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Executive Summary

PART II -- SECTION A. EXECUTIVE SUMMARY

An estimated 624 volunteers will serve in the RSVP of McLean County project. Some of their primary activities will include: Friendly Visiting which will have RSVP volunteers providing homebound and older adults companion care throughout McLean County; Food Bank Assistance at five (5) local food banks where RSVP volunteers will collect, package, and distribute food and verify eligibility; a Tutoring/Mentoring program (Smart Sprouts) where RSVP volunteers will assist children grades K-12 in after-school assistance to improve their school success; a Transportation program where RSVP volunteers will provide non-emergency transportation to seniors to assist them in living independently; and Access to Care where RSVP volunteers will distribute information on health, insurance, health care access and health benefits to over 2,460 McLean County residents (based on current local statistics). The primary focus area of this project is Healthy Futures. At the end of the three-year grant, through the efforts of the RSVP volunteers and program, 285 homebound or older adults & individuals with disabilities residing in McLean County will receive transportation that will assist them in living independently and 100 homebound seniors & individuals with disabilities will feel they have an increase in their social ties or perceived social support through friendly visits/companionship provided by RSVP volunteers. Based on current data obtained from the food banks/pantries that will have RSVP volunteers participating, 150,000 McLean County residents will receive emergency food distributions from food banks and food pantries. In addition, 177 school students will complete participation in the RSVP K-12 Smart Sprouts tutoring/mentoring program to improve their success in school. The CNCS federal investment of \$58,133 will be supplemented by \$79,000 of non-federal resources.

Strengthening Communities

PART II -- SECTION B. STRENGTHENING COMMUNITIES

NARRATIVE

RSVP of McLean County will provide services to McLean County located in Central Illinois. McLean County is the largest county in Illinois with an area of 1,184 square miles. The estimated county population from the 2010 U.S. Census is 169,572. Bloomington, Illinois serves as the county seat. McLean County was primarily an agricultural community, but has since diversified into various business and industrial sectors as well. Major corporations/companies in the area include State Farm, Country Company, and Mitsubishi. There are a variety of public and private schools and colleges

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throughout the county, including Illinois State University, Illinois Wesleyan University and Heartland Community College. The towns of Bloomington/Normal (where RSVP McLean County will be based) are home to two comprehensive medical centers with a wide range of specialties. McLean County is home to five separate school districts. According to the latest U.S. Census, McLean County's population are made up of 85% White, 7% Black/African American, 4% Hispanic, and 4% Asian (3% of the Asian percentage are Asian Indian). Per capita, McLean County has a significant percentage of middle-upper incomes and a highly educated labor force. Citizens aged 60 and over make up 15% of the population.

Health is one of the primary focus areas for the United Way of McLean County. There are three core domains that are outlined as critical to improving the health of individuals and families in McLean County: access, utilization, and focused education. Another area that the United Way of McLean County has found that is critical to McLean County residents is helping individuals and families become more self-sufficient in meeting their basic needs. This is done through assisting individuals in crisis with emergency food, safe shelter and housing services. Assisting individuals in becoming integrated into their community, remaining independent as much as possible and achieving their highest potential is a high priority area for McLean County. RSVP volunteers are key to seeing that these programs and services are successful as many non-profit organizations in the community turn to RSVP to fill a variety of needs.

According to the Department of Aging's Illinois State Plan on Aging for FY2010-FY2012, the number one goal is to "rebalance Illinois' long-term care system to expand in-home and community-based services to enable seniors to remain in their own homes with high quality of life as long as possible." Companionship or Friendly Visiting is an important service to assist seniors and individuals with disabilities in remaining independent in their own homes. There is limited funding in McLean County to provide these services and RSVP volunteers are the primary resource to see that this service is offered.

A community-wide study was commissioned by local government, business, human services and the United Way of McLean County to conduct surveys and research in order to assess the resources and unmet needs in McLean County. One aspect of the assessment was to survey residents over age 60 and the not-for-profit agencies/organizations, health care and businesses that provide services to older adults. Results from the assessment indicated there are some areas of unmet needs related to citizens over age 60. In ranking their ten greatest challenges for the not-for-profit agencies/organizations, the top three concerns are 1) there is not enough staff to carry out the agencies' missions and meet the

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needs of the clients, 2) there is a lack of volunteers to provide the support needed and 3) greater assistance and support is needed to remain independent and options for socialization. To further impact these challenges, the 12% growth in population in McLean County over the past ten years has placed increased pressure on agencies to expand their services to reach a greater number of people in need. Volunteers then become an even greater necessity as agencies/organizations do not have the financial resources or funding available due to funding cuts to increase staff to meet these needs. Most organizations/agencies do not have paid staff assigned to manage, train, or recruit volunteers. RSVP of McLean County has been able to assist local agencies/organizations in meeting their volunteer needs. Stations and programs that RSVP of McLean County volunteers will be involved in to address these needs over the next three years include: Friendly Visiting where 40 RSVP volunteers will be providing 120 homebound and older adults companion care throughout McLean County; a Transportation program where 85 RSVP volunteers will provide non-emergency transportation to 285 homebound and older adults to assist them in living independently; Access to Care where 25 RSVP volunteers will distribute information on health, insurance, health care access and health benefits to over 2,460 McLean County residents; and the Ambassador Program where 30 volunteers will be trained by RSVP staff to become volunteer recruiters and promoters of the program. The RSVP Ambassadors will follow a planned marketing approach that will include presenting at service groups, organization meetings and community events to recruit 150 new RSVP volunteers.

RSVP of McLean County seeks input for the RSVP program through an on-going open relationship with non-profit agencies throughout McLean County. The RSVP of McLean County has built connections to various programs and influenced the utilization of retired and senior volunteers where it did not exist before. 50% of the stations have had a long history and partnership with RSVP of McLean County. During the mid-1990s, program development shifted in order to more clearly reflect the profile of the community by increasing membership of retired professionals and men. Over the past six years, RSVP of McLean County has seen membership increases with early retirees and those of the Baby Boomer generation. There is a greater community need for the higher level skills, professional capability, and passion for social issues by the not-for-profit sector with their financial constraints. There is also an increase in the need for recruitment of volunteers speaking more than one language and a more diverse volunteer pool. Volunteer opportunities have been redesigned to better serve the increasingly unique requests of the organizations and non-for-profit agencies. An example of this is a partnership with Western Avenue Community Center. This partnership has been established to offer insight from their Hispanic outreach staff about possibilities of attracting older

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adults into volunteerism that will assist other agencies/organizations with their Hispanic population. According to the 2012 Illinois Report Card, several schools within the five McLean County school districts scored below the state average in reading for low-income students. Additionally, twelve out of the fourteen elementary schools in Bloomington-Normal receive Title 1 funding, meaning that 30% or greater of the student population falls below the poverty level. Many of these Title 1 schools are classified as Federal Improvement Status and are ranked as not making adequate yearly progress. One school's director of literacy stated that an increase in individualized assistance for specific students is necessary to increase the test scores. The RSVP of McLean County will have the Smart Sprouts program where 30 RSVP volunteers will assist 177 children grades K-12 in after-school assistance to improve their school success. In addition, 30 RSVP volunteers will work with 110 pre-school children to improve their literacy skills and school readiness.

RSVP of McLean County program staff have been structured with an emphasis on efficiency while assuring that best practices and program successes are continued. All RSVP volunteers are screened and skill matched to provide top quality service. Agency requests to RSVP of McLean County for volunteers to provide service for a short period of time continues to remain steady.

In the Smart Sprouts K-12 After-School mentoring program, it is important to operate a well-organized and supervised program to assist in having both successful volunteer retention and in meeting the outcomes established for the program participants. A part-time staff person devoting 20 hours per week to the program will provide the necessary supervision needed. This staff person will provide careful skill and interest matching of the volunteers and on-going support and oversight of them and their assignments. The staff member will seek input from the volunteers and will provide the volunteers with summaries/feedback from the teachers and/or site representatives about the students they will assist.

Currently the RSVP of McLean County volunteers have worked with programs/agencies that have provided care packages/gifts to active military members and their families. Over the next three years, RSVP of McLean County will focus on increasing the number of veterans in their volunteer membership. This will be done by recruiting veterans through contacts made at local veterans' resource fairs and working with McLean County's Veterans' Assistance Commission program. In addition, recruitment ideas will be obtained from the Senior Advisory Council. While neighboring counties have specific programs that target services to homeless veterans and/or female veterans, McLean County does not have these services available to veterans in this county. RSVP will work with the Veterans Affairs (VA) hospital located in Danville, Illinois and the VA Outpatient Clinic located in

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Peoria, Illinois to provide assistance to homeless veterans, female veterans, and any other veteran/family that needs information on services and resources available to them. RSVP volunteers will be involved in gathering and providing this much needed information throughout McLean County. Information will include health services/eligibility/access, emergency food and shelter, support groups, transportation and other basic needs.

RSVP of McLean County staff will provide the necessary tracking tools and training on completion of these tools to volunteers in order to obtain the required performance measure data. Staff and/or volunteer ambassadors will collect the tracking sheets on a monthly basis and provide them to the appropriate staff or volunteer statistician to record the data. Surveys will be distributed and completed immediately upon completion of the program or annually as designated for outcome based programs that require input from the program recipients. These surveys will be given to the Senior Advisory Council for their review and summation. Any areas of concern will be discussed and solutions for correction or improvement will be implemented.

RSVP of McLean County's project will meet the Performance Measure Requirements. Of the 624 unduplicated volunteers, 250 or 40% of volunteers will be placed in the Primary Focus Area of Healthy Futures. 124 or 20% of volunteers will be placed in Other Community Priorities and 250 or 40% will be placed in other Focus Areas and Capacity Building outputs. 125 or 20% of unduplicated volunteers will be placed in work plans that result in outcomes.

Recruitment and Development

PART II -- SECTION C. RECRUITMENT AND DEVELOPMENT

NARRATIVE

YWCA McLean County has sponsored RSVP since 1974. The YWCA and RSVP seek local input for the RSVP program through an on-going relationship with 85 non-profit agencies throughout McLean County. RSVP of McLean County has built successful working relationships with various programs and influenced the utilization of seniors where it did not exist before. Many non-profit organizations in the community now turn to RSVP to fill a variety of needs. In return, retirees and seniors are showing a deeper interest in these organizations and becoming more involved in the community on several levels.

Annually over 100 new volunteers seek RSVP primarily through referrals of active members and station staff. Referrals replace the natural loss every year, equaling 25% overall growth in membership over the past ten (10) years. The Ambassador Program will be implemented where 30 volunteers will be trained by RSVP staff to become volunteer recruiters and promoters of the program. The RSVP

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Ambassadors will follow a planned marketing approach that will include presenting at service groups, organization meetings and community events. Recruitment will also be done through corporate/business volunteer networks (specifically State Farm and Country Company networks), United Way's local volunteer website, Serve Illinois "Volunteer Match", "Volunteer Connection", community informational fairs for seniors, RSVP and YWCA newsletters, radio public service announcements, various churches and community social service organizations. The Senior Advisory Council is also a key factor in recruitment of new volunteers. Primary focus for new volunteers for the coming three years will be to increase the number of volunteers that are bilingual and of diverse ethnicities/cultures in line with both community population percentages and in keeping with YWCA McLean County's mission of being "dedicated to eliminating racism, empowering women and promoting peace, justice, freedom & dignity for all". An additional focus for recruitment of volunteers will be in the CNCS Primary focus areas of Veterans and Military Families, Education, Healthy Futures, Economic Opportunity, Disaster and Environmental Stewardship. The Senior Advisory Council maintains at least one veteran, one retired teacher and senior-related community partners on the council to assist with recruitment ideas.

RSVP provides over 100 screenings and placements of sustained volunteers (those in on-going volunteer positions). In addition, 2000 annual placements of short-term (sporadic) volunteers (limited time frame of two to five hours) take place with careful individualized matching. Experienced RSVP staff work with all senior volunteers (new and existing) in determining job assignments and the goals/expectations for the new volunteer opportunities. The method used to make the determination for each volunteer includes the following steps. New volunteers complete an interest, skills & experience questionnaire which is then followed up by a face to face interview with RSVP staff. Once the staff and volunteer come to a mutual agreement on which direction it is the best fit for the volunteer, opportunities for volunteering are presented. When a decision has been made, an introduction to the requesting agency is initiated, with a follow-up from RSVP staff in one to two months following the placement. On a monthly basis, additional new opportunities are presented to all the volunteer members. If a station has been graduated, RSVP staff will meet with the volunteer(s) involved and discuss other similar volunteer options in order to make a smooth transition for the volunteer. In addition, RSVP places a high priority on training and advising station staff in volunteer management techniques so they can successfully accomplish their goals and equally provide a positive volunteer experience. After being placed, RSVP staff are in regular contact with the volunteer to discuss the satisfaction of the placement, including problem-solving and providing alternatives that

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can upgrade the volunteers' experience.

RSVP provides training to all volunteers. Which training and how much training a volunteer receives is dependent on the volunteer assignment. RSVP provides specialized training to volunteers for RSVP program projects, such as three (3) volunteer statisticians. Partnering agencies are responsible for job specific training as stated in the Memorandum of Agreement that is signed every three (3) years. RSVP encourages stations to offer quality on-going training to their RSVP volunteers, and when appropriate invite them to staff trainings at the agency. Continual communication between the agency and RSVP staff provides in-depth information regarding volunteer opportunities. For those volunteers working with older adults, Elder Abuse Reporting training is provided by an outside agency. If working with children, DCFS or an appropriate qualified trainer provides training on mandated reporting. Specialized training and certification are completed by those individuals volunteering as SHIP (Senior Health Insurance Program) counselors, through the Illinois Department of Insurance, or other volunteer opportunities that require specialized training. RSVP staff participates in CNCS national training events, SeniorCorp Conferences and Association of RSVP Directors' retreats annually. The local CIVA, (Central Illinois Volunteer Association) provides volunteer management education classes four times annually. Additional training is offered by the sponsor organization, YWCA McLean County, to RSVP staff and those volunteers working in assignments within the organization.

RSVP of McLean County invests in recognition and communication with their volunteers in a variety of ways. Examples include: nominations for special achievements, small group appreciation, volunteer feature articles in the RSVP newsletter, personal phone contacts and notes by RSVP staff, attendance at station recognition events, welcome letters to new members, and notes of appreciation to existing volunteers for referrals. There is an annual volunteer appreciation event held where the volunteers enjoy a luncheon and a program filled with such things as an agency fair and entertainment in order to appeal to the larger cross section of the membership. RSVP newsletters are sent out three (3) times a year. These newsletters are the most critical and continuous link to the RSVP volunteers. This continuous connection has resulted in retention and regular hour reports. The retention rate has remained high with only an annual loss of 12% which primarily is due to relocation, illness or death.

Program Management

PART II -- SECTION D. PROGRAM MANAGMENT
NARRATIVE

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YWCA McLean County has provided services to McLean County residents for over 100 years. The RSVP program has a 39 year history of successful partnerships with the stations targeted for this project. The RSVP staff is experienced and has been successful in working with the stations in developing effective and rewarding volunteer assignments. The YWCA staff are experienced in management of grants, personnel issues, policy and procedures development and oversight, marketing, and an efficient and effective financial infrastructure. YWCA McLean County has a \$3.5 million dollar budget. Within this budget, there are seven (7) federal and seven (7) state grants that are managed by the YWCA's Vice President of Finance, Curt Oyer. Mr. Oyer is a Certified Public Accountant (CPA) and is experienced in managing CNCS grants, FFR reports and separating cost centers. The YWCA and the RSVP staff have had a positive track record with the required documentation, forms, signatures and record storage to meet CNCS standards for in-kind donations. The YWCA McLean County utilizes professional auditors and accounting practices in the management of grants and agency finances.

RSVP of McLean County has established partnerships with 85 organizations, representing the community needs. New station recruitment is focused on CNCS strategic initiatives, Primary Focus Area, United Way agencies, and YWCA Hallmark Programs (mission-driven). Continual contact with agencies is necessary due to the varied relationships with each station and turnover of any station staff. A key responsibility is training station staff in volunteer management principles to ensure a quality volunteer experience. Both group training and one-on-one station cultivation is important. RSVP works diligently to meet station requests/needs. This includes such requests/needs as expanding the short term volunteer team in order to provide volunteers in greater volume. In an effort to strengthen station relationships, a quarterly "Agency (Station) Connection" will be implemented. This will be used as a training instrument, provide volunteer management tips, policy and benefit reminders, and keep agencies informed of the goals that RSVP McLean County is working toward. These would include goals such as the CNCS focus areas and current news in the program. YWCA McLean County's RSVP program has a rich history in Bloomington-Normal and throughout McLean County. The program is well integrated in the community service organization structure. Volunteer recruitment, training, supervision and support practices are well established. The RSVP program has displayed stability in successful management and steady growth of volunteers over the past 25 years with more than 100 percent increase of membership and an 80 percent volunteer hour increase. The volunteer base numbers have continually grown and the RSVP program in McLean

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County has consistently reached its target goals with data collected to verify results. Volunteer management procedures will include: volunteer opportunities will electronically be sent out monthly; implementation of the Reporter Web Assistant program (this will allow volunteers and station coordinators to directly report their volunteer hours which will eliminate time consuming and costly hard copy and/or emails, benefitting the station staff, volunteers and volunteer statisticians); improvements in the volunteer Ambassador program to increase staff efficiency (these volunteers will be asked to follow up on hour reports and give input on volunteer news and volunteer recruitment). RSVP staff places a high value on identifying unique populations and/or program areas of special needs in the community and has a proven history of working to design programs to address these needs. The RSVP of McLean County program will be targeting Healthy Futures as the Primary Focus Area. Past experience in this area include the following: RSVP volunteers have assisted in local food banks, transportation, companion visiting, hospital educations, and distribution of health access information. The RSVP of McLean County has successfully run three (3) programs providing services to senior-aged citizens in McLean County. These programs are the Senior Health Insurance Program (SHIP), the AARP Defensive Driving Course and the Rules of the Road program. For the operation of these programs, RSVP staff recruit, train, and supervise the volunteer leaders who provide Medicare outreach and safe driving classes. These programs reach over 500 seniors in the community on an annual basis.

RSVP of McLean County will ensure, through the management of volunteer stations, that they are in compliance with program requirements by growing and improving the Volunteer Ambassador program. These RSVP volunteers will receive training from the RSVP staff in the areas of safety and rules & regulations of being a volunteer station. The volunteers will then assist with completing the station compliance assessment, volunteer survey and site safety checks (to be done once a year). They will also provide information to the RSVP staff on any station changes or concerns. Station cultivation will be done every three (3) years as the MOU is due for renewal or if changes have been noted through the assessments. RSVP of McLean County will graduate (close) a volunteer station when the station or the RSVP program decide that the volunteer opportunity will no longer be made available due to lack of opportunity or the needs of the community change and volunteers are no longer needed for the particular site. Volunteers assigned to that station will receive a one-on-one meeting with RSVP staff to find similar opportunities that are available and will be placed in a new station as quickly as possible. As much prior notice will be given by keeping communication open between the RSVP office, the RSVP volunteers and the station coordinator/representative.

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The RSVP of McLean County will ensure that the project is in compliance with all federal regulations. A Senior Advisory Council is currently in place and will continue to meet on a monthly basis. Volunteers from urban and rural areas, employed or retired, with diverse professional experiences, ages and gender comprise the YWCA Senior Advisory Council. The Council assists with the appreciation event, program assessments and reviews, and community needs assessments. There will be continued recruitment of new Council members to assure that the members are made up of a balance of both rural and non-rural members, veteran representation, and changing community demographics are represented. Memorandum of Understandings (MOUs) will be overseen by the RSVP Director to assure that they are signed and kept current. Volunteer eligibility is completed by RSVP staff members. Potential volunteers provide a form of identification that will show that they meet the 55 age criteria and any other information that is required from specific stations (physicals, background checks, etc.) is obtained before being placed in that particular assignment.

Organizational Capability

PART II -- SECTION E. ORGANIZATIONAL CAPABILITY

NARRATIVE

YWCA McLean County has provided services to McLean County for over 100 years. The organization has a reputation for providing high quality programming with sustainability. New programs are initiated based on unmet needs of the community. YWCA McLean County has a long standing history in the community of providing multi-faceted programs aimed at meeting the current and changing needs of older adults. The YWCA Senior Services program was established in the 1970s. YWCA McLean County has been the sole sponsor of RSVP since 1974. RSVP is supported by YWCA McLean County through use of its staff resources, fundraising and administration assistance. YWCA has a long history of efficient grant management, including federal, state, United Way and other local grant funding. RSVP will continue to be provided with appropriate office space, supplies, and furniture. Internet, software, computers, fax and phone systems are upgraded in order to meet growing technological requirements.

Key Staff Positions and Experience:

The RSVP staff will include a full-time RSVP Director, a full-time RSVP Program Coordinator, and a part-time RSVP Program Specialist.

RSVP Director (full-time) The director will be responsible for the development and oversight of the RSVP program and related programs (the Senior Health Insurance Program-SHIP, Rules of the

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Road, and AARP Safe Driving course); supervises grant funded personnel and the day-to-day activities of program personnel; coordinates the RSVP program to meet all Corporation for National & Community Services (CNCS) regulations and requirements.

RSVP Program Coordinator (full-time) Colleen Steinberg -- Colleen has 11 years of experience with RSVP, program development and supervisory skills; is currently the interim-RSVP director and has been for five (5) months; the Program Coordinator is responsible for management of the RSVP clerical and statistician volunteer staff, volunteer stations and volunteer assignment data base (Reporter); supervises RSVP short term program volunteers; conducts orientation and placement of new and existing volunteers.

RSVP Program Specialist (part-time 20 hour position) -- the Program Specialist will provide detailed coordination and implementation of all aspects of the after-school mentoring/tutoring program including training and management of four volunteer groups -- Rules of the Road, AARP Safe Driving, SHIP and Smart Sprout; management of site staff partnerships, school teacher communication, services to the children, coordination of data/survey collection, result reporting and volunteer recognition.

YWCA VP of Finance, Curt Oyer -- CPA with 40 years experience in the field of finance; oversees agency's \$4.3 million budget, which includes seven (7) separate federal grants and seven (7) separate state grants; 4.5 years with the YWCA and the management of RSVP grants and CNCS reporting guidelines. This is a full time position.

YWCA Accounts Payable/Payroll Specialist, Michael White -- 18 years experience working for YWCA McLean County in the finance department. This is a full-time position.

YWCA Marketing & Public Relations Director, Julie Navickas - Bachelor of Science degree in Public Relations and Master of Science degree in Organizational Communication; over five years of experience with volunteer management in McLean County; two (2) years with YWCA McLean County. This is a full time position.

YWCA Fund Raising & Development Director, Pat Poppe -- Bachelor's degree in Marketing and Business Administration; over 31 years experience in public relations; eight (8) years at YWCA. This is a full time position.

YWCA McLean County President/CEO, Dontae Latson, and the Vice President of Finance, Curt Oyer, are responsible for the oversight of RSVP and the funding sources. The VP of Finance assists with all aspects of RSVP finances which include program budgets, financial reports, expenditures, maintaining separate cost centers, staff payroll, and volunteer mileage reimbursements. The current financial

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system for RSVP has been solidly in place for over 19 years. There is an effective system of checks and balances for the accounting functions including an annual outside audit. YWCA, as the sponsor for RSVP, is aware of and complies with the federal regulations for the RSVP program. The financial department provides monthly financial statements and is readily accessible to RSVP staff.

RSVP is located within YWCA McLean County's building located at 1201 N. Hershey Road in Bloomington, Illinois. YWCA provides appropriate office space, equipment and technology to support the operations and future growth in the RSVP program. The YWCA facility has adequate space for RSVP to conduct activities, volunteer training, council meetings, steering committee meetings, and use of classroom space. RSVP and YWCA share the cost of facility rent, utilities and overhead costs. This provides stability for the RSVP program. RSVP also uses YWCA's bulk mail permit and the organization's website for its program needs. YWCA provides management supervision of the RSVP staff team. Support is given by YWCA through on-going professional training and setting annual programmatic and professional goals for the RSVP staff. For more than 20 years, a staff travel policy and budget line items have been in place, supporting the RSVP staff. This enables the RSVP staff to participate in CNCS mandated national, regional and state training events.

Other

n/a

PNS Amendment (if applicable)

n/a