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Executive Summary

The mission of Senior Friendship Centers, Inc. (SFC) is to promote health, dignity and quality of life throughout the journey of aging. Since 1973, SFC has been a national leader developing innovative, cost-effective approaches to address the needs of older adults and ease the aging journey.

RSVP of Lee County is competing for a 3-year grant proposing an estimated 680 RSVP volunteers to impact almost 5,000 citizens, leveraging a requested grant amount of \$50,228 with \$22,342 local support.

The Primary Focus area will be Healthy Futures which will include Aging in Place-RSVP volunteers visiting, calling, transporting, or delivering food for 605 isolated seniors allowing them to remain independent; Obesity and Food with 4 Food Distribution/Collection Agencies and Meals on Wheels services collecting, sorting and distributing food for over 3,250 hungry children/adults.

Strengthening Communities

According to the 2010 Census, Lee County is a coastal community in Southwest Florida comprising 784 square miles of land with a high population density of 789 people per square mile. The County encompasses the cities of Boca Grande, Bonita Springs, Cape Coral, Captiva Island, Estero, Fort Myers, Fort Myers Beach, Lehigh Acres, North Fort Myers, Pine Island and Sanibel Island.

Also, according to the 2010 U S Census, Lee County's population has grown by 40.3% since 2000. Of its 618,754 residents, 83% are white, 8.3 % are black and 18.3% are Hispanic. The ethnicity of RSVP volunteers reflects the county population as a whole. The estimates for 2012 are 645,293 residents with 87.3% white, 9% black and 18.9% Hispanic.

Other Key Economic and Demographic Statistics are as follows:

-Unemployment rate for Lee County in July 2013 was 7.6% - higher than the national average of 7.4% (Florida Dept. of Economic Opportunity). Moreover, the unemployment rate has been increasing in the last few months as the May 2013 unemployment rate was 6.9%. The Lee County unemployment rate is also higher than the whole state of FL. unemployment rate which remained steady at 7.1%.

-The number of vacant housing units is 30.2% according to the 2010 US Census - much higher than the national average of 11.8%.

-The Florida Department of Elder Affairs estimates for 2012 report that 31.1% of Lee County's population is comprised of individuals 60 yrs. of age and older and according to the 2010 U.S. Census Bureau another 19.5% are children under 18. Of the 197,879 seniors, 9.9% of them are below 125% of

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poverty guidelines and 40,998 of them live alone.

-According to the Harry Chapin Food Bank of SWFL, 3,000 seniors visit food programs monthly. They also state that they serve at least 30,000 individuals and 40% are children and 63% of client households are food insecure because they lack consistent access to nutritious food and adequate amounts of it.

-CCMI, Inc. which has several services that help those in need estimates that there are 3,400 homeless individuals in Lee County. They have need for both food and shelter.

Keeping the above key demographic and economic statistics in mind RSVP Lee will address the obesity and food and aging in place performance measures as part of the Healthy Futures focus area.

Volunteers will engage in meeting the goals by volunteering at food banks, food pantries, and with food delivery agencies for obesity and food measures and providing food, companionship and transportation for aging in place measures.

The volunteers that provide service to food banks and pantries will collect, sort and pack food as needed. They will also assist in the delivery of such food to clients. Home delivered meal drivers will provide isolated and homebound seniors and disabled adults with meals and a friendly face. This will help increase food security for clients and their families. Volunteers will visit, call, transport or provide for immediate needs such as food for isolated, frail and low income seniors. These activities aim to increase the amount of social ties and support they have.

Measurement tools such as food distribution logs, daily kitchen reports, monthly agency reports and Agency Impact Statements will be used to measure outputs. Client surveys that are objective and scientific will be used to gauge the outcomes for each work plan. Output numbers and client surveys will be conducted and kept by specific agencies. The RSVP Director and RSVP volunteers/Advisory Council will assist as needed. The RSVP Director will collect and tabulate results twice yearly to adhere to the new Senior Corps standards.

There are senior clients that receive transportation or companion services that are veterans. Also, veterans may be provided with homes and or food. The RSVP Director will work with agencies to identify veterans that receive their services. A question will be included on all client surveys and possibly service logs.

Recruitment and Development

RSVP Lee will partner with selected agencies based on the community need they address and how that need aligns with CNCS priority focus areas, their desire to utilize RSVP volunteers and willingness to provide meaningful volunteer opportunities. The Memorandum of Understanding will ensure each

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agency will provide a safe environment, training and supervision and will adhere to prohibited activities rules. It also states the station will be provided with tools for measuring outcomes and will need to assist with the delivery of said tools. Volunteer needs of the agencies will be assessed quarterly via phone and in person.

Partner agency assignment descriptions will be evaluated to ensure that required tasks, shift length, job training and skills desired are appropriate. When volunteers are recruited, an application form containing a skills and interest checklist will be completed. This assists with proper placement of the volunteer thus ensuring a high quality experience. The volunteers will then be given assignment descriptions aligned with the identified critical community needs for the placement of their choosing. The RSVP Director will help agencies identify appropriate volunteer job assignments that address critical community needs aligned with the primary focus area of Healthy Futures as well as the other complementary focus areas such as disaster services, economic opportunities and environmental stewardship, while providing leadership and skills enhancement for RSVP volunteers. Stations will receive quarterly contacts for support to check on compliance, volunteer placements and volunteer training efforts. Letters will be sent to stations explaining changes in policy or any changes that affect the process of managing volunteers or reporting hours. After receiving orientation and training in regards to the RSVP program, the RSVP volunteers will be provided with training specific to their service activities by the appropriate partner agency. The RSVP Director will confirm that training is appropriate and sufficient enough to allow RSVP volunteers to perform their services effectively and efficiently.

RSVP of Lee County will bring awareness of the impact the project and RSVP volunteers have on community need through contact with the local media. While coverage is sometimes difficult to obtain efforts will be made to have volunteer opportunities placed in the local papers. Social media such as Facebook and Twitter will also be used to bring awareness to the RSVP Program and its volunteer needs.

According to the 2010 U S Census, Lee County's population has grown by 40.3% since 2000. Of its 618,754 residents, 83% are white, 8.3 % are black and 18.3% are Hispanic. The estimates for 2012 are 645,293 residents with 87.3% white, 9% black and 18.9% Hispanic. Also, for 2012, the FL. Dept. of Elder Affairs estimates that 197,879 residents are 60 years and older. Of those only 3.4% are black and 5.5% are Hispanic. The demographics of the current RSVP Lee volunteers do correlate with the numbers above. The majority of participants are white with lesser amounts in the other demographic categories. The FL. DOEA also states that there are 27,898 veterans over 60 and 42,000 seniors with

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at least one disability. These are hard to determine for RSVP volunteers as we have just begun to capture such data. Efforts will be made in the future to make a distinction for these demographic areas. To increase the diversity in all areas, the Advisory Council will seek out members from these different demographic categories. RSVP Lee will partner with agencies that serve a wide variety of racial and ethnic groups and with entities such as the Hispanic Chamber to increase the number of Black and Hispanic volunteers serving in the RSVP Lee program. The RSVP Director and/or other SFC staff will attend the Neighborhood Core meetings which occur in some of the most vulnerable sections of the County to help identify areas where RSVP volunteers can be recruited and where they can be of the most use. Also, partnerships with the VA and agencies that serve the disabled will be explored in hopes of identifying individuals in these categories willing to volunteer their time.

Volunteer Recognition events will be organized and items will be given out so that volunteers can be thanked and awarded for their service. Yearly desk calendars will be given to all volunteers at the beginning of each year. Volunteers will be presented with badges and shirts as part of recognition efforts which will also assist with awareness of the overall program. All volunteers will be invited to an annual luncheon that will include a delicious meal, gifts and outstanding volunteer awards.

Outstanding volunteers will be nominated by station coordinators and awardees will be selected by the RSVP Advisory Council. Senior Friendship Centers' executive staff, RSVP staff, and the Advisory Council will assist with the event. Volunteers performing 400+ hours annually will be celebrated with 400 Club pins and yearly bars. Volunteers will be nominated for various volunteer recognition awards within the community and the state during the service year.

Program Management

RSVP Lee will meet the needs of the community by partnering with at least 19 nonprofits/governmental agencies and providing volunteer support. Agencies involved will address the most pressing needs and engage in focus areas such as obesity and food, aging in place and economic opportunities just to name a few.

RSVP Lee is managed by a project director for 80% of her time. As authorized by the Corporation, 20% of her time is allocated to another SFC Volunteer Program. This other program aligns with the CNCS Healthy Futures focus area in regards to aging in place and is incorporated in the work plan for such.

The RSVP Director is responsible for all program activities including recruitment and management of partner agencies, volunteer recruitment/placements, data maintenance, community relations, Advisory Council membership and meetings, and reporting to CNCS and local grantors.

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Agencies that are recruited will have a signed Memorandum of Understanding (MOU) that explains their responsibilities as well as the RSVP program responsibilities. These will be updated every three years and/or when there is a change in volunteer coordinators. This will ensure the new staff person is aware of the program and its regulations. The MOU will list prohibited activities and state the need for providing viable assignments for RSVP volunteers and the need for measuring outcomes. The RSVP Director will help agencies identify appropriate volunteer job assignments that address critical community needs aligned with CNCS priority focus areas while providing leadership and skills enhancement for RSVP volunteers. RSVP stations will receive quarterly contacts for support to check on compliance, volunteer placements and volunteer training efforts. Letters are sent to stations explaining changes in policy or any changes that affect the process of managing volunteers or reporting hours.

All new volunteers will complete a thorough intake to assess their interests, strengths and guarantee the best placement. Volunteer orientations will be utilized to assist with volunteer placement allowing a choice of where they would like to provide service with guidance from the RSVP staff and station coordinators with the goal to locate positions they enjoy and from which they derive a feeling of satisfaction and accomplishment. All new volunteers will receive a volunteer handbook that includes the main points of the program, the prohibited activities, the reason for specific assignments and the need for measurable outcomes.

Surveys will be distributed to a cross section of volunteers annually to assess satisfaction levels with their volunteer placement. The staff and Advisory Council will then evaluate them and offer recommendations for emerging issues.

Volunteer Reporter software will be utilized to track volunteer hours from quarterly time sheets. This tool also tracks progress in service categories relating to the impacts of the project and volunteers. Reports directly related to CNCS objectives can be easily generated and upgrades will be completed each year to enhance data collection and reporting. Volunteer Reporter will keep abreast of the Senior Corps requirements and will adjust the software to comply with any changes.

An Advisory Council with members from the local community including RSVP volunteers, station coordinators and business leaders will be established. Since we are an incumbent, an Advisory Council is already in place. New members will be recruited as needed and this group will provide leadership for the program.

A yearly assessment of the program will be completed by these Advisory Council members and local partners to track progress in meeting the needs of the community. Any changes will be made with the

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approval of the Executive Director of SFC. If it is necessary to graduate stations and relocate volunteers, RSVP Lee will accomplish this through letters to the station and to the volunteers. RSVP of Lee County will be able to do this with little disruption as this has been accomplished with a number of agencies (30) and volunteers (1300) over the last 2 years. Letters have been generated and are in place if need be. The RSVP Director will guide volunteers to new assignments if they wish.

Healthy Futures, especially aging in place, has always been a large part of Senior Friendship Centers' mission "to promote health, dignity and quality of life throughout the journey of aging." SFC Directors of major programs and long term staff all sit on local and state boards such as: the Florida Council on Aging, the Florida Association of Aging Services Providers, and the State Nutrition Advisory Council. Senior Friendship Centers programs and services are known throughout the region, state and nation as leaders in the aging network. The media frequently cover events and call upon SFC directors for expert opinions and to promote programs to the community. These credentials will serve the RSVP Lee program well with the primary focus area being Healthy Futures. Senior Friendship Centers has also been involved with the hunger needs of individuals of all ages in Lee County. Staff has participated in the annual Hunger Summits conducted by the Harry Chapin Food Bank. RSVP Lee also has had a history of relationships with local food collection and distribution agencies. SFC has been utilizing volunteers, collecting data and measuring goals for many years as part of all of their programs. In addition to grant monies, SFC receives funds from the FL. Dept. of Elder Affairs and must account for these and prove effectiveness with each program. RSVP Lee is no different as it has been collecting data for years and recently upgraded data collection tools for all focus areas including food insecurity and aging in place. The tools are scientific and objective allowing real impact to be measured.

Agency staff and RSVP volunteers will be involved in collecting data. The project director will assess and report on the data twice a year including at the end of each grant cycle. If issues occur with the gathering of information, the project director will become directly involved in the utilization of the measurement tools.

Organizational Capability

Founded by Brother William Geenen, CSC in 1973 with the mission of providing seniors emotional and social connections, sponsor agency, Senior Friendship Centers, has grown to become a major nonprofit agency affecting the lives of tens of thousands of seniors and their families in Southwest Florida. The upcoming 2014 year marks the 35th year that SFC has been operating in Lee County. Volunteers are at the heart of the mission, People Helping People. Senior Friendship Centers maintains

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a competent and trained staff in specialized positions that serve all facets of elder care.

Key Staff:

- Margaret Baugher is the full-time RSVP project director (80%) and has been with the program for almost 11 years. Another 20% of her time is allocated to a SFC program that aligns with the CNCS Healthy Futures focus area in regards to seniors aging in place. She holds a Bachelor of Arts degree from the University of Findlay in Findlay, Ohio.

- Nancy Green-Irwin, SFC Executive Director/VP of Contract Services in Lee County, has 27 years with the organization and her expertise is in contract services. She serves on boards and committees locally and statewide, specializing in eldercare and aging services. She holds a Bachelor of Science degree from the Indiana University.

-David Blehar is the Chief Financial Officer for Senior Friendship Centers. He has 20 years of service and he and his staff have vast experience in the managing federal, state, and local grants. The fiscal department will provide the RSVP Director with the tools needed to manage the financial part of the Senior Corps Grant.

SFC staff, volunteers and vendors are trained on quality control and monitoring client/volunteer satisfaction. The agency's strategic plan includes Organizational Self Analysis which involves comprehensive reviews of existing programs to determine effectiveness and sustainability with special focus on ways to improve customer service, reporting, data and outcome measurement, results based assessment and enhanced staff/volunteer training. The Senior Friendship Centers' Executive Director, CFO and RSVP Director will also stay abreast of all RSVP Regulations in regards to program and fiscal requirements. The RSVP Director will attend appropriate conference calls, webinars and conferences that will be available in order to increase knowledge and awareness of the RSVP program and any changes that may occur. The RSVP Director will work closely with station coordinators in efforts to measure outputs and outcomes. The Director will generate measurement tools that correspond with work plans. Some are already in place and have been utilized in the past. These tools will be provided to agencies as well as directions on administering them. The RSVP Director will be involved as much as necessary in gathering measurement tools and data.

Both the SFC Executive Director and the CFO will provide oversight of all programs with respect to staffing, accountability, and efficient and effective use of available resources. Support will be provided to the program through monthly fiscal reports and conference calls. All expenses will be approved by the Executive Director of SFC and verified by the fiscal department for appropriate placement in the budget. The RSVP Director will manage the budget and the fiscal department will check purchases for

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appropriateness. In-kind forms are utilized to track donations such as items that may be donated from local businesses to be given as door prizes at the Annual Recognition. Volunteers will sign for these items as part of the annual survey so there is proof they were received by RSVP Volunteers.

Other

N/A

PNS Amendment (if applicable)

N/A