Seniors B2: Activities

Agency	Program Name	2010 Funding	2011 Request	$ change	% change	2012 Request
Neighborhood House Community Center	B. Senior	$ 2,022	$ 5,500	$ 3,478	172.01%	$ 5,665
North/Eastside Senior Coalition	C. Senior Activities	$ 26,771	$ 19,669	$ (7,102)	-26.53%	$ 19,669
North/Eastside Senior Coalition	D. Cultural Diversity/Latino	$ -	$ 7,102	$ 7,102	n/a	$ 7,102
Retired and Senior Volunteer Program (RSVP)	A. Community Connections	$ 56,590	$ 58,084	$ 1,494	2.64%	$ 58,084
South Madison Coalition of the Elderly	C. Neighborhood Senior Center Program	$ 2,956	$ 3,015	$ 59	2.00%	$ 3,015
West Madison Senior Coalition	D. Senior Activities	$ 75,803	$ 77,318	$ 1,515	2.00%	$ 77,318
Wil-Mar Neighborhood Center	E. Senior services	$ 9,621	$ 9,815	$ 194	2.02%	$ 9,815
	TOTALS	$ 173,763	$ 180,503	$ 6,740	3.88%	$ 180,668

ORGANIZATION:	Neighborhood House Community Center, Inc.
PROGRAM/LETTER:	B Seniors

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
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	2,022	1,289	443	290	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	6,048	3,857	1,325	866	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	8,070	5,146	1,768	1,156	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	5,500	4,400	1,100	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	10,201	4,106	1,145	0	4,950
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	15,701	8,506	2,245	0	4,950

*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:	**Neighborhood House Community Center, Inc.**
PROGRAM/LETTER:	**B Seniors**

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	5,665	4,532	1,133	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	10,507	4,229	1,179	0	5,099
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	16,172	8,761	2,312	0	5,099

*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:	**Neighborhood House Community Center, Inc.**
PROGRAM/LETTER:	**B Seniors**
PRIORITY STATEMENT:	**OCS: Seniors B2: Activities (SCAC)**

DESCRIPTION OF SERVICES

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

Many of the senior citizens residing in our neighborhood have transportation limitations, making it unlikely that they will participate in local events and activities outside of their homes. Many of them also have little opportunity for inter-generational contact. NH provides activities that are held in community rooms in resident apartment buildings in the Triangle area, eliminating the need for transport. Many also have limited contact with others, including younger adults. The activities are led by a UW student volunteer team offering a unique opportunity for both populations— seniors and college students— to forge relationships based on respect and shared interests, and for residents to make new acquaintances with the neighbors. Diminished quality of life and lack of fitness or healthy activities is often present for our seniors. Our planned activities keep seniors active mentally and physically improving their quality of life, leading to greater independence.

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

NH pairs UW student volunteers with neighborhood senior residents to provide weekly activities, a snack (often prepared by residents as part of activity) and monthly meal. Activities include: exercise, travelogue, viewing movies, book clubs, bingo, Wii games, karaoke, etc. Also included is an oral history project that archives senior residents' life stories with photos and recorded segments of the residents as they orally share their life experiences and their experience of living in the Greenbush area of Madison. This oral history project remains one of the most beloved opportunities for the senior residents. Interest grows each year, and we often have a waiting list of residents who want to participate.

Sometimes weekly activities include food preparation and a shared light meal or snack. The food preparation offers residents new, quick and easy recipes using foodstuffs normally found in a cupboard, promoting healthy eating. Some of the other activities include off-site "field trips" such as visits to a museum, the capitol, or an interesting lecture on campus. These visits promote an interest in life and culture and expand the minds and curiosity for the seniors. Some have become active in civic events because of their introduction to the community.

Because of the intergenerational nature of the activities we anticipate new friendships being forged, a new-found respect for each other on the part of both populations, learning as life stories are shared, and an overall joi de vivre generated.

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.

50 unduplicated seniors; 10 UW student volunteers; activities to take place in community rooms of Parkside and Brittingham apartment buildings in Triangle area; volunteers meet weekly for 3 hrs with srs. Activity supplies, materials, food for meal/snack will be provided by Neighborhood House. Supervision by NH ED and HUD Services Coordinators; volunteers report weekly on activities and meet with ED monthly for oversight. HUD Services Coordinator coordinates room availability and promotion of activities to residents.

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

Weekly activities occur on Thursday from 1pm - 4pm. Monthly supervision is one hour following 2nd Thursday activity time.

ORGANIZATION:	**Neighborhood House Community Center, Inc.**
PROGRAM/LETTER:	**B Seniors**

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

Participants over age of 65 years, 95% low -income, 10% illiterate, 40-50% mental health issues, 35% physical or cognitive impairments.

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

Planning, supervision, service w ill be provided in Census Tract 12.98.

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

In cooperation w ith HUD Services Coordinators and residents, NH generates flyers and posters that are displayed in resident buildings. Weekly activities are included on building calendars and in Triangle new sletter distributed to all residents. In addition, activities are promoted through the Greenbush Neighborhood Association and Trinity UMC new sletters. HUD Services Coordinators personally invite residents to participate as they see a need.

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

HUD Services Coordinators secure w eekly meeting space, promote activities, provide some supervision for residents' safety. Triangle Ministries promotes activities. Meriter and St. Mary's Hospitals provide some food items for snack. Second Harvest FoodBank provides food for w eekly snack and community meal. UW Badger Volunteers recruits student volunteer teams to plan, coordinate and implement w eekly activities.

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

10 UW Badger Volunteers plan, coordinate and implement w eekly activities. 2-3 Neighborhood House volunteers w ork w ith Badger volunteers w ith w eekly activities, and assist in picking up food and preparing snacks and meals.

15. Number of volunteers utilized in 2010?	13
Number of volunteer hours utilized in this program in 2010?	95

ORGANIZATION:	**Neighborhood House Community Center, Inc.**
PROGRAM/LETTER:	**B Seniors**

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.

Many of the senior residents in our service area have a number of limitations including: transportation, mental health issues, physical disabilities (w heelchair-bound, blind, deaf) and are low -income. By holding the activities in Parkside and Brittingham Apartments w here most seniors live, transportation becomes not an issue. HUD Service Coordinators are Social Workers for the resident buildings and they assist our volunteers and staff in understanding the mental and physical impairments or disabilities so that w e can plan activities to include as many senior residents as possible. The UW Badger Volunteer teams are multi-cultural and plan activities that support the multi-cultural make up of the senior participants. There is alw ays at least one Spanish-speaking volunteer at all activities to accommodate Spanish speaking seniors. Activities are free for seniors, providing quality activities that all can afford. The multi-generational aspect of the program is an added benefit for senior residents w ho have little to no contact w ith younger aged people. Neighborhood House assures that the program meets the need of the greatest proportion of seniors as is possible. All promotional materials are provided in English and Spanish.

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

Neighborhood House has provided senior services for over 20 years. We consistently meet and exceed our annual goals for unduplicated seniors and hours of service. The ED has over 10 years experience supervising senior programming, 2 years w ith NH. Her experience ranges from supervision and directive services of recreational activities to educational programming for seniors. We maintain a strong relationship w ith community agencies/programs that also serve seniors in our area to coordinate programs such as Trinity UMC, Meriter and St. Mary's Hospitals, Faith Bible Community Church. We have w orked w ith UW Badger Volunteers for a number of years and are very satisfied w ith that relationship. The student volunteers are experienced, stable and reflective young adults w ho seek out meaningful intergenerational relationships w ith the seniors w e serve. This relationship w ith UW Badgers allow s us to offer w eekly activities that include exercise and movement, something w e w eren't able to provide in the past because of lacking staff.

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

200 characters (w ith spaces)

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	Yes	BS Social Services, Masters preferred; 3 years experience as Director
Sr. Cook	0.029	Yes	2 yrs experience cooking for senior citizens
Admin. Asst.	0.15	Yes	1 year experience in similar context

ORGANIZATION:	Neighborhood House Community Center, Inc.
PROGRAM/LETTER:	B Seniors

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	2
Between 30% to 50% of county median income	20
Less than 30% of county median income	28
Total households to be served	50

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	2
Between 30% to 50% of county median income	27
Less than 30% of county median income	31
Total households to be served	60

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

Indirect costs are allocated to programs based on personnel dollars to those programs through time studies.

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

Activity Benchmark	Est. Month of Completion
Meet with UW Badger Volunteer Team to plan activities for 4 months	1/20/2011
Weekly Activities Begin	1/27/2011
Community Meals planned for 4 months	1/24/2011
1st Community Meal held	1/26/2011
Monthly meetings with volunteers	Jan., Feb., Mar., April
Community meals held	Feb., Mar., April
Weekly Activities End	5/19/2011
Meet with UW Badger Volunteer Team to plan activities for 4 months	9/22/2011
Weekly Activities Begin	9/29/2011
Community Meals planned for 4 months	9/26/2011
Community Meals held	Sept., Oct., Nov.
Monthly meetings with volunteers	Sept.,Oct., Nov., Dec.

ORGANIZATION:	Neighborhood House Community Center, Inc.
PROGRAM/LETTER:	B Seniors

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.

2000 characters (w ith spaces)

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? 95.0%

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	X
Individual or family income in relation to Federal Poverty guidelines	X
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Surveys collected for one w eek from all participants in NH program.

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

This program is free of charge to any seniors in our neighborhood and their guests.

ORGANIZATION:	Neighborhood House Community Center, Inc.
PROGRAM/LETTER:	B Seniors

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	#	%
TOTAL	100	100%
MALE	37	37%
FEMALE	63	63%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	0	0%
30 - 59	0	0%
60 - 74	76	76%
75 & UP	24	24%
TOTAL AGE	100	100%
RACE		
WHITE/CAUCASIAN	15	15%
BLACK/AFRICAN AMERICAN	55	55%
ASIAN	15	15%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	15	15%
Black/AA & White/Caucasian	7	47%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	8	53%
BALANCE/OTHER	0	0%
TOTAL RACE	100	100%
ETHNICITY		
HISPANIC OR LATINO	5	5%
NOT HISPANIC OR LATINO	95	95%
TOTAL ETHNICITY	100	100%
PERSONS WITH DISABILITIES	30	30%
RESIDENCY		
CITY OF MADISON	100	100%
DANE COUNTY (NOT IN CITY)		0%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	100	100%

ORGANIZATION:	**Neighborhood House Community Center, Inc.**
PROGRAM/LETTER:	**B Seniors**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	100
Total to be served in 2011.	50

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:	Improve seniors' health through recreational, social, and health activities
Performance Indicator(s):	75% of participants will claim that their overall (physical and mental) health is improved because of this program

Proposed for 2011:	Total to be considered in perf. measurement	50	Targeted % to meet perf. measures	75%
			Targeted # to meet perf. measure	37.5
Proposed for 2012:	Total to be considered in perf. measurement	60	Targeted % to meet perf. measures	75%
			Targeted # to meet perf. measure	45

Explain the measurement tools or methods:	Pre and post surveys are taken by participating seniors, administered by volunteers

Outcome Objective # 2:	Improve seniors' connection to the community and provide intergenerational relationships.
Performance Indicator(s):	75% of participants will claim that their connection to the community and number of intergenerational relationships has improved

Proposed for 2011:	Total to be considered in perf. measurement	50	Targeted % to meet perf. measures	75%
			Targeted # to meet perf. measure	37.5
Proposed for 2012:	Total to be considered in perf. measurement	60	Targeted % to meet perf. measures	75%
			Targeted # to meet perf. measure	45

Explain the measurement tools or methods:	Pre- and post surveys are taken by participating seniors, administered by volunteers.

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. Seniors
2. **Agency Name:** Neighborhood House Community Center Inc.

3. **Requested Amounts:** **2011: $5500**
   2012: $5665 **Prior Year Level: $2022**
4. **Project Type:** **New** ☐ **Continuing X**

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority** ☐ **VI Child(ren) &Family**
   ☐ **II. Access** **X VII Seniors B2**
   ☐ **III Crisis**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Agency proposes to serve 50 unduplicated seniors utilizing 10 UW student volunteers
   Service hours are not addressed. Service description describes a variety of programming at neighborhood based accessible sites. Note: Agency reported that this program served 143 seniors last year so proposed service goals may be quite conservative. However, demographics section in this proposal reports only 100 seniors.

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 VII-Priority B-2 Provide services that improve senior's health and connection to the community through recreational, educational, social, health and safety, multicultural and intergenerational activities, and volunteer opportunities. .

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 seeking this service. Programming is implemented in locations that are accessible to targeted seniors including the community rooms of Brittingham and Parkside apartment buildings. No contributing research to this program design was identified. Activities include an oral history project specific to the Neighborhood house service area and Madison. Staff have some concern that there are no neighborhood House paid staff in attendance during programming to provide supervision and oversight of volunteers and consistency in observation and relationship.

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 and possibly modest given resources, structure and service numbers reported in previous year. From a contract management standpoint some consistency in language, measurement and outcomes between Senior activities programs 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.

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 costs seem appropriate to proposed structure. City only funder besides fundraising, and agency has had fundraising challenges in the past. Note: agency requested an increase of $165 in second year with no cost explanation. This should not be granted.

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, however, on sight supervision and involvement by staff should be provided. Program appears to have some appropriate and necessary partnerships and collaborations in place**.** However, collaboration with South Madison Coalition on Aging is recommended.

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., given location in low income apartment buildings. Program demographics indicate relatively high service usage by African American and Asian population.

Questions:

1. Why the discrepancy between last years reported numbers in service reports and service numbers reported in proposal?
2. Please describe your volunteer screening, training and supervision polices.
3. What is your relationship with outreach and case management at South Madison Coalition on Aging?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x **Recommend with Qualifications**

Suggested Qualifications:

1. Consistency in contracting and reporting between service providers should be addressed this funding cycle.

2. Funding should be contingent on having a neighborhood house staff present during programming, and demonstrated coordination with SMCOA.

ORGANIZATION:	North/Eastside Senior Coalition
PROGRAM/LETTER:	C Senior Activities

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
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	19,669	15,061	3,619	963	26
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	16,100	11,250	3,311	1,528	11
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	35,769	26,311	6,930	2,491	37

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	19,669	15,145	3,535	963	26
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	16,100	11,153	3,408	1,528	11
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	35,769	26,298	6,943	2,491	37

*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:	**C Senior Activities**

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	19,669	15,145	3,535	963	26
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	16,100	11,153	3,408	1,528	11
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	35,769	26,298	6,943	2,491	37

*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:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**C Senior Activities**
PRIORITY STATEMENT:	**OCS: Seniors B2: Activities (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 need regular access to free social, educational, and recreational programs and services, to reduce isolation and maintain their mental health and physical w ell-being. Senior adults and youth need more interaction w ith one another on a regular basis. According to Generations United, intergenerational programs "strengthen community, maximizes human and financial resources, expands services, encourages cultural exchanges, and inspires collaboration." (http://w w w .ipath.gu.org/documents/A0/ Benefits_IG_Programs.pdf)

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

NESCO offers a variety of ongoing educational, social, and recreational activities for senior adults age 55+. Monthly intergenerational programs are offered for youth and seniors to interact w ith one another. The educational programs include: speakers on topics pertinent to senior health and w ell-being, medicare, w ills & trusts, local history, book club, w riting classes, and computer training. The social programs include: card games, sew ing circle, card-making club, music appreciation, concerts, and day trips. The recreational activities include yogacize, nature w alks, and Wii games. The intergenerational programs w ill involve over 150 youth and include: oral history project, sing-a-longs, Senior Prom, craft activities, 6th grade essay contest, and question & answ er activities. In 2010, NESCO w ill provide programs and services for over 7,000 seniors. The impact of these services is that seniors w ill remain independent, active, and influential in the community. Being involved in these activities w ill allow the seniors to remain in their homes longer. Because of the current economic state, w e anticipate these programs and services w ill be in higher demand in 2011 and beyond as the number of low income 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.

The number of unduplicated clients to be served is 850. The number of service hours to be provided is 1,300. 75% of senior participants w ill increase the number of activities they participate in outside of their home. 80% of senior adults w ill become more educated about personal issues associated w ith aging.

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

Coalition office hours are 8 am-4:30 pm, Monday through Friday. Senior activities primarily occur on w eekdays betw een 9 am and 4 pm. A variety of evening and w eekend programs/activities have also been recently offered throughout the year--pending availability of meeting space @ WPCRC & community rooms.

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**C Senior Activities**

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

Senior activities are available to senior adults age 55 & older. Special attention is given to seniors w ho are frail, isolated, and lack family support. 85-90% of the seniors are at the low to extremely low income level.

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

Services to north/eastside seniors w ithin our service boundaries are coordinated out of our office located at the 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 new sletter (The Golden Times) to 1,500 members, local businesses, and community agencies and posts our monthly activities on our w ebsite (w w w .nescoinc.org). NESCO also posts flyers at area churches and local businesses, sends monthly PSA's to the Northside New s, Madison new spapers, and w ebsites. Our blog is posted on our w ebsite--and includes information that doesn't fit in our new sletter or is available after the new sletter w as submitted to the printers. We also ventured into social netw orking 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 Tw itter account.

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

NESCO coordinates w ith local churches, local senior housing facilities, Vera Court Neighborhood Center, Madison East High School, Shabazz City High School, Black Haw k Middle School, Lake View Elementary School, Madison Country Day School, Warner Park Community Recreation Center, University of Wisconsin, Madison School & Community Recreation, Madison-area Urban Ministry, and various other local groups and agencies. These community groups and agencies either help provide speakers/instructors, space to hold the program/activity, or help promote the program/activity.

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

Volunteers help w ith the planning, coordination, and implementation of these programs. Volunteers are often used as speakers and class instructors.

15. Number of volunteers utilized in 2010?	286
Number of volunteer hours utilized in this program in 2010?	210

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**C Senior Activities**

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.

Language is occassionally a barrier for our Latino seniors to attend some of our senior activities programs. We offer monthly services and programs in Spanish.

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): 16 years experience with non-profit agencies--7 years with NESCO and 4 years as Programs Director for Colonial Club Senior Activity Center; 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	0.01	Yes	Masters of Public Administration
Office Manager	0.01	Yes	Bachelors in Business Administration
Programs Director	0.29	Yes	Bachelors of Social Welfare

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**C Senior Activities**

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?

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

Activity Benchmark	**Est. Month of Completion**

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**C Senior Activities**

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, senior activities program continues to be a fundamental component at NESCO. Senior activities began w ith outreach w orkers (individuals w ho provided basic information about nutrition sites, senior activities, educational programs, transportation, volunteer opportunities, etc.) and expanded as outreach w orkers began facing an increasing number of senior adults w ith larger issues. The staff assists senior adults w ith increasing mental health issues, less family support/availability, low er 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 senior activities services to senior adults in Dane County. Couple this trend w ith 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, w e also turn to the National Council on Aging's w ebsite to research programming ideas and best practices w hile addressing issues concerned w ith the aging process (i.e., mental health, medical challenges, Baby Boomers, retirement, and intergenerational programs).

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? 90.0%

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	X
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Program participant surveys and registration sign-up lists. We recently partnered w ith 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.

The majority of senior programs are free. Free transportation is available for low income seniors.

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**C Senior Activities**

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	#	%
TOTAL	1174	100%
MALE	282	24%
FEMALE	892	76%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	0	0%
30 - 59	32	3%
60 - 74	980	83%
75 & UP	162	14%
TOTAL AGE	1174	100%
RACE		
WHITE/CAUCASIAN	1128	96%
BLACK/AFRICAN AMERICAN	46	4%
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	0	0%
TOTAL RACE	1174	100%
ETHNICITY		
HISPANIC OR LATINO	31	3%
NOT HISPANIC OR LATINO	1143	97%
TOTAL ETHNICITY	1174	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	1018	87%
DANE COUNTY (NOT IN CITY)	156	13%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	1174	100%

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**C Senior Activities**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	1174
Total to be served in 2011.	

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 will participate in more activities outside of their home.
Performance Indicator(s):	75% of senior participants will increase the number of activities they participate in outside of their home.

Proposed for 2011:	Total to be considered in perf. measurement	850	Targeted % to meet perf. measures	75%
			Targeted # to meet perf. measure	637.5
Proposed for 2012:	Total to be considered in perf. measurement	850	Targeted % to meet perf. measures	75%
			Targeted # to meet perf. measure	637.5

Explain the measurement tools or methods:	NESCO senior adult participant survey; we anticipate a 33% return rate

Outcome Objective # 2:	Senior adults will have a better understanding of the issues that effect them as they age.
Performance Indicator(s):	80% of senior adults will become more educated about personal issues associated with aging.

Proposed for 2011:	Total to be considered in perf. measurement	150	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	120
Proposed for 2012:	Total to be considered in perf. measurement	150	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	120

Explain the measurement tools or methods:	NESCO senior adult participant survey; we anticipate a 33% return rate

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:** Senior Activities

2. **Agency Name:** North Eastside Senior Coalition

3. **Requested Amounts:** **2011: $19669**
   2012: $19669 **Prior Year Level: $19669**

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

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority** ☐ **VI Child(ren) &Family**
   ☐ **II. Access** **X VII Seniors B2**
   ☐ **III Crisis**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Serve 850 unduplicated clients in Senior Activities
   3481 Service hours will be provided.

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

   Staff Comments: This program clearly meets Program Area IV-Priority B-2- Provide case management activities that help seniors live independently by connecting them to needed services.

8. **To what extent does the proposal incorporate an innovative and/or research based <u>program design</u> 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 case management 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 <u>experience, qualifications</u>, <u>past performance</u> and <u>capacity</u> 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 <u>budget reasonable and realistic</u>, able to <u>leverage additional resources</u>, and demonstrate <u>sound fiscal planning</u> and management?**

    Staff Comments: Budget is clear costs appropriate, funding is shared with United Way.

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

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place**.** Given space issues at Warner Park CC, Nesco is proactively developing partnerships with other neighborhood-based sites for programming**.**

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

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:

- **No questions**

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x **Recommend with Qualifications**

Suggested Qualifications:. Additionally, through contracting process, CDD staff work toward some consistency amongst service reporting and outcomes for Senior activity programs.

ORGANIZATION:	North/Eastside Senior Coalition
PROGRAM/LETTER:	D Cultural Diversity/Latino

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	38,533	23,441	14,138	950	4
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	10,942	9,439	1,290	207	6
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	18,000	14,319	2,912	741	28
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	7,834	5,434	2,400	0	0
TOTAL REVENUE	75,309	52,633	20,740	1,898	38

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	38,533	23,309	14,270	950	4
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	7,102	6,353	591	152	6
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	24,000	19,663	3,568	741	28
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	69,635	49,325	18,429	1,843	38

*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:	D Cultural Diversity/Latino

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	38,533	23,309	14,270	950	4
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	7,102	6,353	591	152	6
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	24,000	19,663	3,568	741	28
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	69,635	49,325	18,429	1,843	38

*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	

PROGRAM DESCRIPTION

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**D Cultural Diversity/Latino**
PRIORITY STATEMENT:	**OCS: Seniors B2: Activities (SCAC)**

DESCRIPTION OF SERVICES

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

There are no other monthly programs for Latino senior adults in Dane County. Because of cultural differences and language barriers, low - income Latino seniors are even more isolated in the community. Latino seniors need to be educated on the health issues that effect them as they age. In the Latino community in Madison, many senior adults are now playing a major role in raising their grandchildren while the parents work multiple jobs to make ends meet. These Latino seniors need support in taking care of their grandchildren as well as taking care of themselves.

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

There are two groups held each month for Latino seniors--and offered in Spanish. One is a discussion group that focuses on issues of health and wellness, nutrition, self-advocacy, and other issues of relevent aging process. The other group is a support group for Latino grandparents raising grandchildren. That group focuses on issues related to raising children, communication skills, the role of a caregiver, and taking care of oneself in the process. The program also provides recreational and cultural value activities including bilingual bingo. Other health related services include annual multicultural senior health fairs and a chronic disease summit.

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.

75% of 71 Latino senior adults served will be more aware of the health risks associated with aging and will learn how to change behaviors that allow them to remain independent, active, and influential in the community. 90% of the Latinos served will participate in more activities outside of their home. The number of service hours to be provided is 470.

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

Coalition office hours are 8 am-4:30 pm, Monday through Friday. The Cultural Diversity Latino Program has 25 hours per week of direct service related to it. The discussion group and support group meet in the evening and one of the health fairs and the chronic disease summit are held on Saturday.

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**D Cultural Diversity/Latino**

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

This program is available to Latino senior adults (age 55 & older) w ho reside in Madison and throughout Dane County. There is a special focus on involving those seniors w ho are elderly, isolated, low -income, experience cultural barriers to their participation, and lack family support.

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

The Cultural Diversity program covers the four City of Madison Senior Coaltions and Dane County. Staff are located @ NESCO/ Warner Park Community Recreation Center.

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

Staff publish a bi-monthly Cultural Diversity new sletter mailed out to the Latino program participants and community agencies. These new sletters update the clients/agencies on upcoming events. Outreach is also done through the Latino Health Council, LaSup, local churches, clinics, and at other events that occur in the Latino community. Staff are given time each month on the local Spanish radio station to promote the groups and upcoming activities. Staff post timely annoucements (in Spanish) on the NESCO blog. Cultural Diversity events are also included on NESCO's Facebook page.

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

NESCO collaborates w ith the Latino Health Council and LaSup in organizing/promoting the health fairs and chronic disease summit. The Madison Senior Center provides space to hold the monthly discussion and support groups and Bethel Lutheran Church provides space for the chronic disease summit. The multicultural senior health fair and bilingual bingo are offered at WPCRC.

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

Volunteers provide transportation (using a Community Car van) to the monthly discussion group.

15. Number of volunteers utilized in 2010?	286
Number of volunteer hours utilized in this program in 2010?	440

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**D Cultural Diversity/Latino**

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 sometimes a barrier for Latino seniors to attend these programs. NESCO continues to seek addtional sources of funding to address this need.

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

Drew Simonsen (Office Manager): 2 years experience w ith non-profit agencies; currently enrolled in masters program @ Edgew ood College. Yolanda Salazar (Cultural Diversity Program Specialist): 16 years experience w ith NESCO--created & enhances this program using her enormous Latino community netw ork connections.

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
Office Manager	0.01	Yes	Bachelors in Business Administration
Cultural Diversity Specialist (Lati	0.15	Yes	16 years experience with NESCO

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**D Cultural Diversity/Latino**

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?

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

Activity Benchmark	**Est. Month of Completion**

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**D Cultural Diversity/Latino**

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.

Based on the United Way's Latino Delegation Report, the Latino population of Dane County is grow ing at a rate of around 1,200 people per year. Even if those over age 65 are only 5% of that population, that is still an increase of sixty seniors per year--the majority of w hom speak very little English and have no know ledge of local resources. After 16 years of existence, the Cultural Diversity - Latino program continues to be a fundamental component at NESCO. The Latino Cultural Diversity program has effectively connected seniors to resources and services in the local community. It has also reduced isolation by providing these seniors w ith a regular outlet to meet other Latino seniors and establish a vital support netw ork. The staff assists senior adults w ith increasing mental health issues, less family support/availability, low er socio-economic status, and other high need issues that also require the involvement of our Latino case manager(s).

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? 95.0%

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	X
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Program registration forms

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

The programs are free. Free transportation is provided for low -income seniors.

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**D Cultural Diversity/Latino**

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	#	%
TOTAL	87	100%
MALE	11	13%
FEMALE	76	87%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	0	0%
30 - 59	4	5%
60 - 74	68	78%
75 & UP	15	17%
TOTAL AGE	87	100%
RACE		
WHITE/CAUCASIAN	0	0%
BLACK/AFRICAN AMERICAN	0	0%
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	87	100%
TOTAL RACE	87	100%
ETHNICITY		
HISPANIC OR LATINO	87	100%
NOT HISPANIC OR LATINO	0	0%
TOTAL ETHNICITY	87	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	66	76%
DANE COUNTY (NOT IN CITY)	21	24%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	87	100%

ORGANIZATION:	**North/Eastside Senior Coalition**
PROGRAM/LETTER:	**D Cultural Diversity/Latino**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	87
Total to be served in 2011.	

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:	Latino senior adults (age 55 and older) will be more aware of the health risks associated with aging and will learn how to change behaviors that allow them to remain independent, active and influential
Performance Indicator(s):	75% will increase their knowledge and implement 2 behaviors that reduce their risk of developing heart disease, diabetes, or cancer.

Proposed for 2011:	Total to be considered in perf. measurement	71	Targeted % to meet perf. measures	75%
			Targeted # to meet perf. measure	53.25
Proposed for 2012:	Total to be considered in perf. measurement	71	Targeted % to meet perf. measures	75%
			Targeted # to meet perf. measure	53.25

Explain the measurement tools or methods:	A NESCO post survey and client self-report will be distributed to the seniors.

Outcome Objective # 2:	Reduce isolationism of Latino senior adults by increasing access to community resources and activities.
Performance Indicator(s):	90% will participate in atleast 1 program a month and access 1 community resource

Proposed for 2011:	Total to be considered in perf. measurement	71	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	63.9
Proposed for 2012:	Total to be considered in perf. measurement	71	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	63.9

Explain the measurement tools or methods:	A NESCO post survey and client self-report will be distributed to the seniors.

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:** D. Cultural Diversity/Latino

2. **Agency Name:** North Eastside Senior Coalition

3. **Requested Amounts:** **2011: $7102**
   2012: $7102 **Prior Year Level: $10942**

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

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority** ☐ **VI Child(ren) &Family**
   ☐ **II. Access** **X VII Seniors A1**
   ☐ **III Crisis**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Serve 71 unduplicated clients will be provided with two groups each month on various topics including health and wellness, nutrition, self advocacy, raising grandchildren and caregiving.
   470 Service hours will be provided.

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

   Staff Comments: This program clearly meets Program Area IV-Priority B-2 Provide services that improve senior's health and connection to the community through recreational, educational, social, health and safety, multicultural and intergenerational activities, and volunteer opportunities. .

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

   Staff Comments: It seems likely that this program will have a positive impact on individuals and families seeking this service. Staff have experience working with aging Latino populations and extensive connections with the Latino community. 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 activites programs 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 <u>experience, qualifications</u>, <u>past performance</u> and <u>capacity</u> 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 <u>budget reasonable and realistic</u>, able to <u>leverage additional resources</u>, and demonstrate <u>sound fiscal planning</u> and management?**

    Staff Comments: Budget is clear costs appropriate, funding is shared with Dane County and United Way.

12. **To what extent does the agency's proposal demonstrate efforts and success at securing a <u>diverse array of support, including volunteers, in-kind support</u> and securing <u>partnerships</u> 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 the Latino population benefits all senior providers in service network. Reporting should include geographic distribution of Seniors so that as Latino populations grows service expansion can be targeted.

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

Staff Comments: Proposed program accessible to low income populations. Reporting should include geographic distribution of Latino Seniors so that as Latino populations grows service expansion can be targeted

Questions:
1. How are you collaborating with other agencies to make this a quality city wide program?
2. How are clients integrated back into their geographically based services?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x **Recommend with Qualifications**
Suggested Qualifications: Again, consistency in contracting and reporting between service providers should be addressed this funding cycle.

ORGANIZATION:	RSVP of Dane County, Inc.
PROGRAM/LETTER:	A Community Connections

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	17,265	11,325	4,508	1,284	148
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	56,590	42,720	7,190	3,280	3,400
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	59,069	41,073	13,659	3,888	449
FUNDRAISING DONATIONS	24,800	20,559	3,219	916	106
USER FEES	0	0	0	0	0
OTHER	0		0	0	0
TOTAL REVENUE	157,724	115,677	28,576	9,368	4,103

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	17,698	11,665	4,598	1,284	151
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	58,084	44,002	7,334	3,280	3,468
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0		0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	60,583	42,305	13,932	3,888	458
FUNDRAISING DONATIONS	25,483	21,176	3,283	916	108
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	161,848	119,148	29,147	9,368	4,185

*OTHER GOVT 2011

Source	Amount	Terms
Corporation for National	52,519	
and Community Service	0	
State of Wisconsin	8,064	
	0	
	0	
TOTAL	60,583	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	RSVP of Dane County, Inc.
PROGRAM/LETTER:	A Community Connections

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				
DANE CO CDBG	0				
MADISON-COMM SVCS	0				
MADISON-CDBG	0				
UNITED WAY ALLOC	0				
UNITED WAY DESIG	0				
OTHER GOVT*	0				
FUNDRAISING DONATIONS	0				
USER FEES	0				
OTHER**	0				
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**RSVP of Dane County, Inc.**
PROGRAM/LETTER:	**A Community Connections**
PRIORITY STATEMENT:	**OCS: Seniors B2: Activities (SCAC)**

DESCRIPTION OF SERVICES

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

The City of Madison Community Resources Program has identified "maintain/improve seniors' health and well-being and reduce senior's isolation" as a priority of service. According to a study, "Corporation for National and Community Service, The Health Benefits of Volunteering: A Review of Recent Research, 2007," adults over 65 who volunteer for community service have lower rates of depression than adults over 65 who do not volunteer. In addition, individuals over the age of 60 who volunteer for community service reported higher levels of health and physical functioning and they also had lower mortality rates. RSVP offers a variety of meaningful volunteer opportunities that allow seniors to contribute to their communities. RSVP matches each volunteer to a position that is suitable to his/her own interests and abilities.

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

RSVP seeks to utilize the skills, knowledge and life experiences of older adults, helping them lead healthy, productive lives while making a positive impact in the community. RSVP volunteers provide direct service through a wide variety of public and non profit organizations in Dane County. Volunteers are personally interviewed and matched with appropriate assignments that meet their time, interest, and lifestyle needs as well as skills required by community agencies. Recruitment, screening, training, placement, follow-up, support and recognition are on-going. Volunteers provide administrative and program support such as clerical assistance, serving as docents, assisting re-sale shops, and helping in hospitals as patient escorts. Volunteers also serve at nutrition sites, assist donor blood canteens & health clinics, repair bicycles, help with gardening and environmental projects, serve as telephone reassurance/friendly visitors/nursing home volunteers, and provide assistance to senior focal points including the Westside, Southside, North Eastside & East Madison/Monona Coalitions as well as the Madison Police Department, Monona Terrace, Olbrich Gardens, and Madison Public Libraries. In last year's evaluation 80% of the public agency representatives responding to the survey felt that with the help of RSVP volunteers their agency has been able to maintain or increase services. In addition, over 94% of the volunteers responding to the survey felt that their volunteer work keeps them active, and that they have a more positive outlook because th

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.

Our goal is to have 800 volunteers provide 100,000 hours of service to 80 non profit, public and governmental agencies in Madison and Dane County. Community Connections will maintain a volunteer base of 1,042 volunteers.

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

RSVP office hours are Monday-Friday, 8:00 a.m. – 4:00 p.m. Volunteer assignment service hours and duration of service are varied to meet the needs of volunteers and the agencies they serve. RSVP staff meet with volunteers in the RSVP office, in the volunteers' home, or a convenient public location.

ORGANIZATION:	**RSVP of Dane County, Inc.**
PROGRAM/LETTER:	**A Community Connections**

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

We recruit volunteers primarily age 55 and older, including all income and ability levels to work in community non profits and public agencies in the Madison Metropolitan area and Dane County which serve the general public. Forty-six percent of our Community Connections volunteers are age 60-74 and 47% are age 75 and older.

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

RSVP volunteers serve in the City of Madison and Dane County. Forty-four percent of our Community Connections volunteers live in the Madison metropolitan area.

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

Every six weeks RSVP staff sends current volunteer ads for publication in faith-based bulletins, community newsletters, and local newspapers. RSVP participates in the Lifestyles fair, UW Colloquium on Aging, and health fairs. RSVP staff speak at retirement groups at businesses and faith-based organizations. Each quarter RSVP News Notes is distributed to 6,000 volunteers, volunteer stations, and friends of RSVP. Our website, updated in 2009, continues to be a major communications link with our volunteers. RSVP is registered with the websites VolunteerYourTime, Volunteer Match and Guidestar.

RSVP's Marketing Committee developed a new 3 minute video (available for viewing on our website www.rsvpdane.org) to be used for recruiting and public awareness. The Marketing Committee chair also initiated The Next Chapter, a collaboration between RSVP and the Madison Public Library dedicated to educating and informing people about the opportunities and challenges of retirement.

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

We partner with 88 other non profits and public agencies by recruiting volunteers to meet their needs. RSVP volunteers are personally introduced to the site volunteer coordinators and staff and escorted through the assignment at the site by the RSVP coordinator and the site volunteer coordinator to assure satisfaction of both parties.

Networking is a high priority of the DCAVS (Dane County Administrators of Volunteer Services). Bi-monthly meetings bring together approximately 40 volunteer managers including RSVP staff for training and for sharing of ideas. The RSVP Community Connections Coordinator serves on the membership committee.

RSVP of Dane County is also a collaborative partner with United Way, the University of Wisconsin - Madison Morgridge Center, Madison Area Technical College and Edgewood College in the county wide volunteer/agency

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

In addition to recruiting and placing volunteers in other non profits and public agencies, volunteers are utilized within the RSVP office to help the Community Connections Coordinator with tracking hours, organizing special projects, updating statistics, sending out ads to media and community newsletters, filing and other clerical tasks.

15. Number of volunteers utilized in 2010?	800
Number of volunteer hours utilized in this program in 2010?	100,000

ORGANIZATION:	**RSVP of Dane County, Inc.**
PROGRAM/LETTER:	**A Community Connections**

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.

It is a challenge to place some volunteers at some sites due to language barriers and physical/mental impairments. However, RSVP does not discriminate and goes to great lengths to find an appropriate placement for each volunteer. RSVP staff does extended follow up to ensure the volunteer has a meaningful experience as well as the volunteer site.

RSVP strives to maintain diversity and inclusiveness with board, staff, and volunteers. We have staff and board members with Spanish foreign language skills.

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

RSVP of Dane County constantly stresses to volunteer stations the importance of providing meaningful volunteer opportunities. On a quarterly basis, a joint presentation is made to volunteer managers by RSVP, the United Way Volunteer Center and the UW Morgridge Center for Public Service. Approximately 25 agencies are represented, and the presenters give an overview of the services they can provide.

When a new agency contacts RSVP, the Community Connections Coordinator meets with the agency to talk about the process, the expectations, and to fill out registration forms. The Community Connections Coordinator asks for a tour of the facility and checks to see that the area the agency plans to have volunteers occupy is appropriate and accessible. The Coordinator than looks at the volunteer work assignments and gives suggestions to the agency about appropriate expectations.

The current Community Connections Coordinator has been with RSVP for almost 9 years. She has many years of prior experience developing programs and recruiting and supervising volunteers with a wide variety of culturally diverse and ability diverse populations. She has extended RSVP's services to many more volunteer sites, developed more appropriate and interesting volunteer opportunities, and recruited more diverse volunteers than were previously registered with RSVP. She continues to seek out ways to recruit and incorporate diverse

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

RSVP received the United Way of Dane County Institute for Non-Profit Leadership and Innovation Certificate for Organizational Excellence for best practices and a culture of continuing improvement.

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

Staff Title	FTE	City $	Qualifications
Community Connection	1	Yes	Excellent communication skills, both oral and written
			Excellent organizational and administrative skills
			Experience in recruiting and coordinating volunteers
			Experience in making public presentations
			Demonstrated interest in older adults
			Education in one of the social sciences
			Computer skills, Access to automobile

ORGANIZATION:	**RSVP of Dane County, Inc.**
PROGRAM/LETTER:	**A Community Connections**

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?

RSVP uses a time study based on employee time sheets to determine F.T.E. hours by program. This F.T.E. allocation will be used to spread general expenses e.g. office supplies, general printing, etc. by program whenever possible according to contract. For programs which have multiple funding sources, expenses are charged to the funding source according to their percentage of support for that program with the exception of contract limitations. The latest time study was done in October/November 2009 and used for the April 2010 audit.

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

Activity Benchmark	Est. Month of Completion
Send out help wanteds to faith based and other community organizations six times per year	December
Collaborate with RSVP's Foster Grandparent program to recruit culturally diverse volunteers	on-going
Participate in two culturally diverse information fairs (e.g. Juneteenth, Triangle)	October
Recruit 10 new vol. sites, two with opportunities for volunteers with physical/mental challenges	November
Respond to non profit/public agency requests for 10 short term assignments	December
Recruit 90 new volunteers per year	December
Recruit volunteers for 50 non profit/public agencies in the Madison Metropolitan area	
such as coalitions, libraries, MSCR, Centro Hispano, and hospitals	December

ORGANIZATION:	**RSVP of Dane County, Inc.**
PROGRAM/LETTER:	**A Community Connections**

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.

In 1965 the Community Service Society of New York launched a pilot project called SERVE (Serve and Enrich Retirement by Volunteer Experience) on Staten Island. This became the model for RSVP. In 1969 RSVP was created as a volunteer program under the Administration on Aging as part of the Older Americans Act. In 1971 eleven programs were launched and they became part of the National Volunteer Agency, ACTION (now the Corporation for National and Community Service.) RSVP of Dane County was the first program in Wisconsin. There are now 17 RSVP programs in the State of Wisconsin and over 740 across the United States. With over 2,000 volunteers, RSVP of Dane County is one of the top 20 in the United States in terms of program size.

RSVP programs are designed to address local community needs so each RSVP is unique. However, the cornerstone of all RSVP's is to recruit volunteers in individual assignments for non profit and public agencies. RSVP of Dane County's Community Connections (Program A) serves this function.

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? N/A

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	0
Individuals or families that report 0-50% of Dane County Median Income	0
Individual or family income in relation to Federal Poverty guidelines	0
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

We do not use financial criteria in registering volunteers. New volunteers are offered reimbursement for travel to and from their volunteer assignment. They can ask for either bus fare or mileage and parking expenses. A number of volunteers rely on the reimbursement to make it affordable for them to continue their volunteer work.

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

RSVP does not have a user fee structure

ORGANIZATION:	RSVP of Dane County, Inc.
PROGRAM/LETTER:	A Community Connections

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	#	%
TOTAL	821	100%
MALE	220	27%
FEMALE	601	73%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	5	1%
30 - 59	53	6%
60 - 74	378	46%
75 & UP	385	47%
TOTAL AGE	821	100%
RACE		
WHITE/CAUCASIAN	799	97%
BLACK/AFRICAN AMERICAN	16	2%
ASIAN	6	1%
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	0	0%
TOTAL RACE	821	100%
ETHNICITY		
HISPANIC OR LATINO	9	1%
NOT HISPANIC OR LATINO	812	99%
TOTAL ETHNICITY	821	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	365	44%
DANE COUNTY (NOT IN CITY)	456	56%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	821	100%

ORGANIZATION:	**RSVP of Dane County, Inc.**
PROGRAM/LETTER:	**A Community Connections**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	821
Total to be served in 2011.	800

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: RSVP volunteers will feel they have a sense of purpose and belonging through volunteer work.

Performance Indicator(s): Percent of RSVP volunteers reporting that volunteering has helped them feel they have a sense of purpose and belonging (e.g. by sharing their abilities, talents, and knowledge; feeling satisfaciton from helping people; and having a more positive outlook because they help their

Proposed for 2011:	Total to be considered in perf. measurement	250	Targeted % to meet perf. measures	85%
			Targeted # to meet perf. measure	212.5
Proposed for 2012:	Total to be considered in perf. measurement	250	Targeted % to meet perf. measures	85%
			Targeted # to meet perf. measure	212.5

Explain the measurement tools or methods: All RSVP programs are required by our federal funding source to develop five-element planning statements that identify accomplishments, impacts, and outcomes of each service. Five of our 15 impact statements fall under RSVP's Community Connections Program. In addition, RSVP has an assessment committee that is responsible for conducting annual evaluations. Site visits are conducted to test survey instruments designed by the committee. Surveys are tabulated by volunteers. The committee reviews results, prepares a report and then presents the report to the board and staff with recommendations on how our services can be improved and enhanced.

Outcome Objective # 2: Non profit and public agencies will be able to maintain or increase services with the help of RSVP volunteers.

Performance Indicator(s): Percent of non profit and public agency representatives reporting that with the help of RSVP volunteers, their agency has been able to maintain or increase services.

Proposed for 2011:	Total to be considered in perf. measurement	45	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	36
Proposed for 2012:	Total to be considered in perf. measurement	45	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	36

Explain the measurement tools or methods: All RSVP programs are required by our federal funding source to develop five-element planning statements that identify accomplishments, impacts, and outcomes of each service. Five of our 15 impact statements fall under RSVP's Community Connections Program. In addition, RSVP has an assessment committee that is responsible for conducting annual evaluations. Site visits are conducted to test survey instruments designed by the committee. Surveys are tabulated by volunteers. The committee reviews results, prepares a report and then presents the report to the board and staff with recommendations on how our services can be improved and enhanced.

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:** A. Community Connections
2. **Agency Name:** Retired and Senior Volunteer Program

3. **Requested Amounts:** **2011: $58084**
   2012: $58084 **Prior Year Level: $56590**
4. **Project Type:** **New** ☐ **Continuing X**

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority** ☐ **VI Child(ren) &Family**
   ☐ **II. Access** **X VII Seniors B2**
   ☐ **III Crisis**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   800 Volunteers will provide 100,000 hours of service to 80 non profit, public and governmental agencies in Madison and Dane County. Community connections will maintain a volunteer base of 1000 volunteers

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 VII-Priority B-2 Provide services that improve senior's health and connection to the community through recreational, educational, social, health and safety, multicultural and intergenerational activities, and volunteer opportunities. .

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: 83% of RSVP's 2553 volunteers are over the age of 60. Agency demonstrates effective outreach, collaboration and coordination and plays a key role in engaging seniors and service delivery in the non profit community.

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. Outcome measurements are appropriate and measurement tools effective.

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

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

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

    Staff Comments: Budget is clear costs appropriate; funding is diverse, fundraising goals appropriate.

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, appropriate and extensive partnerships appear to be in place.

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

Staff Comments: Proposed program accessible to low income populations. Volunteer demographics may reflect socioeconomic reality of those who have the economic ability to volunteer.

Questions:
1. Please address efforts to diversify your volunteer pool.
2. Are you still able to support reimbursement of low income volunteers for transportation costs?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

X. Recommend for consideration

Recommend with Qualifications
Suggested Qualifications:

ORGANIZATION:	South Madison Coalition of the Elderly
PROGRAM/LETTER:	C Neighborhood Senior Center Program

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
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	2,956	2,306	650	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	18,000	17,705	295	0	0
UNITED WAY DESIG	4,675	0	4,631	44	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	25,631	20,011	5,576	44	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	3,015	2,352	663	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	18,235	17,934	301	0	0
UNITED WAY DESIG	4,769	0	4,724	45	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	26,019	20,286	5,688	45	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:	South Madison Coalition of the Elderly
PROGRAM/LETTER:	C Neighborhood Senior Center Program

2012 PROGRAM CHANGE EXPLANATION

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

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

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

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

		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:	**South Madison Coalition of the Elderly**
PROGRAM/LETTER:	**C Neighborhood Senior Center Program**
PRIORITY STATEMENT:	**OCS: Seniors B2: Activities (SCAC)**

DESCRIPTION OF SERVICES

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

This program is a response to the high number of isolated older adults who live in low-income housing, are part of the minority community, and/or are in poor physical and mental health. These isolated older adults are not likely to attend any community programs for many reasons, including limited accessibility, low income, health problems, and a lack of social connectedness.
Research has shown that older adults who feel isolated are 65 percent more likely to have symptoms of depression. The consequences of poor mental health can be substantial, including the impact this condition can have on one's physical health.
This program was developed to provide activities that include outreach to these isolated older adults and opportunities for socialization in a safe and comfortable setting.

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

The Neighborhood Senior Center Program will offer a variety of educational and recreational activities very similar to those in a multipurpose senior center. These activities will be held at the Romnes Apartments, Quaker Housing, and Bayview Community Center.

The staff for the program will continue to consist of a coordinator who will be responsible for outreaching to encourage participation, developing all aspects of the program, and coordinating activities at each site. The activities will be held twice a week at the apartment complexes and twice a month at the Bayview Community Center. Here is a list of some activities that are planned: exercise and craft classes, garden club, volunteer opportunities, bingo, euchre, board games, book club, men's and women's breakfasts, musical entertainment, health-education lectures, recreational trips (e.g., fishing, Olbrich Gardens, boat rides), and various culture-specific programs. These and other activities will provide opportunities for the older adults to socialize with their peers in a comfortable and safe environment. The program will reduce their time spent alone and will offer an opportunity to develop new friendships.

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 goal of the Neighborhood Senior Center Program is to provide activities that will reduce isolation for frail and hard-to-reach older adults. The program will reduce their time spent alone and will offer an opportunity to learn new skills and develop new friendships.

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

The Neighborhood Senior Center Program will continuie to be offered during our regular business hours, 8:00 a.m. to 4:00 p.m., Monday through Friday. Programs are held twice a week at Quaker Housing and Romnes Apartments and twice a month at the Bayview Community Center.

ORGANIZATION:	South Madison Coalition of the Elderly
PROGRAM/LETTER:	C Neighborhood Senior Center Program

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

The participants in the program w ill be 50 years of age and older. They generally w ill be individuals w ho are hard to reach and are in poor physical and/or mental health. The program w ill also include older adults from the Southeast Asian and African American communities. Many w ill be low -income individuals.

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

Activities w ill be held on a regular basis at Romnes Apartments, Quaker Housing, and the Bayview Community Center; activities w ill occasionally take place at other locations in South Madison.

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

Outreach efforts w ill include having volunteers make calls to older adults to encourage them to attend programs, preparing and distributing monthly events calendars, and making sure that programs are easily accessible to them. The Coalition staff w ill market the availability of our services through its monthly new sletter, Web site, presentations to groups, and regular new s releases.

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

The program coordinator w ill w ork collaboratively w ith the follow ing organizations to ensure the success of the program: the Madison Senior Center, Quaker Housing, Romnes Apartments, Bayview Community Center, MSCR, Home Health United, RSVP, Edgew ood College nursing faculty and students, UW Health, UW Extension, the Madison Fire Department, Interim Health Care, and United Asian Services.

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

Volunteers are closely involved in all stages of the program, serving on committees that plan the various program activities, outreaching to encourage older adults to attend the events, and helping organize and run the activities. This program also provides older adults an opportunity to participate in various projects in cooperation w ith RSVP.

15. Number of volunteers utilized in 2010?	15
Number of volunteer hours utilized in this program in 2010?	156

ORGANIZATION: **South Madison Coalition of the Elderly**

PROGRAM/LETTER: **C Neighborhood Senior Center Program**

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.

This program develops activities that are cultural specific, especially to the Asian and the African American communities. Approximately 48% of the older adults served in this program in 2009 were from a diverse population. The Coalition's outreach activities have been successful in reaching this group.

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

This Neighborhood Senior Center Program, created in 2000, has been consistently successful in providing high-quality activities and reaching its target populations.

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 program coordinator is a new employee taking over for an employee who had been with the Coalition for 16 years. She has experience in working with older adults and organizing programs for them.

The Coalition's board of directors has a vast knowledge of the community, senior center programs, business practices and legal responsibilities. The directors have a strong committment 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	0.009	No	More than 40 years of experience managing older-adult programs
Program Coordinator	0.5	Yes	Three years experience working with older adults.
Secretary	0.019	No	10 years of experience with the agency

ORGANIZATION:	**South Madison Coalition of the Elderly**
PROGRAM/LETTER:	**C Neighborhood Senior Center Program**

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 (w ith spaces)

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

Activity Benchmark	**Est. Month of Completion**

ORGANIZATION:	South Madison Coalition of the Elderly
PROGRAM/LETTER:	C Neighborhood Senior Center Program

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 activities provided by the Neigborhood Senior Center Program are modeled after those sponsored by senior centers throughout the country. The unique aspect of this program is that the activities are held not in a senior center but at locations w here many older adults reside and that are conveniently located for other seniors in the community. The program is targeted at the more isolated older adult w ho typically does not attend programs at traditional senior centers.

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? 65.0%

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 65% of the participants w ill 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.

This program is targeted to reach low -income older adults. For this reason, the Coalition does not charge fees for program activities. Some of the groups that put on activities for the program charge a fee, for example MATC and MSCR. The agency often negotiates the low est fee possible w ith these groups, and it occasionally finds outside sources to pay for low -income individuals to participate.

ORGANIZATION:	South Madison Coalition of the Elderly
PROGRAM/LETTER:	C Neighborhood Senior Center Program

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	#	%
TOTAL	424	100%
MALE	119	28%
FEMALE	305	72%
UNKNOWN/OTHER	0	0%

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	0	0%
30 - 59	98	23%
60 - 74	158	37%
75 & UP	168	40%
TOTAL AGE	424	100%
RACE		
WHITE/CAUCASIAN	216	51%
BLACK/AFRICAN AMERICAN	102	24%
ASIAN	99	23%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	2	0%
Black/AA & White/Caucasian	2	100%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	5	1%
TOTAL RACE	424	100%
ETHNICITY		
HISPANIC OR LATINO	5	1%
NOT HISPANIC OR LATINO	419	99%
TOTAL ETHNICITY	424	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	424	100%
DANE COUNTY (NOT IN CITY)	0	0%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	424	100%

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

ORGANIZATION:	**South Madison Coalition of the Elderly**
PROGRAM/LETTER:	**C Neighborhood Senior Center Program**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	424
Total to be served in 2011.	525

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:	525 older adults will be less isolated and will feel more a part of the community.
Performance Indicator(s):	97% of the older adults who attend programs will be less isolated and will increase social contacts, thereby improving their mental and physical well-being.

Proposed for 2011:	Total to be considered in perf. measurement	50	Targeted % to meet perf. measures	97%
			Targeted # to meet perf. measure	48.5
Proposed for 2012:	Total to be considered in perf. measurement	50	Targeted % to meet perf. measures	97%
			Targeted # to meet perf. measure	48.5

Explain the measurement tools or methods:	Older adults will be surveyed after attending a program to determine what activities they would have engaged in had they not had the opportunity to attend the program.

Outcome Objective # 2:	525 older adults will feel better about themselves and will be more self-reliant as a result of participation in this program.
Performance Indicator(s):	95% of older adults will learn new information and skills and will accomplish tasks that will make them feel better about themselves.

Proposed for 2011:	Total to be considered in perf. measurement	50	Targeted % to meet perf. measures	95%
			Targeted # to meet perf. measure	47.5
Proposed for 2012:	Total to be considered in perf. measurement	50	Targeted % to meet perf. measures	95%
			Targeted # to meet perf. measure	47.5

Explain the measurement tools or methods:	Older adults will be surveyed after attending a program to determine what knowledge and skills they acquired and how these have influenced their self-image and self-reliance.

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:** G. Neighborhood Senior Center Program

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

3. **Requested Amounts:** **2011: $3015**
   2012: $3015 **Prior Year Level: $2956**

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 B2

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Agency proposes to serve 525 unduplicated seniors (This was not stated in the questions #7 or 8 in app but pulled from proposed service Number in Outcomes section.
   Service hours are not addresses. Service description describes a variety of programming at neighborhood based accessible sites.

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

   Staff Comments: This program clearly meets Program Area VII-Priority B-2 Provide services that improve senior's health and connection to the community through recreational, educational, social, health and safety, multicultural and intergenerational activities, and volunteer opportunities. .

8. **To what extent does the proposal incorporate an innovative and/or research based <u>program design</u> 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. Programming is implemented in locations that are accessible to targeted seniors including Romnes apartments, Quaker Housing and Bayview. However, this program does not seem to have as many volunteers as other programs.

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 activites programs 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 <u>experience, qualifications</u>, <u>past performance</u> and <u>capacity</u> 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 <u>budget reasonable and realistic</u>, able to <u>leverage additional resources</u>, and demonstrate <u>sound fiscal planning</u> and management?**

    Staff Comments: Budget is clear costs appropriate; funding is shared with United Way.

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**.** Appropriate and extensive partnerships appear to be 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. Program demographics indicate relatively high service usage by African American and Asian population.

Questions: Do you have Hmong bilingual staff operating programs at Bayview? How are you providing for language access for the Asian community?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x **Recommend with Qualifications**

Suggested Qualifications: Again, consistency in contracting and reporting between service providers should be addressed this funding cycle.

ORGANIZATION:	**West Madison Senior Coalition**
PROGRAM/LETTER:	**D Senior Activities**

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
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	75,803	65,191	2,274	8,338	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	20,708	1,240	15,576	2,162	1,730
USER FEES	0	0	0	0	
OTHER	0	0	0	0	0
TOTAL REVENUE	96,511	66,431	17,850	10,500	1,730

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	77,318	66,494	2,319	8,505	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	22,015	1,265	16,000	2,250	2,500
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	99,333	67,759	18,319	10,755	2,500

*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:	D Senior Activities

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:	West Madison Senior Coalition
PROGRAM/LETTER:	D Senior Activities
PRIORITY STATEMENT:	OCS: Seniors B2: Activities (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 Center provides services that improve seniors' health and connection to the community through recreational, educational, social, health and safety, life-long learning opportunities and volunteer opportunities. The programming and activities that are offered at the center are a w ay of reducing isolation that sometimes is associated w ith aging and also serves as a w ay to maintain/improve seniors' health and w ell-being. Without the Center based activities, many seniors w ho participate on a regular basis w ould not have the opportunity to be involved in the community in this w ay.

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

The West Madison Senior Center provides a broad range of opportunities for learning, socializing, volunteer w ork and community involvement. The West Madison Senior Center goal is to promote successful aging. The purpose of the Senior Center is to to coordinate programs and services that help maintain their independence and dignity, to provide information and referrals to older adults and their families, and to facilitate civic engagement of older adults w ithin the community. The Center also provides opportunities for older adults to continue to offer their expertise and be a resource to the community through their leadership in the Senior Center, by leading programs, teaching, entertaining and volunteer participation. We offer a w ide variety of classes ranging from w atercolor classes to discussion groups about foreign policy and from aerobic and yoga exercises to Tai Chi and line dancing. We also provide information and referral services for those seeking help w ith taxes, health, housing, transportation and other concerns through our case management program. Special events are also held throughout the year including Art Show s, Luncheons, Holiday Dinners and the annual used book sale, to name a few . A variety of activities take place on an ongoing basis including: Exercise Classes, Flu Shot Clinics, Foot Care Clinics, Knitting and Crocheting Classes, Meals and Entertainment, Card Parties, Movie Matinees, a Poetry Group, Social and Educational Activities and Reminiscience w riting classes.

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.

Of the Senior Center participants, 80% w ill report an increase in skills, fitness, socialization or learning in areas of interest to them and w ill also report an expanded netw ork of support as a result of their involvement w ith the Senior Center. These goals w ill help older adults maintain and/or improve their health and w ell-being and reduce social isolation.

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

The West Madison Senior Center is open Monday - Friday from 8:00am - 4:30pm and also on the second and fourth Saturday of each month from 5:00 - 8:00pm. Most activities and services are ongoing all year on a regularly scheduled basis.

ORGANIZATION:	**West Madison Senior Coalition**
PROGRAM/LETTER:	**D Senior Activities**

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

Older adults, over 55 year of age, w ho live in and outside of the w est side of Madison, and their family members and friends are invited to participate in Senior Center programming. Programs are planned to reach out to low-income and minority adults as w ell. A variety of classes, programs and activities are offered in the attempt to attract as many people as possible. The class offerings are also flexible to add new programs of interest or change programs that are no longer of interest to the population.

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

The West Madison Senior Center is located at 602 Saw yer Terrace in Madison.

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

Many different outreach strategies are in place to engage our intended service population. The monthly Coalition new sletter provides a calendar of all Senior Center activites, program activities and the nutrition site menu. Posters and fliers are created for all programs and distributed in the senior housing facilities in the neighborhood and at the nutrition sites. A monthly advertisement is placed in the Neighbors publication of the Wisconsin State Journal, highlighting one special program each month. The Madison Senior Center graciously includes information about upcoming programs in their monthly new sletter w hich is distributed city-w ide. The agency w ebsite is updated on a regular basis. Community presentations are also given, inviting people to join us for special events or new classes or to join us for a meal and entertainment.

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

Service delivery at the Senior Center is coordiated w ith other area Senior Centers, including the Madison Senior Center, sharing resources and information among staff, volunteers and participants. Senior Center room space is negotiated w ith other community groups that utilize the facility to offer classes (MATC and Madison School and Community Recreation). These class listings are included in course catalogs and distributed throughout the community. Internally, programming ideas are shared w ith the team, maximizing our impact by strategic planning and scheduling.

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

Volunteers are utilized in many areas of Senior Center programming including receptionist, assisting w ith meal preparation and serving, health and w ellness clinics, special event planning, and the annual used book sale.

15. Number of volunteers utilized in 2010?	100
Number of volunteer hours utilized in this program in 2010?	800

ORGANIZATION:	**West Madison Senior Coalition**
PROGRAM/LETTER:	**D Senior Activities**

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 Senior Center is accessible to all. Most programs are offered in English but several programs have been offered in both Spanish and Russian. ESL classes are also offered to address some of the needs of the population in the neighborhood. One of the goals of the Senior Center is to foster an environment of cultural inclusivity, celebrating the differences of those cultures through programs, food and entertainment. The variety of programs at the Senior Center reduces the barriers, as we truly strive to offer "something for everyone" or are willing to try all sorts of programs to reach different groups of individuals.

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 West Madison Senior Center opened it's doors to the community in 1979, creating a place for older adults to socialize, learn, volunteer and be involved in the community. We have been members of the Wisconsin Association of Senior Centers for a number of years and will re-apply for accreditation in 2011, which will allow us to conduct a thorough review of all of our strengths, weaknesses, opportunities and threats and then begin strategic planning to address those ares of concern. The Program Coordinator has an Associates Degree in Human Services and has a number of years of programming experience in a Senior Center setting. The Executive Director has a fund raising background and will be putting together a development plan in the second half of 2010 to be implemented in 2011 to increase public financial support and to submit grant applications to increase intergenerational and multi-cultural programming as well as other exisitng programs and to create a scholarship fund to continue to allow access to all programs for those seniors with limited financial resources. Both staff continue to participate in trainings and conferences for the betterment of the Senior Center operations and mission delivery.

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

The West Madison Senior Center will be applying for accreditation with the Wisconsin Association of Senior Centers in 2011. No other program licensing or accreditation will be applied for.

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

Staff Title	FTE	City $	Qualifications
Executive Director	0.25	Yes	Bachelor's Degree and 2-4 years of previous experience
Program Coordinator	0.8	Yes	Bachelor's Degree (BA) or Associates degree and 2 years related experienc
Administrative Assistant	0.2	Yes	High School Diploma or GED and 1-2 years of previous experience

ORGANIZATION:	**West Madison Senior Coalition**
PROGRAM/LETTER:	**D Senior Activities**

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.

Activity Benchmark	Est. Month of Completion

ORGANIZATION:	**West Madison Senior Coalition**
PROGRAM/LETTER:	**D Senior Activities**

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 first baby boomer will turn 65 in 2011. What does this mean? We have to be prepared to serve the needs of the ever growing population. The growing trend is that people will stay in their homes longer. Madison/Dane County demographics show that the number of persons over 65 will rise from 10.2% to 14.4% between 2010 and 2020. And the focus for these individuals will be on vitality, which includes financial, physical, mental, social, spiritual and environmental aspects of an individual's life. Senior Centers continue to evolve to meet the changing needs of the senior population. In order to remain relevant, Senior Centers will need to consider life long learning, fitness and technology in the program menu. The boomer generation will challenge us to think in different ways about current program structure. People will no longer wait to be entertained but will enter as interactive and engaged in the coordination of the entertainment. A focus on health and wellness will be expected. A "Cafe" concept is inviting to this group of people, offering seniors a place to promote socialization, active lifestyles and established working relationships. A greater emphasis on collaboration and community partnerships exists both from participants as well as funders and supporters. The West Madison Senior Center addresses the areas of life long learning, socialization, volunteer opportunities and community involvement and has been successful in developing a program model based on these areas. Membership in the Wisconsin Association of Senior Centers allows us to keep up with trends and research as it pertains to senior centers, both on a state and national level. A commitment to continue listening to the constituents and re-engaging the Senior Center Advisory Council will help us stay relevant and focused on our goals and the needs of the community.

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? 45.0%

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?

This information is not consistently collected from all senior center participants. A more formal survey will be created in the future asking for some of this information to get a more accurate report as to the number of low-income individuals that are accessing the Senior Center.

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

The user fee structure varies depending on the class or program. Many social activities are offered at no charge to participants, sometimes asking for a donation, other times not. Sponsorships are sought to cover the cost of entertainment so that attendees are able to come at no charge. Class fee structure somewhat depends on the instructor's fee schedule. We work with other Senior Centers to assure that our prices are competitive with other centers in most cases. Inability to pay is not a barrier for participation and arrangements can be made for the cost to be covered in other ways.

ORGANIZATION:	**West Madison Senior Coalition**
PROGRAM/LETTER:	**D Senior Activities**

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	#	%
TOTAL	894	100%
MALE	241	27%
FEMALE	653	73%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	6	1%
30 - 59	34	4%
60 - 74	578	65%
75 & UP	276	31%
TOTAL AGE	894	100%
RACE		
WHITE/CAUCASIAN	795	89%
BLACK/AFRICAN AMERICAN	64	7%
ASIAN	29	3%
AMERICAN INDIAN/ALASKAN NATIVE	2	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	4	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	894	100%
ETHNICITY		
HISPANIC OR LATINO	72	8%
NOT HISPANIC OR LATINO	822	92%
TOTAL ETHNICITY	894	100%
PERSONS WITH DISABILITIES	375	42%
RESIDENCY		
CITY OF MADISON	850	95%
DANE COUNTY (NOT IN CITY)	35	4%
OUTSIDE DANE COUNTY	9	1%
TOTAL RESIDENCY	894	100%

ORGANIZATION:	**West Madison Senior Coalition**
PROGRAM/LETTER:	**D Senior Activities**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	894
Total to be served in 2011.	1200

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:	Participants increase skills, fitness, socialization or learning in areas of interest to them through the West Madison Senior Center programs and activities.
Performance Indicator(s):	80% of participants will benefit in some way from their involvement at the Senior Center.

Proposed for 2011:	Total to be considered in perf. measurement	1200	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	960
Proposed for 2012:	Total to be considered in perf. measurement	1350	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	1080

Explain the measurement tools or methods:	Participants in all classes and activities, year round, will be surveyed PRE and POST course to gain information regarding expanded skill, fitness or socialization as a result of their participation in the class or activity. A random sampel of course participants will be personally surveyed to gather personal experience, measuring if they felt the outcome was met for them personally. Feedback will also be solicited for program enhancements or additions to the menu of opportunities offered to achieve the desired outcome.

Outcome Objective # 2:	Participants gain an expanded network of support thorugh participation in senior center activities.
Performance Indicator(s):	80% of participants will report an expansion in their network of support through participation in activites and programs offered at the Senior Center.

Proposed for 2011:	Total to be considered in perf. measurement	1200	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	960
Proposed for 2012:	Total to be considered in perf. measurement	1350	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	1080

Explain the measurement tools or methods:	Each quarter, one activity's participants will be surveyed to gather information regarding a feeling of an increased support network as a result of participation. These participants will be personally surveyed to gather personal experience, measuring if they felt the outcome was met for them personally.

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:** D. Senior Activities

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

3. **Requested Amounts:** **2011: $77318**
   2012: $77318 **Prior Year Level: $75803**

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 B2

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Agency proposes to serve 1200 unduplicated seniors (This was not stated in the questions #7 or 8 in app but pulled from proposed service Number in Outcomes section.)
   Service hours are not addresses. Service description describes a variety of programming.

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 VII-Priority B-2 Provide services that improve senior's health and connection to the community through recreational, educational, social, health and safety, multicultural and intergenerational activities, and volunteer opportunities. .

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. Proposed programming addresses a diverse array of interests and abilities and a focus on inclusivity is identified.

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 activites programs 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; funding reliant on City and fundraising.

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

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place**.** Appropriate and extensive partnerships appear to be in place.

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

Staff Comments: Proposed programs reported as accessible to low income populations. It is unclear how many seniors access arrangements for modified payment options for special classes. Program demographics indicate approximately 10% of participants are African American or Asian, 8% Latino. .

Questions:

1. How many seniors access arrangements for modified payment options for special classes?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x **Recommend with Qualifications**

Suggested Qualifications: Again, consistency in contracting and reporting between service providers should be addressed this funding cycle.

ORGANIZATION:	Wil-Mar Neighborhood Center
PROGRAM/LETTER:	E Senior Services

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	28,720	12,456	16,264	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	9,621	9,621	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	18,811	8,159	10,652	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	57,152	30,236	26,916	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	29,000	21,084	7,916	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	9,815	9,815	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	19,314	0	19,314	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	58,129	30,899	27,230	0	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:	**Wil-Mar Neighborhood Center**
PROGRAM/LETTER:	**E 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.).

Not Applicable

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.

Not Applicable

5. 2012 PROPOSED BUDGET

		ACCOUNT CATEGORY			
REVENUE SOURCE	**BUDGET TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	29,297	21,715	7,582	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	9,815	9,815	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	20,095	0	20,095	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	59,207	31,530	27,677	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:	**Wil-Mar Neighborhood Center**
PROGRAM/LETTER:	**E Senior Services**
PRIORITY STATEMENT:	**OCS: Seniors B2: Activities (SCAC)**

DESCRIPTION OF SERVICES

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

During their retirement years, seniors may become isolated and lonely due to physical, social and economic reasons. This isolation may contribute to a deterioration in the senior's physical and mental agility, which in turn could lead to them being placed in a nursing home, the highest cost care option for seniors and society, and lead to a low quality of life.
There is a need in the Williamson-Marquette area for a program that provides seniors with the services and programming that will keep them physically and mentally fit as well as provide them with stimulating programming that will allow them to socialize with other seniors. Wil-Mar Neighborhood Center's Senior Program is designed to offer — on a near daily basis — programming which meets the nutritional, health and social needs of seniors so that they can avoid living in more costly and isolating nursing home environments.

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

This program meets the City of Madison goal to help seniors live as independently as possible; maintain/improve senior's health and well-being; and reduce senior's isolation through providing quality services, promoting wellness, and addressing the needs of low and moderate-income senior citizens. Our Senior Services program has three components: Senior Support: In collaboration with our partners at Warner Park, we offer seniors meaningful, familiar and reliable links to support independent living by providing information, and access to needed services through case management services. Senior Social: Helps seniors maintain their physical and mental well-being through recreational and social activities, and connection/interaction with their peers. Senior Nutrition: Provides older adults with nutritious meals and snacks. The congregate meal provides participants with a place to gather for fellowship and volunteerism.

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 goal of the Senior Program is to enhance the quality of life and independence of seniors residing in the Williamson-Marquette area through the offering of services and programming that ensure that they eat nutritious meals, live healthy lifestyles including getting the proper amount of exercise, participate in activities that will keep them mentally and physically fit and participate in recreational activities and outings that promote fellowship and community.

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

Senior programming is offered Monday-Thursday, 9:00 a.m. - 3 p.m. On Saturdays, the programming is available from 9:00 a.m. to 1 p.m.

ORGANIZATION:	**Wil-Mar Neighborhood Center**
PROGRAM/LETTER:	**E Senior Services**

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

Seniors citizens living in Dane County are eligible and participate in the program. How ever, the primary area served is the Williamson-Marquette (Census Tract 19) and Tenney-Lapham Neighborhood (Census Tract 18). The target population is low and moderate-income seniors age 55 and up. Emphasis is on reaching low income older adults from the primary service area w ho live alone and face obstacles to living independent and positive lives. The majority of participants are low income, some w ho also attend free community meals geared mostly to the homeless on w eekends.

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

Services are provided at the Wil-Mar Neighborhood Center, 953 Jenifer Street except w hen the seniors go on field trips at locations throughout the greater Madison area.

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

Wil-Mar Neighborhood Center advertises this program in the Williamson Marquette Gazette, w hich is distributed to all households in the center's service delivery area. In addition, a monthly mailing goes out to seniors on the center's mailing list. Voter lists are used to identify seniors w ho have recently moved to the area. Finally, the Senior Program Coordinator and volunteers go door-to-door to visit w ith seniors and inform them about the center's senior services.

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

The tw o primary agencies that Wil-Mar's Senior Program coordinates w ith are the North/East Side Senior Coalition (NESCO) and UW-Extension. NESCO provides case management services for program participants, helping them to access needed health and social services, w hile the seniors are utilizing the senior meal program. They follow up w ith the seniors as needed. UW-Extension provides guidance to the seniors on eating healthy and performing exercises that w ill keep them healthy. The Senior Program also uses community resources such as the Olbrich Botanical Gardens and area museums for its tw ice-w eekly field trips.

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

In many instances, it is the seniors themselves w ho volunteer for the program. They help plan and run the activities of the program such as the daily card games and field trips.

15. Number of volunteers utilized in 2010?	12
Number of volunteer hours utilized in this program in 2010?	96

ORGANIZATION:	**Wil-Mar Neighborhood Center**
PROGRAM/LETTER:	**E 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.

There are few barriers to service for this program. Our facilities, especially the space where the program is operated, are handicapped accessible and easily accessible by seniors. The seniors utilize Madison Metro's Group Access Service and its paratransit service to get transportation to and from the center. It is recognized that the vast majority of the seniors who participate in the program are Euro-American. This may be due to seniors of color retiring in senior housing in other parts of the city. Or it could be due to a sense that the program is dominated by Euro-American seniors. When seniors of color do attend, we work hard to make sure that they feel welcome and can partake of the senior programming that is offered.

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

Wil-Mar Neighborhood Center has been offering senior programming for over 20 years. Its Senior Program Coordinator has been in the position for six years. She is a former school teacher, lives in the neighborhood and is a senior herself making her an effective outreach person who can also effectively plan and implement programming for the seniors. Our Cook/Maintenance person has been working in the program for over 20 years. She has been certified by the State of Wisconsin Serve Safe Program.

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

Wil-Mar's kitchen and dining facilities are licensed by the State of Wisconsin.

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

Staff Title	FTE	City $	Qualifications
Senior Program Coordinator	0.50	Yes	College Degree, Prior Experience Working with Seniors
Cook/Maintenance	0.44	Yes	

ORGANIZATION:	**Wil-Mar Neighborhood Center**
PROGRAM/LETTER:	**E 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	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 (w ith spaces)

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

Activity Benchmark	Est. Month of Completion

ORGANIZATION:	**Wil-Mar Neighborhood Center**
PROGRAM/LETTER:	**E 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.

The Wil-Mar Neighborhood Center Senior Program utilizes best practice framew orks as needed through our parent organization, the Northeast Side Senior Coalition (NESCO) (NESCO w as recently Accredited by the National Institute of Senior Centers.) We have collaborated for nearly 20 years w ith NESCO and there single focus on effective delivery of services to seniors (and the leadership they have provided us) has been invaluable.

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? 60.0%

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	X
Individual or family income in relation to Federal Poverty guidelines	
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

When the seniors enroll in the program or come for their first meal, they complete a form in w hich they provide their estimated annual income.

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

While seniors are asked to make a contribution for the noon meal if their annual income is above 50% of Dane County's median income, the contributions, w hich are forw arded to the Dane County Aging Program, are voluntary. Seniors also make contributions tow ard the cost of the tw ice-monthly field trips if they are able.

ORGANIZATION:	**Wil-Mar Neighborhood Center**
PROGRAM/LETTER:	**E 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	#	%
TOTAL	102	100%
MALE	41	40%
FEMALE	61	60%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	0	0%
30 - 59	4	4%
60 - 74	55	54%
75 & UP	43	42%
TOTAL AGE	102	100%
RACE		
WHITE/CAUCASIAN	98	96%
BLACK/AFRICAN AMERICAN	4	4%
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	0	0%
TOTAL RACE	102	100%
ETHNICITY		
HISPANIC OR LATINO	0	0%
NOT HISPANIC OR LATINO	102	100%
TOTAL ETHNICITY	102	100%
PERSONS WITH DISABILITIES	36	35%
RESIDENCY		
CITY OF MADISON	92	90%
DANE COUNTY (NOT IN CITY)	10	10%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	102	100%

ORGANIZATION:	**Wil-Mar Neighborhood Center**
PROGRAM/LETTER:	**E Senior Services**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	102
Total to be served in 2011.	130

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:	Support senior independence through connecting them to needed services.
Performance Indicator(s):	Seniors report receiving the help required.

Proposed for 2011:	Total to be considered in perf. measurement	130	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	104
Proposed for 2012:	Total to be considered in perf. measurement	130	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	104

Explain the measurement tools or methods:	Enrollment Surveys and ongoing monitoring.

Outcome Objective # 2:	Support senior independence and reduced isolation through providing diverse activities and programming
Performance Indicator(s):	Seniors report that participation has help reduce isolation leading to more vibrant and healthy lives.

Proposed for 2011:	Total to be considered in perf. measurement	120	Targeted % to meet perf. measures	100%
			Targeted # to meet perf. measure	120
Proposed for 2012:	Total to be considered in perf. measurement	120	Targeted % to meet perf. measures	100%
			Targeted # to meet perf. measure	120

Explain the measurement tools or methods:	Enrollment Surveys and ongoing monitoring

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:** E. Senior Services

2. **Agency Name:** Wil-Mar Neighborhood Center

3. **Requested Amounts:** **2011: $9815**
   2012: $9815 **Prior Year Level: $9621**

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 B2

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Agency proposes to serve 130 unduplicated seniors (This was not stated in the questions #7 or 8 in app but pulled from proposed service Number in Outcomes section.)
   Service hours are not addressed. Service description describes a variety of programming.

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

   Staff Comments: This program meets Program Area VII-Priority B-2 Provide services that improve senior's health and connection to the community through recreational, educational, social, health and safety, multicultural and intergenerational activities, and volunteer opportunities. .

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

   Staff Comments: Program design not clear. Programming is offered daily from 9-3, staffed by a .5 senior coordinator and 12 volunteers. There may be questions about on site supervision and oversight by paid staff during programming. Outreach to neighborhood residents is personable- door to door and targeted at newcomers to neighborhood. Program coordinates with NESCO for case management services. In last year's year end service report agency reported number of senior participants was up 35% from previous year, and that they served 102 participants and provided 640 social recreational hours of programming.

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 and structure seem unclear, however from a contract management standpoint some consistency in language, measurement and outcomes between Senior activities programs 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 <u>experience, qualifications</u>, <u>past performance</u> and <u>capacity</u> 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.

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

    Staff Comments: Budget is clear, costs appropriate; funding reliant on City, County and 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.

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 programs reported as accessible to low income populations. Agency acknowledges service population is not very racially or culturally diverse.

Questions: Please describe programming structure, attendance and staffing in a typical week.

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x **Recommend with Qualifications**
Suggested Qualifications: Again, consistency in contracting and reporting between service providers should be addressed this funding cycle.