

Narratives

Executive Summary

Governing with the vision to be the most collaborative professional, value-driven locality in Virginia is the tagline and main goal of both Campbell County and Campbell County Retired and Senior Volunteer (RSVP) Program. Campbell County RSVP has been in existence since 1972 working with area government departments, non-profits and local organizations. With an estimated 250 RSVP volunteers aged 55 and over, Campbell County RSVP will continue to serve throughout Central Virginia Region 2000 servicing Appomattox County, Bedford County, Campbell County, and Lynchburg City. Some of the activities will include but are not limited to: ending local hunger by donating food, assisting with the operations of local food banks, transporting and serving home-cooked meals to elderly, disabled and/or homeless, and providing literature on nutrition; assisting older citizens as they live independently by providing outlets such as transportation and companionship; and assisting active military families by partnering with an organization to send coupons overseas to lower the expense of food on military bases to assure food security. The primary focus area of the Campbell County RSVP project is Healthy Futures. At the end of the three-year grant, we anticipate reducing hunger and obesity, assisting area older citizens remain independent, and increasing support of active military and their families through food security. The Corporation for National and Community Service (CNCS) federal investment of \$34,490 will be supplemented by \$39,338 approved and provided by the Campbell County Board of Supervisors.

Strengthening Communities

With a mission to better the quality of life, Campbell County RSVP is located in the foothills of the Blue Ridge Mountains. Campbell County, Virginia expands 504 square miles and is comprised of multiple communities- Altavista, Brookneal, Concord, Evington, Gladys, Naruna, and Rustburg- and is adjacent to the counties of Appomattox and Bedford and the city of Lynchburg. According to the US Census Bureau- American FactFinder, in 2013 there was an estimated 218,300 people [15,255 in Appomattox Co., 69,825 in Bedford Co., 55,235 in Campbell Co., and 78,014 in Lynchburg City (US Census Bureau- American FactFinder, 2013 Estimated Population)] in our serving areas and this number has proven to increase every year proving a further need for our project and continued collective support of our community.

Campbell County RSVP has existed since 1972 providing opportunities for older Americans to stay active and influential in their communities. Campbell County RSVP not only provides opportunities to serve but we also give our seniors a platform to voice their opinions and community findings. In an

Narratives

area where a little less than one third of the population is over the age of 55 (31.4% in Appomattox Co., 31.7% in Bedford Co., 29.3% in Campbell Co., and 24% in Lynchburg City), the opportunities for recruitment, community partnerships, and service opportunities is limitless.

Campbell County RSVP is managed by a Program Director selected and hired by Campbell County staff and governed by an established Senior Advisory Council comprised of current RSVP and community volunteers, volunteer station leaders, local agency representatives, and influential citizens from the service area. The council meets quarterly to discuss community resources, findings and solutions to community needs, possible future community partnerships, and best practices for volunteer recruitment and support. Campbell County RSVP also serves as an active member of the Beard Center Consortium on Aging sponsored by Lynchburg College and an active member of the Central Virginia Area on Aging Advisory Council to make sure we are capitalizing on all opportunities to serve and influence throughout Central Virginia.

Primary Focus-

The primary focus of Campbell County RSVP is Healthy Futures. Campbell County RSVP objectives under Healthy Futures are Aging in Place and Obesity and Food. We have researched and identified solutions to impact the growing concerns for hunger, obesity, and the physical and mental wellness of our older citizens that live independently. Campbell County RSVP will support these findings by promoting service activities such as but not limited to: ending local hunger by donating food, assisting with the operations of local food banks, transporting and serving home-cooked meals to elderly, disabled and/or homeless, and providing literature on nutrition; assisting older citizens as they live independently by providing outlets such as transportation and companionship; and assisting active military families by partnering with an organization to send coupons overseas to lower the expense of food on military bases to assure food security.

Hunger and Nutrition-

The Blue Ridge Area Food Bank; a local entity of Feeding America, the largest domestic hunger relief national agency, conducted a study of hunger in the Central Virginia Region 2000 area and discovered 1 in 10 do not know where his or her next meal will come from and are forced to make a decision of paying a bill or eating. The study showed that many of the citizens seeking food assistance are "working poor" meaning at least one member of the family has a job but the household income is still below the poverty level. The US Census Bureau further confirmed that in Appomattox County, VA 16.4% of the population lives below the poverty level, in Bedford County, VA 8.8% are below the poverty level, in Campbell County, VA 13.6% are below the poverty level, and in Lynchburg City, VA

Narratives

24.3% are below the poverty level. Campbell County RSVP will work with BEAM food pantry, DAWN food pantry, REAP food pantry, Lynchburg Daily Bread, Lynchburg Meals on Wheels, Salvation Army, Gleaning for the World, Campbell County Cooperative Extension, United Way of Central Virginia, and Central Virginia Area on Aging Nutrition Program. Campbell County RSVP volunteers will provide assistance in the day to day operations of collecting, distributing, stocking, packing, delivering emergency food and serving home-cooked meals as well provide information on how to eat healthy on a budget. Campbell County RSVP will also hold quarterly food drives to support area food pantries and emergency shelters and work actively with the Cooperative Extension Offices to provide literature and demonstrations throughout the area to promote healthy eating. All activities will be recorded on volunteer activity logs and numbers of persons served will be collected by volunteer stations. All information will be collected and managed on a monthly basis by Campbell County RSVP Program Director.

With proper housing being a major component to healthy living, Campbell County RSVP will provide volunteer opportunities to support fixing housing needs to low income families through working with organizations that have identified families that have a strong need to accommodate medical needs. All activities will be recorded on volunteer activity logs and numbers of persons served will be collected by volunteer stations. All information will be collected and managed on a monthly basis by Campbell County RSVP Program Director.

Companionship-

The US Census- American FactFinder indicated that our area older citizens over age 65 live alone [(information was not available for Appomattox Co.), 35.2% in Bedford Co., 38.2% in Campbell Co., and 54% in Lynchburg City]. As our older citizens face physical setbacks we want to provide assistance by promoting physical and mental wellness. Campbell County RSVP wants to address this issue through providing transportation to health-related appointments, pharmacies, grocery stores, and senior centers; providing phone calls; sending greeting cards and letters; and doing friendly visits. By adding transportation we are also addressing the issue of no public transportation in Appomattox and Campbell Counties. Campbell County RSVP will work with Central Virginia Area on Aging, Bedford Rides, Campbell County Social Services, and Mental Health America of Central Virginia to identify persons with needs. All activities will be recorded on volunteer activity logs and numbers of persons served will be collected by volunteer stations. All information will be collected and managed on a monthly basis by Campbell County RSVP Program Director.

Veterans and Military Families-

Narratives

Campbell County RSVP volunteers have always expressed concern to help our active military. With our primary focus on Healthy Futures, Campbell County RSVP is actively a local drop location for the Coups for Troops Program. With this program, Campbell County RSVP supports international bases by providing them with coupons (current and up to three months expired) that military families are able to use on military bases to reduce the growing costs of food. This program supports up to 300 families a month. Campbell County RSVP will work with the local American Legions and local grocery stores to promote this program throughout the service area and to also remind citizens of the safety we have as a direct reflection of our active military. This service activity will be housed in the Campbell County RSVP office. Volunteers will record their participation on their volunteer activity logs monthly and the number of active military families served will be received by the Coups for Troops program. All information will be collected and managed on a monthly basis by Campbell County RSVP Program Director.

Other Community Priorities-

Campbell County RSVP will provide service opportunities that fall under focus areas: disaster services environmental stewardship.

Disaster Services-

Campbell County RSVP provides multiple volunteer opportunities to assist emergency facilities and organizations. In collaboration with Gleaning for the World, Campbell County RSVP works to help in the event of a disaster- nationally or internationally. Campbell County RSVP serves as a drop location for disaster relief donations and provides volunteers to assist with collecting, packing, and transporting relief items. Campbell County RSVP provides opportunities to support area hospitals and other health facilities by tending to the families and collecting information as they enter the facilities. Campbell County RSVP provides volunteer opportunities at volunteer stations that financially support hospitals, EMS, fire, and rescue squads. All activities will be recorded on volunteer activity logs and numbers of persons served will be collected by volunteer stations. All information will be collected and managed on a monthly basis by Campbell County RSVP Program Director.

Environmental Stewardship-

Campbell County RSVP partners with the Litter Commission to support and promote recycling efforts and facilities throughout our service area. All activities will be recorded on volunteer activity logs and numbers of persons served will be collected by volunteer stations. All information will be collected and managed on a monthly basis by Campbell County RSVP Program Director.

Capacity Building-

Narratives

Campbell County RSVP will provide opportunities for volunteers to directly support the future of Campbell County RSVP by assisting with day to day operations, volunteer recruitment, promotion effort, and planning and assisting with community drives and events. Campbell County RSVP will also support and encourage older citizens to strength their community through participation on boards and councils. This allows Campbell County RSVP volunteers significant input in community planning and strategy and opportunities for vital partnerships. All activities will be recorded on volunteer activity logs and numbers of persons served will be collected by Campbell County RSVP. All information will be collected and managed on a monthly basis by Campbell County RSVP Program Director.

Performance Measure Requirements-

Campbell County RSVP will have an unduplicated 250 RSVP volunteers. 65% (approximately 162 volunteers) will work in various activities under our primary focus area of Healthy Futures. 10% (approximately 25 volunteers) will do service that supports Veterans and Military Families. 20% (approximately 50 volunteers) will work with other Community Priorities that fall under disaster services and environment stewardship. 5% (approximately 13 volunteers) will work under Capacity Building.

Recruitment and Development

Campbell County RSVP staff has been provided with intensive, detailed, and inclusive training in developing the mission and vision of our organization and creating meaningful and measurable work plans to accomplish the mission. Campbell County RSVP staff has written recruitment and promotion plans. The recruitment plan discusses the four methods most commonly accepted:

1. Warm Body- brochures, posters, public service announcements (PSAs), public-speaking
2. Targeted- when you desire a certain skill set from a volunteer, we promote or go to an organization or business to find that person i.e. computer, language
3. Concentric- ask current volunteers to ask friends to join, volunteer station recruitment competition
4. Ambient- corporate, church congregation involvement using big one day events such as Martin L. King Day, Make a Difference Day, Read for the Record

Campbell County RSVP promotes volunteer involvement in presentations at local organizations, community events, monthly community newsletters, and through our website. Campbell County RSVP is active with the Beard Center on Aging at Lynchburg College which focuses on establishing a meaningful life experience during the senior "golden" years. This is done through periodic speakers and an annual conference on aging providing great motivational speakers and presenters at many

Narratives

workshops- typically free of charge to seniors or available through the assistance of scholarships provided by the college. RSVP volunteers complete satisfaction surveys each year during the recognition banquet in an effort to assure the volunteers are having a positive and meaningful experience that is uplifting their lives. Campbell County RSVP staff and/or advisory council members also accompany volunteers to their stations, on occasion, and monitor the experience and exchanges occurring while on the job. Many volunteer stations provide their own recognition and Campbell County RSVP acknowledges accomplishments in the monthly newsletter and by individual notes. Campbell County RSVP staff attends as many community events as possible with display boards, enrollment forms, new member kits, and brochures. In addition, Campbell County RSVP staff regularly updates our Volunteer Handbook with all information and frequently asked questions. Information is distributed to all current volunteers and each new member as they join. Handbooks are accessible online at all times providing each volunteer with the same information at their fingertips and providing staff an assurance that all volunteers are provided equal and accurate information. The promotion plan is concise and provides names and numbers of contacts in both print and visual media. Campbell County RSVP has a website that is updated regularly with our events and service opportunities and an informational presentation on Campbell County RSVP. We also work very closely with the Campbell County Public Information Office to get our PSAs out efficiently. By working with them, we save staff time on producing and sending the materials to all local media networks. Campbell County RSVP also utilizes Facebook as another means for promotion through the Campbell County Youth, Adult and Community Services organization page. Campbell County RSVP volunteers have been in multiple news outlets for their success stories and have served as the "face" for local initiatives and partnering agencies. In recruitment efforts, Campbell County RSVP often highlights the benefits of joining RSVP (i.e. insurance, mileage reimbursement, fellowship, and health). The monthly newsletter always reflects the meaning of service to the community and volunteers are often recognized and thanked periodically throughout the year. Each volunteer receives a birthday card, thank you card, and get well or sympathy cards, as appropriate. Campbell County RSVP holds an annual recognition luncheon in the early spring to properly thank volunteers for their service to the community. Campbell County RSVP is also recognized as an official review station for the Presidential Service Awards. Campbell County RSVP staff participates in all leadership and performance initiative trainings required by the county. In addition staff attends national, regional, state, and locally sponsored workshops and conferences. Volunteers have orientation training with written materials when

Narratives

enrolled, and have specific job descriptions in their volunteer packets. Specific job training is provided by volunteer stations which at times teach specific skill sets such as computers at the hospitals, cash registers, filing, or packing donations.

Campbell County RSVP staff plans to focus more recruitment and promotion efforts towards (1) males, (2) African Americans, and (3) veterans. Campbell County RSVP staff strategically selected these targets in relation to our focus area of Healthy Futures. With Campbell County RSVP, the staff makes sure the experience as a volunteer is equally meaningful to the person being served as well as the person serving. By recruiting males, Campbell County RSVP will be able to provide older citizens with an added security with transportation. By recruiting African Americans, Campbell County RSVP will capitalize on a target group that it is hit hard with poverty and obesity. By recruiting veterans, Campbell County RSVP will be able to better display how families of active military survive through putting those that served in the forefront. Targeting these set target groups, Campbell County RSVP will be able to get a perception of their true community needs and further investigate service activities that can benefit those needs.

Campbell County RSVP staff will continue to invest quality time with volunteers as volunteer retention is often the result of volunteer satisfaction. Campbell County RSVP staff acts promptly if there is a volunteer or volunteer station complaint to find proper and an ethical solution.

Program Management

Campbell County RSVP existed prior to the establishment of Area Agencies on Aging and established a senior center program shortly after receiving its first grant. The two programs were separated shortly after the senior centers were opened. Both programs operated side by side for over 3 decades, and continue to partner on many projects. Still located in the same building, Campbell County RSVP staff has and still is able to see first-hand the unmet needs of the community and institute programs to help the isolated elderly. Programs such as telephone assurance, friendly visiting, and transportation all provided service to the frail elderly identified by the Older Americans Act programs. Campbell County RSVP continues to partner with Senior Programs with the creation and distribution of its newsletters to all older citizens in the area which affords them the opportunity to call for services or become volunteers themselves. Likewise, Campbell County RSVP staff regularly visit all senior centers and ask the participants of any needs they know about in their churches or communities. Senior center staff often calls to set up rides for their participants to essential services.

Campbell County RSVP was the first active organization for seniors in Central Virginia. For its 40+ years Campbell County staff has always pushed the program to strengthen the fabric of the

Narratives

community. It has survived and thrived through many changes over the years. As the senior community continues to grow, the Campbell County staff can draw from the rich heritage and groundwork of the past and continue to plan innovative programs to serve the future of the community.

Campbell County RSVP is sponsored by the Campbell County Board of Supervisors and County Administrator who oversees all aspects of county-related programming and management. Program funding is awarded annually based on program success and outcomes. This program operates solely on county government funding and the CNCS RSVP Grant. No funds are secured through in-kind or fundraising donations.

Campbell County RSVP is located in the Campbell County Youth, Adult and Community Services Department and is managed by a Program Director. Decisions related to Campbell County RSVP are discussed by the Senior Advisory Council prior to being implemented. The Senior Advisory Council members assist the Program Director in identifying community needs, recruiting volunteers, planning programs and events, investigating volunteer stations, evaluating the project's effectiveness, and promoting Campbell County RSVP.

It is important to also note Campbell County RSVP performs background checks on both our paid staff and unsupervised volunteers working with vulnerable populations as a risk management tool to ensure the safest service is given to our volunteers, stations, and communities. For our paid staff we will perform extensive criminal background checks.

Evaluation of the program, or individual projects within it, is conducted in several areas. Staff is evaluated each June and those evaluations are based on the accomplished goals and objectives of the current year work plans. When projects are considered we utilize the SMAC process. We look at proposals to make sure they are specific, measurable, achievable, and compatible with the mission of Campbell County RSVP and reviews yearly work plans each six months. Campbell County RSVP volunteers are provided an annual assessment to complete at our volunteer recognition luncheon in order for us to measure our successes or failures each year. Our stations are also provided evaluation forms each year and are visited by Campbell County RSVP staff and/or Advisory Council members. In the event that a volunteer or volunteer station is deemed no longer a good fit for the organization, Campbell County staff will arrange a meeting to discuss the issues raised and issue a termination letter. Volunteers will be encouraged to continue to support the community and service station but not as a Campbell County RSVP volunteer and the volunteer station will be notified as well of the volunteer. In the event that a volunteer station is no longer a good fit, Campbell County staff will

Narratives

notify only volunteers assigned to that location and encouraged to continue to serve. On the management side, Campbell County RSVP staff will not record those hours as a CNCS performance measurement outcome but rather recorded as capacity building. Any concern by the community at large may be expressed at stakeholder meetings or public hearings conducted concerning the county's strategic plan.

Organizational Capability

Campbell County RSVP celebrates 40+ years of continued success in making a valuable impact to the citizens of Central Virginia. The program is guided by two grant-funded positions (1 Full-Time Program Director and 1 Part-Time Van Driver) supervised by the Campbell County Youth, Adult and Community Services Department (YACS) Director.

In January 2013, Campbell County added a new RSVP Director. She is a Campbell County native, with ample volunteer management and community organizing experience working with all ages. She has received both a Bachelor's Degree in Mass Communications- Strategic Advertising, and a Master's Degree in Mass Communications- Strategic Public Relations. She is an active member of her community and serves on a host of organizations and committees that emphasize the importance of community service on a local, state, and federal level.

Our part time van driver has worked for RSVP for 14 years. She is an RSVP volunteer herself, and graduated from Virginia University of Lynchburg at the age of 70. She is an avid advocate for the program and a visible member of the community.

Financial Management

Campbell County RSVP is financially managed by Campbell County Management Services, in cooperation with the Campbell County RSVP Program Director. This is a 40+ year partnership and has maintained clean audits every year. Audits are conducted by Robinson, Farmer, Cox, Associates. The Management Services Department is responsible for ensuring accuracy and dependability in all financial transactions and reports. Financial reporting covers local, state, and federal agencies. Management Services assists in budgeting, accounting, purchasing, accounts payable and receivable, payroll, human resources and administration of benefits. Management Services along with the County Treasurer oversees all aspects of financial management and accountability.

The Campbell County RSVP Program Director and the Director of Youth, Adult and Communities are responsible for management of the CNCS RSVP Federal Grant, including all federally related reports. Data management for volunteer based reporting is completed with the RSVP recommended Volunteer Reporter software. Financial reporting is maintained by the county's management software system

Narratives

(AS400); and internally with Microsoft Excel by the Campbell County RSVP Program Director. Program assessments are conducted annually through a survey process with Survey Monkey to evaluate the impact of services within the community and to glean feedback for continued improvements.

Other

n/a

PNS Amendment (if applicable)

n/a