

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

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

Note: If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet **MUST** accompany application.

To obtain an electronic version of this application, visit www.chescocf.org

Date

Contact Information

Organization Name: The Hickman
Address: 400 North Walnut Street, West Chester, PA 19380

Phone: 484.760.6300

Website: www.thehickman.org

Year Incorporated: 1891

Executive Director Name: Pamela Leland

Executive Director E-mail:

pleland@thehickman.org

Board of Directors Chair Name: Mark

Snyder

Primary Contact Name: Charles Alfree

Primary Contact E-mail:

calfree@thehickman.org

Has your nonprofit ever applied to the Community Foundation? Yes No Not Sure

Has your nonprofit ever received funding from the Community Foundation? Yes No Not Sure

Donor Advised Fund(s) Fund for Chester County Don't know/Not sure

The Hickman is a beneficiary of West Chester Trust and Relief Fund.

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Organization Information:

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

Describe Population Served and Annual Number of People Served: We serve seniors who seek or need an affordable personal or memory care living community in the Borough of West Chester. The Hickman Community has 114 resident suites. Twenty-two of the suites are in our secure memory care neighborhood. Occupancy fluctuates throughout the year.

Mission: The Hickman is a senior living community located in the heart of West Chester, Pennsylvania. Guided by Quaker principles and tradition, The Hickman provides individualized care and assistance to older adults who seek a safe and affordable living environment.

Proposal Summary: The Hickman, founded by Lydia Hall and Sallie Sharpless in 1891, has and continues to provide comfortable and caring accommodations for seniors in West Chester, PA. Led by Quaker traditions and principles, The Hickman is based on a rental model, which enables seniors with limited funds to choose our safe and thriving personal care community as their home.

Originally, The Hickman was under the structure of the Concord Quarterly Meeting, an association of 8 local Quaker Meetings. In 2005, we became an independent charitable organization with members from

the 8 Quaker Meetings and others serving on The Hickman's Board. Members from the Meetings still comprise more than half of our Board (see attached for current Board list).

Licensed by the Pennsylvania Department of Human Services (DHS), our community offers a communal living environment. We provide three daily meals, weekly housekeeping/laundry, 24-hour staffing, 24-hour on-call nurse, multi-sensory programs, daily social and recreational activities, and more.

After 124 years, the Sharpless-Hall Building (one of the buildings that comprised The Hickman Community) could no longer support our mission and the increasing needs of our residents. The Hickman's Board of Directors approved to have the building demolished and replaced with a new state-of-the-art building.

The new Anna T. Jeanes Building was completed in early 2018 and we began welcoming residents to the building in April. Named in honor of The Hickman's first benefactor, the Anna T. Jeanes Building adds an additional 74 resident rooms to The Hickman Community. Combined with the 40 resident rooms in the Hickman Building, our community now has 114 resident suites.

The 52 resident rooms on the second and third floors of the Anna T. Jeanes Building, along with all the resident suites in the Hickman Building, are designated for personal care. To meet the needs of the increasing number of individuals with dementia who are coming to live at The Hickman, we have designated the 22 rooms on the Anna T. Jeanes first floor for memory care. In addition to the 22 resident suites, the secure memory care neighborhood also includes a secure garden.

According to the Alzheimer's Association, over 5 million Americans currently live with Alzheimer's and other dementias and it is estimated that by 2020, 280,000 Pennsylvanians 65 and older will have Alzheimer's and other dementia related disorders.

As The Hickman grows, we maintain our dedication to providing superior care and programming for our residents. With a focus on healthy living, we offer meals made with fresh and local ingredients and activities that support the mind, body, and spirit. The cost of all these services is included in the monthly rates.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$6,086,486

83.3 % of budget for program expenses

13.9 % of budget for administrative expenses

2.8 % of budget for fundraising expenses

100 % total

67 # of Full-Time Equivalent Paid Staff

19 # of Board Volunteers

90 # of Active Non-Board Volunteers

1,736 # of Volunteer Hours

Top 3-5 funding sources:

1) Program Revenue, 2) Charitable Gifts, 3) Investment Income

Grant Amount Requested from the Community Foundation: \$2,000

FUNDING REQUEST

Description of Key Initiatives:

For 127 years, The Hickman has provided a safe and thriving living community for seniors in Chester County. In addition to providing personal care, The Hickman has recently expanded to include memory care services in a secure neighborhood for individuals living with dementia.

The Hickman provides quality care and accommodations, while also offering activities in a variety of areas, including art, music and exercise. To better assist our residents with dementia, we have created a Multi-Sensory Environment (MSE). An MSE is a purposefully peaceful designed space to eliminate the overstimulation of everyday life and engage all of a person's senses in a manner that offers therapeutic value. Since the 1960s, the use of MSEs have been explored with both children and adults as a tool to both arouse and connect when traditional therapies have not been effective.

MSEs use a combination of light, sound, temperature, touch, smell, and sometimes taste to create a change in a person's mood or behavior. MSEs can be set up to stimulate a response from someone who is withdrawn or calm someone who is agitated. Combined with imagery and breathing techniques, MSEs are also effective for self-management of pain and anxiety.

To ensure our residents who are facing financial hardships continue living in their home at The Hickman, we have established the Resident Assistance Fund. The program supplements funding for residents who are no longer able to cover room and board, as well as additional personal care services.

Since opening in 1891, no resident has had to leave due to a financial reason. Since 2003, The Hickman has provided residents with more than \$2.4 million through our Resident Assistance Fund. With the recent expansion of our community, the opening of the Anna T. Jeanes Building, we intend to continue this tradition and commitment to our residents.

Specific needs and issues to be addressed:

The specific needs to be addressed are continuing to provide 1) a safe, affordable, and active community and 2) assistance to residents who are facing financial hardships.

- 1) The Hickman is dedicated to providing quality service to our residents and their families. We strive to provide the best care to our residents, while offering diverse activities and events for them to enjoy. Knowing their loved ones are living in a caring community, provides families with piece of mind.

It is our intention to continue serving the rapidly growing population of older adults. The Population Reference Bureau (PRB) states, "The current growth in the share of the population ages 65 and older is one of the most significant demographic trends in the history of the United States. Between 2000 and 2016, the share of the population ages 65 and older increased from 12.4 percent to 15.2 percent, with a rapid acceleration starting in 2011 when the oldest baby boomers began to turn 65."

Between 2010 and 2016, Pennsylvania's population had only increased by 0.6 percent. However, the growth of the senior population (people aged 65 and over) grew at a rate over 20 times that of the state's general population. During that time, the senior population increased by 13.5 percent, according to the Pennsylvania State Data Center.

- 2) Wanting our residents (and their families) to not have the worry of having to leave The Hickman, our Resident Assistance Fund provides assistance to those who are facing financial hardships. The funding helps to fill the gap and allows them to stay in their home with their friends and our attentive staff.

At the beginning of 2018, 30%* of our residents were receiving financial assistance. Our occupancy has increased with the opening of the Anna T. Jeanes Building in the spring, causing the percentage of residents receiving assistance to drop. Over the past three years, requests for aid has exceeded the funds available. Last year we provided approximately \$200,000 in financial assistance. This year and 2019, we are budgeted to distribute \$250,000.

*This number fluctuates based on occupancy.

Why it is important to fund this now:

We are consistently challenged to meet the growing need of our residents with limited or depleted financial resources. Through the Resident Assistance Fund, we partially fund all residents in need, instead of funding some eligible residents and not others. However, providing some assistance to each resident in need, is causing a greater decrease in their remaining assets.

The need for our Resident Assistance Fund will continue to increase as our occupancy grows. With the recent opening of the Anna T. Jeanes Building, we have increased our resident suites from 40 to 114. The support from the Chester County Community Foundation will have a significant impact on the Fund and the lives of The Hickman's current and future residents. The funding ensures our residents in need will remain living in a supportive environment without the worry of having to leave their friends and our caring staff members, due to their financial situations.