OLDER ADULT SERVICES FUNDING RECOMMENDATIONS

Community Development Division

Overview

This document outlines the programs that received funding recommendations from the Community Development Division through the 2024 Older Adult Services RFP process

Contents

Older Adult Services Funding Recommendation Considerations

The criteria for funding recommendations is outlined throughout the RFP as well as in other supplemental documents including the Application Instructions and the Evaluation Scoring Rubric. All of these documents were provided to applicants via CDD's funding website and highlighted during the required applicant workshops that they attended. In addition, CDD's commitment to include factors beyond application scores is described in the Forward Community Investment Funding Process Study Report, and EQT by Designs final report which was shared widely also made available on the CDD website. The following is a list of criteria taking into consideration for funding recommendations.

Target population

Programs and services focus on low-income residents, women and those that are Black, indigenous, people of color, immigrants and/or individuals who identify as LGBTQ+. This criteria also includes organizations being connected to or having a history of working with these populations. This criteria applies across the group of applications, rather than just the score or information regarding target population identified in a single application, as CDD seeks to fund programs that have a specific focus on one or more of these identified populations.

Partnerships, Collaborations and Coordination

This criteria centers around the City's efforts to build a comprehensive older adult support system amongst service providers and other key stakeholders. Partner linkage is critical and recommendations are based upon applicants having existing partnerships or having at least initiated the process of building relationships.

Location of service area – Equity Priority Areas

One of the challenges that many older adults face in accessing services is the lack of mobility. Recommendations include those that demonstrate connections to specific communities and/or geographic areas, herein referred to as "Equity Priority Areas", in which there are high concentrations of Black, Indigenous, People of Color (BIPOC), and low-income older adults. This information and specific neighborhoods are listed on page 12 of the RFP. An agency does not need to reside within an equity priority area; however, the recommended applicants addressed any programing, pertinent relationships and/or partnerships with existing agencies within or near these identified areas.

Program Need

Recommended programs are prioritized based on their ability to address critical gaps in services for older adults within the community. This includes a focus on areas where services are currently lacking or underserved, particularly for marginalized populations such as low-income older adults, and LGBTQIA+ & BIPOC communities. Proposals demonstrated a clear understanding of the community context and provided data to substantiate the need for their services were given priority consideration.

> CDD's recommendations include funds for 13 of the 15 agencies that applied for funding, 7 of which would be new to CDD's older adult services portfolio.

Strength of the proposal

Based on the proposal criteria table, which was outlined in the RFP on page 14, and the Evaluation Scoring Rubric. Proposal score was not the determining factor, nor was it written anywhere in the RFP materials that funding would be awarded solely based on scores.

EQT by Design - Social Justice and Racial Equity & Older Adult Services

EQT by Design brought forth a comprehensive set of findings and recommendations which outlined targeted areas for improvement in the City's approach to determining recommendations within the older adult services funding cycle.

1. **Culturally Relevant Programming**
   Advocate for the investment and expansion of programming and services that are culturally relevant to the BIPOC and LGBTQIA+ communities.

2. **Staff Diversity**
   Prioritize efforts to diversify City and program staff, ensuring representation that better reflects the demographics of the communities served.

3. **Support Providers Serving BIPOC/LGBTQ+**

> Of the 7 recommended agencies new to older adult services funding, 5 are led by and serving people of color and other marginalized populations.

Provide support to service providers catering to BIPOC and LGBTQ+ communities, recognizing the unique challenges faced by these groups.

4. **Transportation Challenges**
   Collaborate with relevant stakeholders to help address transportation challenges faced by older adults, emphasizing the importance of a coordinated and comprehensive approach.

5. **Language Access**
   Invest in language access design and resources to ensure that language is not a barrier for older adults in accessing services.

6. **LGBTQIA+ Services**
   Commit to continuous learning and growth in providing services that are inclusive and sensitive to the needs of the LGBTQIA+ community.

7. **Information Distribution Networks**
   Improve information distribution networks to older adults, ensuring that vital information reaches them through accessible and effective channels.

CDD's recommendations include funding 14 of the 15 agencies that applied for funding, 8 of which would be new to CDD's older adult services portfolio, and of which, 5 are led by and serving people of color and other marginalized populations.

Case Management Services:

Case managers serve as advocates, assisting clients in accessing essential resources and coordinating various aspects of their care. Case management Services not only meet immediate needs but also foster long-term stability and empowerment for those facing challenges in our community.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Experience in case management: Established experience in providing case management and addressing the unique needs of older adults

Community focus: Deep roots in serving the older adult population, with a specific focus on the Bayview community

Alignment with RFP: Strong alignment with RFP requirements, indicating a clear understanding of the needs of older adults

Detailed and effective proposal: Well-structured and organized program design, demonstrating effective planning and execution of services

Agency	Program Name	Justification for recommendation
Bayview Foundation	Older Adult Support and Case Management Services	Experience in providing case management, addressing unique need, Deep roots in assisting the older adult population. The new building and expanded resources allow them to continue and grow their work to serve the unique needs of the Bayview community.
NewBridge Madison	Case Management	Strong alignment with RFP, detailed proposal, and effective program design. Well-structured and organized with a clear understanding of older adult needs.

Culturally Relevant Services

Culturally Relevant services aim to address disparities through targeted interventions and support catered to the specific wants, needs, and desires of the targeted population.

Funding Recommendations
After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Focus on specific communities:
- African immigrant community
- Hmong communities
- BIPOC and Latinx populations
- LGBTQIA+ community

Equity priority area: Programs designed with an emphasis on addressing unique needs of underrepresented populations (African immigrants, BIPOC, LGBTQIA+, Black and Hmong older adults)

Cultural responsiveness: Culturally relevant and responsive programming tailored to the needs of specific racial, ethnic, and LGBTQIA+ communities

Established community ties and partnerships: Organizations noted for strong partnerships, community involvement, collaborations and seen as trusted entities within the community with deep roots

Program consistency and impact: Proven success and consistency in delivering programs to older adults.

Geographic focus: Targeted services in specific neighborhoods and proximity to communities they serve, many of which reside within or near equity priority areas.

Diverse staffing and leadership: Programs demonstrate a diverse staff composition, and programs are led by staff with shared lived experiences with participants

Programming variety and accessibility: Range of services and activities offered, often with consistent availability (e.g., Monday through Friday programming). Additional focus on accessibility and engagement within local communities

> 6 of the 11 recommended program proposals for Culturally Relevant Services are from agencies new to older adult services funding

Agency	Program Name	Justification for recommendation
African Center for Community Development	Baobab Senior Circle	Only applicant with African immigrant focus. Unique gap addressed.
Bayview Foundation	Bayview Healthy Aging	History of service to older adults, addressing unique need, consistency in programming, Equity priority area with an emphasis on accessibility for nearby neighborhoods. Strong program that serves an important population with great partnerships and family engagement.
Bridge Lake Point Waunona Neighborhood Center	Older Adult Program	Targeted equity priority area, history of providing programming to BIPOC and Latinx Population. Well-established program within the community, with resources and plans to continue offering programming and a trusted entity within the community.

Freedom, Inc	Freedom Elder Program	Culturally responsive activities. focuses on expanding much-needed programming for Black and Hmong communities.
Goodman Community Center	Goodman Older Adult Programming	High quality programming with demonstrated success in programming to older adults, numerous collaborations. Established organization with strong community ties.
IP Ministries	Memory Collectors Storytelling project: fighting Alzheimer's with art	The program tells a success story from its pilot phase, showing its impact. Creating arts-based programming for older Black women is highly valued.
Neighborhood House Community Center	Older Adult Programs	The organization is well-established in the community; opportunities to grow in a new space. Has previous experience in offering older adult programming and includes a diverse range of programs. Strong partnerships are also noted.
Outreach, Inc	LGBTQ+ older adult services	Staff and volunteers have lived experiences and value community support for LGBTQIA+ older adults. The organization is the only one focused on LGBTQIA+ individuals and includes an LGBTQ+ Elder Advocate, with half the staff being LGBTQ+ People of Color (POC).
Southeast Asian Healing Center, Inc	Southeast Asian Seniors Services	Programs led by staff with shared experiences. Offer programs in neighborhoods where participants reside. Provides assistance to meet clients' needs in nontraditional settings, including their homes. Understands the traditions of the Hmong population and knows how to reach the older populations.
The Hmong Institute	Hmoob Kaj Siab	The program meets a need in the Hmong community with access to services, engagement, and activities Monday through Friday. Strong

		consistency in programming and a number of partnerships
Urban Triage	Supporting Healthy Elders	Programming centers around Black and vulnerable elders, focusing on South and North Madison.

Independent Living Support Services

Assistance with tasks such as housekeeping, meal preparation, and errands, which can become increasingly challenging for individuals with limited mobility or other health issues can help individuals age in place safely and comfortably, reducing the need for more costly institutional care options and promoting overall health and well-being.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Effective in addressing needs: Programs are designed to effectively address the needs of the target population

Community involvement: Good level of community engagement and involvement in program design and implementation

Partnership building: Emphasis on building and maintaining partnerships to enhance program impact

Agency	Program Name	Justification for recommendation
NewBridge Madison	Home Chore and Volunteer Guardian Services	Aligns well with RFP and has a well-structured, detailed proposal. Effective in addressing needs and building partnerships.
RSVP of Dane County	Community Connections and Telephone Reassurance	Low-cost, effective engagement and socialization program. Detailed and well-organized proposal with good community involvement

Outreach, Information & Referral Services

Outreach and Information services provide culturally competent and linguistically accessible information and assistance, referral, and system navigation services to individuals and households who need assistance with appropriate service providers and provide information

about agencies and organizations that offer services.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Focus on underserved populations: Applicants express specific focus on the communities they serve and address a unique gap of service delivery in Madison.

Equity priority area: Programs target equity priority areas, with a focus on addressing the needs of underrepresented populations

Culturally relevant approaches: Culturally responsive programming tailored to the communities served

Community connections: Strong connections with the communities they serve, enhancing program effectiveness

Agency	Program Name	Justification for recommendation
African Center for Community Development	Community ElderConnect	Only applicant with African immigrant focus. Unique gap addressed. 1 of 2 programs within Outreach, Resource Referral priority area.
Bridge Lake Point Waunona Neighborhood Center	Older Adult Resource and Referral Program	Strong connection within Equity priority area. Culturally relevant approaches and strong connections with the communities they serve.

Funding Recommendations

Agency	Program Name	Current Funding	Request	Recommendation
African Center for Community Development	Baobab Senior Circle	0	$6,520	$ 6,520.00
African Center for Community Development	Community ElderConnect	0	$6,520	$ 6,520.00
Bayview Foundation	Older Adult Support and Case Management Services	0	$20,000	$ 20,000.00
Bayview Foundation	Bayview Healthy Aging	0	$26,600	$ 26,600.00
Bridge Lake Point Waunona Neighborhood Center	Older Adult Program	0	$66,800	$ 62,000.00
Bridge Lake Point Waunona Neighborhood Center	Older Adult Resource and Referral Program	0	$40,000	$ 40,000.00
Freedom, Inc	Freedom Elder Program	$61,813	$70,000	$ 40,000.00
Goodman Community Center	Goodman Older Adult Programming	$12,030	$30,000	$ 30,000.00
IP Ministries	Memory Collectors Storytelling project: fighting Alzheimer's with art	0	$120,000	$ 45,000.00
Neighborhood House Community Center	Older Adult Programs	0	$12,000	$ 12,000.00

NewBridge Madison	Home Chore and Volunteer Guardian Services	$120,563	$136,688	$ 100,000.00
NewBridge Madison	Case Management	$352,359	$352,394	$ 250,000.00
Outreach, Inc	LGBTQ+ older adult services	$12,030	$20,000	$ 20,000.00
RSVP of Dane County	Community Connections and Telephone Reassurance	0	$20,000	$ 19,399.00
Southeast Asian Healing Center, Inc	Southeast Asian Seniors Services	0	$115,000	$ 55,000.00
The Hmong Institute	Hmoob Kaj Siab	$61,813	$100,000	$ 60,000.00
Urban Triage	Supporting Healthy Elders	0	$150,000	$ 45,000.00
			Total	**$838,039**

Program Proposals Not Recommended for Funding

After reviewing the proposals, several areas for potential growth were identified among the agencies not recommended for funding in this cycle:

- Opportunities to provide clearer program details, including specific activities and service scope.
- Potential to enhance and define collaborations and partnerships.
- Development of more robust data tracking and outcome measurement strategies.
- Efforts to increase diversity among staff, board members, and volunteers to enhance program inclusivity.
- A chance to improve budget transparency and strengthen staff capacity to effectively execute the program.

Program Type	Agency	Program	Request
Case Management	African Center for Community Development	Community ElderCare	$11,960
Case Management	Bridge Lake Point Waunona Neighborhood Center	FRC Older Adult Program	$30,400
Culturally Relevant Services	FOSTER of Dane County	We Still Matter	$50,000
Culturally Relevant Services	Lussier	Senior Lunch	$12,712
Culturally Relevant Services	NewBridge Madison	Older Adult Program	$138,887
Culturally Relevant Services	RSVP of Dane County	Group Projects and Homeworkers, Foster Grandparent	$65,670
Case Management	The Hmong Institute	Hmoob Kaj Siab (Case Management)	$75,000