. All program staff will participate in training provided by the Corporation, as well as locally sponsored training workshops covering topics such as fundraising and volunteerism. The CRC and Program Director will maintain regular contact and seek technical assistance as needed from the State Program office.

Program Management

The CRC will ensure effective program management of the RSVP program with a well designed plan for program development, management, and assessment. As previously addressed, the CRC will be

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actively engaged in the development of workstation assignments through enhanced public awareness and increased exposure of the program to potential partners. The Program Director will work closely with existing and new workstation directors to ensure meaningful opportunities with measurable outcomes are available to volunteers and will continue to strive to meet unmet community needs outside the programs primary focus area of Healthy Futures. Volunteers will be surveyed to gauge skills, training needs, and interests. All data related to volunteers and workstations will be managed through the RSVP's Volunteer Reporter database, a program designed for tracking volunteer information and service engagement, as well as related workstation outcomes.

The program will assess project performance at least annually. PPR reports are currently prepared for the Corporation of National and Community Service once each year. The Program Director will collect data related to work plan performance measures as proposed, such as an annual questionnaire of workstation directors. The PPR reports will be used to measure the program's accomplishments as well as to identify areas in need of improvement. The Advisory Council will also continue its annual evaluation of RSVP. Issues to be addressed include the program's visibility in the community, effectiveness in meeting community needs, generation of program donations/fundraising, recruitment and retention of volunteers, fiscal management, and the Advisory Council's responsiveness to the needs of RSVP. The results of the evaluation are presented to the Advisory Council as a tool to validate and improve the work of RSVP.

The Volunteer Reporter database will be utilized to compile and track volunteer contact information, survey information, service hours, and other pertinent data. The database provides for the generation of volunteer reports, including total volunteer enrollment, volunteer hours by workstation, or volunteer hours by service activities. The database also compiles information related to workstations and volunteer job assignments. Each workstation is assigned to a service category. The database allows for the entry of related outcomes of workstations, which can be easily exported to reports. The

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database will be a valuable tool to track and assess the program performance and impact within the community and will serve as the primary resource for information management.

All donations, grant funds, and receipts from program operations and fundraising activities will be coded to the Butler County RSVP and will appear on monthly financial statements of the CRC. In kind contributions will also be tracked monthly by the Program Director. Bi-monthly reports will be prepared for the Advisory Council, the CRC's Board of Directors, and any funding sources that require monthly reports. The Council and Board of Directors will review resource management closely and make recommendations as needed to ensure accountability and the efficient and effective use of resources.

Local banks and nursing homes have historically contributed \$1,000.00 to support volunteer recognition expenses. The RSVP program has enjoyed and expects to continue to receive annual support from local government and nonprofit agencies. The Advisory Council will continue to serve the program with its close oversight of available resources, and will seek new opportunities to garner project resources, both cash and in kind, to ensure project sustainability.

Organizational Capability

The Retired and Senior Volunteer Program has successfully operated in Butler County, MO since 1973 when first started by the Altrusa Club of Poplar Bluff. In 2010, sponsorship of the RSVP was given to the Butler County Community Resource Council where the program has continued to work meeting the goals of the Corporation of National Service by continually working within the focus area of Healthy Futures, managing volunteers and reporting performance measures.

The RSVP Program Director will seek out community needs information from CRC community action committees. The CRC committees work to identify Butler County needs through formal assessment procedures, research potential interventions and service activities to meet needs, and support the implementation of activities. The plans and work of these committees are published

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annually in the CRC Community Plan. The RSVP Director will be an active member of the committees working on needs relevant to the current work plans and possible future plans and workstations. The RSVP Director will work closely with existing workstation leaders to ensure that service activities directly impact local needs.

The RSVP Director will also engage the Advisory Council in the assessment of community needs and development of workstation assignments. The CRC Executive Director and Advisory Council will be primarily responsible for securing resources for the program with direction and support of the RSVP Director.

Local government and nonprofit agencies' support of the program are evidenced through the RSVP's previous years program records. For example, the Poplar Bluff Altrusa Club has provided annual support to the RSVP program since the program began in 1973. The Club has offered an informal pledge to continue its support of the program in the future. The Butler County Senior Tax Board has contributed approximately \$7500 annually to the program since 2003. The Tax Board has committed it's continue its support as funds are available. MODOT has also supported the program annually since at least 2003 with approximately \$2500. The program anticipates the continued support from MODOT as well. The CRC, a nonprofit 501c3 corporation in Missouri, was established in 1992. The CRC is the Caring Communities Partnership in Butler County with the goal of measurably improving the lives of children & families through system reform & interagency cooperation. Its 9 standing committees with 15-20 members each meet monthly to discuss community needs in the areas of youth succeeding in school and ready to enter productive adulthood, obesity, parents working, children & families safe, children & families healthy, children ready to enter school, MO Reentry Process to reduce recidivism, & senior citizens' concerns. A board of directors of 13 community leaders with fiduciary oversight governs the CRC. Directors represent churches, schools, service agencies, higher education, law enforcement, mental health services, government, & public health. An annual

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community plan is prepared researching trends, tracking interventions, & reporting improvements made.

The CRC has long history of volunteer engagement & management in Butler County. The Volunteer Center & AmeriCorps program--currently funded as a competitive program with 18 MSY-- has been sponsored by the CRC since 2004. The CRC has sponsored a VISTA program in the past and operates a teen parent mentoring program serving 80 teen moms in Butler & Ripley Counties. The Volunteer Center & AmeriCorps program has actively engaged & managed the service of 200+ volunteers providing over 2000 hours of service meeting needs of local at risk youth yearly. The successful programs have achieved significant outcomes as a result of volunteer support, i.e. improved grades, school attendance, & behavior of students served. The CRC's capacity to identify needs, build partnerships, garner support from stakeholders, & assess program effectiveness is well demonstrated by these programs. The CRC intends to use the success of these programs as a model for the the proposed RSVP program.

Karen Crook, CRC Executive Director, will supervise the Program Director of Butler County RSVP. She has been employed at the CRC for 13 years. The Project Director will have a Bachelor's Degree in Business Administration & possess ten years experience in working with volunteers. The CRC intends to retain Jennifer Rosener as Program Director, who has served in that capacity for the last six years. The CRC's office manager's accounts payables are approved by the Board of Directors. The CRC uses a CPA firm to prepare monthly financial statements & payroll. An independent annual audit will include financial activities of the Butler County RSVP. The CRC operates under a financial policy manual and a standard operating procedures manual that addresses organizational issues, such as employee travel.

The CRC has been very successful in the development, implementation, administration, & evaluation of many grants from multiple sources including MO Dept. of Public Safety, MO Foundation for

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Health, Children's Trust Fund, MO Dept. of Mental Health, MO Dept. of Social Services, MO Dept. of Economic Development, U.S. Dept. of Health & Human Services, & the CNCS. Federal grant experience includes AmeriCorps (2004-current, approximately \$235,000/yr); Strategic Prevention Framework State Incentive Grant (2006-current, approximately \$275,000/yr) & OJJDP (current \$10,000).

The Executive Director is responsible for oversight of all programs and activities of the CRC & reports monthly to the Board of Directors. Each program has internal measures of assessment and evaluation, and monthly, quarterly, and annual reports prepared by program directors and submitted to the Executive Director for review. The Executive Director works closely with program directors to ensure continuous improvement based on board recommendations, direction by funders, or input from the community.

Other

NOT APPLICABLE

PNS Amendment (if applicable)

NOT APPLICABLE