

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Committee Members & Fund Advisors.

Date: September 12, 2014

Contact Information:

Organization Name: Kennett Area Senior Center
Address: 427 South Walnut St, Kennett Square, PA 19348
Phone: 610-444-4819
Website: www.kennettseiorcenter.org

Contact Name: Anita O'Connor
Contact Title: Executive Director
Contact E-mail: aoconnor@kennettseiorcenter.org
Fax: 610-444-0282
Year Incorporated: 1973

Has your nonprofit ever applied to the Community Foundation? Yes X No ___ Not Sure ___
Has your nonprofit ever received funding from the Community Foundation? Yes X No ___ Not Sure ___
X Donor Advised Fund(s) X Fund for Chester County ___ Don't know/Not sure

Field/s of Interest:

___ Arts, Culture & Humanities ___ Environment/Animal Welfare ___ Education
___ Health X Human Services ___ Religion

Organization Information:

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):

In Chester County, seniors come from Avondale Borough, East Goshen, Coatesville, Elk, Kennett Borough, London Grove, New Garden Township, Oxford, Lower Oxford, Upper Oxford, Pocopson, West Bradford, East Bradford, West Grove, Westtown, Birmingham, East Marlborough, Franklin Township, Kennett Township, New London, Penn Township, West Nottingham, East Nottingham, Chadds Ford, Highland, London Britain, New Britain, Newlin, Pennsbury, West Chester Borough, and West Whiteland.

Describe Population Served and Annual Number of People Served: The Kennett Area Senior Center served 2,626 unduplicated senior citizens during the 2013-2014 fiscal year. More than 50% of the seniors who use the Kennett Area Senior Center live at a low- to moderate-income level, live alone, and are at-risk for one or more chronic diseases, including mental illnesses and poor nutrition.

Mission: The Kennett Area Senior Center is committed to preserving and enhancing the dignity and well-being of all adult residents of southern Chester County by providing a vital assortment of services that enrich social relationships, foster physical health, encourage educational interests and promote self-reliance.

Proposal Summary: The Kennett Area Senior Center has a variety of opportunities to support seniors: \$250 supports one week of programming including breakfast, lunch, and physical and mental exercise programs in the Assisted Senior Program that serves frail elderly with early stage dementia and their caregivers; \$1,500 supports our monthly afternoon tea socials for 50 seniors for 1 year; \$3,500 supports all wellness and independence programs at the senior center for one week; \$5,538 supports six months of Sunday Dinner with Friends for 70 seniors; \$9,674 supports 50 homebound and isolated seniors with assistance in housekeeping, medical transportation, home repairs, and assistance with paperwork for three months, allowing them to remain at home.

If Capacity Building Proposal:

___ Mission, Vision & Strategy ___ Governance & Leadership ___ Strategic Relationships
___ Fundraising & Development ___ Operations ___ Other: _____

Annual Budget \$ 605,181

<u>84</u> % of budget for program expenses	<u>6</u> # of Full-Time Equivalent Paid Staff
<u>8</u> % of budget for administrative expenses	<u>16</u> # of Board Volunteers
<u>8</u> % of budget for fundraising expenses	<u>530</u> # of Active Non-Board Volunteers
<u>100</u> % total	<u>31,666</u> # of Volunteer Hours

Top 3-5 funding sources: Chester County Department of Aging Services (\$130,033 for 14/15 fiscal year); United Way of Southern Chester County (\$38,800 for 14/15 fiscal year); Community Cuisine Fundraising Dinner (\$30,131 net for 2014 event); Annual Giving (\$31,380 for 13/14 fiscal year); Chester County Fund for Women and Girls (\$11,000 for 13/14 fiscal year, a collaborative grant with Oxford Area Senior Center); Book Shoppe (\$57,753 for 13/14 fiscal year)

Grant Amount Requested from CCCF: \$1,000 – 10,000

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Organization's history, goals, key achievements and distinctiveness

Founded in 1972, the Kennett Area Senior Center is a private community-based, not-for-profit organization that serves adults over 50 who live in more than 13 municipalities in southern Chester County, and beyond. The senior center started operating in the basement of the Presbyterian Church on Broad Street in Kennett Square; it is now located in a building it purchased in 1984. Dr. Leonard Kanofsky and members of the Rotary Club of Kennett Square created the senior center out of concern for older local residents.

For more than 35 years, the mission of the Kennett Area Senior Center has been to preserve and enhance the dignity and well-being of southern Chester County's senior population by providing an assortment of vital services that enrich social relationships, foster physical health, encourage educational interests, and promote self-reliance. More than 50% of the older adults who utilize the Kennett Area Senior Center live alone at a low- to moderate-income level, and are at-risk of poor nutrition and one or more chronic diseases, including mental illnesses.

The Kennett Area Senior Center has grown to serve more than 2,626 consumers, their families, and others in the community, five to seven days each week. The senior center received 26,787 senior visitors (duplicated) in the 2013-2014 fiscal year. Currently, 17.7% of the Kennett Area Senior Center's members are between 85 and 98 years of age, and another 13.5% are between 50 and 69 years of age. The majority of members and participants are between 70 and 84.

Key 2013-14 fiscal year achievements include:

- Completing year three of the senior center's five year strategic plan;
- Launching three new programs: Ballroom Dancing, Akinto Yoga, Yoga
- Successfully working with PA Rep. Chris Ross to get HB1702 passed in the House of Representatives that allows the Assisted Senior Program to serve as a model for state-wide rollout at other senior centers. The bill is currently under review in the Senate.

2. Funding request:

A. Description of key initiatives

The Kennett Area Senior Center's services and programs are divided into five areas: our Wellness and Independence Programs that include socialization, wellness and education; member services that include assistance with government forms, including counseling for Medicare and Plan D, LIHEAP and other programs; the Congregate Meal program providing seniors with a nutritious lunch Monday through Friday and includes monthly tea parties and a monthly Sunday Dinner with Friends; our Assisted Senior Program for seniors with early- to mid-stage dementia and their caregivers; and Neighbors in Action, an outreach program for the homebound.

Wellness and Independence Programs

Socialization programs include a sewing group, crafts group, bridge group, evening cards group, singing group, birthday lunch celebrations, tea parties, crafts group, travel club, Living History Storytelling, and volunteer opportunities.

Wellness programs include: evening dances, golf league, aqua-Kendal swim class (a collaboration with Kendal-Crosslands Community), Silver Sneakers (a collaboration with Independence Blue Cross/Blue Shield), A Matter of Balance (fall prevention, a collaboration with Neighborhood Health Agencies) exercise equipment and pool access (a collaboration with YMCA), flu shots and blood pressure checks/ad hoc health screenings (a collaboration with Neighborhood Health Agencies), dental screenings (a collaboration with Community Dental), and hearing screenings.

Educational programs include a book club, computer class/lab, lectures and Italian and Spanish Language and Culture classes, 55 Alive program, and bible study.

Member Services Programs

In addition to the above programs, the senior center offers services to help the elderly navigate changes in legislation, financial and legal institutions, and social and health and safety-related matters. One-on-one counseling and group workshops educate or assist seniors to prepare them for these changes. Types of assistance include: working through Medicare/Medicaid and Part D enrollment forms, assisting in finding services to meet basic and emergency needs, assisting with the completion of forms and applications for government or private services, and identifying community resources.

On-site services are provided Monday through Friday; off-site services are provided 7 days a week with assistance from volunteers. Many of the on-site services are provided via telephone and on-site appointments. Off-site services are provided to homebound seniors via the Neighbors in Action program.

Congregate Meals

The daily congregate meals program offers nutritious lunches for all seniors, and includes breakfast for Assisted Senior Program participants. Through the senior center's congregate lunch program, participants receive 1/3 of their daily nutritional requirement, an important component for well-being that benefits those who are at-risk nutritionally. For some, lunch is the only meal of the day. Furthermore, the meal program offsets the effects of isolation for people who live alone, promotes social interaction, provides opportunities for establishing friendships, and is often an entry point into other senior center programs. The lunch program is provided through a collaboration with the Chester County Dept. of Aging Services.

In addition to enjoying a hot, nutritious lunch, senior center participants speak with a nutritionist who administers a health assessment and then educates each person based on their results. Many of the seniors with whom the nutritionist speaks have health issues, such as diabetes, that can be exacerbated by poor eating habits. This portion of the program is funded through a three-year grant that was awarded to the six Chester County senior centers by the Pew Charitable Trusts.

Assisted Senior Program

The Assisted Senior Program (ASP) meets a need to serve the frail elderly and their caregivers in southern Chester County. This unique program offers socialization and meaningful activity for individuals who are living with Alzheimer's-type memory impairment and/or mild mobility impairment, and much needed respite from the intense nature of 24/7 care for their caregivers. The Assisted Senior Program is an affordable intermediary option prior to seniors requiring adult day care or assisted living. Offered five days a week, 8.5 hours each day, the Assisted Senior Program includes supervised social interaction, intellectual and physical activities, group games and travel, craft activities, music, pet and garden therapies, and intergenerational visits. Services are intended to spark life-extending, mind-stimulating activity that can result in maintenance, or increased functionality and reduce the rate of institutionalization. An Alzheimer's Support Group (in collaboration with Alzheimer's Association) meets monthly to serve the needs of the caregivers.

Neighbors in Action

Neighbors in Action is a community development program to meet the needs of home-bound seniors who wish to stay in their homes for as long as possible. However, many are unable to keep their homes and properties clean, safe and attractive. They have a need for help with home support tasks they can no longer manage. Such home-bound seniors are especially vulnerable because of their isolation, and their reclusive tendencies. As a result, they often are at-risk nutritionally or medically; may be suffering from abuse or self-neglect; frequently suffer from depression; and their living standards and homes and yards decline. They are not receiving services from the Chester County Dept. of Aging Services and are unable to afford services provided by for-profit businesses. The program is a collaboration with the Chester County Dept. of Aging Services and utilizes community volunteers to assist seniors. Volunteers are engaged through local service clubs, other nonprofits, churches, youth groups, and businesses.

B. Specific needs and issues to be addressed

The Kennett Area Senior Center serves seniors in and around the Kennett area of Chester County. The individual circumstances of Chester County seniors vary from the most fortunate, who are healthy and economically secure, to the least fortunate, who are poor, ill and/or disabled. Their circumstances can also vary greatly in terms of family support, neighborhood networks, and community and social connections. The aging population in Chester County has swelled by 11.2% and the number of older adults is predicted to double in the next 15 years.

According to *The Elder Economic Security Standard Index for Pennsylvania* report, Pennsylvania is poised on the brink of a population shift. While our overall population will increase only slightly, by 2020 Pennsylvania is projected to have a population that includes more Pennsylvanians over age 65 than under the age of 15. The same report points out that many older adults who are not poor, as defined by the official poverty level, still do not have enough income to meet their basic needs. For example, a single elderly person renting a one-bedroom apartment needs to bring in \$23,207 a year in order to live in Chester County. The average social security benefit is \$14,513. While many seniors do receive income in addition to social security, for a good percentage of seniors this income is not enough to meet their basic needs. Many of the seniors served at the senior center and through our outreach program report chronic health conditions, are at risk for poor nutrition, depression, abuse or self-neglect, and ultimately, premature institutionalization due to their inability to care for themselves and lack of familial or social networks of care. The senior center addresses these and other needs with a variety of programs and services designed specifically for this population.

C. Organizational impact if initiative is undertaken

The impact that the Kennett Area Senior Center has on the seniors it serves is overwhelming, and for many, very personal. The best way to demonstrate this impact is to share the story of one of our consumers, Virginia, who came to the Kennett Area Senior Center for help. Virginia was a homeless senior who was still raising a sixteen year old child! She received a portion of her ex-husband's pension, but that stopped when he moved abroad. KASC, collaborating with the Chester County Department of Aging Services and Wings for Success, was able to secure permanent housing, meals, and other benefits for her and her ward, ensuring her and her ward's safety and wellbeing!

D. Activities to implement the initiative. Please include a description of the expected activities; timeline and costs to implement the initiative. If external consulting services are required, include the anticipated costs and expertise of the consultants to be hired

Strategies to implement the organization's mission include continuing the current programs and services that address the needs identified above at current levels, network with other nonprofit organizations to expand the programs and services that the senior center is able to offer, work with a fund development consultant and the board's fund development committee to diversify the organization's funding sources, and work to increase public awareness of the organization as a way to recruit new volunteers, additional participants and increase funding. These activities are on-going, serve a consistently growing need and therefore do not have a timeline. The cost to continue these activities in FY 2014-2015 is \$605,181, which covers all programs and services currently offered. This application for a general operating grant would underwrite these on-going programs and services. The Kennett Area Senior Center is now in the process of implementing the third year's objectives from the organization's strategic plan. The overall goal of the plan is to seize strategic alliance opportunities that will make the Kennett community an elder-friendly community.

E. Why it is important to fund this now

Unfortunately, funding for senior centers continues to be a low priority for many foundations and corporations. The Kennett Area Senior Center provides vital services that assists some of our community's most vulnerable citizens and helps them maintain their self-sufficiency. By funding the Kennett Area Senior Center, you are ensuring that these essential programs continue to be available to the "greatest generation."

3. How impact and results will be demonstrated

To measure our success we compare program participation levels against yearly objectives and also against previous years, survey our members annually through a customer satisfaction survey, and solicit feedback from the individuals we serve. For example, the Information and Referral Coordinator maintains a complete list of the number of individuals who receive assistance through her office and the level of assistance needed, e.g., multiple referrals, assistance with rent/property tax rebates, counseling on Medicare/Medicaid/Plan D.