

Seniors B1: Focal Point

Agency	Program Name	2010 Funding	2011 Request	\$ change	% change	2012 Request
East Madison/Monona Coalition of the Aging	B. Focal Point-Based Community Assistance	\$ 11,149	\$ 11,484	\$ 335	3.00%	\$ 11,484
Goodman Community Center	I. Senior Services	\$ 4,689	\$ 7,000	\$ 2,311	49.29%	\$ 7,000
North/Eastside Senior Coalition	B. Community Assistance	\$ 21,724	\$ 21,724	\$ -	0.00%	\$ 21,724
South Madison Coalition of the Elderly	B. Focal Point-Based Community Assistance	\$ 21,350	\$ 21,739	\$ 389	1.82%	\$ 21,739
West Madison Senior Coalition	C. Focal Point-Based Community Assistance	\$ 15,344	\$ 15,650	\$ 306	1.99%	\$ 15,650
TOTALS		\$ 74,256	\$ 77,597	\$ 3,341	4.50%	\$ 77,597

ORGANIZATION:

East Madison / Monona Coalition of the Aging

PROGRAM/LETTER:

B Focal Point

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	11,149	6,853	3,004	1,292	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	11,149	6,853	3,004	1,292	0

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	11,484	7,059	3,094	1,331	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	11,484	7,059	3,094	1,331	0

*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:	East Madison / Monona Coalition of the Aging
PROGRAM/LETTER:	B Focal Point

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:

East Madison / Monona Coalition of the Aging

B Focal Point

OCS: Seniors B1: Focal Point (SCAC)

DESCRIPTION OF SERVICES

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

The goal of Focal-Point Based Community Assistance is to provide seniors and their families with information and referral services, and to facilitate the sharing and coordination of resources and services within the community for the benefit of seniors. There are community services available to help seniors, but often seniors need help learning about these services and navigating the application processes. Case managers and other Focal-Point staff members help seniors by connecting them to needed services, working cooperatively with other agencies that assist seniors, and advocating for senior's needs. The greater the number of seniors in our service area who learn about the services EMMCA provides, the more seniors we will be able to assist. By increasing our outreach to the community, we anticipate an increase in clients using our services and programs.

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

Focal Point-Based Community Assistance is needed to bring seniors and those who served seniors together to communicate and work cooperatively in sharing resources, ideas and information. An overall awareness of problems and available resources is needed for effective planning and developing new programs and services for seniors. Focal Point-Based Community Assistance provides the community an information and referral system and a mechanism for organizing volunteers to work on problems and provide needed services for seniors. The Focal Point-Based Community Assistance functions are a significant part of EMMCA's programs and services. The Board of Directors oversees EMMCA, including its Focal Point-Based Community Assistance functions. The Board is involved in the following activities: planning, policy-making, oversight, budget and fiscal responsibility, and accountability to funders.

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.

1. Annually hold 9 or more Board of Director's meetings
2. Monthly produce and distribute 750 new sletters
3. Monthly hold 3 Toenail Clinics
4. Annually print 9 reviews of resources from the resource library in the monthly new sletter
5. Annually distribute 9 articles from the resource library to Case Management clients, Day Center clients, Caregiver Support Group members, etc.
6. Annually executive director or board members give at least 8 outreach presentations, reaching 200+ people

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

EMMCA provides service Monday through Friday from 8:00 a.m. to 4:00 p.m.
The Toenail clinic operates on the first and fourth Tuesday and the second Thursday of each month.

ORGANIZATION:

East Madison / Monona Coalition of the Aging

PROGRAM/LETTER:

B Focal Point

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

EMMCA's serves seniors age 60+ who are residents of the east Madison/Monona service area and who live in their own home or apartment, or the home of a family member. The majority of the clients are seniors who are vulnerable for one or more reasons including: low income level, over 74 years of age, alcohol use, mental or cognitive impairment, physical disability, or limited public transportation to services in Madison. By serving these seniors, EMMCA also is serving their families and caregivers. In addition the caregiver support group targets caregivers.

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

EMMCA is located at 4142 Monona Drive, Madison. The Madison service area is bordered on the west by Lake Monona and Highway 51 and bordered on the east by Brandt Road.

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

EMMCA reaches out to the community to let people know about all of our services through our newsletter; modest advertising; our website; and by networking with other organizations that serve seniors. In 2011 EMMCA will increase the number of newsletters we distribute and will actively promote the resource library. In 2010, EMMCA received a Brittingham Grant to develop four outreach programs for seniors. This 2011-2012 application to the City of Madison expands on that grant and includes a request to fund a part time outreach and program development staff person who would develop programs targeted to underserved seniors in our service area. Beginning in 2011, the executive director also will develop a presentation about EMMCA's services and volunteering with EMMCA. The executive director and board members will share this presentation with community organizations to increase our client base, our volunteer pool, and our donor pool.

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

EMMCA is part of the Focal Point network. EMMCA staff works within the network to refer cases to the appropriate focal point. EMMCA staff also collaborates with staff from other agencies, organizations and programs such as service providers (i.e. Catholic Charities or RSVP), home care agencies (i.e. BrightStar), support agencies (i.e. Caring for the Caregiver or Alzheimer's and Dementia Alliance), transportation providers (i.e. Transit Solutions), churches, hospitals, and long term care facilities to make certain they are aware of our services and ensure they refer seniors from east Madison to EMMCA for case management or other services we provide. The relationships with these organizations are cooperative and reciprocal. EMMCA staff refers our clients and other seniors to agencies such as Alzheimer's and Dementia Alliance; Elder Law Center, MOST, or Caring for the Caregiver for their services. EMMCA also is a United Way agency and is part of their 211 referral system.

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

Volunteers support this program through their work in the office answering phones, helping with mailings, and assisting with non-confidential data entry or paperwork. Volunteers are used in the foot clinic. Board members are volunteers who serve not only on the board, but also on committees and also help with fund raising activities. Below are their volunteer hours for January to June 2010.

15. Number of volunteers utilized in 2010?

21

Number of volunteer hours utilized in this program in 2010?

792

ORGANIZATION:

East Madison / Monona Coalition of the Aging

PROGRAM/LETTER:

B Focal Point

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.

Since Madison has no Senior Center or Community Center in the EMMCA service area, there is no natural place to use as a base for outreach activities. In addition the east side of Madison is growing and the population of seniors also has increased while transportation options available to this population have not kept pace with their need. (On average 9.8% of Madison's population is over 65, in our service area the average is over 11.4%. On average 60.5% of Madison has transit stop access, in the northern half of our service area the average is lower.) The majority of case management clients are seniors who are vulnerable for one or more reasons including: limited public transportation to services in Madison, low income level, over 74 years of age, mental or cognitive impairment, and/or physical disability. EMMCA's traditional means of outreach (new letter, advertising, networking) have been effective in reaching many seniors, but with a growing senior population in the far east side of Madison, outreach targeted to these people will help them learn about services available in the Madison area. An outreach staff person would first identify the geographic portions of our service area which are underserved and the demographic groups who are underserved, and then design programs to reach these people. Examples of programming ideas include: informational meetings, support groups, socialization activities, senior exercise classes, and blood pressure clinics. EMMCA would work with east Madison churches and community organizations in underserved areas to host these events.

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

EMMCA has over 35 years of experience serving seniors in east Madison and Monona. The three case managers have the following educational and professional backgrounds: A) BA in Sociology and an MS in Social Work, 18 years with EMMCA, prior work with Catholic Charities; B) BA in Psychology, completed classes for Social Work Certification and is preparing for the tests, 2 years with EMMCA, prior work with developmentally disabled adults; and C) BS in Psychology with an emphasis in Gerontology, 6 months with EMMCA, prior work with a nursing home, a day care and with disabled adults. Because of their education and experience, the case management staff has a strong knowledge of the issues facing seniors and of the services available for seniors in east Madison. EMMCA has other services such as the Day Center, which is over 7 years old; and the Volunteer Home Chore Program, which is over 20 years old. The executive director of EMMCA has over 20 years of experience with administration and program development and management. The executive director also has experience with recruitment and outreach and so will be a resource for the proposed outreach and program development staff person. The EMMCA Board of Directors has 10 members many of whom are small business owners or insurance agents, in addition one board member is a retired nursing professor, another board member is a bank executive with human resource knowledge, and the board treasurer is an accountant.

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

Not applicable

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

Staff Title	FTE	City \$	Qualifications
Executive Director	0.13	Yes	Bachelor's degree required, master's preferred; 2 yrs managemt exp.
Administrative Assistant	0.23	Yes	Associate's degree required, bachelor's preferred; 3 yrs admin exp.
Lead Case Manager	0.1	Yes	Bachelor's in social work required, master's preferred; 2 yrs exp.

ORGANIZATION:

East Madison / Monona Coalition of the Aging

PROGRAM/LETTER:

B Focal Point

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

600 characters (with spaces)

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

[illegible]

ORGANIZATION:

East Madison / Monona Coalition of the Aging

PROGRAM/LETTER:

B Focal Point

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 best practices EMMCA uses for case management and related Focal-Point services are those based on the "National Association of Social Workers Standards for Social Work Case Management." (See this section in Program A for more detail.) The administration of EMMCA as a nonprofit organization and coalition is overseen by EMMCA's Board of Directors and guided by principles outlined in such resources as, A Guide for Wisconsin Nonprofit Organizations, and Minnesota Council of Nonprofits: Principals and Practices for Nonprofit Excellence. These principals include, but are not limited to: Role is Society (nonprofits exist for public benefit), Governance (a nonprofit's board is responsible for defining the mission and strategic direction of the organization and for providing leadership), Planning (nonprofits work with constituents to set goals to fulfill their mission), Transparency and Accountability (nonprofits regularly and openly convey information to the public about their mission and activities and decision-making processes), Fundraising (nonprofits provide opportunities for individuals and institutions to contribute to causes of their choosing; nonprofits conduct fundraising according to the highest ethical standards), Financial Management (nonprofits have an obligation to act as responsible stewards in managing their financial resources), Human Resources (nonprofit organizations should place a high priority on exercising fair and equitable practices that attract and retain qualified volunteers and employees), Civic Engagement and Public Policy (nonprofit organizations play a central role in the democratic process by providing a means for individuals to learn about public policies and decisions that affect them), Strategic Alliances (nonprofit organizations depend on successful relationships with other community institutions to maximize the resources available to the communities they serve), and Evaluation (nonprofits should regularly measure their performance).

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?

82.0%

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?

During the intake processes for case management, information and assistance, nutrition sites, and home chore, clients are asked questions related to their income level. This information is not asked of everyone who makes use of focal point services. Thus, the 82% figure is an estimate based on statistic from programs where we have this information, those programs also have the bulk of our clients.

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

Not applicable

ORGANIZATION: **East Madison / Monona Coalition of the Aging**

PROGRAM/LETTER: **B Focal Point**

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	3028	100%	AGE		
MALE	878	29%	<2	0	0%
FEMALE	2150	71%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	0	0%
			30 - 59	4	0%
			60 - 74	938	31%
			75 & UP	2086	69%
			TOTAL AGE	3028	100%
			RACE		
			WHITE/CAUCASIAN	1276	42%
			BLACK/AFRICAN AMERICAN	7	0%
			ASIAN	1	0%
			AMERICAN INDIAN/ALASKAN NATIVE	2	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	1742	58%
			TOTAL RACE	3028	100%
			ETHNICITY		
			HISPANIC OR LATINO	1	0%
			NOT HISPANIC OR LATINO	3027	100%
			TOTAL ETHNICITY	3028	100%
			PERSONS WITH DISABILITIES	16	1%
			RESIDENCY		
			CITY OF MADISON	2031	67%
			DANE COUNTY (NOT IN CITY)	997	33%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	3028	100%

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

ORGANIZATION:

East Madison / Monona Coalition of the Aging

PROGRAM/LETTER:

B Focal Point

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	3028
Total to be served in 2011.	3118

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:

An increased number of community residence will be made aware of EMMCA and its services for seniors.

Performance Indicator(s):

At least 200 people will attend outreach presentations given by the executive director or board members.

Proposed for 2011:

Total to be considered in 200
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 200

Proposed for 2012:

Total to be considered in 200
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 200

Explain the measurement
tools or methods:

People attending each outreach presentation will be asked to sign-in. The number of unduplicated people attending these presentations will be calculated.

Outcome Objective # 2:

An increased number of seniors will receive assistance to help them remain independent.

Performance Indicator(s):

At least 3118 seniors will make use of EMMCA focal point services including: phone referrals, caregiver's support, home chore, meals sites, nail clinics, library, lending closet

Proposed for 2011:

Total to be considered in 3118
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 3118

Proposed for 2012:

Total to be considered in 3211
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 3211

Explain the measurement
tools or methods:

Monthly counts of unduplicated participants in the focal point programs (excluding case management and information and assistance) will be made.

**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:** Focal Point
2. **Agency Name:** East Madison/Monona Coalition of the Aging
3. **Requested Amounts:** 2011: \$11,484
2012: \$11,484 **Prior Year Level:** \$11,149
4. **Project Type:** New ☐ Continuing ☒
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
☐ I. Youth Priority ☐ VI Child(ren) & Family
☐ II. Access X VII Seniors B1
☐ III Crisis

6. **Anticipated Accomplishments (Proposed Service Goals)**
1. 9 board of Director's Meetings
 2. 750 newsletters
 3. 3 Toenail clinics
 4. Topic specific contributions to newsletter
 5. 8 Outreach presentations annually , reaching 200 + people

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 B1- Support Focal Point Agencies that provide information, referral and other services that maintain seniors health and independence

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. Outreach work proposed seems appropriate use of resources and to effectively utilize existing social networks. Agency cites several sources that address Administrative functioning and capacity as a non profit organization.

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 overly detailed and will likely be adjusted by CDD staff if funded. From a contract management standpoint some consistency in language, measurement and outcomes between Senior Coalitions providing focal point services would be advantageous. These issues could be addressed during the contracting phase by CDD staff.

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 seem adequate to provide appropriate oversight to organization. Agency has had 2 new directors in the last several years, and new director may (appropriately) need some additional support. Agency has 35 years proved services for 35 years, and reports extensive staff experience. Previous contract goals met although there are some challenges in current transition around consistency of data collection.

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, city is sole funder for this program.

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.

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 have training and experience in working with AODA and mental health issues. However, population served is not as culturally and ethnically diverse as expected. Again, the focus on targeted outreach identified within this proposal seems an appropriate use of resources.

Questions:

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

x **Recommend with Qualifications**

Suggested Qualifications: Through contracting process, CDD staff will work toward some consistency amongst goal statements and outcomes in Focal Point services.

ORGANIZATION:

Irwin A and Robert D Goodman Community Center

PROGRAM/LETTER:

I Program I- Senior Services

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	4,689	4,689	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	13,038	13,038	0	0	0
UNITED WAY DESIG	5,000	5,000	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	52,234	22,546	24,388	5,300	0
USER FEES	10,100	6,535	0	3,565	0
OTHER	0	0	0	0	0
TOTAL REVENUE	85,061	51,808	24,388	8,865	0

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	7,000	7,000	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	13,690	13,690	0	0	0
UNITED WAY DESIG	5,000	5,000	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	54,846	23,673	25,607	5,565	0
USER FEES	10,605	6,862	0	3,743	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	91,141	56,225	25,607	9,308	0

*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:

Irwin A and Robert D Goodman Community Center

PROGRAM/LETTER:

I Program I- Senior Services

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**ACCOUNT CATEGORY**

REVENUE SOURCE	BUDGET 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	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	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

Irwin A and Robert D Goodman Community Center

I Program I- Senior Services

OCS: Seniors B1: Focal Point (SCAC)

DESCRIPTION OF SERVICES

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

In Jan 2009, GCC became a Cty. Nutrition site and has seen our # of seniors and programs for seniors grow ing substantially. In 2009, 383 seniors participated in programs offered six times a week.. The average attendance is more than 30 seniors with a average weekly total of more than 115 unduplicated. What we know about the seniors who attend GCC is that the vast majority live alone; have fixed incomes under \$18,000 annually. 68% of the seniors reported that GCC is their primary source of quality nutrition and socialization. The increase in programming that addresses independence issues (fall prevention, importance of active brain stimulation and physical fitness) are core components that have proven to positively impact seniors health and independence both physically and mentally. In fact according to a Cornell University study, the single two most effective components of increasing independence are: relationships, and availability of a broad range of diverse group activities.

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

GCC offers senior programming six days a week. The level and variety of programming has expanded greatly in the last several years. Morning activities include: gentle exercise, discussion group, senior striders walking club in the gym, and a special topic program. Social hour with coffee and snacks opens at 10 am. Seniors come and play cards or scrabble, read the paper, and visit with friends. Lunch is served at noon. At 1 pm begins afternoon activities. There is a bridge club, a senior philosophy group, yoga, games, or special topic (fall prevention etc). Some seniors come just for the am or pm activities, some just for lunch and a growing number are participating in more than one activity daily. Saturdays seniors can come for a light meal and an activity. All programming is offered for a suggested anonymous donation. Engaging seniors in volunteer activities is another important goal. Many help with the meal site itself- set up, serving, sign-up, etc. Some of the activities that are offered in the AM and PM are taught by seniors who participate in other components of the program. Seniors volunteer to assist and the front desk, in the office with Administrative tasks, and a new program is the Reading Buddies where seniors are paired with preschoolers and read with them once a week. Several seniors volunteer tutoring with the afterschool program. Seniors are invited to use the fitness center for \$1 per use (\$3 for the general public). T

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.

Serve 8,100 meals a year to 350 unduplicated older adults.
Offer daily (min of 5 days a week) activities before or following meals totalling 1,200 hours of programming
Target programming proven to reduce isolation and increase independence (activities that stimulate brains, physical activity that strengthens, and results in increased social networking and group opportunities).

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

400 characters (with spaces) Monday-Friday- 9-2:30 and at least 2 Saturdays a month from 1-4 pm. There will additionally be special programming which may fall outside of these hours.

ORGANIZATION:

Irwin A and Robert D Goodman Community Center

PROGRAM/LETTER:

I Program I- Senior Services

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

The target population is older adults over 60, the vast majority of who live alone and who live on fixed incomes of less than \$18,000 annually. A significant number of GCC seniors are more than 75 years old. GCC also works at appealing to a diverse group of seniors and a recent anonymous county site visit, one of the comments on the evaluation was what a diverse group GCC serves.

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

All senior programming occurs at 149 Waubesa St. GCC serves seniors from both the NESCO and EMMCA service areas so participants are from the entire east and north sides.

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

GCC does a lot of outreach to let older adults know about the programming offered. Calendars are on the GCC website, the Eastside News, the Golden Times, EMMCA newsletter, Mature Lifestyles, and PSAs are sent to the local daily and weekly publications, and to local churches for their bulletins. The Program Coordinator has done presentations at several housing areas that have resulted in groups coming together. We believe that the successful outreach (and the quality of the program) has resulted in the rapid growth we have experienced.

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

GCC coordinates with several agencies and resources that support our goal of reducing isolation to increase length of independence.

1. GCC coordinates with NESCO and EMMCA. The nutrition contract is with NESCO and we rely on both coalitions for case management and referral services. GCC advertises coalition programming and vice versa.
2. UW School of Social Work provides interns that work 15 hours a week during the school year. They have largely filled the role of case management by establishing relationships and getting seniors to open up, allowing for more preventative services- rather than intervention at a crisis.
3. GCC also coordinates health services with the UW School of Nursing and St. Mary's Hospital.
4. The Safe Communities Coalition provides fall prevention services and the Elder Law provides scam prevention.
5. GCC coordinates with MSCR 50 plus programming by marketing classes and signing seniors up.
6. Greater Wisconsin area is going place over 50 employees

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

The senior program is very volunteer intensive. There is one paid position to serve 383 seniors 6 days a week. Volunteers run most aspects under the supervision of the Senior Coordinator. This includes: set up, cooking, serving, clean up, running activities, greeters, data entry of attendance and other reporting, calling seniors. Many of these volunteers are program participants themselves.

15. Number of volunteers utilized in 2010?

122

Number of volunteer hours utilized in this program in 2010?

4,400

ORGANIZATION:

Irwin A and Robert D Goodman Community Center

PROGRAM/LETTER:

I Program I- Senior Services

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.

The biggest potential barriers to service are:

- 1) Pride and Fear of some seniors who may be stepping out of their isolation and comfort zone to join a large and active senior community. Essentially the program engages seniors who are willing and looking to be engaged, but probably some of the most vulnerable seniors do not respond to the outreach we do. It is hard to identify who these seniors are and do individual outreach to develop a relationship and get them engaged. One idea for overcoming this barrier is to do visits directly to housing complexes and to send out PSAs specifically asking for referrals of older adults who could benefit from programming- a friend, neighbor, parent, church member. Rather than marketing to the senior directly, market to people who know/care about them.
- 2) Transportation is still challenging. The County has created a transportation zone just for GCC which includes all of NESCO and part of EMMCA's service areas, but there are EMMCA areas where we receive request that are not in the GCC zone. Also, they will only provide transportation svc around meal site activity making it hard for those who rely on County transportation assistance to participate in other activities. GCC continues to dialog with the county, NESCO and EMMCA about alternatives.

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

GCC has been offering successful senior programming for more than 20 years. In the last year, the programming has grown both in number of people, frequency of use, and numbers of activities resulting in more of a senior center environment. The growth is because of the quality and quantity of our services, the quality of our facility, and the growing number of older adults in our service area. GCC has historically exceeded our annual contract goals (city, senior and nutrition site).

The Senior Program Coordinator has been in position at GCC for more than 5 years. Before that she worked at the Westside Senior Coalition. The staff that support her work have been with the center between 9 and 20 years. The center Board of Directors has a strong commitment to senior programming and has made sure that fundraising dollars have been allocated to provide quality services (although with the growth in programs throughout the center the center's fundraising capacity is stretched).

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

200 characters (with spaces) NA

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

Staff Title	FTE	City \$	Qualifications
Executive Director	0.05	No	
Senior Svc Coordinator	0.75	Yes	Experience working with seniors and program coordination

ORGANIZATION:

Irwin A and Robert D Goodman Community Center

PROGRAM/LETTER:

I Program I- Senior Services

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	41
Between 50% to 80% of county median income	62
Between 30% to 50% of county median income	138
Less than 30% of county median income	142
Total households to be served	383

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

600 characters (with spaces) The indirect cost allocations are determined as a percentage of payroll for each program. This is a generally accepted accounting (GAP) practice. The logic being that programs with more staff consume more indirect resources- space, admin staff time, supplies, and agency resources. Currently, the indirect rate, including admin salaries is 31%.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Research senior best practice design and review research on impacts	2 months
Hire staff and recruit and train volunteers	2 months
Develop program schedule, variety of activities that encourage group interaction and social connections	ongoing
recruit community leaders in gerontology resources to partner with GCC senior programs	ongoing
Outreach to seniors through a variety of methods	ongoing
Welcome and greet seniors and develop relationships, getting to know every senior	ongoing
Seek feedback on programming on an ongoing basis	ongoing
Work hard to create the consistency and structure that seniors desire	ongoing
Evaluate and retool constantly	ongoing
Engage seniors as volunteers and leaders to increase their connection and positive role in community.	ongoing
Activities that address the needs of the whole person as they age- mental and physical stimulation	ongoing

ORGANIZATION:

Irwin A and Robert D Goodman Community Center

PROGRAM/LETTER:

I Program I- Senior Services

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.

Loneliness may be regarded as a 'geriatric giant', leading to impaired quality of life, greater need for institutional care and increased mortality (Cambridge University, 2003, Clinical Gerontology). In 2010 there are 40 million older adults, predicted to reach 55 million by 2020. By 2030, a 19 percent of Americans will be 65 and older. Nationally, nearly 10 percent of all seniors— were below the federal poverty level in 2007 (Federal Older Adult Americans Website). The need for services will only increase.

As the population ages and more people are living alone, social isolation amongst older people is emerging as one of the major issues facing the industrialized world because of the adverse impact it can have on health and wellbeing (Learmouth, 2005; Aging and Society)

Research conducted by the Cornell Institute on Aging: Strategies for Connecting and Engaging Older People concluded that "substantial proportion of older people are vulnerable to social isolation, and that serious consequences can occur." Their research concluded that the most important and effective characteristic of programming to reduce isolation are group "interventions." Groups inevitably involve members talking to each other, developing relationships and therefore having the highest likelihood of success in reducing social isolation. Topics discussed ranged from health, science, art, social activities, and successful aging, to discussions of current problems.

Furthermore individuals who actively engage in meaningful roles (such as friend, volunteer, church member, parent) are less likely to experience mental illness, such as depression, are less likely to develop health problems and more likely to practice good health habits and appropriate self-care during recovery and are less likely to die than those who are less actively engaged.

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?

75.0%

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?

Part of the enrollment information required by both the county and by GCC participant tracking software.

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

All programming is by donation only and has no set fees. Donations are made anonymously and there is no pressure for any senior to donate a certain amount.

ORGANIZATION:

Irwin A and Robert D Goodman Community Center

PROGRAM/LETTER:

I Program I- Senior Services

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	383	100%	AGE		
MALE	142	37%	<2	0	0%
FEMALE	241	63%	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	318	83%
			75 & UP	65	17%
			TOTAL AGE	383	100%
			RACE		
			WHITE/CAUCASIAN	299	78%
			BLACK/AFRICAN AMERICAN	23	6%
			ASIAN	6	2%
			AMERICAN INDIAN/ALASKAN NATIVE	15	4%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	40	10%
			TOTAL RACE	383	100%
			ETHNICITY		
			HISPANIC OR LATINO	4	1%
			NOT HISPANIC OR LATINO	379	99%
			TOTAL ETHNICITY	383	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	379	99%
			DANE COUNTY (NOT IN CITY)	4	1%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	383	100%

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

ORGANIZATION:

Irwin A and Robert D Goodman Community Center

PROGRAM/LETTER:

I Program I- Senior Services

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.

383

Total to be served in 2011.

375

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 remain connected to and engaged in their community.

Performance Indicator(s):

80% of regularly attending seniors will report increased social interaction, having a stronger peer network and reduced loneliness and social isolation.

Proposed for 2011:

Total to be considered in 125
perf. measurement

Targeted % to meet perf. measures 80%
Targeted # to meet perf. measure 100

Proposed for 2012:

Total to be considered in 125
perf. measurement

Targeted % to meet perf. measures 80%
Targeted # to meet perf. measure 100

Explain the measurement
tools or methods:

Survey's will be conducted twice annually and GCC will have a volunteer from the State Dept of Aging will conduct focus group interviews on a random sample of regularly attending seniors (at least 1x weekly). The results will be tallied and a summary report will be shared with funders.

Outcome Objective # 2:

All seniors have adequate nutrition and access to fitness activities

Performance Indicator(s):

90% of seniors will report eating healthier and 60% will report being better fit due to GCC programming

Proposed for 2011:

Total to be considered in 125
perf. measurement

Targeted % to meet perf. measures 90%
Targeted # to meet perf. measure 112.5

Proposed for 2012:

Total to be considered in 125
perf. measurement

Targeted % to meet perf. measures 90%
Targeted # to meet perf. measure 112.5

Explain the measurement
tools or methods:

Surveys, focus groups and participation tracking in fitness and meal programs.

Community Services, Early Childhood and Senior Services Committees

- Staff Comments:** Budget is clear, costs appropriate, Diversified funding, including \$10,000 in user fees. User fees as defined by this agency may be seen by others as fundraising.

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. Case management for Goodman seniors is provided through partnership with NESCO and EMMCOA .

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, ethnic and cultural diversity of population reflective of Madison. Any potential language accessibility issues were not addressed in proposal.

Questions:

- What was point #6 under question #13 -Coordination? It was cut off in PDF version.
- Please describe your coordination of case management services with the Coalitions in more detail. What triggers a referral for case management? What does the referral process look like?

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

x **Recommend with Qualifications**

Suggested Qualifications:

1. See questions above. Additionally, through contracting process, CDD staff will work toward some consistency among Senior activity services.
2. Staff recommend that NESCO, EMMCOA and Goodman develop an MOU to address aspects of referral relationships and work responsibilities if NESCO extension to serve clients at Goodman is to be funded.

ORGANIZATION:
PROGRAM/LETTER:

North/Eastside Senior Coalition
B Community Assistance

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	21,724	14,590	6,050	1,058	26
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	21,724	14,590	6,050	1,058	26

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	21,724	14,674	5,966	1,058	26
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	21,724	14,674	5,966	1,058	26

*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:	North/Eastside Senior Coalition
PROGRAM/LETTER:	B Community Assistance

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	21,724	14,674	5,966	1,058	26
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	21,724	14,674	5,966	1,058	26

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

North/Eastside Senior Coalition
B Community Assistance
OCS: Seniors B1: Focal Point (SCAC)

DESCRIPTION OF SERVICES

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

Low income senior adults on the north/eastside of Madison cannot afford regular preventative health programs and services. Senior adults on the north/eastside entering retirement need programs/services to help them with the transition and to educate them about changes that occur during the aging process. Many seniors are looking for opportunities to remain active and influential in the community that involve helping other senior adults. In order for senior programs and services to be effective, seniors need to be involved in program development and evaluation. A monthly newsletter and our website informs seniors of community programs/services available to them. Involving seniors directly in program development and evaluation and the annual meeting allows us to better serve their needs. Seniors living in the community are not always aware of the services available to them. Distributing a monthly newsletter keeps senior adults informed of the programs/services that NESCO offers.

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

NESCO coordinates daily programs and services for north/eastside senior adults age 55 and older. Senior volunteers assist with numerous educational, recreational, and social programs. NESCO also coordinates free monthly blood pressure and foot care clinics and organizes an annual multicultural senior health fair with free health services/screenings. NESCO provides programs for Boomer seniors on health, financial, social and aging related issues. NESCO provides volunteer opportunities for seniors including staffing the front office, assisting with monthly programs and major events, and helping with our monthly newsletter. NESCO hosts two yearly volunteer recognition events for our 280+volunteers and an annual meeting for our members. Senior adults are involved regularly in program evaluation and development through formal and informal surveys. In 2010, NESCO will provide over 7,000 seniors with programs and services. The impact of these services is that seniors will stay healthy longer, be active in the community, and remain in their homes longer. Because of the current economy state, we anticipate these programs and services will be in higher demand in 2011 and beyond as the number of low income and Boomer seniors in our community increases.

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.

Number of unduplicated clients to be served is 2,000. Number of direct service hours to be provided is 800. 90% of the senior adult (55 and older) volunteers will feel good about their contribution to NESCO and its participants. 300 seniors will participate in a health service or screening organized by NESCO.

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

The Coalition office hours are 8 am-4:30 pm, Monday through Friday. Occasionally volunteers helping with a NESCO program or event will work in the evening or on a weekend. Programs for Boomer seniors are sometimes held after business hours at the request of the participants.

ORGANIZATION:

North/Eastside Senior Coalition

PROGRAM/LETTER:

B Community Assistance

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

The Coalition expects to serve over 7,000 seniors age 55+ in 2010. Approximately 75% of the seniors in the Community Assistance program are at the low income level. Though we do not keep records on those with cognitive and physical disabilities, a significant number of seniors adults we serve need assistance walking and/or suffer from memory loss as part of the aging process.

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

Services to north/eastside seniors within our service boundaries are coordinated out of our main Coalition office in Warner Park Community Recreation Center (1625 Northport Drive, #125, Madison, WI).

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

NESCO sends out a monthly newsletter (The Golden Times) to 1,500 members, local businesses, and community agencies and posts our monthly activities on our website (www.nescoinc.org). NESCO also posts flyers at area churches and local businesses, sends monthly PSA's to the Northside News, Madison newspapers, and websites. Our blog is posted on our website--and includes information that doesn't fit in our newsletter or is available after the newsletter was submitted to the printers. We also ventured into social networking by posting an agency profile on Facebook--focusing on attracting younger seniors and their family members. Timely announcements and photos are included. We also activated a Twitter account.

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

NESCO coordinates free monthly blood pressure and foot care clinics with Interim Health Care. NESCO coordinates with over 30 local health providers to host an annual multicultural senior health fair with free health services/screenings and interpreters. NESCO coordinates with United Way to post volunteer opportunities (on the www.volunteeryourtime.org website) and we also post these openings on the NESCO website.

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

The major component of community assistance is our volunteer program. Volunteers also assist at the monthly clinics and the annual multicultural senior health fair. Some senior volunteers also teach various educational classes that we offer.

15. Number of volunteers utilized in 2010?

286

Number of volunteer hours utilized in this program in 2010?

280

ORGANIZATION:

North/Eastside Senior Coalition

PROGRAM/LETTER:

B Community Assistance

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.

Transportation is occasionally a barrier for some seniors to attend or volunteer at our evening/weekend programs. We have (upon request) offered the same program a second time when affordable transportation is available. Language is occasionally a barrier for our Latino seniors to attend some of our programs. Our annual multicultural senior health fair is bilingual as we provide interpreters who speak Spanish and Hmong.

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

Cheryl Batterman (Executive Director): 15 years experience with non-profit agencies--7 years with NESCO; 11 years active duty Air Force officer. Jim Krueger (Programs Director): 10 years experience with program management and coordination. Drew Simonsen (Office Manager): 2 years experience with non-profit agencies; currently enrolled in masters program @ Edgewood College.

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

The Coalition is nationally and state accredited by the National Institute of Senior Centers and the Wisconsin Association of Senior Centers.

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

Staff Title	FTE	City \$	Qualifications
Executive Director	0.02	Yes	Masters of Public Administration
Office Manager	0.02	Yes	Bachelors of Business Administration
Programs Director	0.26	Yes	Bachelors in Social Welfare

B Community Assistance

ORGANIZATION:

North/Eastside Senior Coalition

PROGRAM/LETTER:

B Community Assistance

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.

After 35 years of existence, the community assistance program continues to be a fundamental component at NESCO. Community assistance began with outreach workers (individuals who provided basic information about nutrition sites, senior activities, educational programs, transportation, volunteer opportunities, etc.) and expanded as outreach workers began facing an increasing number of senior adults with larger issues. The community assistance staff assists senior adults with increasing mental health issues, less family support/availability, lower socio-economic status, and other high need issues that also require the involvement of our case management staff. The Task Force on Aging of Dane County produced a report (November 2004) stating funding from county levy and local community monies have not increased enough to continue to meet the need for community assistance services to senior adults in Dane County. Couple this trend with the increasing number of Baby Boomers looming in the near future and this can spell serious consequences to this vital program. Using our national accreditation status, we also turn to the National Council on Aging's website to research programming ideas and best practices while addressing issues concerned with the aging process (i.e., mental health, medical challenges, Baby Boomers, retirement, and senior 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?

75.0%

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?

Program participant surveys and registration sheets. We recently partnered with Warner Park Community Recreation Center/City of Madison staff to obtain participation data of NESCO sponsored events/programs.

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

There is a voluntary NESCO membership donation (scholarships are available). The health fair and the majority of Boomer Senior programs are free. Free transportation is available for low income seniors.

ORGANIZATION:

North/Eastside Senior Coalition

PROGRAM/LETTER:

B Community Assistance

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	1685	100%	AGE		
MALE	371	22%	<2	0	0%
FEMALE	1314	78%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	0	0%
			30 - 59	213	13%
			60 - 74	1085	64%
			75 & UP	387	23%
			TOTAL AGE	1685	100%
			RACE		
			WHITE/CAUCASIAN	1493	89%
			BLACK/AFRICAN AMERICAN	115	7%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	77	5%
			TOTAL RACE	1685	100%
			ETHNICITY		
			HISPANIC OR LATINO	77	5%
			NOT HISPANIC OR LATINO	1608	95%
			TOTAL ETHNICITY	1685	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	1297	77%
			DANE COUNTY (NOT IN CITY)	388	23%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	1685	100%

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

ORGANIZATION:

North/Eastside Senior Coalition

PROGRAM/LETTER:

B Community Assistance

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	1685
Total to be served in 2011.	2000

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:

Senior adults(55 and older) involved in NESCO volunteer programs will develop a greater sense of self-worth.

Performance Indicator(s):

95% of senior adult volunteers feel good about their contribution to NESCO and its participants.

Proposed for 2011:

Total to be considered in 200
perf. measurement

Targeted % to meet perf. measures 90%
Targeted # to meet perf. measure 180

Proposed for 2012:

Total to be considered in 200
perf. measurement

Targeted % to meet perf. measures 90%
Targeted # to meet perf. measure 180

Explain the measurement
tools or methods:

An annual survey will be distributed to all NESCO volunteers, with a 33% rate return.

Outcome Objective # 2:

Seniors will be more proactive about monitoring their health.

Performance Indicator(s):

300 seniors will participate in a health service or screening organized by NESCO

Proposed for 2011:

Total to be considered in 300
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 300

Proposed for 2012:

Total to be considered in 300
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 300

Explain the measurement
tools or methods:

Attendance sheets from health service and screening programs organized by NESCO.

**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:** B. Community Assistance
2. **Agency Name:** North Eastside Senior Coalition
3. **Requested Amounts:** 2011: \$21724
 2012: \$21724 Prior Year Level: \$21724
4. **Project Type:** New ☐ Continuing X
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**

☐ I. Youth Priority
☐ II. Access
☐ III Crisis

☐ VI Child(ren) & Family
X VII Seniors B1
6. **Anticipated Accomplishments (Proposed Service Goals)**
Serve 2000 unduplicated clients with 800 service hours. 300 clients will be seen in health screenings
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 B-1- Support **Focal Point** Agencies that provide information, referral and other services that maintain seniors health and independence
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. Outreach work proposed seems appropriate use of resources and seems to effectively utilize existing social networks. Research on program design cites experience and National Council on Aging website re: programming and best practices.
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 and structure, however from a contract management standpoint some consistency in language, measurement and outcomes between Senior Coalitions providing focal points services would be advantageous. These issues could be addressed during the contracting phase by CDD staff.
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, Sole source funding for this program- no fundraising or user fees noted.
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. NESCO's ability to provide programming for culturally specific populations benefits all senior providers in service network.

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 have training and experience in working with AODA and mental health issues. This program is one of the more culturally diverse, both in population served and staffing, however they note that more staff skilled in cultural and language diversity are needed.

Questions:

- Clarify how unduplicated clients are defined in your agency-case management vs information and referral.

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**

Suggested Qualifications: See questions above. Additionally, through contracting process, CDD staff will push for some consistency amongst contract based service goals and outcomes in Focal Point services.

ORGANIZATION:
PROGRAM/LETTER:

South Madison Coalition of the Elderly	
B	Focal Point Based - Community Assistance

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	21,350	13,840	7,134	376	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	11,600	0	11,600	0	0
USER FEES	3,090	0	3,090	0	0
OTHER	11,523	0	11,523	0	0
TOTAL REVENUE	47,563	13,840	33,347	376	0

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	21,739	14,117	7,238	384	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	15,100	0	15,100	0	0
USER FEES	3,090	0	3,090	0	0
OTHER**	11,523	0	11,523	0	0
TOTAL REVENUE	51,452	14,117	36,951	384	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
Special Grants Dane County	4,900	Reimbursements for rides for minority older adults to programs
Special Grants Dane County	6,623	Reimbursements for direct services to older adults.
	0	
	0	
	0	
TOTAL	11,523	

ORGANIZATION:

South Madison Coalition of the Elderly

PROGRAM/LETTER:

B Focal Point Based - Community Assistance

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.).

Dane County is planning to implement Family Care in 2012. This could have a significant effect on our agency and our budget needs.

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	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

South Madison Coalition of the Elderly
B Focal Point Based - Community Assistance
OCS: Seniors B1: Focal Point (SCAC)

DESCRIPTION OF SERVICES

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

The Focal Point-Community Assistance program provides older adults living in South Madison with a visible point of entry to various services that respond to their many needs. The services are community based and easily accessible, and can provide an array of activities and services to meet the cultural, recreational, social, and health needs of older adults in south Madison.

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

The South Madison Coalition of the Elderly was established as a community focal point where older adults can come together for services and activities that reflect their diverse needs and interests, enhance their dignity, support their independence, and encourage their involvement in the community. Program activities will include:

1. Monthly development and distribution of a newsletter
 2. Development of activities for four nutrition site programs
 3. Monthly Sunday dinners
 4. Development of nutrition education programs for four nutrition sites
 5. Special annual community activities
 6. Coordination of health-screening programs
 7. Coordination of agency volunteer activities
 8. Advocacy activities to increase programs for older adults in the South Madison community
 9. Coordination of transportation for older adults to the Southeast Asian Meal Program and for other minority groups needing special transportation.
 10. Coordination of other tasks that enable older adults to receive special services.
- Information and Referral Services that provides information on aging and support services for older adults and family caregivers. 11

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 goals of the Focal Point-Community Assistance Program are to coordinate, develop, maintain, and expand services for the elderly of the South Madison community. The number of unduplicated individuals to be served is 2000. The number of hours of service to be provided is 450.

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

Focal Point-Community Assistance Programs are provided during our regular business hours, Monday through Friday, 8:00 a.m. to 4:00 p.m. The only exception is our Sunday dinner program, which is provided on the second Sunday of every month.

ORGANIZATION:

South Madison Coalition of the Elderly

PROGRAM/LETTER:

B Focal Point Based - Community Assistance

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

The target population for this program consists of persons age 55 and older living in the South Madison area. A large number of them are low-income individuals.

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

Our service area extends from Randall Avenue east to Martin Luther King Jr. Boulevard, and from Lake Mendota south to the city limits.

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

The Coalition's outreach activities target older people in the community who are difficult to contact and who may not be aware that senior services are available to assist them. Focal Point-Community Assistance programs are held at locations that make it easy for older adults to attend. Some of the locations are the Madison Senior Center, Romnes Apartments, Quaker Housing, Southridge Apartments, and Brittingham Apartments. The Coalition staff markets the availability of the agency's services through its monthly newsletter, Web site, presentations to groups, and regular news releases. Staff also makes calls to older adults on a regular basis to encourage them to attend programs.

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

The staff of this program works closely and frequently with other organizations to provide needed services. The Madison Senior Center, the UW Extension Services, MATC, Home Health United, the Madison Fire Department, Interim Health Care, low-income senior housing staffs, Faith Community Church, and the Dean Clinic are some of the organizations. These cooperative working relationships have led to the creation of educational programs, health screening, and recreational activities at various locations in South Madison.

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

Volunteers are used to help serve food at our Sunday dinner programs, help deliver meals on Thanksgiving day, and help with the foot care clinic, clerical work, distributing information throughout the community about the services the Coalition provides, and many other tasks.

15. Number of volunteers utilized in 2010?

50

Number of volunteer hours utilized in this program in 2010?

500

ORGANIZATION:

South Madison Coalition of the Elderly

PROGRAM/LETTER:

B Focal Point Based - Community Assistance

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.

One significant barrier in providing the Focal Point-Community Assistance program is the language differences between the staff and non-English-speaking, older-adult clients. This program responds to these language barriers by hiring or using volunteer interpreters to assist in communicating with these older adults.

Ten percent of the older adults served in this program are from a diverse population. Outreach activities have been successful in reaching these communities in South Madison.

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 Coalition has been a Focal Point-Community Assistance program since the agency was created more than 35 years ago, when the Coalition's founders recognized the need for a point of entry for older adults to local services. Over the years, the agency has continued to develop this program to respond to the uniqueness of the South Madison community.

The executive director has been with the agency for more than 26 years and has many years of experience developing services for older adults.

The Coalition's board of directors has a thorough knowledge of the community, social work practices, business procedures, and legal responsibilities. Its members have shown a consistently strong commitment to the organization and the community.

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

None

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

Staff Title	FTE	City \$	Qualifications
Executive Director	0.136	Yes	More than 40 years of experience managing older-adult programs
Secretary	0.11	Yes	10 years of experience with the agency

ORGANIZATION:

South Madison Coalition of the Elderly

PROGRAM/LETTER:

B Focal Point Based - Community Assistance

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.

Beginning in 1965, Focal Point programs have been developed in communities throughout the United States under the Older American Act. Here are some of Focal Point's standards and services, established by the National Association of Area Agencies on Aging.

- Providing older-adult nutrition services (acting as a meal site)
- Offering information and referral/assistance
- Making available and/or linking to transportation services
- Linking to other community services
- Guided by a service-based philosophy
- Providing a recognized access point for services for older adults within the community

The Coalition has designed its Focal Point activities around these standards.

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?

56.0%

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?

Based on the general income levels of other clients the agency serves and actual program data, it is estimated that 56% of the participants will be of low-income status (annual income below \$15,000).

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

The only user fee is for the monthly Sunday dinner. The cost is low to accommodate the low income older adults in our area.

ORGANIZATION:

South Madison Coalition of the Elderly

PROGRAM/LETTER:

B Focal Point Based - Community Assistance

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	1996	71%	AGE		
MALE	555	28%	<2	0	0%
FEMALE	858	43%	2 - 5	0	0%
UNKNOWN/OTHER	583	29%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	0	0%
			30 - 59	0	0%
			60 - 74	898	45%
			75 & UP	1098	55%
			TOTAL AGE	1996	100%
			RACE		
			WHITE/CAUCASIAN	1780	89%
			BLACK/AFRICAN AMERICAN	189	9%
			ASIAN	25	1%
			AMERICAN INDIAN/ALASKAN NATIVE	2	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	1996	100%
			ETHNICITY		
			HISPANIC OR LATINO	12	1%
			NOT HISPANIC OR LATINO	1984	99%
			TOTAL ETHNICITY	1996	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	1996	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	1996	100%

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

ORGANIZATION:

South Madison Coalition of the Elderly

PROGRAM/LETTER:

B Focal Point Based - Community Assistance

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	1996
Total to be served in 2011.	2000

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:

Older adults will improve their health by practicing better nutrition behavior.

Performance Indicator(s):

98 % of the older adults attending nutrition site education programs will learn helpful information about nutrition that they can use to improve their health.

Proposed for 2011:

Total to be considered in	100
perf. measurement	

Targeted % to meet perf. measures	98%
Targeted # to meet perf. measure	98

Proposed for 2012:

Total to be considered in	100
perf. measurement	

Targeted % to meet perf. measures	98%
Targeted # to meet perf. measure	98

Explain the measurement tools or methods:

Participants will be surveyed after they attend a nutrition education program to see if they intend to use the information they learned to improve their nutrition behavior.

Outcome Objective # 2:

Performance Indicator(s):

Proposed for 2011:

Total to be considered in	
perf. measurement	

Targeted % to meet perf. measures	0%
Targeted # to meet perf. measure	0

Proposed for 2012:

Total to be considered in	
perf. measurement	

Targeted % to meet perf. measures	0%
Targeted # to meet perf. measure	0

Explain the measurement tools or methods:

**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:** B. Focal Point Based Community Assistance

2. **Agency Name:** South Madison Coalition of the Elderly

3. **Requested Amounts:** 2011: \$21350
2012: \$21379 Prior Year Level: \$21739

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

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

☐ I. Youth Priority

☐ VI Child(ren) & Family

☐ II. Access

☒ VII Seniors B1

☐ III Crisis

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

Serve 2000 unduplicated clients with 450 service hours. Also includes Info and referral, newsletter coordination of health screening and nutrition programs, volunteer coordination and recognition.

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 B-1- Support **Focal Point** Agencies that provide information, referral and other services that maintain seniors health and independence

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. Focal Point services are organized around standards set by the National Association of Area agencies on Aging. Outreach work proposed seems appropriate use of resources and seems to effectively utilize existing social 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 and structure, however from a contract management standpoint some consistency in language, measurement and outcomes between Senior Coalitions providing focal points services would be advantageous. These issues could be addressed during the contracting phase by CDD staff.

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, Budget includes fundraising and user fees.

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.

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 have training and experience in working with AODA, mental health issues and complex case management. Program demographics reflects low usage by Latino population, may be due to referrals to NESCO's culturally specific programming?

Questions:

- Clarify how unduplicated clients are defined in your agency-case management vs information and referral.

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x Recommend with Qualifications

Suggested Qualifications: See questions above. Additionally, through contracting process, CDD staff will work toward some consistency across contract based service goals and outcomes in Focal Point services.

ORGANIZATION:
PROGRAM/LETTER:

West Madison Senior Coalition	
C	Focal Point-Based Community Assistance

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	15,344	15,344	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	14,656	4,526	8,630	1,500	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	30,000	19,870	8,630	1,500	0

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	15,650	15,650	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	14,792	4,662	8,630	1,500	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	30,442	20,312	8,630	1,500	0

*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:	C Focal Point-Based Community Assistance

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	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

West Madison Senior Coalition
C Focal Point-Based Community Assistance
OCS: Seniors B1: Focal Point (SCAC)

DESCRIPTION OF SERVICES

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

The West Madison Senior Coalition serves as a resource to older adults and provides information and referral services; facilitation of sharing and coordinating resources within the community; clarification of misinformation; and coordination of services to avoid duplication. Communication and publicity is also provided regarding Coalition programs and senior citizen services including new sletters, information and referral and working cooperatively with the Madison Senior Center. Programming is reflective of current trends and identified needs of the population, ranging from financial planning, health and wellness, social opportunities, identify theft, funeral planning, and life-long learning opportunities. We provide a support and assistance as people enter the aging network and serve as a hub in making necessary connections to get people the help and assistance that they need to remain independent and in their own homes.

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

The focal point-based community assistance is the vehicle which disseminates information to the public about important issues, advocacy opportunities and other available community resources. The impact of this activity should be seen in an increased membership database, an increase in meeting/program/activity attendance and an increase in referrals as a result of the outreach into the community.

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.

Awareness of the Coalition's programs and services will be increased to build a membership base of 500. Of these members, 75% of these individuals will have a reported increase in knowledge of senior resources and activities because of the new sletter and other outreach strategies. 80% of 500 individuals will report an increase knowledge in senior-related issues and resources because of regularly scheduled outreach and educational programs provided by the Coalition.

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

The West Madison Senior Coalition office is open Monday - Friday from 8:00am - 4:00pm.

ORGANIZATION:

West Madison Senior Coalition

PROGRAM/LETTER:

C Focal Point-Based Community Assistance

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

Focal Point-Based Community Assistance is available to everyone in the community, regardless of age, income level, literacy, cognitive or physical disabilities or challenges. As a community based agency, part of our mission is to increase the knowledge base of the community at large to the scope and depth of the aging network in the City of Madison and Dane County. Individuals, family members, care givers, health care professionals, all segments of the population coming together for a common purpose.

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

The West Madison Senior Coalition office is located at 517 N Segoe Road, Madison. Information is also available at the West Madison Senior Center and the nutrition sites.

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

The Coalition Board of Directors is engaged in developing an overall marketing plan to increase awareness of the Coalition and to increase Coalition membership and involvement. The newsletter remains one of our main informational materials, describing our services and activities on a monthly basis. The agency website is updated on a monthly basis. A powerpoint presentation is being put together, which will be available for staff and leadership volunteers to deliver at community presentations about the Coalition. The membership benefits are also being re-examined with the goal of enhancing membership. Another focus for outreach is to our nutrition site participants. Meals are served at the West Madison Senior Center, the Lussier Community Education Center and at the Beth Israel Center. This is an entry point for many older adults, to the many services that can be provided by the Coalition. A member survey will be conducted in 2011 to gather feedback about services provided.

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

Focal point-based community assistance is coordinated in a number of different ways to other community groups and agencies. The monthly Coalition newsletter is not only mailed to members, but also made available to other agencies. There is a lot of program information exchanged between agencies, so we routinely submit our programs and activities to a number of community groups and agencies for inclusion in their newsletters, etc and we in turn do the same for those agencies in our publications. There is also a connection and a sharing of information and resources among the 16 focal points in Dane County. Part of the outreach of the focal point-based community assistance program is geared towards an increase in overall awareness about the Coalition to the business community, the medical community and the community at large. Our agency information is also a part of the Dane County Over 60 Resource book, which is a compilation of many many resources available for those over 60.

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

Board of Directors members and other leadership volunteers provide expertise and time in the area of community outreach for the agency. One of the board goals in 2011 will be to implement several committees of the board, including a membership committee, a community outreach committee and a development committee, which will not only increase our reach but will increase volunteer involvement.

15. Number of volunteers utilized in 2010?

20

Number of volunteer hours utilized in this program in 2010?

100

ORGANIZATION:

West Madison Senior Coalition

PROGRAM/LETTER:

C Focal Point-Based Community Assistance

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.

The programs and activities that fall under the auspices of this program area are designed with accessibility in mind, trying to eliminate as many barriers as could potentially exist prior to advertising the program. We typically ask for reservations ahead of time, at which time we can ask about any special needs that may exist. For example, we have provided sign-language interpreters for programs that have been attended by hearing impaired individuals. We also have several Spanish speaking volunteers who have offered to attend programs, depending on availability, with Spanish speaking individuals. We have sought out other partner agency experts to help us deal with other barriers. For example, we have partnered with Jewish Social Services, and their Russian speaking staff person to help us plan programs and provide interpretation for several Russian speaking participants. Our program locations are accessible for those with physical disabilities.

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 Coalition has provided services to the older adult community for the past 35 years. We have made necessary changes to our information and the way in which our information is communicated and disseminated, keeping up with technology, etc. but our mission remains the same, providing tools to older adults to help them to increase their awareness and knowledge of programs, services and resources available to them in their own community. The current Executive Director has spent the last 13 years in non-profit, community development work, raising awareness, support and contributions for agencies to continue mission delivery. The Administrative Assistant currently employed is extremely knowledgeable and qualified in database management, assuring that our information is accurate at all times and well coordinated. The Board of Directors is a group of community leaders with a passion to help older adults and they participate in trainings and meetings to keep them on track and focused on the role that the Board plays in a non-profit, social-service agency.

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

No program licensing, accreditation or certification standards have been currently applied for in this program area.

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

Staff Title	FTE	City \$	Qualifications
Executive Director	1	Yes	Bachelor's Degree and 2-4 years of previous experience
Administrative Assistant	0.8	Yes	High School Diploma or GED and 1-2 years of previous experience
Volunteer Coordinator	0.05	No	Associates Degree and one year prior related experience

ORGANIZATION:

West Madison Senior Coalition

PROGRAM/LETTER:

C Focal Point-Based Community Assistance

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

600 characters (with spaces)

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

[illegible]

ORGANIZATION:

West Madison Senior Coalition

PROGRAM/LETTER:

C Focal Point-Based Community Assistance

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.

Census data (2000) indicates that there are more than 12,000 older adults over the age of 60 living in the West Madison Senior Coalition area, including nearly 4,000 over the age of 75 who will benefit from this coordination of service. The framework that works best for the Coalition in terms of outreach and best practices is that of a grassroots community service model. Many factors come in to play in a grassroots environment that are also applicable in the Coalition, most especially in the focal point-based community assistance area. This sort of environment generates cooperation, collaboration and respectful interactions among facilitators, volunteers and participants. The decision making structure involves those who are directly affected by a decision. Flow of information is transparent among all individuals and all parts of the organization. The highest standards of professional and personal integrity are maintained and as a result, one positive experience or interaction fosters another and the mission of expanding our reach is achieved. In this program structure, the Executive Director takes the lead in programming and outreach with the assistance of the Board of Directors and other volunteer leadership. Internal communication is very important in this structure, assuring that everyone is on the same page regarding program and mission delivery so that the message in the community is consistent.

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?

50.0%

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

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

We are currently not tracking any demographic or economic information for our Coalition members unless they are participants in other programs (case management, nutrition or home chore). An overlay of members who participate in other areas has not been conducted and will be designed and implemented in 2011 to get a baseline of who is receiving information and who we are missing.

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

The Coalition membership fee is currently \$35/year for a couple and \$25/year for an individual. If people indicate an inability to pay, they are asked to pay what they can afford, receiving benefits of membership for their donation, with no other questions asked. Other members are able to give additional gifts to cover the cost for these individuals.

ORGANIZATION:
PROGRAM/LETTER:

West Madison Senior Coalition	
C	Focal Point-Based Community Assistance

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	412	100%	AGE		
MALE	173	42%	<2	0	0%
FEMALE	239	58%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	0	0%
			30 - 59	25	6%
			60 - 74	102	25%
			75 & UP	285	69%
			TOTAL AGE	412	100%
			RACE		
			WHITE/CAUCASIAN	379	92%
			BLACK/AFRICAN AMERICAN	21	5%
			ASIAN	8	2%
			AMERICAN INDIAN/ALASKAN NATIVE	4	1%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	412	100%
			ETHNICITY		
			HISPANIC OR LATINO	8	2%
			NOT HISPANIC OR LATINO	404	98%
			TOTAL ETHNICITY	412	100%
			PERSONS WITH DISABILITIES	156	38%
			RESIDENCY		
			CITY OF MADISON	391	95%
			DANE COUNTY (NOT IN CITY)	16	4%
			OUTSIDE DANE COUNTY	5	1%
			TOTAL RESIDENCY	412	100%

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

ORGANIZATION:

West Madison Senior Coalition

PROGRAM/LETTER:

C Focal Point-Based Community Assistance

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	412
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:	Newsletter recipients will have an increased knowledge of senior resources and activities.			
Performance Indicator(s):	75% of newsletter recipients will have an increased knowledge of senior resources and activities that are available to them.			
Proposed for 2011:	Total to be considered in	500	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	375
Proposed for 2012:	Total to be considered in	500	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	375
Explain the measurement tools or methods:	50 newsletter recipients will be surveyed by telephone (25 in March and 25 in September) to determine how they use the newsletter as a tool to learn about new resources or gain knowledge about other activities available to them. A survey will be inserted into the newsletter in November and distributed to all recipients, asking for feedback about the usefulness of the newsletter in connecting seniors with resources in the community.			
Outcome Objective # 2:	Audience at outreach presentations will have an increased knowledge of senior resources.			
Performance Indicator(s):	80% of outreach presentation participants will indicate an increased knowledge of senior resources that are available to them.			
Proposed for 2011:	Total to be considered in	400	Targeted % to meet perf. measures	80%
	perf. measurement		Targeted # to meet perf. measure	320
Proposed for 2012:	Total to be considered in	450	Targeted % to meet perf. measures	80%
	perf. measurement		Targeted # to meet perf. measure	360
Explain the measurement tools or methods:	A survey will be distributed at each outreach presentation that is conducted on behalf of the Coalition, asking the participants to rate their satisfaction with the presentation and the knowledge that was gained as a result. This survey will also be used to generate additional topics that are of interest to the group for future program scheduling, with a goal of increasing attendance at outreach presentations and collaborating with other agencies to host programs and share resources.			

Community Services, Early Childhood and Senior Services Committees

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 B-1- Support **Focal Point** Agencies that provide information, referral and other services that maintain seniors health and independence

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. Focal Point services are organized around standards set by the National Association of Area agencies on Aging. Outreach work proposed seems appropriate use of resources and seems to effectively utilize existing social 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 focus on increasing the membership base , which differs in focus from other coalitions and focal point agencies. Goal, From a contract management standpoint some consistency in language, measurement and outcomes between Senior Coalitions providing focal points services would be advantageous. These issues could be addressed during the contracting phase by CDD staff.

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, Budget includes fundraising, not other funders.

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.

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 membership structure accessible to low income individuals, although it might be helpful to have a sense of what percentage of memberships are adjusted fees and if this percentage is consistent with projected senior low income population in the service area. If not more targeted outreach re accessibility and benefits of membership should be planned. . Program demographics reflects low usage by African American and Latino population, although this may improve with Lussier programming.

Questions:

- Clarify how unduplicated clients are defined in your agency-case management vs information and referral.
- Are stats kept re: percentage of seniors utilizing low income membership accessibility?

14. Staff Recommendation

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x Recommend with Qualifications

Suggested Qualifications: See questions above. Additionally, through contracting process, CDD staff will work toward some consistency across contract based service goals and outcomes in Focal Point services.