

Seniors A2: Volunteer Home Chore

Agency	Program Name	2010 Funding	2011 Request	\$ change	% change	2012 Request
West Madison Senior Coalition	B. Home Chore Volunteer Prgm	\$ 106,443	\$ 108,752	\$ 2,309	2.17%	\$ 108,752
TOTALS		\$ 106,443	\$ 108,752	\$ 2,309	2.17%	\$ 108,752

ORGANIZATION:

West Madison Senior Coalition

PROGRAM/LETTER:

B Home Chore Volunteer Program

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	106,443	18,733	13,838	426	73,446
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	38,000	10,761	1,875	524	24,840
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	800	150	400	250	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	145,243	29,644	16,113	1,200	98,286

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	108,572	19,108	14,114	435	74,915
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	38,760	10,976	1,913	534	25,337
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	900	200	450	250	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	148,232	30,284	16,477	1,219	100,252

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	West Madison Senior Coalition
PROGRAM/LETTER:	B Home Chore Volunteer Program

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (with spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (with spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

West Madison Senior Coalition
B Home Chore Volunteer Program
OCS: Seniors A2: Volunteer Home Chore (SCAC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

For many older adults living in the City of Madison, a few hours of help each week can mean the difference between living at home or in an assisted living or skilled nursing facility. The Home Chore Volunteer Program addresses this need by recruiting volunteers to be matched with eligible seniors to provide necessary chore services, both inside the home and out. Cost for paid services for some older adults is a barrier and they are not able to pay for the needed assistance. Other seniors are extremely frail and unable to perform some of the house keeping tasks that they once did. If these chores are left undone, this could create a road block to the older adult's ability to remain in their own home. This program is coordinated city-wide, with each of the 4 Madison Senior Coalitions working together to provide home chore volunteer services to all eligible residents.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

The Home Chore Volunteer Program assists frail, limited income older adults with basic home chores to help them remain independent and in their own homes. Program success is defined as providing home chore assistance, allowing someone to remain independent versus needing to transition to an assisted living or skilled nursing facility. Several client testimonials highlight the importance of this program. "My Home Chore volunteer is an angel. I wouldn't be living in my own home if it weren't for her help." "I look forward to Pat's visit each week. We usually clean for an hour and then we have coffee and talk at the kitchen table. We've become close friends." "Rob comes over to shovel my sidewalk when it snows. I'm so glad he does because I can't afford to hire someone." "Megan is helping me with my gardening....I couldn't keep up my garden without her help." In addition to having a positive impact on a person's ability to remain independent, this program also provides socialization for some older adults who aren't able to get out as much as they used to and also helps to reduce feelings of isolation, due to the volunteer(s) coming on a regular basis and the relationships that are developed as a result of this activity.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

The Home Chore Volunteer Program will provide chore assistance to 515 eligible older adults, of which 75% (386 individuals) will remain independent in their own homes and 12% (62 individuals) will be minority or bi-lingual participants. 450 volunteers will be recruited to participate in this program, providing 14,500 hours of volunteer home chore assistance to clients.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

The Madison Coalition office hours are Monday - Friday, 8:00am - 4:30pm. Volunteer/Client meet and greet meetings sometimes occur in the evenings, depending on schedules. Once the volunteer match is made, an arrangement is made for the day and time that the service will be performed, and how often. Many of the groups that participate in this program provide service on the weekends.

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10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

Frail and low-income older adults, age 60 and older, and residents of the City of Madison, who require chore services to remain in their own homes, are potential Home Chore clients. Home Chore clients must meet financial eligibility requirements, which have been set as 150% of the Federal Poverty guidelines. In addition to financial barriers to service, most home chore clients are challenged by physical disabilities that make it difficult for them to continue home chore services on their own, either inside their home or outside.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

The Home Chore program is available to all residents of the City of Madison and is coordinated between the 4 Madison Senior Coalitions, covering all quadrants of the city.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

The Home Chore Volunteer Program is a part of each of the 4 Coalition's agency materials and website addresses. The case management team is well-versed in the program and eligibility criteria, so when working with clients, can make suggestions for participation in this program. When presentations are given about the Coalitions, the Home Chore Volunteer Program is a part of those presentations. Home Chore coordinators and/or volunteers have a presence at a number of Senior Health Fairs and Expos, as well as at Volunteer Fairs throughout the City, letting people know not only about the program, but how to become a volunteer. Because volunteer recruitment plays a significant role in the success of this program, there is a strong emphasis on volunteer recruitment via the internet, weekly public service announcements, Madison.com community pages, volunteer fairs and Madison public libraries. The Home Chore program is also listed with the United Way of Dane County's 2-1-1 system.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

The Home Chore Volunteer Program is coordinated between the 4 Coalitions, with one Coalition taking the lead on volunteer recruitment. The case managers are aware of this program and the eligibility criteria so that as they are working with their clients, this program can be recommended, if appropriate and needed. Information about the program is available on the Coalition's websites as well as the City of Madison website, for family members who may be seeking services for their relatives. The City of Madison website also provides direction back to the 4 Coalitions for assistance with snow shoveling in the winter months, allowing clients who are receiving shoveling assistance to be placed on the Extension List, providing a bit more time to have sidewalks cleared of ice and snow prior to fines being issued by the City. The Home Chore program is also partially funded by the United Way of Dane County, and program information is available at the 2-1-1 website/helpline.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers are utilized in this program to provide the necessary home chore tasks for the older adults. Without volunteers, this program would not exist. There is a recruitment process, application, background check and meeting with potential client prior to a volunteer being placed in this program. The volunteer is asked to provide services every other week for a minimum of 2 hours each visit.

15. Number of volunteers utilized in 2010?

650

Number of volunteer hours utilized in this program in 2010?

13,500

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16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

In some cases there have been language barriers to providing this service. In response to that barrier, a recruitment plan for volunteers was implemented to attract bi-lingual volunteers to be matched with older adults. The case managers play a vital role in suggesting the benefits of this service to clients, who are at times uncomfortable or unwilling to admit that they could use some assistance. Physical impairments add to the demand for this program for older adults. As they become frail, they are less likely to be able to keep up with the demands of routine household chores. In 2009, the Home Chore Coordinators of the Coalitions began publishing a regular newsletter for the Home Chore volunteers, providing safety tips for their volunteer tasks (lawn mower safety, ladder safety, etc.) along with communication tips for working with older adults and what to watch for in terms of decline or concern. This tool provides additional education and support for the volunteers, which in turn allows them to provide enhanced service for the older adults, strengthening the relationship between the volunteer and the client. Volunteer Recruitment/availability is also at times a barrier to being able to provide immediate assistance to clients. There are occasions where clients will be placed on a waiting list, based on need, while the coordinators are working the recruitment plan to place volunteers. In emergency situations, paid services can be set-up, on a limited time basis, to provide the necessary immediate chore help until a volunteer is recruited, trained and placed.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

The Home Chore Volunteer Program was developed in 1986 to assist frail, limited income older adults with basic home chores to help them remain independent and in their own homes. Since that first year the program has grown to include not only individual volunteers but also groups from businesses, organizations and area faith-based organizations that are interested in doing a volunteer project for and with older adults. The program has also expanded into the high schools of Madison where students are matched with a senior adult to provide household assistance and friendly visitation throughout the school term. All potential volunteers are asked to complete a volunteer application and meet with the Home Chore Coordinator for an interview and orientation. In order to ensure quality service, the Coalitions will check references and run a simple background check. After successful completion of the application process, the Coordinator will make a match based on both the needs of the senior adult and the interests and time availability of the volunteer. Home Chore coordinators are trained volunteer coordinators, with experience in recruiting, training, recognizing and retaining volunteers. The Home Chore Coordinators meet on a quarterly basis to discuss trends and challenges and to make adjustments as necessary to make sure that both clients and volunteers have a positive experience as participants in this program.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

There are currently no program licensing, accreditation or certification standards currently being applied for with this program.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Home Chore Volunteer Coordinator	0.6	Yes	Associates Degree and one year prior related experience
Executive Director	0.125	Yes	Bachelors Degree and 2-4 years of previous experience

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COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The United Way of Dane County collected data several years ago as they were formulating the agenda for change item "Seniors and people with disabilities are able to stay in their homes". Some of the findings indicated that the population of seniors in Dane County has grown over the past ten years and will grow at an even faster rate over the next 10 years. Our community is faced with a rapidly growing problem; how can we continue to help seniors and people with disabilities stay in their homes without available resources growing at the same rate? Over the past 2 decades public policy has minimized the number of nursing home beds while providing financial support to allow more individuals to stay in the community. Over time, the resources for community-based care have increased substantially, but have not kept pace with demographic changes. The home chore program model follows this information, providing home chore assistance for older adults to remain in their own homes in the community. The Madison Coalitions of Older Adults has created an assessment for case managers to use in identifying eligibility for clients to participate in the home chore program, which is consistent throughout the city. A volunteer handbook and orientation have been developed, providing our volunteers with appropriate information when working with our elderly, frail and sometimes vulnerable clients. Proper protocols are in place for background checks to be conducted on all potential volunteers as well as reference checks and an interview, prior to placement with a client. Client guidelines have also been developed and this information is gone through with the clients prior to the start of service, so that they understand what their responsibilities are as a recipient of these services. These protocols are in place to ensure that we are providing necessary services to eligible seniors from properly screened community volunteers.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

There is a financial eligibility form to complete when going through the intake process for the Home Chore program. The information is documented by the case manager during a home visit in most cases.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

There is no fee structure associated with the Home Chore program. If determined financially eligible for the Home Chore program, the client is then matched with a volunteer to provide assistance with various home chore tasks.

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28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	448	100%	AGE		
MALE	117	26%	<2	0	0%
FEMALE	331	74%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	0	0%
			30 - 59	0	0%
			60 - 74	173	39%
			75 & UP	275	61%
			TOTAL AGE	448	100%
			RACE		
			WHITE/CAUCASIAN	395	88%
			BLACK/AFRICAN AMERICAN	33	7%
			ASIAN	3	1%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	2	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	2	100%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	15	3%
			TOTAL RACE	448	100%
			ETHNICITY		
			HISPANIC OR LATINO	15	3%
			NOT HISPANIC OR LATINO	433	97%
			TOTAL ETHNICITY	448	100%
			PERSONS WITH DISABILITIES	366	82%
			RESIDENCY		
			CITY OF MADISON	448	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	448	100%

Note: Race and ethnic categories are stated as defined in HUD standards

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29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	448
Total to be served in 2011.	500

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: Seniors will preserve their independence by being able to stay in their own homes, supported by the Home Chore Volunteer Program.

Performance Indicator(s): 75% of older adults will preserve their independence by being able to remain in their own homes or apartments, utilizing volunteer-based home chore services.

Proposed for 2011:	Total to be considered in	515	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	386.25
Proposed for 2012:	Total to be considered in	530	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	397.5

Explain the measurement tools or methods: Forty case files(10 clients/Coalition) will be sampled at the end of each year to monitor how many clients remained in their own home while receiving home chore assistance. Included will be the number of hours of volunteer assistance and a sampling of tasks assisted with. Annually, each client is re-assessed to determine change in needs, etc. as it relates to the program. A client survey will also be implemented during 2011 to gather some information and feedback from the clients utilizing the program.

Outcome Objective # 2: The Home Chore Volunteer Program will improve access of Home Chore services for minority participants, including an effort to recruit bilingual and minority volunteers to provide Home Chore assistance.

Performance Indicator(s): 12% of clients of the Home Chore Volunteer Program will be minority participants, with an effort to recruit bilingual and minority volunteers to provide home chore assistance.

Proposed for 2011:	Total to be considered in	515	Targeted % to meet perf. measures	12%
	perf. measurement		Targeted # to meet perf. measure	61.8
Proposed for 2012:	Total to be considered in	530	Targeted % to meet perf. measures	15%
	perf. measurement		Targeted # to meet perf. measure	79.5

Explain the measurement tools or methods: The quarterly report that is submitted by each Coalition includes information about the number of minority clients that are being served by the program. The Home Chore Coordinators meet quarterly and will review quarterly goals in relation to the recruitment of minority and bil-lingual volunteers being recruited to meet the participants need. Other outreach opportunities will also be identified to help us reach this population and offer assistance.

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** Home Chore Volunteer

2. **Agency Name:** West Madison Senior Coalition

3. **Requested Amounts:** 2011: \$108572
2012: \$108572 Prior Year Level: \$106443

4. **Project Type:** New ☐ Continuing ☒

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**

☐ I. Youth Priority

☐ II. Access

☐ III Crisis

☐ VI Child(ren) & Family

☒ VII Seniors A1

6. **Anticipated Accomplishments (Proposed Service Goals)**

Home Chore volunteer program will serve 515 unduplicated clients, of which 75% will remain in their own homes and 12% will be minority or bi-lingual participants. 450 volunteers will be recruited to participate and will provide 14,400 hours of volunteer home chore assistance.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program clearly meets Program Area IV-Priority A-2- Provide volunteer-based home services that help seniors remain in their homes.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems likely that this program will have a positive impact on individuals and families seeking this service. Staff have training and experience working with volunteers, aging populations and service networks. Outreach work proposed seems appropriate use of resources and seems to effectively utilize existing service networks.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals seem realistic given resources, structure and past performance. Given the focus within the ageing services network an outcome focused on accessibility for minority and non -English speaking clients seems appropriate, however 12% goal may be conservative given reported racial and ethnic minority population account for over 12% currently.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership numbers, experience and diversity of expertise or representation seem adequate to provide appropriate oversight to organization. Agency has extensive history providing services in Madison. Contract goals consistently are met or exceeded, reports are complete and on time.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget is clear costs appropriate, funding seems appropriately diverse, fundraising goals seem realistic.

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place. Provides this service as a city wide service through effective coordination with multiple Focal Point agencies and community Partners.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations, and staff address making culturally appropriate matches. Volunteers receive training and support around work with older adults that may be in decline or experiencing dementia.

Questions:

No questions

14. **Staff Recommendation**

☐ Not recommended for consideration

☒ Recommend for consideration

☐ Recommend with Qualifications

Suggested Qualifications: