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Executive Summary

The Retired and Senior Volunteer Program of Burlington County, N.J, will engage a minimum of 244 unduplicated volunteers in service. Some of their activities will include leading Healthy Bones Classes, providing Medicare and health insurance counseling, tutoring k-12 aged students, driving veterans to medical appointments, teaching adult literacy, and providing bill paying assistance to vulnerable low-income seniors and the disabled. The primary focus area of this project is Healthy Futures. At the end of the three-year grant, at least 65,305 individuals will be served. The CNCS federal investment of the requested \$63,763 will be supplemented by \$50,224 in anticipated non-federal resources. Volunteer time contributed to Burlington County each year has been estimated to equal over \$500,000 in services. (Value from https://www.independentsector.org/volunteer_time)

Strengthening Communities

Describes the community and demonstrates through both the narrative and work plans that the community need(s) identified in the Primary Focus Area exist in the geographic service area.

Burlington County College, the sponsoring agency of RSVP, is a public two-year college, established in 1969 and sponsor to the Retired and Senior Volunteer Program (RSVP) since 1973. Burlington County is the largest physical county in New Jersey and has a total population of approximately 451,336 with a density of over 562 people per square mile. The majority of the population lives in urbanized areas, with 7% of the population being rural. Despite the majority of the population living along the Delaware River corridor, RSVP serves the entire county, including the rural areas, and the eastern areas, far from the extremely populated western population base.

Burlington County's population of 65 years of age and over is approximately 78,983 individuals, or 17-17.9 % of the total population. This 60 year + aged population is projected to increase 69% from 2000 to 2025 and grow to be 23.2% of the population. "Every year for the next 20 years, 50,000 people in New Jersey will turn 60."- Dr. Fred Jacobs, Commissioner, New Jersey Department of Health and Senior Services. Burlington County's disabled population aged 60 + years ranges between 33-36%. An overall indicator of seniors' health is their self-reported health status. Between 21-24% of Burlington County's 60 + aged residents reported fair or poor health status between 2003-05. An estimated 63% of people aged 60 years and older in New Jersey were considered either overweight or obese. The diabetes rate for Burlington County is reported at 8.9%. This aging population needs increased assistance in areas that Burlington County RSVP provides (financial literacy /check book management for elderly shut-ins, health education, exercise and wellness classes, and Medicare

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benefits assistance). Healthy futures comprises 27% of the volunteer base, serving over 2,355 clients yearly.

Through the other focus areas of Economic Opportunity, Capacity Building and Education, services are provided to Burlington County citizens who have increasing needs. The Education and Economic Opportunity focus areas follow in percentage closely to the primary focus described above. Burlington County contains communities

with great economic wealth but also has many municipalities that have pockets of poverty where more than 60% of students participate in the National School lunch program. In 2000, 5% of individuals and 3% of families in Burlington County were living below the poverty level. In Willingboro, 6% of individuals and 4% of families were living below the poverty level and in Pemberton, 9% of individuals and 6% of families were living below the poverty level. The municipalities of Pemberton and Willingboro had the highest level of poverty, and also the highest illiteracy rates. The 2010 census attributes almost 10% of the population are not high school graduates, and that 67% of the population do not have a post-secondary degree. This provides the need for Burlington County RSVP's economic opportunity focus. Tutoring in adult literacy, and post-secondary tutoring aids in eventual improved employment opportunities. Seventy percent of Burlington County College freshman have remedial/developmental needs and need extra assistance to succeed. Targeted schools show deficits of between 20-30 % below New Jersey state-wide standards. At least 762 students will receive one to one support through Burlington County RSVP's tutoring and mentoring programs. Five municipalities in Burlington County have a higher percentage of adult residents whose literacy level places them below that of the state: Willingboro and Burlington in the west, Pemberton in the east, and Mount Holly and Southampton in the center of the county. Each of these municipalities has comparable population and economic demographics, and each of these five municipalities has proficiency percentages which indicate below state average literacy. There is no transitional shelter for the homeless of Burlington County. "A homeless count conducted in January found 465 adults and 250 children in Burlington County were without permanent shelter." On the night of January 27, 2010, there were 71 chronically homeless counted in Burlington County equaling 15.2% of the total homeless population. Through volunteer placement in public schools, adult literacy, and housing; Burlington County RSVP serves these additional community needs throughout the entire county.

Describes in the narrative how the service activities in the Primary Focus Area lead to National Performance Measure outputs or outcomes

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The Healthy Futures Focus Area will meet health needs within communities that include access to care, and aging in place. Burlington County RSVP will increase seniors' ability to remain in their own homes with an improved quality of life, will provide opportunities to increase physical activity, and will improve access to primary and preventive health care.

By providing the elderly and disabled with bill paying assistance, this population is able to remain in their own homes with an improved quality of life for as long as possible. Through the dogged intervention of a volunteer who found a foreclosure notice posted on a porch, unbeknownst to the occupant, that client was able maintain her residence, and avoid homelessness. This is just one example of the hundreds of clients served by this program over multiple years.

Senior day care facilities provide respite services to primary caregivers. RSVP volunteers serving at these facilities create stimulating activities and increase the client's social ties and perceived social support. When clients are actively engaged, they look forward to attending the day care facility, attend more regularly and thus offer more reprieve to family members and care givers.

The State Health Insurance and Assistance Program (SHIP) volunteers deliver free information to Medicare recipients on health insurance including plans covering hospitals, physicians, supplemental plans, benefits and claims, preventive health care services and long-term care insurance. Every year Burlington County RSVP receives thousands of individual calls from beneficiaries with desperate needs. Through their guidance, limited income individuals can save money normally designated to health care and insurance. Low income individuals also learn about extra benefits from this program's Medicare Improvements for Patients and Providers Act (MIPPA), which equally engages our SHIP volunteers. RSVP volunteer counselors meet individually or discuss issues over the phone.

Measure H4 focuses on health education programs. Burlington County RSVP conducts regular exercise programs through Healthy Bones and water aerobics. Both programs are evidence based and provide measurable goals. Stronger bones, better balance and flexibility are measurable outcomes for participating seniors.

Additionally through another evidence based program, Take Control of Your Health, participants

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learn preventative measures that save them from exorbitant future medical bills. The Governor's office in NJ writes:

"...70% of the physical decline associated with aging is due to poor lifestyle behaviors and less than half of the nation's communities are currently developing strategies to deal with the needs of the elderly, whose ranks will swell dramatically with the aging of the baby boomers. Most chronic conditions are not a natural part of the aging process; these conditions are preventable, treatable or manageable through healthy behaviors".

RSVP Take Control of Your Health volunteers develop strategies that deal with these needs and help participants to better manage chronic disease/s.

Finally, by providing daily reassurance calls, homebound seniors not only report increased social ties, but are able to continue to live independently.

Describes in the narrative a plan and infrastructure to support data collection and ensure National Performance Measure outcomes and outputs are measured, collected, and managed

This office has vast experience in planning, implementing, managing and evaluating service opportunities. An example in point: In 2011, RSVP created new "Chronic Disease Self-Management Courses" throughout the county. Volunteers were recruited and trained. Sites and participants were identified. Classes took place over 6 weeks and evaluations and impact measurements were collected. The overwhelming majority of the participants maintained that through this course, they know how to improve their health behaviors and will continue to try in so doing. RSVP has designed and tested its volunteer evaluation methods, emphasizing consistency and accuracy in data collection. An example of an on-line survey that promotes facility of use, and immediate data analysis can be found at https://docs.google.com/a/bcc.edu/forms/d/1T8qSkC93rMgAneuZ-yiIkY6EkOepGLuyGQCCIHy3c_4/viewform

This office is increasingly using google docs to facilitate accurate data collection. It is equally the role of the Advisory Council to provide strategic planning, guidance, and program evaluation for the RSVP program. Continuous improvement is the goal for staff, the sponsor, and the Council. Burlington County College has extensive experience with data tracking for outcomes assessment. Data collection and outcomes assessments have been fully integrated into programs at BCC to allow for continuous programmatic improvement and compliance with accrediting organizations and as grant funding requirements specify. The Office of Institutional Research at BCC provides expert guidance on the development of assessment tools and data analysis. RSVP will leverage institutional resources to efficiently and effectively track impact and outcomes data, maintaining consistency and accuracy.

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BCC conducts annual evaluations on all full-time staff.

Program Design as described in the narrative includes activity in service to veterans and/or military families as part of service in the Primary Focus Area, Other Focus Areas or Capacity Building.

During this grant cycle, Burlington County RSVP will undertake a new initiative in collaboration with the Burlington County Office on Veterans and Military Affairs and a newly established driving program sponsored by the Samost Jewish Family & Children's Service (JFCS) of Southern New Jersey. Both these agencies seek volunteer drivers to take veterans to and from medical appointments.

Presently the county office receives multiple calls weekly, and there is no referral agency to assist the veterans. By reaching out to RSVP, and through their relationship with county-wide veteran organizations and VFWs, that office will assist RSVP in the recruitment for drivers AND RSVP members. It is hoped that initially, at least 5-10 volunteers will serve as drivers for veterans.

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.

RSVP of Burlington County is adjusting to the emerging Boomer volunteer group by aligning volunteer station opportunities with Boomer values and vision, providing flexible volunteer schedules and assignments and providing significant and fulfilling opportunities. Retired teachers and professionals with skills in math can share their experiences and expertise by becoming tutors both at Burlington County College and in elementary schools and high schools throughout the county. Baby boomers value the ability to measure the impact they make in student performance and mastery of tutored skills. A quarterly newsletter will be published, always focusing on high quality volunteer assignments and giving the volunteers an opportunity to share their experiences.

<http://staff.bcc.edu/rsvp/index.asp?pg=10>

This will be available in print for volunteers without internet, and on line for all other volunteers and the community at large. New stations are developed as others are retired, focusing on the priority areas designed by Senior Corps (e.g. -- service to veterans described above). Dialogue with station coordinators ensures that the volunteers' abilities and skills are used to the best advantage. By developing and maintaining performance measure-based placements, volunteer assignments will address community needs that provide meaningful placements for the volunteers. In Spring 2013, this office sent a link to an on-line survey to all volunteers, to measure project accomplishments, impact on the community/client, and impact on the volunteers.

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Recruitment is an ongoing activity. Volunteer outreach and recruitment has improved due to interactive website enhancements (the ability to apply and submit time sheets online) and up-to-date volunteer opportunity news. A Facebook presence is available through Burlington County College. Free advertising is utilized in the BCC non-credit catalog, distributed throughout Burlington County and periodic senior publications. RSVP volunteers continue to be recruited through a wide variety of outreach and marketing efforts that include community speaking engagements and tabling events, newspaper and website advertisements and articles; college newsletters and catalogues; and through the Volunteer Opportunity Directory published by the Volunteer Center of Burlington County. Your plan and infrastructure to ensure RSVP volunteers receive training needed to be highly effective means to addressing identified community need(s) in both the Primary Focus Area and in Other Focus Areas or Capacity Building.

All RSVP members receive an RSVP orientation and training before placement. A volunteer manual is distributed as a reminder for all the information covered. Senior service is integrated into school mentoring and tutoring programs, the AARP tax and Money Management Program, literacy programs, mediation programs, senior support programs, Medicare counseling, foster child placement, Healthy Bones, Chronic Disease Self-Management, and Contact (assurance calls and emergency hot-lines) . These programs have substantive training requirements and some involve having to pass an evaluation before volunteering can occur. SHIP trains for 5 days, Healthy Bones and Take Control of your Health train for 4 days, and the other programs equally have extensive training. RSVP has communication with state trainers, and station coordinators to monitor that the volunteers are adequately supported through this process.

The demographics of the community served and plans to recruit a volunteer pool reflective of the community served. This could possibly include: o Individuals from diverse races, ethnicities, sexual orientations, or degrees of English language proficiency. o Veterans and military family members as RSVP volunteers. o RSVP volunteers with disabilities.

NJ and Burlington County are very diverse ethnically, economically, and educationally. According to the American Community Survey conducted in 2004, 75% of county residents were Caucasian, while 14% were African-American, and 4% were Hispanic. Future estimates based on current trends indicate that the proportion of Caucasian residents in the county is expected to continue to decrease. The volunteer pool is represented by high school graduates up to PHD level individuals; housewives to professionals, newly retirees in their 50s to volunteers in their 90s. The RSVP Director has developed differentiated data bases listing senior living facilities, 50+ communities, civic organizations, faith

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based groups, and contacts made through-out the 40 year existence in Burlington County. In order to reach all demographics of the community served, care has been taken to promote RSVP via various media throughout the county. Burlington County College (BCC) supports the RSVP website, creates informational brochures, prints the newsletter, and provides the IT support and equipment for electronic communication. Non-credit educational catalogs, distributed by BCC to the entire citizenry of the county, promotes the program through RSVP advertisements. Partner programs sponsored through RSVP (LIFE and SHIP) promote RSVP in their materials and publicity. There is a PR subcommittee on the RSVP Advisory Council that ensures regular promotion in local free press. This subcommittee also collaborates with BCC and creates Facebook posts promoting events and activities. Lastly, RSVP has a web link on approximately half of the Burlington County municipal websites. Every new volunteer is polled on how they became aware of RSVP. To date, our website is our most effective recruitment strategy.

RSVP's current volunteer pool includes disabled individuals in wheelchairs, using oxygen tanks, hearing impaired, having Parkinson's disease, and other disabilities.

RSVP will continue to reach out to minority communities. Volunteers are recruited from diverse backgrounds, and work collegially at their volunteer stations. There is a long-term relationship between RSVP and Servicios Latinos, who refers clients to our SHIP program and has RSVP recruitment material for the Hispanic community. Active recruitment is ongoing for diverse representation on the advisory council, where minorities are already represented. RSVP does public outreach to diverse social groups, faith based groups and community and housing groups.

Your plan and infrastructure to retain and recognize the RSVP volunteers.

Excellent volunteer retention can be attributed to the overall positive benefits of volunteering, regular communication through e-mails, newsletters, and phone and the annual recognition event. At this event volunteers receive RSVP pins, presidential service awards and certificates based on years of service. A brunch is served and there are guest speakers, typically someone representing Burlington County. Individual volunteer snapshots are highlighted in the RSVP newsletter, and volunteers are encouraged to write articles for publication. Birthday cards are sent to every volunteer, and when known, sympathy and get well cards are sent as well. Cohort training encourages camaraderie and relationship building. SHIP volunteers receive gift cards from WAWA, a local convenience store.

Program Management

Your plan and infrastructure to ensure management of volunteer stations in compliance with RSVP program regulations, such as preventing or identifying prohibited activities.

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All volunteer stations will be visited yearly. A facilities safety review will be conducted as well as a review of the RSVP/Volunteer Station Memorandum of Understanding. All prohibited activities are listed in the MOU which must be signed by the station manager. Attention will be given to restrict the following prohibited service areas: Replacing Paid Staff, Political Activity, Religious Activity, Labor and anti-Labor Activity. Through the visit and regular communication, these regulations and preventions can be monitored.

Your plan and infrastructure to develop and/or oversee volunteer stations to ensure that volunteers are performing their assigned service activities

Volunteers have the ability to communicate with this program through e-mail, the web-based time-sheet interface, and via the phone. At orientation, volunteers are encouraged to communicate with RSVP with any concerns. The Volunteer Coordinators communicate regularly with the volunteers via email and phone, to ensure that they are performing their assigned service activities. They have split the caseload so that by sharing half of the responsibility, they become specialists with their assigned stations and know the volunteers personally. Updates will be made regarding current volunteers, volunteer job descriptions, trainings, opportunities for growth, and compliance regarding service fulfilling performance measure requirements.

Your plan and infrastructure to meet changing community needs to include minimizing disruption to current volunteers as applicable and/or graduating stations as necessary.

This program has graduated stations throughout the current grant period. By not actively recruiting in areas of community priority, and allowing those volunteers to age out and not be replaced when they retire, at 21%, Burlington County RSVP is well within the percentage allowable for community priorities. In the future, if further graduations need to take place, volunteers will be contacted personally, and encouraged to continue with their current placement, albeit without RSVP representation and support. Additional opportunities in performance measure categories will be offered, if they would like to continue on as an RSVP member. Graduating stations will also have personal contact, explaining the rationale for said change. An example of having infrastructure to meet changing community needs is the development of a transportation station for veterans, as described earlier in this proposal.

Your organization's track record in the Primary Focus Area, to include, if applicable, measuring performance in the Primary Focus Area.

The Healthy Futures primary focus area has had a long tradition of offering an evaluation to every

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client served by a SHIP, Money Management and/or health trainer or instructor. Evidence-based research is used in the standard evaluation of the Healthy Bones and Chronic Disease Self-Management programs. The AARP Money Management additionally has maintained evaluations with clients for many years. These have been tailored by this office to comply with performance measure criteria. The other area of performance measurement will be done through the k-12 tutoring program. At the end of the academic year, teachers are given a brief questionnaire to complete regarding the academic and behavioral progress of the tutored or mentored student. Through are relationship with the volunteers, they have a high percentage of return rate from the teachers. Your plan and infrastructure to ensure the project is in compliance with the RSVP federal regulations to include establishing an RSVP Advisory Council, ensuring RSVP volunteers are placed in stations that have signed the required MOU, and ensuring all volunteers are eligible to serve in RSVP. Burlington County RSVP maintains a volunteer management program that alerts the office when MOUs need to be renewed. The Advisory Council meets monthly, 12 months/year. Council members are recruited to be knowledgeable about the human and social needs of the community; to be competent in the field of community service and volunteerism; to be capable of helping the sponsor meet its administrative and program responsibilities including fund-raising, publicity and programming for impact; to be interested in and knowledgeable regarding the capability of older adults; and, to be of a diverse composition that reflects the demographics of the service area. RSVP membership applications require their date of birth, which is then entered in to the Volunteer Reporter software program. No members are under 55 years of age.

Organizational Capability

Your plan and infrastructure to provide sound programmatic and fiscal oversight (both financial and in-kind) and day-to-day operational support to ensure compliance with RSVP program requirements (statutes, regulations, and applicable OMB circulars) and to ensure accountability and efficient and effective use of available resources.

Burlington County College, the sponsoring agency for over 40 years, has internal policies and operating procedures to provide governance and manage risk, such as accounting, personnel management and purchasing. BCC demonstrates organizational infrastructure in the areas of robust financial management capacity and systems and past experience in managing federal grants. RSVP collaborates with numerous college departments for the day-to-day operational support to ensure compliance with RSVP program requirements (statutes, regulations, and applicable OMB circulars) and to ensure accountability and efficient and effective use of available resources. Representative

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areas include the Human Resources Department, the Financial Department, the Grants Department, the Purchasing Department, and Public Relations.

Clearly defined staff positions, identification of current staff assigned to the project and how these positions will ensure the accomplishment of the program objectives.

In over 40 years of programming, RSVP has alliances with community groups and organizations dealing in the priority areas of community need. The RSVP Director oversees all aspects of the day-to-day operation of the RSVP Burlington County program. Assisting the Director are two part-time RSVP Coordinators. Staff is evaluated by the supervisor to ensure they are meeting required standards.

Directing RSVP since 2008, Karen Bennett has a holistic understanding of the program and ensures its objectives. With a M.A., over 15 years in the field of education, and 13+ years in non-profit management, she has extensive experience working with volunteers and program development. This experience is vital in understanding the needs and motivations for volunteerism. Although supported by corporate financial offices, the Director, in her last non-profit position, simultaneously managed over 9 grants. The RSVP Director has managed thousands of volunteers in two refugee resettlement agencies, Meals on Wheels and with Appalachia Service Project. She understands the importance of recruitment, retention and training as the foundation for a vital volunteer program. Karen oversees the management of grants and programming, as well as the supervision and direction of staff. She has guided the existing program over the past six years to be in compliance with the present performance measures. Patricia Tupycia and Kim Paglino both work part-time as volunteer coordinators. Patricia has 12+ years' experience in recruitment, retention and management of volunteers in special event planning and fundraising for three major disease-focused charities in New Jersey. Responsibilities and duties included establishing and maintaining relationships and outreach to communities, corporations, government agencies, schools/colleges and healthcare facilities throughout the state. Kim has a M.A. in social work and brings vast experience in community outreach, research, education, event planning and social media. The primary role of the Volunteer Coordinators is to maintain communication between the stations and the volunteers and ensuring time sheet submission with the necessary signatures. They are also charged with administrating the evaluation component, collecting and assessing all surveys and evaluations.

Develop and implement internal policies and operating procedures to provide governance and manage risk, such as accounting, personnel management, and purchasing.

Burlington County College has received passing audits with no disallowed costs on every annual audit. BCC has administrative and personnel policies and procedures in place to provide oversight, support

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and guidance to the RSVP program. The college provides RSVP support in personnel policies and benefits, insurance, grant writing, telephone and technology support, security and physical plant. The BCC Department of Finance and Administration has Board of Trustee approved policies and procedures in place that assist and regulate purchasing and travel.

Manage capital assets such as facilities, equipment, and supplies.

Burlington County College manages all capital assets such as facilities, equipment, and supplies. BCC has an Office of Information Technology that supports all the computers, phones, copy machine and fax within RSVP. The college provides custodian service, and maintains the parking and pathways in inclement weather. Supplies are purchased through multiple levels of oversight. The Departments of Grants, Finance, and Purchasing must all sign and approve every purchase that is made.

* Demonstrates organizational infrastructure in the areas of robust financial management capacity and systems and past experience in managing federal grants.

Julie Ritter, Assistant Director of Finance is responsible for oversight responsibility of grants for BCC. BCC has extensive experience with managing grant programs and working with partner organizations. All told, BCC managed over \$2.4 million dollars in discretionary federal, state, and foundation grants in fiscal year 2014 demonstrating our capacity to organize, manage, and effectively execute grant-funded programming. The college has an annual operating budget of approximately \$43.9 million and is committed to meeting the needs of the RSVP program as outlined.

Other

Not applicable

PNS Amendment (if applicable)

Not applicable