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Executive Summary

An estimated 240 RSVP volunteers will serve through Community Action of Southern Kentucky's RSVP initiative titled Healthy = Happiness in Allen, Barren, Logan, Simpson and Warren counties. The Primary Focus Area of this initiative is Healthy Futures. The goal of RSVP's Healthy = Happiness initiative is to impact South Central Kentucky through improved health, education, and safety and to build a strong community that is able to meet its own challenges. RSVP Volunteers' activities will include delivering food, providing companionship, supporting food pantries, providing health education, developing and distributing health materials and providing health and safety related training or coaching, education and life readiness. By the end of the three-year grant, RSVP will have increased social support for home bound or older adults and individuals with disabilities; increased food security for families and children; improved academic engagement for students grades K-12; and increased the number of organizations implementing effective volunteer practices. The CNCS federal investment of \$100,956 will be supplemented by \$46,017 from non-federal resources, which will be secured through donations, fundraising, in-kind, community support, and additional grants.

Community Action of Southern Kentucky, Inc. was established as a result of the Federal Economic Opportunity Act of 1964, and program services began in 1966. Community Action of Southern Kentucky, Inc. is a non-profit 501(c) (3) organization. Federal, state and local government funding, private contributions and user fees enable the Agency to provide a comprehensive range of services to residents of the Barren River Area of Kentucky, especially those individuals and families confronting poverty conditions.

The mission of the Agency staff is to create opportunities for individuals and families to be self-reliant. Community Action of Southern Kentucky strives to be an organization valued and respected for its ability to create opportunities and achieve results, and an organization committed to the principles of public service. The Agency manages several programs, including Children's Services (Head Start, Child Care and Family Nurturing), Community Services (Educational Scholarships, Employment Enhancement, Garden, Heating Assistance, Supportive Housing, Refugee programs and other services), Senior Services (Senior Centers, Home Delivered Meals, Foster Grandparent Program, and Retired and Senior Volunteer Program), Transportation, and Weatherization.

Strengthening Communities

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The Community Action of Southern Kentucky Retired and Senior Program (RSVP) serves the counties of Allen, Barren, Logan, Simpson, and Warren in South Central Kentucky. These counties cover 2,175 square miles with a total population of 224,485. The five-county area is very diverse in both localities including rural farmland, as well as Bowling Green, the third largest city in Kentucky in population. Bowling Green is the highest populated city in the five-county area served with a population above 50,000, which makes it a small metropolitan area. The area is home to small colleges and universities, including Western Kentucky University (WKU), which enrolls approximately 21,124 students from all over the world each year (wku.edu)

The Primary Focus Area for Community Action of Southern Kentucky RSVP will be Healthy Futures. In the five-county area, approximately 26% of adults surveyed indicated their health as fair or poor. We have 15,089 veterans in the five county service area. According to the panel presentation at "The Road Home: National Behavioral Health Conference on Returning Veterans and their families" with high incidences of PTSD (post-traumatic stress disorder) and homelessness the veteran's transition to pre-service life is not an easy journey. Currently, there are several initiatives to help our veterans receive the health care they deserve. Now veterans returning home must sign up for benefits, when in the past it was automatic. Many veterans, because of the stress and transitioning need assistance in completing paperwork and getting the help they need. RSVP volunteers can connect veterans with needed services and can serve as the conduit to make a successful transition and get the care they need (SAMHSA News 2012).

Community Action of Southern Kentucky's headquarters is located in Bowling Green, Kentucky, and the Agency as a whole serves a ten county area. This RSVP grant project serves five of the ten counties, including Warren and four surrounding counties. Each county is unique, thus briefly described as follows.

Allen County

Allen County Kentucky has become a center for fostering non-farm entrepreneurial income growth (Allen County Chamber of Commerce, 2012). In the County Health Ranking & Roadmap 2013, of the people age 65 plus 36% rated their health as fair or poor. Overall the poverty rate for Allen County is 20.1%, and the unemployment rate is 9.1%. 13% of Allen County residents consider their health fair to poor. Adult obesity is 34%. The graduation rate in Allen County is 74%. Allen county residents are

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hard-working rural farmers and entrepreneurs needing a hand-up during tough economic times. RSVP works diligently to maintain strong partnerships with individuals, groups, and organizations in Allen County. This is achieved in part by having people who are well-known and active within their community serve on the Advisory Council of RSVP to help make important program decisions (i.e. fundraising, recognition of volunteers, etc). The Laura Goad Turner Foundation in Allen County has provided a great deal of support to CASOKY and RSVP. The Foundation donated property and \$1,750,000 to assist in building a new \$3,000,000 facility that houses Community Action's Head Start Program, Senior Center, RSVP, Community Services, and a food and clothing bank. This has helped to provide individuals who need services the convenience of accessing numerous programs in one facility.

Barren County

Barren County was designated as the 2007 Best Place to Live in Rural America (Barren County Chamber of Commerce, 2012). On the County Health Ranking & Roadmap 2013, 26% of 65+ adults rated their health as fair or poor.

Barren County has 43% of its kindergarten students that are either overweight or obese. Also 51% of 6th graders are either overweight or obese. Barren County residents surveyed by Healthier Nation research indicates that 25% of Barren County residents consider their health fair to poor. In Barren County adult obesity is 29%. The stress of food insecurity is real in Barren County because the poverty rate of 19% and a higher ratio of female head of households being 51% there is a sufficient need for food pantries in the area to alleviate hunger for children.

In Barren County, RSVP has strong working relationships with a number of agencies and organizations. For example, the Barren River Animal Welfare Agency, a volunteer station for several volunteers, donated items to the RSVP silent auction to help raise money for the program. The Bunche Center in Barren County has a number of programs in which RSVP volunteers participate. The Center houses the Boys & Girls Club, Big Brothers and Big Sisters Program and a soup kitchen for the community twice a week. The Center is also available to the seniors in the community for meals and workshops. Another partnership RSVP has developed in Barren County is with the Social Work Student Union at Western Kentucky University--Glasgow Campus. Students collect coupons for RSVP to send to military families who are stationed overseas. Also, there are several community members

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and volunteers from Barren County who serve on the RSVP Advisory Council.

Logan County:

Logan County is the third largest county in land area in Kentucky. On the County Health Ranking & Roadmap 2013 26% of 65 plus adults rated their health as fair or poor. 46% of Logan County's kindergarten students are either overweight or obese. Also 48% of 6th graders are either overweight or obese. Logan County residents were also surveyed by Healthier Nation research, which indicated that 23% of Logan County consider their health fair to poor. Logan County adults have an obesity rate of 34%. Poverty level in Logan County is 18.5%, with a homeless population of 16. Even though it is a large county, job opportunities are limited and median income is only \$35,973, with most people traveling an average of 23.4 minutes to work one way. Well-paying jobs must be sought out of county, decreasing net income to minimum levels.

RSVP members in Logan County made themselves known in several different areas. First, volunteers worked closely with the senior centers in the county. Some of the volunteer duties included preparing meals for senior center visitors and for individuals who receive home delivered meals. Logan County volunteers were also involved with making friendly visits to nursing homes and assisted living facilities to spend time with the residents. The volunteers throughout the county were motivated to help other seniors reach a higher quality of life.

Simpson County:

The Simpson County seat is Franklin, which has been honored as one of the 50 Best Southern Towns. On the County Health Ranking & Roadmap 2013, 26% of adults 65 plus rated their health as fair or poor. 34% of Simpson County's Kindergarten students are either over-weight or obese. Also 55% of 6th graders are either over -weight or obese. Simpson County residents surveyed by Healthier Nation research indicates that 15% of residents consider their health fair to poor. Simpson County has the advantage over our other 4 counties in that it has been the center for 25 volunteers and 3 food pantries. The close knit community has struggled in hard economic times but had weathered the storm because of the strength of the RSVP.

In spite of having the smallest number of people within the five-county service area living in Simpson County, RSVP has 25 active volunteers in this area. RSVP staff and the volunteers worked closely

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with Community Services and Community Education in order to help meet the needs of others. In 2012 RSVP partnered with these two agencies and assembled disaster preparedness kits for local seniors. Also, the RSVP volunteers worked closely with the commodities distribution program in Simpson County to help provide food to people in need.

Warren County:

Bowling Green, located in Warren County, is the third largest city in Kentucky. On the County Health Ranking & Roadmap 2013, 21% of adults age 65 and older rated their health as fair to poor. 37% of Warren County's Kindergarten students are either overweight and/or obese. Also 42% of 6th graders are either overweight or obese. Warren County residents surveyed by Healthier Nation research indicates that 18% of Warren County residents consider their health fair to poor. Warren County adult obesity rate is 29%. In this area 25% of our children live in poverty. In the United States 56% of students are eligible for free and reduced meals in public schools; Warren county has several entire schools eligible for free lunch. Bowling Green serves as a refugee resettlement community and a welcoming area for immigrants, which provides the area with approximately thirty different nationalities and brings much cultural diversity to our population.

Due to the population of people and business in Warren County, RSVP has been able to form many great partnerships. For example, the program has partnered with students from several local colleges and universities in the area to help with a variety of projects. RSVP has collaborated with local organizations such as HOTEL INC. to help provide service to homeless individuals throughout the county. Warren County RSVP volunteers are also highly involved in the collection and cutting of coupons that are distributed to military families who are stationed internationally.

Additional Community Need in the Primary Focus Area: Healthy Futures

The ultimate goal for RSVP's Healthy=Happiness initiative is to raise the five-county areas from one of the unhealthiest areas in the state and in the nation, to having a healthier community. Kentucky is presently ranked 45th out of 50 for poor health, and the South Central Area is one of the lowest health wise in Kentucky (Huffington Post, 2012) In South Central Kentucky, there is an overwhelming need for a healthier community. RSVP Volunteers are needed for health initiatives that will improve the lives of vulnerable populations, including our youth and elderly. Compounding the problem of rising

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obesity in Kentucky is also the fact that Kentucky is the second least active state in our nation. Declining health is a trend in Kentucky, as well as nation-wide, and our nation is facing a crisis. The health of US Citizens is worse than nearly all other industrialized countries according to the first comprehensive government analysis.

In the last two decades, improvements in population health in the United States is at or near the bottom in at least nine indicators (Interpress Service, January 2013) and did not keep pace with advances in population health in other wealthy nations (UPI.com, July 2013). Life expectancy has increased in the United States over the last two decades, but Americans are also spending more of their lives in poor health. Despite being the biggest spender on health care in the world, the United States lags behind many other prosperous countries in the leading causes of premature death, including heart disease, violence, traffic accidents and diabetes. The main culprit behind health problems in the United States appears to be eating habits which are too low in fruits, vegetables, nuts and seeds, and too high in sodium, processed meats and trans fatty acids (US News, July 2013). Access to unhealthy food has increased in the past few decades. Thirty years ago, kids ate just one snack per day, whereas now they are trending toward three snacks daily, resulting in an additional 200 calories per day (Healthy Communities 2012). Rates of obesity in the US population have increased strikingly over the last 30 years, more than doubling for adults and more than tripling for children (Addressing Obesity 2012). Obesity ranks second among preventable causes of death and is second only to smoking. Much of the illness related to chronic diseases traces back to a lack of physical activity and poor nutrition (MSN Health 2013). Obese people account for 37% of the US population, but obesity related diseases and health problems account for 61% of health care costs in the US every year. One of the biggest problems with the rise in obesity is the corresponding rise in health care costs (Fair Food Network 2012).

Around 8.3 million seniors (Americans 60 and older) "face the threat of hunger", which means seniors expressed anxiety about not having enough food, or on occasion didn't have enough food, or sometimes skipped meals because of lack of money. Research conducted at Rush University Medical Center in Chicago states that high levels of social activity are associated with decreased risk of becoming disabled (Senior Living, 2012). A new national report analyzing the health status of seniors in the United States finds a nationwide increase in rates of obesity, diabetes, and other chronic diseases. The report compares seniors' health status state by state to determine the healthiest areas of

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the country, and Kentucky ranked 45th (Sr. Health Ranking, 2013). States with healthy seniors have a combination of positive personal behaviors and community support, which demonstrate that improving senior health will only come about by acting on individual, family, community, state and national levels..

The 2013 National Kids Count Data Book paints a fairly comprehensive picture of how Kentucky's children and youth are faring and tells us that Kentucky has been moving in the right direction on important indicators of child well-being. The fact that more than one in every four Kentucky children lives in poverty is truly a black mark against our state (Kentucky Youth Advocates 2013). When children live in poverty there are health, social, and educational consequences. Children that live in poverty are three times more likely to be obese than children not living in poverty. There is less availability of high nutrient food in economically stressed households making low cost popular empty calorie foods the foods of choice. This contributes to the unhealthy cycle.

Overweight children have more health and social problems. A greater concern is obesity related health problems in adulthood, including diabetes, heart attack, stroke, respiratory problems and many more. To help ensure this generation has a long and productive life, RSVP volunteers are needed to create awareness of childhood obesity and help educate children and families on ways to prevent it.

Each year, Community Action of Southern Kentucky surveys the individual counties in the service area utilizing a community needs assessment. The 2011-2012 Community Needs Assessment surveyed over 5,000 individuals within the service region including clients, Board members, community partners and community members. Questions from the survey tally demographics, educational level, and number of persons in the household with members less than 18 years of age and also over 60 years of age. Across the counties, the Community Needs Assessments revealed several common topics of need. However, the top needs among the five RSVP counties (Allen, Barren, Logan, Simpson, and Warren) were all consistently the same in relation to the top three most common needs: 1) jobs that pay a living wage, 2) affordable housing and assistance with health and medical concerns, costs, disability services, and 3) education.

Community Action of Southern Kentucky has been identified again in the Barren River Area Agency on Aging FY 2013 Needs Assessment as the contact people would call most often regarding the

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importance of services to the specific population. The findings for the 2012 Aging Needs Assessment revealed the top three priorities for senior supportive services as follows: 98% - home delivered meals, 94% - outreach (seniors informed of services and encouraged to utilize services available), and 93% - information and assistance (help to elderly in finding needed services) (BRADD 2012).

Community Action of Southern Kentucky recognizes these issues as instrumental in whether individuals and families are successful in being self-reliant. The Agency's belief in the effectiveness of and its commitment to wellness activities has resulted in partnerships with the Arthritis Foundation and Kentucky Department of Aging and Independent Living. Staff and RSVP Volunteers have been trained as instructors to conduct Tai Chi for Arthritis, Bone Builders, and/or Chronic Disease Self-Management classes. The Community Action of Southern Kentucky 2012 Needs Assessment also revealed that the top five needed services for seniors in our region were home delivered meals, information/assistance, outreach, transportation and benefits counseling.

Our Healthy Futures Program will address the identified needs of our seniors in the community and move our citizens toward a healthier future.

A proposed 44% of RSVP volunteers or 105 volunteers will be serving in the Health Futures Primary focus Area in our five-county area. RSVP Volunteers will focus on health related issues of all ages, sex, ethnicities and races.

Aging in Place

RSVP Volunteers will provide delivery and companionship service activities for homebound or older adults and individuals with disabilities in order to increase the social ties/perceived social support for 80% of the people served. By year three, 35 RSVP volunteers will deliver meals to at least 150 homebound or older adults and individuals with disabilities; and 25 RSVP Volunteer will provide companionship through friendly visits and/or telephone contacts to 150 homebound or older adults and individuals with disabilities.

Obesity and Food

RSVP Volunteer service activities will include food pantry support and food distribution to increase food security for individuals and families. RSVP Volunteers will help stock shelves, rotate shelves to

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avoid expired items, and prepare food baskets at food pantries in the five-county area.

RSVP Volunteers will help distribute emergency food through food pantries and other non-profit organizations providing emergency food to families in need. RSVP Volunteers will distribute food monthly and fresh produce, when available. Volunteer stations will include emergency food banks, non-profit organizations, and local food pantries in the five-county area, such as the Smiths Grove Food Ministry, Hospitality House, HOTEL INC. and other organizations interested in becoming an RSVP volunteer station. RSVP Volunteers will assist 500 individuals with emergency food distribution and through food pantries.

Access to Care

Since needs assessments in RSVP's five-county area continue to site a need for healthcare information and assistance, RSVP volunteers are needed to distribute information on health insurance, access and benefits. Health care in the United States continues to change. The Affordable Health Care Act is still new and brings opportunities to educate the community on benefits available to them. RSVP volunteers will distribute information provided by health insurance providers, the Kentucky Health Benefit Exchange, local health departments, the local free health clinic, and other organizations offering information for distribution. Information will be shared with all age groups, as appropriate, in order to increase the number of clients receiving information on health insurance, access and benefits. Information will be shared with all age groups, as appropriate, in order to increase the number of clients receiving information on health insurance, access and benefits. Information will be shared at health fairs, health care organizations and where there are other opportunities to distribute this information. 500 individuals will receive information on health insurance, access and benefits.

RSVP volunteers are needed to lead or assist health education programs for all age groups in order to increase the number of clients participating. RSVP Volunteers will serve at stations such as schools, Head Starts, Senior Centers, YMCAs, health departments and other non-profit organizations providing health education. Training topics may include chronic disease self-management, nutrition, childhood obesity, smoking cessation and others as identified by the volunteer stations. 200 clients will participate in health education programs lead or assisted by RSVP volunteers.

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In order to keep complete and accurate data on all RSVP activities, volunteers, outputs, outcomes, and people served, the Volunteer Reporter Data Management System will be used. The volunteer job descriptions are listed within Volunteer Reporter, and data is recorded from the volunteer's monthly time sheets, surveys, and mentoring progress reports into Volunteer Reporter. The time sheets track volunteer progress and list the number of people served through their service activity, such as home meal delivery, friendly phone calls, friendly visits, and the number of informational materials distributed within the communities served. Regular site visits and RSVP Committee meetings will be held bi-monthly. Advisory Council meetings to plan, implement, and monitor RSVP activities and volunteers will be held bi-monthly.

All reports are filed in a complete and timely manner with CNCS, and their recommended data collection methods will be used to determine the impact of activities, outputs and outcome measures www.NationalServices.org. Also, there will be self-made tracking systems used as needed.

Community Action of Southern Kentucky's RSVP will make every effort to target the 15,089+ veterans in the five-county service area in activities in the Primary Focus Area, Other Focus Areas, Community Priorities and Capacity Building. Veterans will be recruited as volunteers in areas they have experience and interest in, especially service activities for Active Duty Military members and other Veterans. VFW's and American Legions in each county will provide sites for classes, distribution of educational materials and health care resources. RSVP will reach out to other local veteran groups, such as the Southern Kentucky Veteran Council, to recruit volunteers and to find additional ways to provide veterans with assistance and support. The Southern Kentucky Veteran Council has taken on the challenge of implementing the Community Blueprint in Bowling Green in order to welcome home our military men and women and help their transition back into civilian life. RSVP volunteers will participate in 9/11 activities and Veteran's Day activities in their local communities. In Bowling Green, the home for the largest amount of veterans, RSVP volunteers will serve a Thanksgiving lunch for veterans donated by the community members. Military families overseas will receive on-going support through "RSVP Military Coupon Clipping Club" led by RSVP Volunteers, with mailing cost donated by local churches, organizations and clubs.

Recruitment and Development

At Community Action of Southern Kentucky, RSVP uses a team concept to build our program. By building our team first, then building a stronger community, RSVP empowers the community to solve

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its own problems.

RSVP volunteers have a wealth of knowledge, experience, skills, and abilities. Their volunteer efforts help them and their communities. As a result of volunteering they experience better health in their later years and enjoy greater levels of well-being, lower rates of depression and increased strength and energy levels (CNCS 2012).

RSVP volunteers are recruited through various methods, including but not limited to: faith-based organizations, civic groups, senior centers, veterans groups, disability/elderly housing, Alive Center, garden clubs, homemaker groups, retired educators, state workers, and police organizations. The Alive Center is another useful tool in recruiting. Bowling Green's Alive Center at Western Kentucky University brings together members of the campus and community who are interested in tackling some of the most pressing issues and needs and addressing them together. In order to have a diverse group of RSVP volunteers, Community Action's RSVP will recruit from a variety of different cultural backgrounds at two festivals targeted for the International communities in the five county area. The International Festival in Bowling Green and the Global Festival in the Barrens (Barren County) are held annually in September. The International Festival is a celebration of cultural diversity for the entire family and includes booths, performances and events. The Bowling Green International Festival began in 1988 and has grown in attendance to over 15,000, making it one of the region's premier events. The Global Fest in the Barrens is an annual in its 13th year and is a day of reaching out to one another discovering the similarities and differences among people in the Barren County area. Global Fest is an educational and awareness celebration of people with diverse backgrounds. By focusing on a variety of organizations, RSVP volunteers will come from diverse races, ethnicities, sexual orientation, and different degrees of English proficiency. Volunteers will be recruited through various resources according to interests and aptitudes. When an individual indicates an interest in volunteering, there will be an application, reference and training process that ensures that volunteers are comfortable and knowledgeable about their assignments. There will be monitoring visits and evaluations to ensure standards of the program and services delivered.

Community Action of Southern Kentucky's RSVP volunteers come from a variety of backgrounds and possess a wide range of knowledge and skills. Volunteer opportunities are promoted through volunteer stations, in the local media, Community Action of Southern Kentucky's website, through RSVP Advisory Council members and RSVP staff. WKU's ALIVE Center regularly sends out notices of

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volunteer opportunities to the community. RSVP monitors these volunteer opportunities to match potential volunteers with service providers in the community. A yearly volunteer fair is held to initiate and plan for the upcoming year. The focus and activities are discussed, and a tentative schedule is distributed. RSVP participates in the writing and distribution of a joint newsletter with the Agency's Senior Center and Foster Grandparent Program, maximizing program promotion for all three programs.

Volunteers attend and complete an orientation and training and then are placed at volunteer sites with volunteer activities that allow them to serve and excel. Monthly workshops/trainings are held to help the volunteers advance their knowledge and skills on a variety of topics. These workshop/training/recruitment events are held at a variety of stations. Each new volunteer goes through an orientation and training process conducted by the RSVP Coordinator. During this orientation, the volunteer is presented with opportunities. Before volunteer opportunities are presented the volunteer is also given information on what are appropriate activities, such as mentoring, health education, disaster preparedness, public safety, etc. and what is inappropriate, such as political activities and religious persuasion. Orientations and trainings of new RSVP recruits are held on an individual and group basis. Orientation begins with a brief history of Community Action, various programs and services, and how Community Action connects with other community partners to further enrich the lives of the residents reaching goals of independence and self-reliance. A brief history of CNCS and Senior Corps is given, as well as how the Foster Grandparent Program and Retired and Senior Volunteer Program at Community Action of Southern Kentucky benefit the volunteer and the five-county service area. Volunteers receive the following information during initial orientation and training:

- * RSVP Fact Sheet
- * RSVP Brochure
- * RSVP Program Overview (Volunteer Stations, Work Plans and Job Descriptions)
- * Station/Volunteer Match
- * Volunteer Enrollment Form
- * Confidentiality Statement
- * Background Check Form
- * Program Restrictions
- * Time Sheet

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* Volunteer Handbook

When serving in the community, volunteers who wear their shirts and vests displaying the RSVP logo promote the program and recommend it to potential volunteers. Satisfied volunteers who are engaged in their placement activities are passionate about the work they do which inspires others to become involved in sharing in the positive experiences RSVP has to offer.

Because of the importance of a good team it is essential to recruit for the need first, such as retired teachers for mentoring, then train the volunteer to help meet the need. The most important quality we look for in a volunteer is the desire to help others. Training is a continuous process toward improvement. RSVP volunteers are trained in areas as needed for specific volunteer activities, and often training is planned ahead since we know our focus and activities a year in advance.

Team management is easier than individual management since the whole team knows the criteria and expectations. Therefore, there is self and group governing. The RSVP Program Coordinator makes site visits and evaluations. The Transition Assistant monitors data which is reported to the Program Coordinator and Director. Recognition of volunteers is provided through special activities and gifts of appreciation.

The demographics of the community served and plans to recruit a volunteer pool reflective of the community served. This could possibly include individuals from diverse races, ethnicity's, sexual orientations, or degrees of English language proficiency, veterans and military family members as RSVP volunteers, and RSVP volunteers with disabilities.

Community Demographics (Data Census 2012)

Allen County

Allen County has a population of 19,956, of which 13.77% is 65 years of age and older and 23.7% is under the age of 18. Over 13% of the population 65 years of age and older are living in poverty (US Population Statistics, 2010). Over half of the population is female (50.7%). The majority race in Allen County is white 97.3% with 1.1% black and 1.6% Hispanic or Latino. English is the predominant language, with only 4.4% of other languages spoken in the home.

Barren County

Barren County has a population of 42,631, of which 16.2% is 65 and over, and 23.6% is under the age of 18. Of the population 65 years of age and older 19.10% lived in poverty (US Population Statistics,

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2010). Overall the poverty rate for Barren County is 19.4%, and the unemployment rate is 8.2%. Over half of the population is female (51.3%). Race in Barren County is predominantly white 93.4% with 4.1% black, less than 1% Asian, and 2.8% Hispanic or Latino. In 3.7% of homes, languages other than English are spoken.

Logan County

Logan County has a population of 26,573, of which 13.8% is 65 years of age and older, and nearly 24% is under the age of 18. From the population of adults 65 years and older, 18.6% live in poverty (US Population Statistics, 2012). Overall the poverty rate for Logan County is 18.5% , and the unemployment rate is 7.3%. Females make up 51% of the population. Race in Logan County is predominately white 90.7% with 7.0 black, less than 1% Asian and 2.6% Hispanic or Latino. In 3.8% of homes, languages other than English are spoken.

Simpson County

Simpson County has a population of 17,327, of which 13.1% is 65 years of age and older, and 24.2% is under the age of 18. Of the population of 65 years and older, 15.9% live in poverty (US Population Statistics, 2012). Overall the poverty rate for Simpson County is 15.1%, and the unemployment rate is 9.1%. Females make up 51.1% of the population. Race in Simpson County is predominately white 87.3% with 9.9 % black, less than 1% Asian and 1.8% Hispanic or Latino. In 3% of homes, languages other than English are spoken.

Warren County

Warren County is the most diverse of the counties that Community Action's RSVP serves. Warren County boasts a population of more than 284,000 people, including 11.4% who are 65 or older and 22.5% who are under the age of 18. Of the population 65 years and older, 18.60% live in poverty (US Population Statistics, 2012). Overall the poverty rate for Warren County is 18.7%, and the unemployment rate is 7.8%. Females make up 51% of the population. Race demographics are 85.4% white, 9.2% black, 3% Asian, and nearly 5% Hispanic or Latino. In nearly 10% of homes, languages other than English are spoken.

Warren County is home to Bowling Green, the largest city served in RSVP's five county area. Bowling Green is even more diverse than the county as a whole. Nearly 14% of the population is black, but like other parts of the service area it is still predominantly white (75.8%). The Asian race makes up

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4.2% of the population and 6.5% of the population is Hispanic or Latino. Minority student percentage in the Bowling Green City School District is 38%. The limited English proficiency is 12%, and over 23 languages are spoken in the School District (Bowling Green Independent Schools, 2012).

Recruitment Plan

In order to include all demographics of the community in Community Action of Southern Kentucky RSVP's volunteer base, many organizations are contacted to participate as an RSVP volunteer station. Community Action's RSVP will search for appropriate stations to meet the goals of the Healthy=Happiness initiative and will provide education training for the stations of the program. Organizations will be invited to participate in a volunteer fair through exhibit booths or by providing representatives. Other organizations with potential volunteers will be contacted to participate in the volunteer fair, such as faith based organizations. ALIVE Center, handicapped/elderly housing, AARP, retired groups, VFW and American Legion members.

RSVP strives to have a diverse group of volunteers that are passionate about the work they do, which inspires others to become involved and share with potential volunteers the positive experiences RSVP has to offer.

RSVP has two stated goals in the recruitment of volunteers:

- 1) RSVP seeks to recruit those who are fifty-five years of age or older to make a positive impact in their communities through their volunteer service.
- 2) RSVP seeks to match personal interest and expertise in the job and volunteer opportunities in RSVP focus areas.

Community awareness of the Retired and Senior Volunteer Program is the key to recruiting quality volunteers. This is achieved in part by participating in community events, such as the 9/11 Day of Remembrance, MLK Day of service, United Way Day of Caring, Mayor's Day of Recognition for National Service, etc. Publicity given throughout the service region not only attracts new volunteers, but gives community awareness of the volunteers and the amazing work they are doing in the community. Community Action of Southern Kentucky RSVP Program is regularly featured on local television, radio, and in the newspapers in the five-county area. Social media, such as Facebook and Twitter, are used for recruitment and recognition as well as public service announcements through local media outlets.

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In order to recruit, manage, and retain volunteers they must feel appreciated and that they are making a valuable contribution for their service. The RSVP Program staff makes a diligent effort to recognize volunteers. All volunteers in the program are invited to an annual recognition ceremony, which typically consists of a key note speaker, lunch, entertainment and awards. This event has a different theme every year which the RSVP Recognition Committee and RSVP Advisory Council approve. Recognition is designed to be a fun-filled day for the volunteers and to formally recognize them for their volunteer service. RSVP volunteers are given awards and certificates from Community Action of Southern Kentucky. Also at the RSVP Recognition Luncheon, volunteers are formally recognized by local city and county officials. President's Volunteer Service Award is presented to the volunteers who have the required service hours to qualify. This includes a letter from the President of the United States, certificate, and pin. All volunteers who receive the President's Volunteer Service Award are featured in local newspapers and/or television programs A.M. Kentucky and Mid Day Live. Monthly a "Volunteer of the Month" is chosen from selected criteria set forth by the program RSVP Recognition Committee. Each volunteer selected is given the chance to pick from a variety of prizes, gift cards, and dinners, gas, groceries, etc. Their photo is taken and promoted in newsletters, emails, on the Community Action website and through social media. When possible volunteers may appear on local tv shows or radio shows to talk about their volunteerism. Each "Volunteers of the Month" recipient is recognized at the annual RSVP Recognition Luncheon. Out of the 12 recipients a volunteer of the year is chosen and receives \$100.00 cash (donated by area sponsor). In addition, thank-you letters and small tokens of appreciation are sent out periodically to volunteers who have exemplified exceptional service.

Locally volunteer recognition is awarded by several organizations in the area. The program is encouraged to nominate volunteers for the honors. RSVP volunteers are nominated and in the past have been chosen as "Hometown Heroes" on the local television station WBKO, emphasizing the importance of volunteering and RSVP. RSVP staff also nominates several volunteers for the Volunteers in Action (VIA) annual awards. This is an additional ceremony that nominees are invited to attend and are then recognized for their commitment to strengthening their communities.

Program Management

Community Action's Senior Corps programs (RSVP and Foster Grandparent) are structured in a single department. The Senior Corps Program Director devotes 30% of her time to RSVP, and the

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Senior Corps Program Specialist devotes 30% of her time to RSVP. RSVP has a full time Volunteer Coordinator. Also there is a Senior Corps Transition Assistant that devotes 25% of her time to RSVP.

In addition to the program staff, RSVP utilizes the services provided by student interns from local colleges and universities, primarily Western Kentucky University. RSVP is assisted by an Advisory Council comprised of active community members, business owners, and volunteers from the five-county area. The Advisory Council meets bi-monthly, while committee meetings are held during the months the full council does not meet. The purpose of the Advisory Council is to help strengthen the ties of the program with community.

RSVP collaborates with local non-profit agencies in an attempt to meet the identified needs of the community. Organizations and businesses which agree to be volunteer stations are given a formal overview of the program and are then required to sign a Memorandum of Understanding (MOU) which commits them to being a volunteer station for three years. Volunteer stations must meet standards of performance as outlined by CNCS guidelines. There are approved and prohibited activities for stations and these guidelines must be followed. Station managers will receive a three - hour training provided by RSVP of Southern Kentucky followed by a question/answer session during a luncheon provided for them through donations to the RSVP program. This training will be invaluable in maintaining consistency of volunteer stations throughout the area. Also, this will ensure standard delivery of services and acceptable practices. In addition, the stations are given a RSVP Volunteer Station Handbook to keep as a reference guide for information pertaining to the program.

Once the volunteer completes the orientation/training process, they have the opportunity to choose which volunteer station(s) they would like to be placed, based on their interests, past experiences, and area of expertise. During their volunteer orientation, they receive training about the program, its history, benefits, work plans, and acceptable activities for volunteering. The stations are managed through RSVP Coordinator visits every 4 to 6 weeks and monitoring provided by the site managers. Both the station and the RSVP volunteer receive a copy of prohibited activities which include political activities and religious persuasion. All stations receive a sign to post which reads RSVP "Volunteer Station", and is displayed at the entrance of each station.

In order to track the hours and progress of RSVP volunteers, program staff enter data into a computer program called Volunteer Reporter which stores data such as volunteer information, station

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information, various jobs at RSVP volunteer stations, and the impacts the jobs are making. Each month, volunteers turn in a completed time sheet to the station manager. The time sheet not only records the hours served, but also the mileage traveled for volunteer work if to be paid and then assignments tracking data such as the number of hot meals the volunteer delivered; the number of children mentored; the number of homebound seniors who receive friendly visits and phone calls; and the number of letters written to military families. Tracking this information ensures a more accurate assessment of RSVP's community impact. After review and approval of the time sheets, the station managers forward the paperwork to the RSVP program staff, who enters the data into Volunteer Reporter. Over the past year, the Volunteer Reporter database has been refined to more accurately report the service categories and impact of the volunteer placements. In turn, the periodic progress reports generated from Volunteer Reporter are complete and more accurate. At any given time an accurate picture of Volunteer services in our area can be accessed to evaluate the impact volunteers are making in our communities.

Semi-annual and annual reports for volunteers report are sent to our grantor. Reports are shared with Community Action leadership staff and the community through the Agency's annual report. Cash and in-kind non-federal funds are acquired locally through several avenues. These include the following 1) public meeting space, 2) telephone/internet service, 3) hours served by interns and non-RSVP volunteers, 4) donations for special projects, 5) sponsorship for recognition activities, and 6) professionals who donate their time to speak at volunteer workshops and other events. In addition to the in-kind contributions, RSVP also organizes at least one program fundraiser per year to help generate funds to support the program and increase community awareness. This year, RSVP joined with the Foster Grandparent Program at their annual Chili Cook-off and Silent Auction fundraiser by recruiting local businesses to donate items for a silent auction. RSVP program staff work with the finance Department at Community Action to keep accurate records of the in-kind and fundraising revenues.

In order to maximize opportunities for our current volunteers and volunteers stations Community Action of Southern Kentucky RSVP Volunteer Program will meet in each county and host a volunteer fair. This will serve to inform volunteers of any changes in the program and offer new opportunities to volunteer to diversify their tasks and sites. By knowing our volunteers strengths and abilities we will attempt to guide their transition to acceptable activities for our new grant priorities. It is our desire to energize our volunteers in a "different" direction in preparing for our future and benefiting

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our committees.

In our 2012 RSVP grant, annual statistics report the following findings.

Other Community Services

- * 89 Volunteers at 15 stations provided services for 1,734 people
- * 3 Volunteers provided 13,301 visits to individuals in long-term facilities.
- * 18 Volunteers assisted with 3 food drives for community food pantries.

Health Education

- * 30 Volunteers at 7 stations with 184 people served.
- * 5 Health events/workshops were held for children, parents, and seniors with 154 in attendance.
- * 20 Volunteers provided public health and safety information to 427 individuals.

Independent Living

- * 7 Stations, 60 volunteers, 1,887 people served.
- * 125 Homebound seniors received meals.
- * 100 Individuals identified to be at high risk by a nationally standardized nutrition risk assessment received nutrition information and assistance with resources. Number of unduplicated homebound or older adults and individuals with disabilities receiving food, nutrition information, friendly visiting/telephone reassurance, transportation, or other services that allow them to live independently.
- * 480 socially or geographically isolated disabled adults received calls/visits.
- * 29 Seniors and their caregivers dealing with chronic disease were trained by volunteer leaders that were certified in the Stanford University Chronic Disease Self-Management Program curriculum.

Community Action of Southern Kentucky RSVP Program established an Advisory Council in 2006. The Advisory Council is presently chaired by Dr. Tina Peterson, Ph.D., MSW Assistant Professor Social Work at Western Kentucky University, Bowling Green, KY whose research interests include aging, intergenerational care giving in rural settings, and mental health disparities in later life. The Advisory Council is made up of 22 members. Advisory Council members represent the five-county service area, diverse races, socio-economic groups, sexual orientations, veterans, disabled and degrees of English proficiency . The RSVP Advisory Council consists of a group of individuals with vast knowledge and diverse backgrounds.

An Advisory Council Orientation is held each year for new members to be educated on their role as an

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RSVP Advisory Council Member.

During this orientation members are trained on policies, procedures, grant activities, objectives, outputs, and outcomes. They are given a handbook containing information for program. Also a meeting is held yearly prior to Grant submission to get Council members and volunteers' input on activities, outputs and outcomes for our focus areas. The Advisory Council meets bi-monthly, and committee meetings are held during the months the full council does not meet. The purpose of the council is to help strengthen the ties of the program with the community and to assist in making pertinent decisions regarding program functions.

To ensure compliance with the RSVP federal regulations and that all volunteers are eligible to serve in RSVP, the following steps are taken during orientation and training:

- 1) Enrollment form filled out correctly and completely.
- 2) Numerous background checks are performed such as NSOPE, agency background checks, self-disclosure statement signed, copy of pictured ID and 3 references.

Organizational Capability

Community Action of Southern Kentucky has administered the Foster Grandparent Program in the Barren River Area for over 30 years, the Senior Center Program for over 20 years, and the Retired and Senior Volunteer Program in Allen, Barren, Logan, Simpson and Warren counties for over 6 years. Community Action of Southern Kentucky has the human resources, fiscal management system, and technological capacity to operate RSVP and to accomplish the outputs and outcomes. Community Action of Southern Kentucky has a Financial Management and Accounting Policy and Procedures Manual which was updated and approved by the Agency's Board of Directors. The Agency also has a Purchasing and Policy and Procedures Manual which outlines procurement practices of the Agency, which includes bid processes, signatures required for purchasing and purchasing limit approvals. The Human Resources staff provide personnel management support to all of Community Action programs for consistency across the organization. Employees are provided a handbook of Agency policies and procedures when they begin work with the Agency and given any updates when they occur. This is covered during Employee Orientation.

Cheryl Allen the CEO/Executive Director began with the Agency as the Foster Grandparent Program Director and has more than 35 years in the education and human services arena. The Senior Corps Program Director has served more than 30 years in the education and human services field. The Program Director provides daily oversight of both the Foster Grandparent and Retired and Senior

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Volunteer Programs, in addition to writing grants for both programs and managing the program budgets. The Senior Corps Program Director, Kathy Bunch, devotes 30% of her time to RSVP, and the Senior Corps Program Specialist, Katrina Neighbors, devotes 30% of her time to RSVP. The Senior Corps Program Specialist has been with the Agency and senior volunteer programs for over 30 years and assists the Director and Coordinator with the daily operations of RSVP. There is a full-time RSVP Coordinator, Cindy Houchins, whose duties include recruitment of new volunteers and volunteer stations across the five counties. Cindy has three years' experience with Community Action, 20 years' experience in office system technologies and 15 years' experience in the field of human services. A Transition Assistant, Holly Vincent, for both Senior Corps programs assists the RSVP Program Coordinator and manages data entry. Holly devotes 25% of her time to RSVP and has 3 years' experience with Community Action. The Finance Department at Community Action of Southern Kentucky consists of a Finance Director, System Administrator, Accounting Associates and a Purchasing Officer. Financial data is processed by a computerized financial management system which efficiently manages accounts for program funds. Susan Simmons, the Finance Director has over 30 years financial management experience. She has served as Community Action's Finance Director for 15 years. The Finance Director supervises the department and works closely with the program directors to ensure adherence to program guidelines and State and Federal law. The CEO and Senior Corps Program Director meet monthly to review past and current project expenses/revenues. In addition to the program staff, RSVP also utilizes the service provided by student interns from local colleges and universities, mainly Western Kentucky University and Daymar College.

Community Action of Southern Kentucky has managed volunteers for anti-poverty initiatives throughout the Agency and in the Primary Focus Area through RSVP for the last six years and through Senior Services for the last 20 years. In FY 2013, the Agency mobilized 358 volunteers in community revitalization and anti-poverty initiatives. The majority of the Agency's volunteer management experience in the Healthy Futures Primary Focus Area has been through food delivery and companionship for homebound or older adults and individuals with disabilities. Last year alone, 60 RSVP Volunteers worked in the Primary Focus Area Healthy Futures in the Aging in Place category. The Agency has been assisting with health education programs through Senior Services, Community Services and Head Start for decades. Last year, 50 RSVP volunteers helped educate the community on health and safety issues.

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The Agency maintains approximately thirty-five facilities in ten counties with a budget and assets valuing approximately \$25 million. Community Action of Southern Kentucky has managed federal grant funded programs for over 45 years. With approximately \$11 million in federal grants, some of the Agency's federal programs include Head Start, Community Services Block Grant, Older Americans Act, and Supportive Housing. The Agency is governed by a board of directors which includes one-third elected officials, at least one-third low income citizens and advocates, and the remaining community representatives. The Board of Directors establishes policy and approves operating budgets while the CEO/Executive Director implements policy and manages personnel and programs. Community Action of Southern Kentucky CEO, Cheryl Allen and Finance Director, Susan Simmons meet monthly on monetary and program decisions. Senior Corps Director, Kathy Bunch meets with both monthly also. Cheryl Allen and Kathy Bunch meet more often and as needed. Agency financial records are audited annually by an outside independent auditor and are subject to all provisions of the Single Audit Act. Monthly reports are presented to the Community Action Board of Directors and reviewed carefully by the Board's Finance Committee. The audit for FY 2012 concluded in Dec 2012 and reported all programs operated in compliance with generally accepted accounting procedures.

All RSVP program information is shared with the RSVP Advisory Council. The RSVP Advisory Council meets bi-monthly, with committees meetings on months without the Full Council meeting, including Finance, Public Relations, Recruitment, Nominating and Recognition. The role of the RSVP Advisory Council is to represent the demographics of the five county area in order to build a stronger presence for RSVP in the communities and make program decisions with a diverse council membership. The RSVP Advisory Council also helps sustain RSVP through community awareness and fundraising.

Community Action will provide 30% match for the RSVP program (\$46,017) from non-federal resources, which will be secured through donations, fundraising, in-kind donations, community support, and additional grants. RSVP will have at least one major fundraiser each year. The Agency will utilize interns from local colleges and universities to assist staff and volunteers in implementing the program and fundraisers. Youth volunteers will work alongside RSVP volunteers to prepare for community events in our Community Priority. The Agency will continue to search for other resources, potential donors and grants to meet the non-federal match.

Other

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n/a

PNS Amendment (if applicable)

n/a