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Executive Summary

Sponsoring organization: United Way of Cascade County

Organization & Mission: United Way of Cascade County has been a federally recognized nonprofit since 1969. Our mission: "United Way of Cascade County mobilizes community resources to advance the common good and meet priority human service needs."

UWCC builds the community by investing in education, financial stability and health. UWCC currently connects people to volunteer opportunities at 55 nonprofits in Cascade County. In 2013, United Way engaged 549 volunteers of all ages who gave 4,894 hours to advance community initiatives in the areas of education, financial stability and health.

Under UWCC, the Retired Senior Volunteer Program proposes managing 460 volunteers at 100 work sites and is requesting \$79,052 in which the local match will bring the budget to \$97,042 for the Cascade County service area. RSVP will focus on the following service categories: Education, Economic Opportunity, Healthy Futures, Disaster Preparedness, Veterans and Military Families and Environmental Stewardship. The designated Primary Focus Area will be Healthy Futures.

RSVP will answer community needs for volunteer activity, assist organizations to accomplish their missions and engage increasing numbers of senior volunteers to help seniors remain active and independent. RSVP will track the number of volunteers, volunteer hours and the number of work stations.

Anticipated outcomes: UWCC supports and tracks community level outcomes including: kindergarten preparedness, elementary reading proficiency, student attendance, high school graduation; the number of people who earn a livable wage, are able to build savings and assets and manage their expenses; the number of people maintaining a healthy weight, reducing alcohol and drug use and abuse, improving access to health care and protecting our community's vulnerable populations.

Strengthening Communities

SERVICE AREA: Cascade County is a semi-urban county in central Montana, which encompasses 2,166 square miles. The latest census estimates the 2013 population at 82,384 people live in Cascade County, 59,351 of whom live in the county seat of Great Falls, Montana. According to census data,

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16.4% of the population is 65 or older and 15% live in poverty.

COMMUNITY NEED IN PRIMARY FOCUS AREAS:

According to the US Census, one in seven people in Cascade County live in poverty. Based on standards set by the National Center for Children in Poverty, more than half of Cascade County households do not earn a livable wage.

According to census data, half of Cascade County seniors live alone. Given the rural nature of our community, public transportation and health care services are limited.

In Great Falls, 25% of students enter kindergarten without the skills needed to succeed based on BOEHM basic needs test scores. Two in five students live in poverty and 44% of all public school students qualify for free and reduced lunch based on federal poverty standards. At two elementary schools, 99% of students qualify for free and reduced lunch. Just 79% of high school students graduate in four years. However, among the Native American students, only 57 percent graduate in four years. Center for Disease Control statistics indicate 24 percent of adults in Cascade County are obese.

Roughly 82 percent of adults and 90 percent of children in Cascade County are physically active every month.

According to census data, 10,448 veterans live in Cascade County, which is home to Malmstrom Air Force Base. The state's only veteran's hospital is 91 miles away.

ACTIVITIES:

RSVP will engage seniors in local volunteer opportunities with nonprofits, schools, early learning centers, Disaster and Emergency Services, Cascade County Aging Services including Meals on Wheels and seniors centers, veterans events including health clinics, food banks and food pantries, community gardens and other work stations that fit within the RSVP performance measurement requirements. Quarterly volunteer events will include helping seniors and disabled people with home projects, distributing commodity food, park clean ups and school supply drives.

PLAN AND INFRASTRUCTURE:

United Way of Cascade County currently has five FTE who focus in community impact work, fundraising and development, marketing and volunteer management. With the addition of the Retired Senior Volunteer Program, UWCC would add one FTE to recruit senior volunteers and expand work sites that respond to the needs identified in the Primary Focus Area and the work plan. This person

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would work with current United Way staff to track National Performance Measure outcomes. An additional, part-time employee would be responsible for tracking volunteer hours and other outputs needed to comply with Corporation for National & Community Service program requirements.

Recruitment and Development

United Way of Cascade County currently works to match volunteers with 55 nonprofits in Cascade County. In managing RSVP, United Way would continue partnerships with the 100 work sites currently being managed through Cascade County Aging Services.

Volunteer Reporter software would be used to document volunteers skills, availability and interest to help provide high quality volunteer assignments. The full-time volunteer coordinator would train volunteers to be effective and deliver outcomes in the Primary Focus Areas and building capacity. According to census data, Cascade County is 89.2% white; 4.3% Native American; 3.3% Hispanic; 1.2% African American; 0.8% Asian and 1.2% other races. UWCC and future RSVP staff are committed to recruiting, training and placing a diverse corps of volunteers from all races, backgrounds, ages, beliefs, education levels and social-economy levels. This volunteer pool will reflect the Cascade County community.

Volunteer outreach will include: a weekly volunteer spotlight in the Great Falls Tribune which reaches 53% households in Cascade County, regular newsletters, enewsletters, radio public service announcements, television public service announcements, appearances in community awareness programs including public radio and the four local TV stations and billboards. Information about RSVP will also be included on the Cascade County website, the United Way website, in the Great Falls Community Resource Directory, the phone book and in the annual Guide to Great Falls publication. RSVP will also be represented at appropriate health fairs, veterans events and volunteer fairs. RSVP staff will survey volunteers to ensure quality placement and will survey work stations to ensure activities are delivering National Performance Measures. Volunteers will be recognized throughout the year through thank you cards on their birthdays, newspaper and television stories and at a luncheon.

Program Management

DEVELOPING AND MANAGING WORK STATIONS AND VOLUNTEER ASSIGNMENTS:

RSVP will partner with local agencies, nonprofits, organizations and businesses to address specific community needs. Memorandums of Understanding will be updated every 3 years. RSVP staff will contact station supervisors quarterly to ensure compliance with RSVP regulations and prevent or

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identify prohibited activities. Annual evaluations and assessments will be conducted to guide program planning. All volunteers will be trained and provided information outlining prohibited activities.

ASSESSING PROJECT PERFORMANCE:

RSVP will continue placement of at least 450 volunteers that will serve more than 75,000 hours. Volunteers are sought from every community in and around the service area. RSVP will assess project accomplishments and impact in accordance with federal requirements. Workstations will compile information and data and share information with RSVP as per signed M.O.U. Volunteer time sheets with a supervisor's signature will be maintained by RSVP staff.

DATA MANAGEMENT:

RSVP uses Volunteer Reporter software program to collect and manage volunteer data. The software reports track volunteer hours and monitor all aspects of the program. Volunteer files will be complete and secure to protect confidentiality. RSVP will partner with appropriate programs and agencies to track outcomes and community level impact.

MEETING COMMUNITY NEEDS:

UWCC will partner with Cascade County Aging Services to execute a smooth transition of management of RSVP to minimize disruption of current volunteers and work stations. Current employees have been notified, volunteers will be contacted and the public will be informed through a formal media release. Stations will graduate as necessary and in accordance with federal requirements.

ORGANIZATIONAL CAPACITY TO TRACK OUTCOMES:

In 1998, UWCC began tracking organizational and community level outcomes in the areas of education, financial stability and health, which align with RSVP's Primary Focus Areas. UWCC uses appropriate local data from partnering agencies to determine outcomes and best practices. United Way of Cascade County has received a 4-star rating from Charity Navigator, America's largest and most-utilized independent evaluator of charities.

PROJECT COMPLIANCE:

The FTE RSVP coordinator will be responsible to ensure the project is in compliance with RSVP

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federal regulations, including that all volunteers are eligible to serve in RSVP and that all workstations sign the required MOU. UWCC will retain the current RSVP advisory council and the UWCC Board of Directors will provide additional oversight.

Organizational Capability

United Way of Cascade County is a federally recognized nonprofit that is in good standing with the State of Montana. United Way of Cascade County has received a 4-star rating from Charity Navigator, America's largest and most-utilized independent evaluator of charities. UWCC employs five FTE and has an annual staff support services budget of \$221,702. As evidenced in UWCC's most recent audit, the nonprofit ran a fundraising campaign that has collected more than \$1 million for the last three years. UWCC is independently audited annually and has a record of clean audits with no qualified findings for more than 15 years.

UWCC has provided grants to support RSVP's work in Cascade County. Since 2011, UWCC has operated volunteergreatfalls.org a website that matches interested volunteers with volunteer opportunities with 55 nonprofits in Cascade County.

In 2013, UWCC engaged 549 volunteers who gave 4,894 hours to advance community level outcomes in the areas of education, financial stability and health. UWCC is a member agency of United Way Worldwide, which provides organizational support, including volunteer management training.

UWCC is the historical Principal Combined Fund Organization for the Great Falls Area Combined Federal Campaign. Over the past two years, UWCC has phased in the merger of the state of Montana's CFC and now acts as the PCFO for the entire state. UWCC has the organizational infrastructure, including robust financial management capacity and systems to meet the federal standards and reporting requirements involved with managing the RSVP.

To manage RSVP, UWCC will add one FTE and one part-time employee. The RSVP staff will be under the direction of United Way of Cascade County President Gary Owen. Owen has 22 years of experience with nonprofits and has been president of UWCC for 14 years. UWCC's Community Impact Coordinator will help identify and facilitate the addition of new work sites in the Primary Focus Areas. UWCC Marketing Director will provide support in recruiting new volunteers and marketing the program. UWCC President will develop and implement internal policies and operating procedures to provide governance and manage risk, such as accounting, personnel management and purchasing.

UWCC current staff will provide support not limited to the following:

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Day to day staff supervision, personnel file maintenance, interviewing hiring, firing as needed, bookkeeping, fiscal accountability, fiscal system management, payroll management, general ledger functions, grant management and notification services, official correspondence, advertising, program promotion, training and technical assistance.

An RSVP advisory board will include senior volunteers and will provide oversight and work to continually improve the program. UWCC Board of Directors will provide additional budget and program oversight.

Other

RSVP in Cascade County was originally sponsored by Opportunities Inc. in 1973. The City of Great Falls sponsored the organization from 1974 to 1981. Since 1981, Cascade County has sponsored RSVP under the purview of Aging Services.

UWCC is a long-standing partner with Aging Services, including providing financial support for programs including RSVP, Meals on Wheels and Foster Grandparents. UWCC and Cascade County Aging Services will work together to ensure a smooth and seamless transition for the 612 senior volunteers and 100 workstations currently served by RSVP. UWCC volunteer estimates in the work plans are lower than current levels to allow work stations to become independent when appropriate. UWCC expects to exceed the 460 volunteer estimate.

UWCC will maintain current stations and help nonprofits and government agencies build capacity. The RSVP FTE will prioritize recruiting volunteers to education, healthy futures, veterans and military families and economic opportunity categories within the Primary Focus Areas. UWCC expects to exceed requirements that at least 25% of unduplicated volunteers are dedicated to the selected Primary Focus Area of Healthy Futures.

RSVP will continue to partner with community groups to provide service activities on MLK Day, Sept. 11 Day of Service and Senior Corps week.

Volunteer recruitment will focus on reaching baby boomers. RSVP will use traditional and social media to market to baby boomers. Outreach will also extend into the workplace. UWCC currently partners with more than 200 Cascade County businesses and employers.

PNS Amendment (if applicable)

N/A