

# Narratives

## Executive Summary

The sponsor agency is Coastal Community Action, Inc. (CCA). It was incorporated in 1965. Its mission is to: Respectfully and Responsibility Help People Help Themselves. CCA has been a sponsor for senior programs in North Carolina since 1985 and is one of the oldest and most experienced community action agencies in the state. The RSVP program plans to recruit approximately 200 volunteers and is requesting allocated funding of \$37,532. The required non-federal match will be provided by community partners, Community foundation grants and local government.

CCA's RSVP program will cover the following service categories: Food Security, Other Health/Nutrition, Community Policing, Homeland Security and more. CCA is well connected in the community and strives to address many of the problems it encounters. CCA's RSVP program will strive to address food insecurity and provide education, transportation and awareness for the prevention of chronic diseases among seniors and those with disabilities. The program will provide additional manpower for local law enforcement departments and will help to address the needs that arise during disasters.

A survey will address two primary topics: Volunteer issues, such as recruitment, and evaluation of volunteers; and the number of volunteers engaged and types of service, how many received benefits and the impact it made in the community. The survey will be sent randomly to a sample of current volunteer stations, the sponsor agency and other community partners based on the service activities offered. The survey will be conducted during the middle of this project year.

## Strengthening Communities

North Carolina remains in the midst of a significant demographic change as the state's 2.3 million baby boomers are beginning to enter retirement age. Today, the state's population who are seniors, age 65 and older, is 13.8 percent a rise of 32%. The NC Department of Health and Human Services and the Division of Aging and Adult Services in 2013 reported the following statistics:

- The older population is expected to grow by 21% in 2040.
- North Carolina is 9th in the nation with a population of 60 and older. Ranked 10th nationally in total size of population and one in four North Carolinians will be 60 or older by 2030.
- 14% of the population aged 75 and older live below the poverty level and 30% live at or between 100-109% of the federal poverty level.

## Narratives

According to statistics 89,000 grandparents are raising grandchildren in the state.

Currently 170,000 older adults were diagnosed with one or more stages of dementia or Alzheimer's and are being care for by a family member or friends at home.

This study also shows that in 2030 seniors aged 85 and older will grow fastest, when 2.3 million baby boomers near their 85th birthday.

The service area for RSVP will include Carteret and Craven Counties located in the southeast region of the state. This coastal region's major source of revenue is generated from fishing, tourism and boating. North Carolina is ranked 10th in population density and as of 2013 had approximately 9,848,060 persons residing in the state per the US Census Bureau Fact Finder. The 2013 US Census Bureau shows the county population, racial/ethnic groups (non-white) and population 65+ as the following:

Counties:	Carteret	Craven
County Seat	Beaufort	New Bern
Largest City	Morehead City	New Bern
Population	67,632	104,770
Med. Household Income	47,506	47,383
Per Capital Income	27,566	24,575
Population Density	131.3 PSM	146.0 PSM

Racial/Ethnic Groups (Carteret County: White 89.9%, African American 6.3%, Hispanic 3.8%, American Indian .6%, Asian 1.1%, Native Hawaiian .1% and 2.0 identified as two or more races).

Racial/Ethnic Groups (Craven County: White 71.9%, African American 22.6%, Hispanic 6.5% and 3.0% identified as two or more races).

There are four (4) military facilities in our service area. They are as follows: US Coast Guard Station - Fort Macon, USMC Auxiliary Bogue Landing Field, Marines Corps Air Station Cherry Point and Marine Corps Base at Camp Lejeune. The Fiscal Year 2013 Economic Impact Statement Study states there are 452 active duty, 1,293 retired military, 1,743 civilians working on base, 2,243 retired civilians, and 4,517 family members residing in our service area. Veterans eligible for services may use the VA clinic or other community services. It is estimated that almost one-third or (33%) of the

## **Narratives**

population will be age 65 and older by 2030. Nearly 40 percent of Veterans live in rural areas of our country. This includes men and women Veterans of all ages, races and ethnic groups. The primary barrier facing this population is the geographic distance from the nearest Veterans Administration (VA) health facility. In other cases, some returning soldiers and veterans do not qualify for some or any VA benefits or they are unaware of the benefits, services, and facilities available to them. Therefore, numerous cases of chronic and acute mental, social, and physical conditions remain untreated.

The sponsor agency will partner with the Area Agency on Aging (AAA), Department of Social Services, Aging Planning Boards, Volunteer Stations and other staff programs to address the specific needs for this growing population. Partnerships with these agencies will assist in expanding much needed services. Partners will be asked to provide training, technical resources, input for the annual volunteer celebration, in-kind donations, participate in community programs and provide evaluations for the program.

RSVP will mobilize community resources by requesting financial help from local governments. The largest resource RSVP will mobilize is the volunteers. Our goal is to alleviate some of the major needs and concerns in the community utilizing volunteers and partners.

The RSVP program will distribute flyers, brochures and fact sheets to organizations, non-profit agencies and businesses as well as civic groups to broaden community awareness about the program. The local sponsor will promote the RSVP program in the media, Career/Health Fairs, at the Chamber of Commerce, in the chamber newsletter, local newspapers, and organizations and on the website. This program will be represented on many councils, coalitions and boards.

RSVP will enhance the capacity of organizations by adding well trained volunteers who are motivated to help with the mission of the program and enhance the quality of life for those we serve. Volunteers will educate the community about the RSVP program and services it will provide to the community. These volunteers will save towns thousands of dollars and reduce and help reduce crime as crime stoppers and Volunteers In Police Service (VIPS). They will provide regular patrols for businesses and second homeowners during the tourist season. Others volunteers will assist at food banks, provide medical transportation, and work shelters during major storms/disasters. This program will be a great

## **Narratives**

asset for a community that is very rural and where police departments and fire departments depend primarily on volunteers.

Coastal Community Action, Inc., the sponsor agency has strong ties to the community and is well respected. Local input is very important to the agency and RSVP. Quarterly reports will be provided to the Executive Board and the Advisory Council. This council will be comprised of community partners who have a vested interest in supplying what our community needs and addressing issues when they arise.

### **Recruitment and Development**

The RSVP program will develop a strategy for using volunteer team leaders to help recruit other volunteers. Potential volunteers are recruited from the following area: Job Link Centers, Community Colleges, Housing Authorities, Libraries, Senior Centers and sports clubs etc. RSVP volunteers will be recruited from both counties. Volunteers will be recruited from different socio-economic backgrounds that reflect income levels from the extremely low income to upper middle class.

Educational levels of volunteers will vary. Volunteers will be recruited from different nationalities and lifestyles. We will not exclude those with disabilities and impairments. When recruiting volunteers we will be mindful of their religious beliefs, backgrounds and cultures. Our goal is to make this a wonderful experience for the volunteer. Together we will strive to educate our community about the RSVP program and the benefits it will bring to the community. Volunteers and program staff will be educated on all aspects of the program. We will provide trainings for all staff, volunteer team leaders and volunteers so that everyone will have a great understanding of the policy and procedures for RSVP. New volunteers will be assigned a Team Leader to help them with questions and acquire the training they will need. The volunteer station coordinators will provide specific training on duties, rules and regulations for their agency. The RSVP program will provide a forum for volunteers to provide feedback on their volunteer experiences and provide input on what we can do better. Volunteers will have an open forum of trainings they can attend in the community. We have a strong partnership with the community college and have access to all of their trainings.

To insure that we are addressing the needs in the community, we will develop two evaluation forms to help identify where the most needs are and if the program is addressing those needs. One evaluation form will be for the volunteers and community partners and the other for the actual clients we serve.

## **Narratives**

These forms will be sent out twice a year. A meeting will be held with the Advisory Council and volunteer stations to evaluate the findings of the evaluations. These evaluations will cover the following items: Awareness and Planning, Organization, Agency Infrastructure, Volunteer Management, Key roles of program staff, Services provided, Volunteer Training, Number of hours served, Recruitment, and any improvements we can make. These evaluations will provide insight of our weaknesses, strengths and determine if we are meeting our performance measures. Using these evaluations will give us leverage in retention and recruitment, enabling us to provide the correct activity for the volunteer and ensuring the results of that activity is a positive one.

As part of the aging network in our community we will provide information and referrals on programs and services provided by community partners. It is imperative that we maintain a close bond with our community partners and non-profit organizations. Together we can make an impact for those with the most need. Staff, volunteers and community partners will attend trainings to continuously enhance their skills and knowledge to perform duties to the best of their abilities. Trainings and technical assistance will be provided by local providers, community college, speakers in-kind and Corporation for National and Community Service, Virtual Conferences and Webinars.

### **Program Management**

The RSVP Director will be responsible for program management. The director for the program has been with the Sponsor agency for eleven years. Prior to employment with sponsor she was employed as the Director of Meals-On-Wheels in Craven County for United Senior Services a non-profit agency. She previously was also employed with Nortel Networks in Research Triangle Park, NC for many years and has extensive volunteer work with local food banks and Special Olympics. She will be solely responsible for volunteer recruitment, trainings, volunteer retention, establishing volunteer stations, management of volunteer information and all reports. She will work diligently to place volunteers in assignments that are meaningful to them and that will address the most critical needs. RSVP staff will manage volunteer stations and assignments to address community needs. The Project Director will remain in constant contact with volunteers and stations through site visits, emails and phone calls. Project Director will assess performance measures as prescribed in each work plan for progress reporting to ensure all goals and objectives will be met. This will include surveying clients, volunteers, and station staff for feedback from the community pertaining to the programs successes and weaknesses. Bi-annually all stations, volunteers and partners will be asked to evaluate the program performances and make recommendations for improvements. These evaluations will cover

## **Narratives**

community involvement, volunteer activities and services, benefits to clients, benefits to organizations and ways to make the program stronger. Data from evaluations will be compiled in reports to highlight strengths and weaknesses. An executive summary will provide specific findings with a written and oral report for the executive director and the advisory council. All recommendations will be implemented when developing the plan for the following year. If goals are not met, an analysis will be implemented to determine a corrective action for program success.

The Aging Programs Advisory Council (APAC) will address aspects of the program quarterly to learn about services and partnerships formed. They will be asked to provide recommendations and referrals. All referrals will be contacted and hopefully new partnerships will be formed. The APAC council will be comprised of aging service providers, volunteer station staff, volunteers and representatives from local government. This diverse group will be representative of community stakeholders actively participating in the development of effective programs for those with the most critical need. APAC members will receive orientation for all programs, specific guidelines from the CNCS Operations Manual, Sponsor's Policy and Procedures, and will be informed of any issues that may arise. The Project Director will submit reports to the APAC at quarterly meeting. Monthly reports will also be submitted to the Executive Director, prior to the Sponsor's Executive Board meetings, which will include current budgets, goals and objectives, special events and program achievements and any obstacles encountered. The Project Director will work consistently to expand services to better accommodate the community. Committed partnerships throughout the community will help promote the program and bring awareness to the community for those with the most critical need.

### **Organizational Capability**

The sponsor agency, Coastal Community Action, Inc., (CCA) is an organization with a very public mission - To Respectfully and Responsibly help people help themselves. Incorporated in 1965, the agency was formed as part of a nationwide, federally funded community action movement with the focus to involve poor people in developing their own solutions to persistent poverty. CCA has been a sponsor for CNCS senior programs such as Foster Grandparent, Retired Senior Volunteer Program and the Senior Companion Program in several counties in eastern NC since 1985. CCA is one of the oldest and most experienced community action agencies in North Carolina.

CCA has a proven track record of collaboration with other agencies with like goals, mobilizing volunteers and resources, both in-kind and financial. The RSVP program will coordinate volunteer's activities for 200 volunteers in eastern Carteret and Craven Counties. Volunteer stations will include

## Narratives

local police departments, county agencies, Faith Based organizations, food banks, Department of Social Services and local health centers.

CCA, Inc. based in Newport, NC, is a regional agency that advocates and provides services for low income residents in eight (8) eastern North Carolina counties 2 Carteret, Craven, Duplin, Jones, Lenoir, Onslow, Pamlico and Pender. It administers programs that are well connected in the communities and able to identify the needs of these communities. The agency continues to provide an array of services including the Community Services Block Grant (CSBG), Single Family Rehabilitation program, Weatherization, Head Start, Section 8 Housing Assistance, Senior Programs and others.

The administrative staff of CCA consists of the following positions: Executive Director, Chief Financial Officer, Assistant Chief Financial Officer, 2 Accounting Technicians, Administrative Assistant, Human Resource Director, Human Resources Assistant, Information Technology Director and Information Technology Assistant. CCA is a financially viable organization that emphasizes fiscal and staff accountability. Duties and responsibilities of staff are clearly defined with regularly updated job descriptions and concise agency policies and procedures.

The Executive Director of CCA, Inc. is a Certified Community Action Professional (CCAP) and supervises all Project Directors. She requires monthly reports on the status of each program and is available to assist directors when needed. The Executive Director meets with Project Directors bi-monthly to discuss agency and program business. This is a time set aside for updates, concerns and unmet needs for all involved. She is responsible for maintaining close relationships within the counties served and requesting monetary matches for programs that require it.

The Human Resources Director is responsible for maintaining CCA's Policy and Procedures manuals that clearly define every aspect of the agencies business. She provides all criminal background checks for agency staff and volunteers. She gives support to staff regarding personnel and family issues. The Human Resources Director and the Fiscal Department maintains policies that clearly define procurement procedures for materials needed by the agency. This checks and balances policy ensures accountability from all staff. Each department has a designated person responsible to meet all required standards which include but not limited to: staff, clients, children and safety upkeep of the

## Narratives

agencies facilities.

### **Other**

N/A

### **PNS Amendment (if applicable)**

N/A