

# Narratives

## Executive Summary

The Malden Area Chamber of Commerce (MACC) seeks the opportunity to sponsor Dunklin County RSVP. The Malden Area Chamber of Commerce is organized for the purpose of developing, promoting and protecting the commercial, industrial, professional, agricultural and civic interests of the city and its surrounding area. Our goal is to build healthy economics and improve the quality of life in our regional communities. We believe that Dunklin County RSVP has the same goal for volunteers, families, and individuals in our community. The Malden Area Chamber of Commerce was originally the sponsor of Dunklin County RSVP beginning in 1973 and has continued to meet the needs in Dunklin County, MO. The primary focus area will be Healthy Futures and 103 volunteers at eight (8) work stations will meet the needs within the community which include access to care, aging in place and obesity and food. At the end of the 12-month performance period, approximately 850 individuals/families will receive independent living services: 500 will report having increased social ties; 350 will receive health information and/or participate in health education programs. The CNCS federal investment of \$40,000.00 will be supplemented by \$7,744 of non-federal resources which will include in-kind donations and local funding.

## Strengthening Communities

Dunklin County is a small, rural county located in the Bootheel of the U.S. State of Missouri. As of 2012, the population was 31,826. The largest city and county seat is Kennett. The county was officially organized on February 14, 1845, and is named in honor of Daniel Dunklin, a Governor of Missouri, who died the year before the county was organized. According to the U.S. Census Bureau, the county has a total area of 547 square miles, of which 541 square miles is land and 6.1 square miles (1.1%) is water. The lowest point in the state of Missouri is located on the St. Francis River in Buffalo Township in Dunklin County, where it flows out of Missouri and into Arkansas. Dunklin County-area historical earthquake activity is slightly above Missouri state average. On 5/4/1991 at 01:18:54, a magnitude 5.0 (4.4 MB, 4.6 LG, 5.0 LG, Depth: 3.1 mi, Class: Moderate, Intensity: VI - VII) earthquake occurred 22.8 miles away from Dunklin County center. On 3/25/1976 at 00:41:20, a magnitude 5.0 (4.9 MB, 5.0 LG) earthquake occurred 48.0 miles away from the county center. On 9/26/1990 at 13:18:51, a magnitude 5.0 (4.7 MB, 4.8 LG, 5.0 LG, Depth: 7.7 mi) earthquake occurred 66.9 miles away from the county center. On 4/27/1989 at 16:47:49, a magnitude 4.7 (4.6 MB, 4.7 LG, 4.3 LG, Class: Light, Intensity: IV - V) earthquake occurred 26.2 miles away from the county center. On 4/18/2008 at 09:36:59, a magnitude 5.4 (5.1 MB, 4.8 MS, 5.4 MW, 5.2 MW, Depth: 8.9

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mi) earthquake occurred 191.1 miles away from Dunklin County center. On 9/29/1987 at 00:04:56, a magnitude 4.6 (4.6 MB, 4.5 LG) earthquake occurred 64.9 miles away from the county center  
Magnitude types: regional Lg-wave magnitude (LG), body-wave magnitude (MB), surface-wave magnitude (MS), moment magnitude (MW)

Dunklin County has a population of 31,953 according the 2010 Census. Dunklin County residents are primarily Caucasian (87.1%), while African-Americans comprise a significant minority (10.4%). Hispanic/Latinos (6.3%), Native Americans (.4%), Asians (.4%) and multi-racial (1.7%) comprise the remaining population. Persons 55 & older in Dunklin County make up 29% of the population, with 17.9% living in poverty, 46.9% getting no exercise and 31.2% being obese (according to the 2013 Missouri Senior Report). 25.9% of the county population are children 18 and under, with 73.1% of students enrolled in school receiving free or reduced lunch (49.8% for the state). According to the 2014 Missouri Kids Count Data, children 18 and under in Dunklin County (38.7%) and children 6 and under (47.6%) live in poverty. 64.9% of the children in the county receive food stamps (SNAP) and 61.9% are eligible for the MO HealthNet for Kids.

Industries providing employment: construction (38.3%), educational, health and social services (16.9%), agriculture, forestry, fishing and hunting, and mining (14.3%), professional, scientific, management, administrative, and waste management services (12.3%).

RSVP has a long history in Dunklin County. Established in July, 1973, and sponsored by the Malden Area Chamber of Commerce, it has operated continuously since that time. RSVP has an established Advisory Council with representation from local government, churches, community organizations, medical services, volunteers, work station directors and service organizations. The local input derived from the Advisory Council enabled the program to identify needs for workstations, mobilize resources, and build partnerships and awareness of volunteer needs within the community. The sponsorship of the Dunklin County RSVP by the Malden Area Chamber of Commerce will greatly enhance opportunity for local input, mobilization of resources, as well as the forging of new partnerships. The RSVP Director will be an employee of the Malden Area Chamber of Commerce and report directly to the Executive Director. The RSVP Program Director will participate in many of the MACC activities, including participation in community action committees. Through networking with these agencies & organizations, the Program Director will seek out opportunities to establish volunteer assignments in Dunklin County. The RSVP sponsorship by the Malden Area Chamber of Commerce will contribute a greater capacity to mobilize community resources. Through the aforementioned ongoing contact and

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communication with local agencies and organizations, RSVP can easily network to promote the availability of volunteers and develop new opportunities for volunteer engagement in meeting local needs. The RSVP program has a greater reach in connecting with potential partners and volunteers of diverse backgrounds with the help of MACC. The Malden Area Chamber of Commerce actively supports RSVP's goal to integrate senior service into the activities of other service programs in the community, seeking new workstation opportunities and promoting service among seniors. RSVP volunteers are encouraged to actively participate in these opportunities to enhance the program. The RSVP Director attends civic organizational meetings and is a member of the Malden Area Chamber of Commerce (2014-2015 President), Malden Lions Club, Dunklin County Historical Society, Malden Army Airfield Preservation Society and Relay for Life. The Director seeks out new opportunities to speak to any organization within the service area in order to make that organization aware of the volunteer opportunities available throughout the Retired & Senior Volunteer Program.

### **Recruitment and Development**

The Malden Area Chamber of Commerce, Dunklin County RSVP Advisory Council and the RSVP Director will develop volunteer assignments that inspire and challenge volunteers. Assignments will take into consideration the varied interests and skills of the youngest volunteers known as the baby boomers, while fine tuning the existing assignments of long term RSVP volunteers. The Program Director, along with the organizations' directors, will train volunteers in rules and regulations of the Corporation for National and Community Service and develop other volunteer training opportunities based on volunteer surveys. These trainings will seek to enhance volunteers' leadership in identifying and meeting local needs, as well as promoting their reflection on service opportunities. Training resources will be sought from the CNCS Resource Center website. Volunteer recruitment will be promoted through the Malden Area Chamber of Commerce's partnership meetings, newsletters, church presentations, word of mouth, civic organization presentations, and the Malden Chamber of Commerce & RSVP offices. Interest surveys will be made available at work stations, the MACC office, RSVP office and Facebook page, email and on the Chamber of Commerce website and Facebook page. Existing volunteers will be encouraged to assist with the recruitment of new volunteers.

The program will encourage volunteer retention primarily through ongoing, regular communication with volunteers via site visits and training opportunities. Volunteer retention will also be achieved with volunteer recognition. An annual recognition banquet will enable the program to individually recognize each volunteer with the total hours of service provided. The Advisory Council and Malden Area Chamber of Commerce Board of Directors will be asked to assist with volunteer recognition

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efforts, including the selection of volunteers for special recognitions and securing volunteer awards/recognition items. The MACC will work with non-profit organizations to enhance or respond to changing needs of established volunteer work stations. The Program Director will work closely with each work station director monthly to identify needs and provide training and technical assistance. All program staff will participate in training provided by CNCS, as well as locally sponsored training workshops covering topics such as fundraising and volunteerism. The MACC and the RSVP Program Director will maintain regular contact and seek technical assistance as needed from the State Program office.

With regards to the Primary Focus Area Healthy Futures - Malden Area Chamber of Commerce and RSVP will recruit volunteers to assist home bound seniors struggling to maintain their independence, health and general well-being through the provision of nutritious noon lunches. Volunteers placed at three senior centers will help to prepare, package and deliver food to 500 homebound elderly persons. Volunteers will contact homebound seniors through phone visits on a weekly basis to check on their well being

### **Program Management**

The Malden Chamber of Commerce will ensure effective program management of the RSVP program with a well designed plan for program development, management and assessment. As previously addressed, the MACC will be actively engaged in the development of work station assignments throughout enhanced public awareness and increased exposure of the program to potential partners. The Program Director will work closely with existing and new work station directors to ensure meaningful opportunities with measurable outcomes are available to volunteers and will continue to strive to meet unmet community needs out the program primary focus area of Healthy Futures. Volunteers will be surveyed to gauge skills, training needs, and interests. Volunteer Station Supervisors will be visited annually to discuss existing volunteer assignments. The Station Supervisor will have the opportunity to expand existing assignments and to create new ones. Annual visits will allow the RSVP Director the opportunity to be knowledgeable about any staffing changes incurred by the Volunteer Station. A Safety Checklist and Accessibility Checklist will be completed during the annual visits and the RSVP Director will secure a copy of the stations' 501C(3) Tax Status. Memorandums of Understanding will be updated at least every three years. The RSVP Director promotes public awareness of the program by maintaining her memberships in the Malden Chamber of Commerce (which emails all of their members daily on current community activities or events: as well as the establishment of new businesses). Other memberships enrolled are the Malden Lion's

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Club, the Dunklin County Historical Society, Dunklin County Genealogical Society, Malden Army Airfield Preservation Society and Malden Chambermaids. MACC, through its many in-house programs has been able to educate service providers, civic organizations, business associates and non-profit agencies about the volunteer opportunities that exist with RSVP.

The Malden Area Chamber of Commerce Board of Directors assess project performance through an annual evaluation to ensure all goals and objectives are met. Volunteers, stations, the RSVP Director's performance and the sponsor's involvement are evaluated. Three members of the MACC Board of Directors compile the results and submit their findings at the next advisory council meeting. A copy of the yearly evaluation will be submitted to CNCS.

The Volunteer Reporter database will be utilized to compile and track volunteer contact information, survey information, service hours, and other pertinent information. The database provides for the generation of volunteer reports, including total volunteer enrollment, volunteer hours by workstation, or volunteer hours by service activities. The database also compiles information related to work stations and volunteer job assignments. Each work station is assigned to a service category. The database allows for the entry of related outcomes of work stations, which can be easily exported to reports. The database will be a valuable tool to track and assess the program performance and impact within the community and will serve as the primary resource for information management. The Malden Area Chamber of Commerce has specific accountability policies and internal control procedures in place. Cash receipts are received and recorded by the Malden Area Chamber of Commerce Secretary who opens the mail. The receipts are deposited in the Dunklin County RSVP bank accounts by a member of the Board of Directors and entered in the financial records by the Board Secretary. The checks are written by the Program Director and only by two of the three (MACC Director, Board of Directors President or Board Secretary). The budget is managed by the RSVP Director and the Advisory Board President, but is controlled by the Malden Area Chamber of Commerce Director with final approval by the Malden Area Chamber of Commerce Board of Directors. All donations, grant funds, and receipts from program operations and fundraising activities will be coded to the Dunklin County RSVP and will appear on monthly financial statements of the MACC. In-kind contributions will also be tracked monthly by the Program Director. Quarterly reports will be prepared for the RSVP Advisory Council/ Malden Area Chamber of Commerce Board of Directors meeting, and any funding sources that require monthly reports. The Council and Board of Directors will review resource management closely and make recommendations as needed to ensure accountability and the efficient and effective use of resources. The Advisory Council will

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continue to serve the program with its close oversight of available resources, and will seek new opportunities to garner project resources, both cash and in-kind, to ensure project sustainability.

### **Organizational Capability**

The Retired and Senior Volunteer Program has successfully operated in Dunklin County, Missouri since 1973 when first started by the Malden Area Chamber of Commerce. Eventually, the City of Malden took sponsorship and is the current sponsor. The City of Malden has given very little support to the RSVP program in the last few years and the Malden Area Chamber of Commerce is seeking to become the new sponsor. The MACC believes it can meet the goal and offer support the RSVP program is seeking. The Malden Area Chamber of Commerce Board of Directors are made up of a Board President, Vice President, two Treasurers and nine members. The RSVP Advisory Council is made up of a President, Vice President, Secretary and five advisory members from the local businesses, non-profit organizations and volunteers. The RSVP Director will engage the Advisory Council in the assessment of community needs and development of work station assignments. The Malden Area Chamber of Commerce Director and Advisory Council will be primarily responsible for securing resources for the program with direction and support of the RSVP Director.

The current RSVP Director was recently made "2014 Malden Citizen of the Year" by the Malden Lion's Club for her dedication and support of volunteering and was the 2014-2015 Malden Area Chamber of Commerce Board of Directors President. The MACC believes that the current RSVP Director is an asset to the community and a huge voice for the volunteer sector of Dunklin County. The Malden Area Chamber of Commerce Board of Directors intends to retain Jeannie Collins as RSVP Program Director, who has held her position with more than 12 years experience in managing senior volunteers and helping to meet community needs through the services of its participants. The Project Director devotes 100% of her time toward operating the program. She has maintained a strong connection with the seniors and the community through her commitment to the program, and has consistently secured the financial resources needed to continue and expand RSVP in the county. Each year, RSVP has increased its efforts to place its volunteers in service opportunities programmed to demonstrate accomplishments and impact. The RSVP Director, along with the Malden Area Chamber of Commerce Director and Advisory Board Secretary, work on the renewal application for RSVP. Denton Kooyman, MACC Executive Director, will supervise the Program Director of Dunklin County RSVP. Before taking the Malden Area Chamber of Commerce Executive Director position, he retired from the U.S. Navy, worked many years with one of the Dunklin County RSVP volunteer stations

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(Bootheel Youth Museum) and was on the MACC Board of Directors for three years and was MACC Board President. He has many years of volunteer engagement and a wealth of knowledge for volunteer program management. The Executive Director is responsible for oversight of all programs and activities of the Malden Area Chamber of Commerce & reports monthly to the Board of Directors. The MACC's office accounts payables are approved by the Board of Directors. The Malden Area Chamber of Commerce uses a CPA firm to prepare monthly financial statements and payroll. The MACC operates under a financial policy manual and a standard operating procedure manual that addresses organizational issues, such as employee travel. Travel expense statement forms are completed with mileage, lodging, and meal expenses if incurred out of the service area. Mileage is reimbursed at \$.585 cents per mile. Travel forms are approved by MACC Director or MACC Board of Directors Secretary. Personnel policies and policy amendments are for the mutual benefit of the employee and MACC. A simple majority of the Malden Area Chamber of Commerce Board of Directors amend policies at a regular board meeting after the employees have been given the opportunity to openly express opinions and recommendations regarding the proposed changes. The MACC has extensive expertise in human services, and oversees the HR component. There are job descriptions for all positions. Written personnel policies define employment, recruitment, terms and conditions of employment, benefits, evaluations, required personnel records, nepotism, conflict of interest, sexual harassment policy, drug-free work place policy, staff committees, staff development, work periods, pay period, reimbursement of allowable expenses, work related incidents/accidents, affirmative action, policy amendments, travel policy and salary schedule. Again, the policies are reviewed annually and revised as needed with any changes approved by the Malden Area Chamber of Commerce Board of Directors. A copy of these personnel policies are distributed each staff member, including RSVP staff.

### Other

-The name of the proposed evidence-based program and federal repository or clearinghouse will be Corporation for National and Community Service (CNCS), Evidence Exchange. The site is <http://www.nationalservice.gov/impact-our-nation/research-and-reports/evidence-exchange>

-Copy of Nutrition Survey  
NUTRITION SURVEY

The RSVP will be conducting a survey at Nutrition Centers in Dunklin County. The information



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\_\_\_\_\_ A LOT

\_\_\_\_\_ SOMETIMES

\_\_\_\_\_ NEVER

3. Did your meals only include a few kinds of cheap foods because your family was running out of money to buy food?

\_\_\_\_\_ A LOT

\_\_\_\_\_ SOMETIMES

\_\_\_\_\_ NEVER

4. How often were you not able to eat a balanced meal because your family didn't have enough money?

\_\_\_\_\_ A LOT

\_\_\_\_\_ SOMETIMES

\_\_\_\_\_ NEVER

5. Did you have to eat less because your family didn't have enough money to buy food?

\_\_\_\_\_ A LOT

\_\_\_\_\_ SOMETIMES

\_\_\_\_\_ NEVER

6. Has the size of your meals been cut because your family didn't have enough money for food?

\_\_\_\_\_ A LOT

\_\_\_\_\_ SOMETIMES

\_\_\_\_\_ NEVER

7. Did you have to skip a meal because your family didn't have enough money for food?

\_\_\_\_\_ A LOT

\_\_\_\_\_ SOMETIMES

\_\_\_\_\_ NEVER

8. Were you hungry but didn't eat because your family didn't have enough food?

\_\_\_\_\_ A LOT

\_\_\_\_\_ SOMETIMES

\_\_\_\_\_ NEVER

9. Did you not eat for a whole day because your family didn't have enough money for food?

\_\_\_\_\_ A LOT

\_\_\_\_\_ SOMETIMES

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\_\_\_\_\_ NEVER

**PNS Amendment (if applicable)**

N/A