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Executive Summary

An estimated 370 RSVP volunteers will serve in both McCracken and Hickman County over the next year. Some of their activities will include educating the public on nutrition, exercise, money management, reading, local history, and energy conservation. The primary focus area on this project will be Healthy Futures. At the end of this grant cycle, community members of all ages will be healthier as a result of exercise/nutrition classes, receive food from local assistance programs for healthier diets, be served healthier, more well-rounded meals. The CNCS federal investment of \$69,873.00 will be supplemented with \$8,196 in cash match and \$26,291 of in-kind match.

Strengthening Communities

DESCRIBE THE COMMUNITY YOU SERVE (INCLUDING KEY ECONOMIC, DEMOGRAPHIC AND GEOGRAPHIC FEATURES):

McCracken County

According to the 2012 Census information (www.quickfacts.census.gov), the population for Paducah/McCracken County in 2012 was 65,549. 17.4% of the population is age 65 and older; with a growing tendency. The female population ranks 52.1%, and the male population is 47.9%. The population is comprised of 85.7% white persons with 2.2% of being of Hispanic or Latino origin; 11 % black, 0.3% American Indian and Alaska Native and 0.9% Asian.

The 2008-2012 Census information (www.quickfacts.census.gov), also identifies the median household income for the county is \$44,757 (KY: \$42,248 / US: \$53,046). The poverty rate is 16.3%, which is up from 14.6 in the 2011 census (KY: 18.6% / US: 14.9%). The rate of people with a high school diploma or equivalent is 86.9% (KY 82.4% / US: 85.7%); the ratio of people with a bachelor degree or higher is 21.2% (KY: 21% / US: 28.5%).

With two big hospitals and associated services, the healthcare industry is the major employer for the area. Because Paducah is the hub for the Paducah Micropolitan Statistical Area (as defined by the United States Census Bureau), consisting of four counties (3 in Kentucky / 1 in Illinois), its healthcare industry is set up to serve a much higher population than just the ones living in the county itself since the other counties in the area are not able to support the healthcare institutions necessary for their populations. The Riverport Authority is located in the City of Paducah, a major regional hub for barge line repair and operational facilities since the early 1900's.

Hickman County

In Hickman County, the latest Census shows the population in 2012 at 4,754, with 88.3% being white,

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9.6% black or African American, 0.3% American Indian and Alaska Native, 0.4% Asian and 1% listed as some other race. Of the 4,754 residents in Hickman County, 22.1% are age 65 and older. Hickman County is a rural river county with very little industry and employment. Most businesses are agricultural and family owned. With the Columbus Belmont State Park, the county enjoys some modest tourism throughout the year but doesn't otherwise have any other economic drivers.

The 2012 Census information (www.quickfacts.census.gov) indicates the median household income for the county is \$36,125, down from \$37,535 in 2011 (KY: \$42,610 / US: \$53,046). The poverty rate is 17.4%, up from 15.6% in 2011 (KY: 18.6% / US: 14.9%). Educational achievements are below state and national averages as well. The ratio of people with a high school diploma or equivalent is 78.2% (KY 82.4% / US: 85.7%); the ratio of people with a bachelor degree or higher is 13.0% (KY: 21% / US: 28.5%).

The 2013 McCracken County United Way Community Investment Plan includes the three following areas not currently being met in our community: Health, Education, and Income. Those areas align with CNCS's primary focus areas "Healthy Futures," "Education," and "Economic Opportunities." The Paducah-McCracken County RSVP is also targeting the other primary focus areas, "Disaster Services," "Veterans and Military Families," and "Environmental Stewardship," although a main focus is set on the first three in order to better meet local needs.

DESCRIBE THE SERVICE ACTIVITIES IN THE PRIMARY FOCUS AREA THAT LEAD TO NATIONAL PERFORMANCE MEASURE OUTPUTS OR OUTCOMES:

The Kentucky Kids Count Data Center (kidscount.org 2007-2012) has identified four critical domains to well-being, in which the state is severely lacking. These domains are: Economic Security, Education, Health, and Family and Community. These four domains easily align with most of the CNCS Focus Areas. For the purpose of this grant, we have included the focus areas of Veterans and Military Families and Disaster Services, as they do align with the definition of "community." 55.2% of children under the age of 5 are not enrolled in public or private pre-k/nursery programs.

The poverty rate for McCracken County is 16.3% and 17.4% for Hickman County (Quickfact.census.gov 2012), and with the initiated closing of a major employer (USEC), the outlook for unemployment numbers looks grim as that closing alone will affect over 1,500 employees and local contractors.

The McCracken and Hickman County RSVP chose Healthy Futures as the primary focus area. This decision was based upon the 2013 McCracken County United Way Community Investment Plan included the three following areas not currently being met in our community: Health, Education, and

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Income. The largest employer in the area, USEC, is in the process of closing, leaving many families struggling to make ends meet. Help agencies are seeing a drastic increase in the number of families needing assistance with food. Senior citizens also have to assist their struggling families, resulting in their need for assistance obtaining food.

To help motivate Kentuckians to be more active, RSVP volunteers provide a variety of health education programs. These programs include health food choices, proper exercise, health and low-cost meal plans, at free dance classes for seniors and/or developmentally disabled adults. RSVP volunteers teach ballroom dance, line dance, low-impact exercise, gross and fine motor skills, and various community health promotion events.

The Medicaid Fraud Control Units (MFCUs) ranked Kentucky as the 5th highest rate of Medicare Fraud in the country during the 2011 fiscal year. The Senior Medicare Patrol (SMP), with the help of RSVP volunteers work to educate seniors about Medicare fraud, waste, and abuse. Volunteers assist with preparing materials to be handed out at speaking engagements, serve to educate at health fairs, and help Medicare recipients sign up for their Part D insurance supplement.

The Purchase Area Ombudsman volunteers serve at local nursing homes to ensure residents are given proper care and report elder abuse. Ombudsman volunteers must be certified to identify abuse/neglect and follow protocol in the event of suspected abuse. Volunteers must visit an assigned resident at least once per month and attend semi-annual certification refresher meetings.

Economic Security:

Quilt Museum; Ladies Living Free; McCracken County Extension Office financial education; Fresh Start through Paducah Cooperative Ministries (PCM); Elderly Home Owners Maintenance and Everyday Security program (EHOMES)., Hickman County Habitat for Humanity; Mississippi River Ministries; IPS through NAMI ; Family Service Society, Paducah Cooperative Ministries; Salvation Army; St. Vincent DePaul; Mission House

Education:

4H Reality Store, Communications Day; Head Start ; Morgan, Clark, McNabb; Lunch Buddy; Hickman County Homemakers; Hickman County library;

Health:

Kentucky is ranked near the top of the nation for obesity; PMCSC exercise group; Easter Seals, PADD Ombudsman; PMCSC meals, Rehab Associates, Ballroom Dance, Exercise, Kitchen Band, Senior Games, Master Chefs; Paducah Parks Dept., NAMI ; ChildWatch; and Community Kitchen

Family and Community:

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This includes Military Families and Disaster Preparedness and Environmental Stewardship; Hickman County Museum; Market House, Red Cross; First Aid Kits; Luther F. Carson Four Rivers Center; Recycling program; EHOMES; Belmont State Park; Crime Awareness: TRIAD; Project Hugs; According to the Kentucky Center for Economic Policy (Improving Reentry in Kentucky Through Education and Support for Inmates and Ex-Offenders August 2013 kypolicy.org), 31% of jail/prisons have a 31% inmate recidivism rate. The findings for the report advocate a better system of education, housing, and financial assistance for inmates to decrease recidivism rate. McCracken County has two programs available to women so that they may gain access to drug and treatment and general support for re-entry into society: Fresh Start through PCM and Ladies Living Free.

DESCRIBE YOUR PLANS AND INFRASTRUCTURE TO SUPPORT DATA COLLECTION AND ENSURE NATIONAL PERFORMANCE MEASURE OUTCOMES AND OUTPUTS ARE MEASURED, COLLECTED, AND MANAGED:

Volunteers are required to provide the number of individuals/household assisted with food procurement, houses for low-income senior citizens repaired or maintenance procedures made, materials about fraud prepared, number of individuals educated about fraud and abuse, and number of exercise class participants. Each station supervisor must verify the data before RSVP staff will be allowed to enter the data into our records reporting system, Volunteer Reporter. Station representatives are required to sign off on the volunteer's time sheet and data collected by the RSVP. Each volunteer is accounting for their hours of work on provided "Monthly Report Sheets" and is submitting that report sheet to their volunteer station. The volunteer station in return checks the information provided, collects sheets from all volunteers and submits the collected data to the RSVP Administrative Assistant.

Once RSVP receives the information, all data will be entered into the "Volunteer Reporter" Software (Manufacturer: Volunteer Software; <http://www.volsoft.com>), which assists in compiling and aggregating all data to be used for various external and internal reporting requirements. The software is also used to effectively communicate with volunteers and volunteer stations and allows us to track progress and changes for individual volunteers and stations. The software is one of the most powerful volunteer management database tools available and includes features such as:

* Names, addresses, phones, and emails; birthdays and ages; group emails; years of service; statistics for any period of time; skills Bank (find the right person for the job); hours served (by station or volunteer); scheduling; stations and jobs; reimbursements; board members and other groups; time sheets; mass mailings (labels, envelopes, & letters); merge files; active/inactive volunteers;

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placements history; instant and custom reports (by month, quarter, or year & with Excel export). Every year, a survey is sent out to the volunteers and the volunteer stations, asking for their input into the program's performance. Volunteers are asked why they volunteer, how they rate their satisfaction with their volunteer station, training and preparations received, their duties, the volunteer site in general as well as with RSVP staff. We also ask for recommendations as to how to improve the program themselves and where volunteers would like to develop themselves.

A separate survey is conducted with the volunteer stations, where we ask for input about how we might improve our program and working relationships with each stations and potential problems with volunteers that need to be addressed on a rather general (program) than individual level. These surveys also serve to indicate upcoming needs and requests for each station that need to be addressed in the future. Volunteers and RSVP stations are also encouraged to give any other feedback they would like to share.

Our Advisory Council is in charge of reviewing the program's performance yearly and composing a written assessment of our work. The RSVP Advisory Council is comprised of people representing various age, race, sex and social status. We try to have representation from different aspects of our community not only to ensure valuable decision making input, but also as a resource for financial and in-kind support. Members of the Advisory Council assist in decision making for the program and evaluation of the program's performance.

Aforementioned annual surveys help us examine what our impact is on the volunteer stations, the community, the volunteers themselves and how we might improve upon our performance. These surveys will be used to realign RSVP programs and initiatives with the goals and needs defined by other community need assessments and economic development strategies. Unfortunately, the RSVP does not have the means to conduct communitywide Needs Assessments by itself, so we rely on larger organizations that have the resources and capacities to conduct these assessments, such as the Purchase Area Development District (PADD), the McCracken County Extension Office, and United Way, and we partner with said agencies whenever possible.

Currently, we are able to utilize the McCracken County United Way's Community Investment program, Kentucky Center for Economic Policy, Kentucky Kids Count Data Center, and the Spotlight on Western Kentucky from the Foundation for a Healthy Kentucky. Also, the Senior Corps Field Guide and Reference Guide and CNCS agency-wide service categories and definitions are used as tools to indicate strategic initiatives. Staff, Sponsoring Agency and Advisory Council members use these as goals to establish new sites, recruiting techniques and interest areas for volunteers. The RSVP Advisory

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Council will decide which results of the need assessments, studies and strategy papers can be applied to RSVP stations, or if the RSVP needs to search out new partner agencies as a means of meeting such needs.

Our accountant manages all finances, with the Project Director, Sponsoring Agency and Advisory Council working to find resources of cash and in-kind contributions. Each year a fundraising plan is developed that includes the total amount needed, the amount anticipated and then the actual amount received. We include funds from the County, City, local clubs, matching grants, Combined Federal Campaign, Wal-Mart, a letter writing campaign to possible donors, volunteers, businesses, local corporate sponsorships, Sponsoring Agency, and other fundraisers. The plan is reviewed mid-year with revisions being made as needed.

The yearly in-kind plan is developed to meet the needs of the budget. All anticipated amounts and then the actual receipts are recorded. We include donated meals from Lourdes, Western Baptist, space & utilities, janitorial services, donated IT services, donated facility rental for events, service discounts from caterers for our volunteer recognitions, donated door prizes and gifts for the volunteers. In-kind contributions are documented on a specified form, with back-up documentation attached.

The Sponsoring Agency is active in sharing financial donations received from local clubs like the Rotary and matching grants from Wal-Mart and the Combined Federal Campaign fund. Many of these organizations will only make one donation per 501(c)3. The sponsoring agency meets weekly with the Project Director to discuss issues of finance, programming, recruitment and other staff issues. Last year, the American Quilters Association donated \$1,000 to the RSVP for volunteer participation in the annual quilt show. The RSVP has begun recruiting council members with a business background to help sponsor specific RSVP events (i.e. purchasing items for disaster preparedness kits and donations for the 911 First Responders' Lunch) and to network with fellow corporate contacts. The Paducah/McCracken County RSVP is fully supported by city and county government officials. RSVP and sponsoring agency staff are active in a variety of other councils/organizations (i.e. 4-H Advisory Council, McCracken County Extension Office Advisory Council, the Long-Term Care Ombudsman Advisory Council, TRIAD, United Way, Senior Medicare Patrol, Chamber of Commerce, Area on Aging Committee, and Purchase District Mental Health and Aging Coalition) in the area to assure representation and interaction with other agencies and the community.

DESCRIBE ANY ACTIVITY IN SERVICE TO VETERANS AND/OR MILITARY FAMILIES AS PART OF SERVICES IN THE PRIMARY FOCUS AREAS, OTHER FOCUS AREAS OR CAPACITY BUILDING.

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Throughout the year, RSVP volunteers and RSVP Advisory Council members collect food and other essentials for local disabled veterans and active duty military. The regional VA Hospital holds a "Stand Down", where RSVP volunteers help manage donations and distribute to local veterans in need.

Recruitment and Development

YOUR PLAN AND INFRASTRUCTURE TO CREATE HIGH QUALITY VOLUNTEER ASSIGNMENTS WITH OPPORTUNITIES SUCH AS SHARING THEIR EXPERIENCES, ABILITIES, AND SKILLS TO IMPROVE THEIR COMMUNITIES AND THEMSELVES THROUGH SERVICE IN THEIR COMMUNITIES:

We are always looking for new ways to increase our volunteer base. Utilizing speaking engagements, health fairs, the RSVP newsletter, our website (<http://www.rsvpofpaducah.org>) and other online volunteer recruitment tools (i.e. <http://www.VolunteerMatch.com>), word of mouth and our participation in local organizations such as TRIAD and the Chamber of Commerce in both counties, we can attract new volunteers and also appreciate and highlight our current volunteers.

We have used the media to focus on RSVP volunteerism and its benefit to the community, and continually look for church groups, retired business associations, prayer groups and women's clubs as venues to promote and recruit for RSVP. We will hold four Volunteer Enrichments that are open to the public as well as RSVP volunteers. At these enrichments, representatives from different volunteer sites will speak regarding their organization and its needs. We will "partner " with our Senior Medicare Patrol Coordinator, to gain more opportunities to speak at venues already secured by the Medicare representative. Two new "Boomer" volunteers have been recruited who are mobilizing a local motorcycle group to volunteer on a fundraising event for MDA and a local help agency.

Our most recent use of media has been our own cable access television show "Ageless and Loving It!". This show has guest stations speak and shows RSVP volunteers in action. We film in studio, as well on location and tour the facility where potential volunteers can meet the station staff they will be serving with.

For our volunteers, we provide a small secondary health insurance policy that covers medical expenses if they are injured during their volunteer service. We hold a yearly Volunteer Recognition Banquet to honor our volunteers and the service they have provided. Over the past three Volunteer Recognition events, we have raised participation 98% to a total of 180 volunteers. Each volunteer station selects a volunteer of the year and that person is acknowledged with an award. Additional awards are given to volunteers achieving over 4,000 lifetime hours of service. Our quarterly newsletters help us to retain volunteers by always featuring volunteer spotlights, focusing on different

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volunteers and their impact on the community. The recruitment plan over the next twelve months will include:

McCracken Co.: 50+ new volunteers, of those 15 age 55-65; 10 minority volunteers, 10 men and two mobilizers.

Hickman Co.: 10 new volunteers, of those 2 age 55-65, three minority volunteers and three men.

Minority groups will be contacted to determine needs and issues that will encourage more minority groups to volunteer.

Four times each year, RSVP offers a Volunteer Enrichment event. At these events, volunteers are given the opportunity to build new skills. At each enrichment, a guest speaker presents a topic for personal development (i.e. life planning, nutrition & healthy lifestyle, disaster preparedness, positive work attitudes, etc). Handbooks are provided at each enrichment, along with CIMA insurance pamphlets, background check information. Volunteers are given an opportunity to discuss personal and agency impact on the community. Station speakers are brought in to help volunteers to become more aware of opportunities in the areas, as well as station networking. Once per year, a session is devoted to the topic of developing new leadership potential. Three of our sites are highlighted by the Project Director and some of their volunteers, who explain the volunteer opportunities, share personal success stories, etc. We conclude the event with food and door prizes.

Most recently, we have extended the invitation to include volunteers of all ages with the intent of involving people of all ages in our activities. This also provides opportunity for our volunteers to meet with program staff and other volunteers, allowing them to discuss and share their individual experiences.

Our volunteers mobilize other community members to help with such projects as home safety and repair for low-income seniors through the E-HOMES program. RSVP volunteers engage businesses such as The Paducah Bank, Paducah Parks and Recreation, McCracken County Senior Center, CSI Inc., Denton & Keuler Attorneys at Law, Connecting Point Computers, C-Plant Credit Union, The Orthopedic Institute, Four Rivers Behavioral Health, as well as various other doctor and dental offices throughout Paducah and the City of Paducah to participate in our ink cartridge-recycling program. The collected ink cartridges are sent to a recycling facility that gives us cash credit. Aside from the environmental benefit of keeping those ink cartridges out of landfills, the same program helps fund another program since the monies collected are used to purchase children's books. We use these books for our reading program with Head Start and the Paducah Day Nursery, a daycare that serves low-income families and children of incarcerated parents.

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Whenever possible, the RSVP attempts to partner with organizations and other programs that can address multiple needs at once or at least supplement each other. For example, our volunteers continue to partner with the local 4-H office to help with their "Backpack Program". RSVP volunteers collect single serving food items, then with the help of 4-H, put together plastic bags filled with different items. These bags are discreetly slipped into the backpacks of needy children in our community on Friday afternoons. If during the course of the weekend, the parents are unable or unwilling to fix a meal for the child, then they can open their backpacks and have something to eat. The program serves over 150 children each week.

Over the past years, RSVP has established a good name and rapport with community agencies such as the United Way, 4-H Kentucky Cooperative Extension Office, American Cancer Society, Habitat for Humanity, the local Red Cross Chapter and many other organizations and local businesses.

RSVP volunteers participate in events sponsored by Muscular Dystrophy, Zack's Hope, the United Way, the National Alliance on Mental Illness, and other organizations. Also, presentations and interviews have been conducted on local television & radio stations and at civic events informing the public about RSVP, its efforts to help area non-profit agencies and its impact on the community. RSVP volunteers also serve on Make A Difference Day, MLK Day, health fairs, community awareness events, Senior Day Out and our annual Scam Jam program to educate seniors on various types of scams.

By partnering with agencies that service a broad variety of clients (age, race, gender, income, professions, etc.), our volunteers interact with those clients on a daily basis. Also the RSVP is frequently called upon to participate in local events that bring together the whole community and often times many out-of-town guests. Some events, like the Annual Quilt Show, even attract international visitors (Canada, Europe, Asia, etc.). Our volunteers help to make such events possible, which are a huge economic driver for our region. During Quilt Show Week alone, more than 30,000 out of-town guest come to Paducah every year (Paducah's population more than doubles during that week). Without our volunteers and other supporting agencies, such big events would not be as successful for a small town like Paducah.

Our volunteers help with community events held by United Way, Muscular Dystrophy, Fund Runs by serving at their charity races distributing food to other volunteers, handing out water and medals, and directing runners and guarding traffic. RSVP volunteer also serve at the National Quilt Show, Barbecue on the River, and the LowerTown Arts & Music Festival by monitoring exhibits, running charity food booths, delivering food and drinks to other volunteers, and ensuring patron safety at

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events.

Senior Day Out, Scam Jam, 9/11 Day of Service and MLK Day would not be possible without our volunteers helping with preparation and take down of these events, as well as handling food distribution to patrons and other volunteers. On Make-A-Difference Day, RSVP volunteers help with painting houses, building wheel chair ramps, changing smoke detector batteries and sealing windows for low-income senior citizens.

Volunteer participation at these and other local events allow the events to operate at full capacity without having to incur the additional expense of hiring labor. With the help of our volunteers, these events can grow from year to year, attracting more and more visitors and participants, and therefore stimulate the local economy on a scale that would not be possible without our volunteers. During National Quilt Show Week 2012, the RSVP filled more than 60 volunteer spots to make the event possible. In total, the event relied on roughly 200 local and out-of-town volunteers, while the RSVP provided many of them. Our volunteers also support the county 4H to host their local and regional Communications Day events.

RSVP volunteer assistance at community events such as these and many others throughout the year helps inform the community of the valuable contribution those seniors can still make. Also, RSVP's participation in community events allows RSVP volunteers to meet and work with other volunteers of different backgrounds.

In the previous fiscal year, our volunteers donated \$1,253,968.10 in time to area non-profits and community events (McCracken County). Our senior volunteers help at St. Vincent De Paul Budget Store, at the Nutrition Site for Jackson House and the McCracken County Senior Center, assisting 4-H with their single serving food drive "Backpack Program", ChildWatch Child Advocacy Center, Long-Term Care Ombudsman Program. We continue to read to children through the Paducah Day Nursery, which serves low income families and children of incarcerated parents and recently began an RSVP reading program through the Paducah City Head Start programs, which include Morgan Elementary, Clark Elementary, and McNabb Elementary schools. During the 2014 summer school, Farley Elementary and the RSVP began a pilot program, Literary Hounds. The local Humane Society buses shelter dogs, where at-risk students get to groom and read to the dogs.

Many of these organizations are too small and don't have the capacity to coordinate and recruit volunteers for themselves. Instead, they rely on organizations like the RSVP to fill their volunteer needs, for example programs like our St. Nicholas Free Family Clinic, which serves working individuals with no health care. Most local non-profit organization do not receive federal or state

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funding and therefore operate on donations only.

While the organizations address community needs that federal, state or local governments cannot or do not want to address, they can do so only with the help of volunteers and community support. The community realizes the need for such organizations, but especially in tough economic times like these, financial assistance through the community can go only so far. Our volunteers help to fill that gap. The same goes for organizations that do receive government financial assistance, but due to severe cuts in federal, state and local budgets, these organizations now have to do even more with even less available funding. Since social and human service programs are usually the first that get cut when budgets need to get balanced, an economic recession hits the old, poor, unemployed, sick and disabled population much more than people who are still gainfully employed. Again, our volunteers help to address such needs in the community and allow organizations to stay operational and functional even if their budget would otherwise not allow maintaining or even expanding services.

Many local non-profit organizations rely on our volunteers to stay operational. The RSVP established partnerships with a variety of organizations that provide a broad spectrum of services to the community. By utilizing our senior volunteers for such programs, the impact of senior services on our community becomes visible daily. These organizations are deeply grateful for our volunteers. Over the last couple of years, the RSVP was able to expand its partnerships with said organizations and formed new relationships with other service providers that now use our volunteers. We will continue our work to not only maintain these partnerships, but also to get more local organizations to utilize our volunteers.

Aside from regular volunteerism for our regional non-profit organizations, RSVP volunteers continue to participate in special and recurring events. As part of the 911 Day of Service, our volunteers prepared and served a hot meal to local first-responders, as well as preparing 15 Disaster Preparedness kits for home-bound veterans and senior citizens. Other volunteers write letters of encouragement and thanks to our service men and women, and gather needed supplies, such as lip balm, socks, lotion, facial tissues, hand sanitizers, etc. and deliver these items to local disabled veterans. Some RSVP volunteers participated in all the above activities. RSVP volunteers meet with the students at Reidland Middle School's Families and Schools Together (FAST) preventive/early intervention after-school program) to talk about why RSVP volunteers serve the community, ask the students where they have volunteered and share their stories, and help make Christmas cards for local veterans in the VA hospital. FAST students all donated their time to make Christmas ornaments for four local nursing home residents.

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RSVP volunteers serve their community in many areas. Through the E-HOMES program, volunteers are able to assist with home repairs for low-income seniors, allowing the seniors to remain living independently in their homes. The experienced E-HOMES volunteers are used to supervise other community volunteers on different parts of a multi-project home. The use of these experienced volunteers in this capacity allows the opportunity to have multiple supervisors on a project as opposed to just one; thus, more volunteers can be used and more projects can be completed.

Volunteers willing to help with Red Cross Disaster Services are trained in emergency procedures and learn the importance and necessity of disaster preparedness. Two RSVP volunteers are trained to be deployed and serve as case workers for any natural disaster in the United States. These volunteers were deployed to help victims with Hurricanes Isaac and Sandy in 2012 alone. Each deployment lasted at least two weeks. We have recently started a special sewing group of volunteers who make dresses and pants for impoverished women and children locally, as well as in impoverished countries throughout the world. Our RSVP Line Dancers have taken the local Easter Seals Adult clients under their wing to give them dance lessons. The Easter Seal adults had previously been taking dance classes from another instructor who began charging them a fee they could not afford. To keep from having to give up the activity all together, RSVP stepped in and now provides the instruction free of charge.

Volunteering their time and skills to the children of Paducah Day Nursery, Paducah City Head Start programs and Easter Seals Adult Services (as well as many other volunteer opportunities the RSVP provides) has profoundly impacted the lives of not only the clients, but also the volunteers. The children have taken a more active interest in books and reading and the Easter Seals adults have had a noticeable improvement in morale; they look forward to their time with RSVP volunteers.

Another client of Easter Seals Adult Services was trained by an RSVP volunteer to work at the congregate meal site. The client wanted to work on preparing the dining room and now comes to the Center three times a week to perform his duties.

YOUR PLAN AND INFRASTRUCTURE TO RETAIN AND RECOGNIZE RSVP VOLUNTEERS:
Furthermore, once a year all volunteers are extended an invitation to the Volunteer Appreciation Dinner. At which time, every volunteer receives a free dinner, gift bag filled with gifts, and an opportunity to win a door prize. Each RSVP station is asked to nominate a "Volunteer of the Year", who is recognized with a trophy and a story about the commitment and dedication they have given to their station.

Also, the RSVP puts out a quarterly newsletter, "Senior Connection". Every volunteer is invited to provide a success story, or an opportunity to be put in the spotlight. This newsletter is then posted

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online, as well as volunteer spotlight articles submitted to the local newspapers.

By giving our volunteers the opportunities to share and discuss and by providing them with the chance to be featured in our newsletter as well as local newspapers, RSVP staff enables them to not only reflect about the meaning of their individual services, but also the purposes and goals of the RSVP.

As for the volunteers themselves, the chance to use their time, talent and abilities to influence other lives, greatly improves their quality of life. They have taken it upon themselves to do more than is required. They know what their service means to the people they help and it makes them want to do even more.

Both McCracken County and Hickman County are presented with an over-sized check showing the value of the volunteer hours served in their county. The "value" of our volunteers' time is calculated based upon the estimate provided by the Independent Sector (<http://www.independentsector.org>). Pictures are taken at the presentations and placed in local newspapers and on our website and Facebook page. A copy of the representational check is presented to the City Commission at one of their televised meetings along with information about the program and what it has done for the city. The meeting is replayed several times throughout the week. By making RSVP's tremendous impact on the community visible to the public, we can mobilize new volunteers and attract new volunteer opportunities.

THE DEMOGRAPHICS OF THE COMMUNITY SERVED AND PLANS TO RECRUIT A VOLUNTEER POOL REFLECTIVE OF THE COMMUNITY SERVED:

Our RSVP Advisory Council is currently in the process of developing a new program for the minority population, with a focus on the black, Hispanic, and Asian population in an effort to recruit new minority volunteers, as well as to learn of needs of minorities in McCracken County that we may not otherwise be informed of.

Volunteers ranging in age from 55 to 98, African American, white, Asian and Hispanic, join together to make RSVP successful. They serve together on Advisory Councils and Board of Directors, they work together to help make RSVP sponsored functions successful, and they promote RSVP and volunteerism in their individual communities.

We interact daily with a variety of local non-profit organizations and support each other to improve the life and well-being of all citizens in our region. The RSVP enjoys the support of many local businesses (big and small) and can often times call upon those businesses and their employees in times of need.

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YOUR PLAN AND INFRASTRUCTURE TO ENSURE RSVP VOLUNTEERS RECEIVE TRAINING NEEDED TO BE HIGHLY EFFECTIVE MEANS TO ADDRESSING IDENTIFIED COMMUNITY NEEDS IN BOTH THE PRIMARY FOCUS AREA AND IN OTHER FOCUS AREAS OF CAPACITY BUILDING:

The McCracken/Hickman County RSVP Focus Area, Health Futures, has been identified as the largest need in this community. RSVP has focused on recruiting individuals with specific training/certification to offer special instruction to RSVP volunteer exercise instructors. An example would be an instructor refresher course given to RSVP volunteers instructing their own exercise classes.

RSVP volunteers are given mandatory training by the Senior Medicare Patrol (SMP) Coordinator before completing any volunteer service. Volunteers educate the community on Medicare fraud, waste, and abuse. Support and further training are provided to volunteers on an as-needed basis. TRIAD quarterly meetings, Senior Day Out, and Scam Jam educate RSVP volunteers and community members about the latest scams, how to protect themselves, and what to do if they are a victim of a scam. TRIAD is a coalition between seniors, law enforcement, and other organizations with a focus on senior safety.

The Ombudsman Council run through the Purchase Area Development District requires all volunteers to attend the “Friendly Visitor” training program to identify signs of abuse/neglect and the protocol of such problems are identified. Volunteers are shadowed by the Ombudsman at least twice out in the field before they are allowed to serve alone. Annual recertification classes are required for all volunteers.

RSVP volunteers are an integral part in assisting with all agencies providing food assistance to low-income families. RSVP volunteers gather food donations, stock shelves, and are trained to fill out intake forms for families requesting services. The data gathered by intake volunteers are used to track families needing assistance more than once every 6 months. Identified families needing repeated annual services are required to attend a financial management class before receiving services again. Often times, this class has identified a specific problem or other resources which can put the households on track to becoming financially secure.

Program Management

YOUR PLAN AND INFRASTRUCTURE TO ENSURE MANAGEMENT OF VOLUNTEER STATIONS IN COMPLIANCE WITH RSVP PROGRAM REGULATIONS

All RSVP stations are required to sign a Memorandum of Understanding (MOU) every three years.

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The MOU is taken from the CNCS Operations Manual, which specific lists all of the compliance and prohibited activities. Each station is also required to sign Site Visit form, which specifies the activities RSVP volunteers will be responsible for and the station is forbidden from assigning other volunteer tasks unless specifically renegotiated by RSVP staff.

RSVP staff perform annual site visits at every station to follow up and re-assess volunteer placements. In the event a volunteer is not an appropriate fit, RSVP staff, when possible, re-place the volunteer with a more suitable agency or job description.

The RSVP Advisory Council meets every two months. The Council is comprised of RSVP volunteers, RSVP station representatives, and community business leaders. Council members advise and assist on matters affecting project operations, development, evaluation and implementation of programs as directed by CNCS. With the input of the Advisor Council and after: Program Evaluation, Community Needs Assessment and Volunteer Surveys develop and implement new volunteer sites and volunteer projects to meet the five year focus areas developed by CNCS. The RSVP advisory council will decide which results of the need assessments can be applied to RSVP stations, or if the RSVP needs to search out new partner agencies to partner with to meet such needs. Currently, United Way is focusing on its 2012 "Impact Poverty" initiative that started last year to fight the growing share of people living in poverty in our area, along with the increase in poverty related crimes, which are oftentimes directed against the most vulnerable members of society, our seniors. The "Impact Poverty Study" was release in January 2014 and the Advisory Council will be taking the results into account to develop new strategies to meet the needs identified by the study. The RSVP coordinates its efforts with United Way, the local police and Sherriff's department and created the local TRIAD group.

TRIAD is a cooperative effort of law enforcement agencies (police / fire / sheriffs), senior citizens, and senior organizations, focused on reducing crimes against our seniors. The goal of TRIAD is to reduce the fear of crime and victimization among seniors by increasing awareness of scams and frauds targeting them, strengthening communication between the law enforcement and senior communities, and educating seniors on local and state resources that are available in their community.

The West Kentucky Workforce Board in corporation with the Purchase Area Development District initiated an external study "Purchase Future - An Economic Strategy for the Purchase Region of Western Kentucky" in 2010 that can be used to identify at least some community needs.

The PADD completed a full and binding Comprehensive Economic Development Strategy (CEDS) for the region (for all eight most western counties in KY; including McCracken and Hickman) in 2007 and has released annual updates since.

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Other sources of assessments are the Greater Paducah Economic Development Council (GPEDC), the West Kentucky Workforce Investment Board and all other agencies involved with economic and community development that are actively engaged in our region. Once the new assessments currently being undertaken are compiled, the RSVP advisory council will meet and align those needs with volunteer placements and stations wherever possible.

The RSVP has a strong track record in measuring performance of RSVP volunteers providing services for Health Futures (our focus area). Every individual receiving services from our volunteers is recorded by the station. This includes signatures of individuals attending exercise classes, housing services, roster of food distribution, number of educational materials prepared, education the community about services available, or a station's log for the number of meals served. When possible, recipients of services are surveyed to show this need is being met.

Organizational Capability

The Retired and Senior Volunteer Program of Paducah has been in existence since 1980. Since that date, there has been a steady increase in both active volunteers and recorded hours. RSVP has become more visible in the community over the past few years through television interviews, newspaper articles, use of online resources, such as our website, online newsletters, Facebook, and Volunteer Match and word of mouth, and as a result, support for the program has increased.

Starting with FY 2012, the full time Project Director and the Volunteer Coordinator's position was combined due to implemented and expected cuts in the federal budget. A part-time Administrative Assistant has been added to support the Project Director.

Our Project Director manages offices in both McCracken and Hickman County, and has been involved with non-profits and human services for over 13 years. She has a Master's Degree in Social Work and Public Administration, as well as over 15 years of volunteer service to the community. Under the direction of the Paducah Senior Center Executive Director the project director's duties include, but are not limited to:

1. Providing administrative oversight of McCracken County and Hickman County RSVP by ensuring compliance with terms and conditions of the federal grant through the Corporation for National & Community Service -CNCS and applicable federal regulations, selecting, training, and supervising program staff, monitoring staff performance, maintaining work schedules, reviewing financial statements, preparing annual budgets, developing and implementing policies, and generating required reports.
2. Maintaining program quality by planning annual program goals and objectives that ensure that at

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least fifty percent of volunteers are placed in outcome-based assignments with measurable results designed to meet critical community needs while offering meaningful opportunities for the volunteers to serve their community.

3. Public Relations: Working with sponsor staff and community groups to support resource development; Develop positive public relations and communications in the community; Provide speaking presentations to promote RSVP and PMCSC; Participate in publicity functions and act as PMCSC and RSVP liaison; Serving on community boards, councils, community organizations, and committees; Research, develop and maintain a strong working relationship and close association with community organizations, resources and service agencies; Promote RSVP through Public Service Announcements PSA's, press releases and media materials.

4. Ongoing Professional Development: Attending relevant workshops, trainings, and conferences. Staff will attend overnight, long distance travel for conferences as required by CNCS.

5. Employee Management: Train, supervise, maintain work schedules and evaluation of program staff

6. Volunteers and Volunteer stations: Actively recruit, screen, train, evaluate and recognize volunteers and volunteer sites. Place volunteers according to their interests and skill; insuring active, meaningful participation of individual volunteers, making sure that the volunteer assignment is commensurate with the volunteers' talents and wishes; Develop and implement regular evaluation of each volunteer station representative and each volunteer at his or her site; Plan and implement periodical volunteer enrichment/training events and an annual volunteer recognition event for all active volunteers.

7. Financial: Development of budget, Review of all financial statements and reports; Submission of financial records to CNCS ; Plan, develop and implement all fund raising efforts to generate local match and program support; Approve all expenditures within budget and sponsoring agency limitations

8. Performing other project related duties as assigned by the sponsoring agency Director and as allowable within the RSVP statute, program regulations, and other applicable policies. Our Administrative Assistant has over 30 years of clerical experience in the banking and medical fields, along with various other jobs and community involvements to maintain her administrative and people skills.

The Administrative Assistant's duties and responsibilities are as follows: Answering the telephone, taking messages or relaying them on inter-office e-mail, tracking incoming and outgoing calls; Greeting and assisting Senior Adult clients; Typing correspondence, reports, word processing, copying, recording forms or reports as assigned by the RSVP Director; Filing records; Recording, updating and

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managing RSVP Volunteer forms & registrations; Entering data for REPORTER as needed; Attend monthly Senior Center Staff Meeting ; Assist with fund raising and RSVP community program events; Will include other responsibilities as assigned by the RSVP Project Director or the Sponsoring Agency Director.

The Project Director is in charge of the daily operations of the office and publicity/marketing of the program to the community. The Sponsoring Agency Director assists the Project Director with grant writing, as well as reviewing all documents, reports and programming information.

At this time, there are no additional funds to hire more staff, so volunteers are asked to come in and help with answering phones and other projects during busy times of the year.

An accountant provides monthly and year to date financial reports to the Project Director and the Sponsoring Agency Director. The accountant is familiar with all federal and local grant requirements and insures that the program meets those requirements each fiscal year. The accounting firm has over ten years of experience regulating federal grant expenditures. All overhead expenses, unless they can clearly separate to a program, are charged based on percentage of payroll. This is the procedure set forth by the auditors. Accounting service, audit, insurances, and other similar expenses are expensed this way as the expense is accrued.

Our Sponsoring Agency Director monitors 2 local and 8 federal grants including the RSVP grant. The Senior Center/Sponsoring Agency Director serves as supervisor for the RSVP Project Director and assists in programming decisions as well as grant writing. She attends Senior Corps training events, RSVP fundraisers, volunteer recognition events, volunteer enrichment, as well as serving on the RSVP Advisory Council. She is also responsible for signing off on all contracts associated with RSVP functions.

The RSVP in Paducah/McCracken County started its first program in the early 1980's and has always partnered with the local Senior Center as sponsoring agency. This is still the best fit for the program since the Senior Center by nature of its operation and target audience will always be the first point of contact for seniors in our area. As soon as people reach the required age to utilize some or all of the services the Senior Center is offering, they are automatically eligible to serve as volunteers for the RSVP. By cross-referring seniors to each other, we can ensure that all "new" seniors in the region are aware of our services as well as the services and assistance the Senior Center can offer.

From our modest beginnings, we now have a volunteer roster of 500 people, partnering with 77 different agencies that utilize our volunteers either regularly or infrequently, established long lasting relationships with local governments and businesses.

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Our Sponsoring Agency is one of the biggest non-profit organizations in Paducah/McCracken County and as such deeply involved with the community and its programs and services have a tremendous impact on the seniors in our region.

The Project Director is responsible for day-to-day operations and purchasing of supplies and equipment. The sponsoring agency's Board of Directors must approve purchases above \$500 and all overnight travel. This includes amounts budgeted at the beginning of the year for travel to the National Conference, as well as reimbursement to staff for local travel. Local travel is approved by the Project Director and then reviewed. Quarterly, the Project Director reports directly to the Sponsoring Agency's Board of Directors on the performance of the RSVP program and staff.

Our offices are located inside the Paducah McCracken County Senior Center and the space, utilities as well as most of the equipment are donated to us by the City of Paducah. The City of Paducah also provides technical assistance or IT related problems and maintains the building and its infrastructure. Yearly personnel reviews are conducted to examine each employee's performance and where improvements can be made. Several times each year the sponsoring agency Director sets goals and reviews the RSVP project, recruitment, review of strategic initiatives, minority recruitment issues, community awareness, development of more meaningful volunteer sites and an overall review of the program.

The Project Director evaluates the RSVP staff and the Sponsoring Agency Director evaluates the Project Director. Copies of evaluations are given to the employee and kept on file at the office.

Personnel policies are clearly stated in the Personnel Policy Manual that is reviewed every three years by the Board of Directors. All positions have printed job descriptions with a copy kept in the employee files. Policies and procedures are printed, followed and reviewed as needed.

Our Project Director/Administrative Assistant and Sponsoring Agency Director will utilize the State Program Specialist and E-Grants tech support to answer any programming questions. We will attend as many of the Kentucky Senior Service Corps (KSSC) meetings as possible and use the time that is set aside for RSVP 'mentoring', to help with questions or problems that RSVP directors may have.

Volunteers are given a basic training overview on RSVP policies and procedures, with other trainings coming from the site coordinator/supervisors. Station supervisors are also made aware of RSVP policies and procedures and are encouraged to contact the Project Director or with any problems or concerns.

During projects involving various people from the community, such as E-HOMES, volunteers are instructed on their specific duties and the expectations of the coordinator. The EHOMES Coordinator

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is always on site and available to answer any questions and give direction when needed.

CYB Accounting, who helps RSVP to monitor spending, track trends and fulfill grant requirements, also assists with human resources issues & computer technology. When needed, the Paducah City Departments/staff have given valuable guidance on the issues of Human Resources and additional grant resources.

Other

OTHER - STRATEGIC INITIATIVE #1: EDUCATION

The RSVP has focused on increasing educational needs in the community, as identified by the United Way Community Dialog (2005). RSVP volunteers have served as mentors in the Paducah Day Nursery and Paducah City Head Start programs, which continues to grow with an increase in the number of RSVP volunteers participating.

The RSVP has also partnered with the local elementary schools to serve as Reading and Lunch Buddy programs in various city and county schools. The 4H Reality Store deeply relies on RSVP volunteers to help staff their annual "Reality Store" where students are given an interactive approach to learning financial planning, the importance of education and choice consequences. This program is evaluated by a questionnaire completed by the participants. RSVP volunteers also sit and read with children receiving therapy for abuse/trauma while the parent is speaking with the therapist.

4H Communications Day (up to age 16) is also dependent on RSVP volunteers to serve as judges for local students competing in speech and presentation delivery. RSVP Volunteers critique and provide feedback at both the local and regional level.

Volunteers can only do so much to assist students and improve graduation rates and grade level performances. As a response, the RSVP is becoming more and more involved with the local 4-H and the University of Kentucky and their various educational programs. Preschool and elementary schools are already utilizing our volunteers on a frequent level but there is still potential to interact more with our middle and high schools. While it is currently unclear how these schools can use our volunteers, RSVP will continue its attempts to form partnerships with these schools. In 2012, the RSVP Ink Cartridge Program raised \$986.28, which bought books, a box of crayons, and notebooks for every Head Start Student in Paducah's Head Start programs. RSVP volunteers read to the children and Santa visited to drop off the books and supplies to the children.

STRATEGIC INITIATIVE #2: HEALTHY FUTURES

RSVP volunteers serve as instructors for various exercise programs, such as body recall, yoga, and line dancing class, mostly addressing and adjusted for senior citizens. RSVP volunteers were also

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instrumental in helping with the preparation and execution of three various marathons to support autism research, and women's health and are continuously used for such events throughout the community.

The RSVP also works with the 4H Backpack program to provide meals to children who would not otherwise be provided with a meal, or given a more convenient, high calorie meal.

The Purchase Area Development District (PADD) signed on with the RSVP this past year to obtain volunteers for the Long-Term Care Ombudsman Program. Volunteers receive training from the PADD and are assigned designated individuals placed in nursing homes to visit with and ensure residents are being properly cared for.

The Paducah Free Clinic, which utilizes some of our volunteers in order to maintain operational (reception, cleanup, etc.), offers free health care to working families who do not have medical insurance.

STRATEGIC INITIATIVE #3: CLEAN ENERGY

RSVP volunteers work in conjunction with the EHOMES program by preparing senior residences for the cold season as much as possible. That includes activities such as sealing windows and doors for low-income seniors to reduce energy consumption by otherwise increased heating bills. We plan on furthering such activities by continuing to participate with our community wide "Make a Difference Day" where the community, among other things, assists low-income households with maintaining their houses.

Our ink cartridge recycling program has clear environmental benefits as well. Not only does it keep those cartridges out of landfills, avoiding the spill of potentially hazardous materials, recycled ink cartridges require much less energy to refurbish than to produce a completely new cartridge.

STRATEGIC INITIATIVE #4: VETERANS

The RSVP has recently partnered with the local Disabled American Veteran's Club to provide more volunteers and awareness to the program. RSVP volunteers have been assisting with fund raisers to provide financial assistance to veterans who are at risk of having utilities shut off, as well as providing socks and games and visiting with veterans who are in the VA Hospitals and may not otherwise have any visitors. The RSVP BootScooters take an annual trip to the Marion VA Clinic to visit veterans at the VA residential facility.

STRATEGIC INITIATIVE #5: OPPORTUNITIES

RSVP Volunteers provide life skills and employment training to women in a residential facility recovering from drug/alcohol abuse. Many of the women have few social and employable skills and

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our volunteers bridge the gap for the women to become functional women in society.

The SCORE Program in McCracken Co. and Entre Paducah use RSVP volunteers to help train individuals to start up a small business and help mentor small businesses already in existence.

The Individual Placement and Support (IPS) program with NAMI provides supported employment placement for individuals receiving mental health treatment. RSVP volunteers assist with the client's return into the workforce, as well as advertise for the program and recruit new businesses for a variety of placements.

The Senior Medicare Patrol uses our volunteers to help vulnerable populations identify and resolve Medicare and Medicaid fraud and abuse.

The Annual McCracken Co. Muscular Dystrophy Association (MDA) Lock Up Party will be staffed by RSVP volunteers only for their 2012 event. The money from this fundraiser will be used to benefit families affected by Muscular Dystrophy needing medical services.

STRATEGIC INITIATIVE #6: DISASTER PREPAREDNESS:

The RSVP's Volunteer Enrichment Breakfast had the American Red Cross speak about disaster preparedness and talked with seniors on how to prepare a disaster kit for three days of survival. The Red Cross team gave information on how to prepare a kit at the lowest cost over a 21 week time period to be a minimal financial burden on the senior. During the 2012-2013 fiscal year, the RSVP volunteers, along with the local chapter of the American Red Cross and business sponsors, had purchased and create 15 disaster preparedness kits and delivered them to McCracken County Senior shut-ins in the most need, as designated by the McCracken County Senior Citizen Center's meal delivery drivers. This served as a "self-shelter" for the most vulnerable members of the senior population. We had such a great response to the disaster kits that we continue to make this annual event and will deliver the kits for local low-income veterans.

This year, the RSVP teamed with four local Americorps workers for a Senior Citizen disaster preparedness seminar. A pre and posttest were given to the 37 seniors who attended the training. The result of the assessment showed an 83% improvement in knowledge result of the training.

PNS Amendment (if applicable)

N/A