

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date March 7, 2021

Contact Information

Organization Name: **Barclay Friends**
Address: 700 North Franklin Street
West Chester 19380
Phone: 610-918-3433
Website: bf.kendal.org
Year Incorporated: 1978
FEIN: 23-2088476

ED/CEO Name: Linda Sterthous

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Board Chair Name: John Braceland

Board Chair Approval (check here):

Primary Contact Name: Lee Ann Sullivan

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Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: Reflecting the Quaker concern for older people, we are dedicated to our mission to continuously improve care of the aging across the continuum of services we provide. We aspire to the highest professional and humanitarian standards while providing care and services in a supportive, homelike, and compassionate atmosphere.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Residents served are typically from the Greater West Chester area, but we welcome older adults from all over Chester County and beyond. In most cases, the adult children of residents also live locally.

Describe Population Served & Annual Number of People Served: Our current skilled nursing capacity is 96 total beds, which includes 16 beds for short term acute rehab guests. The average age of our residents is about 88 years. The new personal care building opened in August 2020 with 60 new apartments (40 for residential and personal care and 20 for memory care). Our memory care area is nearly at capacity. **We have served a total of 225 individuals (residents and short-term rehab guests) at Barclay Friends in the past year.**

Annual Budget \$15,673,531

75% of budget for program expenses

24% of budget for administrative expenses

1% of budget for fundraising expenses

107 # of Full-Time Equivalent Paid Staff

15 # of Board Volunteers

35 # of Active Non-Board Volunteers

100 # of Volunteer Hours (much more limited due to COVID-19)

Top 3-5 funding sources: In 2020, top foundation support was given by Crystal Trust, Friends Foundation for the Aging, and Chester County Community Foundation. We were fortunate to also have generous individuals make gifts that helped us conclude our Spirit of Renewal capital campaign last year.

Is this grant proposal for: Capacity Building or General Operating

Grant Amount Requested from the Community Foundation: \$10,000

Proposal Summary: We welcome grants in support of our mission. We strive to honor the spirit and rights of older adults. We recognize each resident's need for independence and self-determination, the need to feel connected, and the need to have opportunities for learning, fun, reflection, and self-expression.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

1. Nonprofit's history, goals, key achievements & distinctiveness

Founded in 1893, Barclay Friends is a non-profit community for older adults dedicated to upholding each resident's independence and dignity with quality, compassionate care. Quaker values are reflected in the manner of care we provide. We strive to honor the spirit, humanness, and rights of the older person. We recognize each resident's need for independence and self-determination, the need to feel connected, and the need to have opportunities for learning, fun, reflection, and self-expression.

Dedicated and caring staff have always been at the heart of Barclay Friends. Staff engage and provide support for residents in a respectful and kind manner. Time and time again, families of residents express their gratitude.

This new chapter in Mom's life at Barclay Friends was nothing short of lovely, beautiful and comforting. She was always surrounded by caring staff whether it was the well-trained nursing staff, the incredible dining crew, the illustrious recreational and horticultural team members, or the esteemed leadership team. Mom recognized that she was always treated with respect and great care.

-Grateful Former Family Member (Mother was on Medicaid)

From visiting my mother so often over the years, I've gotten to know so many of the staff – from everyone at the front desk, to the nurses and aides who assisted her, as well as the administrative, dining, and maintenance staff. All of you created a home for my mother and a welcoming place for me when I visited. Your friendship and cheerfulness will never be forgotten and are very much appreciated.

-Grateful Former Family Member

Since 1997, Barclay Friends has provided a home to over 3,500 older adults nestled within a West Chester neighborhood with access to eight on-site gardens. Throughout the past 24 years at this location, our community has offered residential and personal care as well as skilled nursing long term care, and post-acute rehabilitation care for guests in need of short-term care before returning home.

Among the Greater West Chester area that we primarily serve, Barclay Friends has earned a reputation of enriching lives and providing quality care. Here are some of the ways that we demonstrate our commitment to residents:

- Residents in need of compassionate care are not asked to leave if they expend their resources; we provide financial support through our **Caring Fund** for both people in personal care and skilled nursing. Our community accepts Medicaid, and about 30% of our skilled nursing residents (about 20 individuals) receive Medicaid which only reimburses a small percent of the true cost of care.
- An innovative model blends **homelike surroundings with state-of-the-art medical care**.
- A unique **horticultural therapy program** instills a sense of purpose and enriches lives through activities around flowers, gardening and access to eight beautiful gardens throughout the campus.
- Extensive renovations completed in 2015 added intimate and modern living and dining areas
- Our **beautiful new residential living, personal care and memory care building** opened in August 2020 to provide quality support to older adults.
- Our **affiliation with The Kendal Corporation** since 1994 provides continuous support in many critical areas, including finance, project development, marketing, and philanthropy.

2. Funding request

Description of key initiatives

Barclay Friends' key initiative is to provide quality care in a welcoming home-like community for older adults in need of long-term care. We strive to uphold each resident's independence and dignity, in turn honoring their spirit, humanness and basic rights, a hallmark of our care. Our programs provide a culture of arts that encourage the expression of creativity and spirituality, while our unique horticultural therapy program instills a sense of purpose and enriches lives.

Specific needs and issues to be addressed

Barclay Friends is one of the few long-term care communities in the region to have a comprehensive **horticultural therapy program** with a full-time horticultural therapist on staff. Through this program, residents have many opportunities to garden, arrange flowers or simply enjoy the natural world both indoors and outside. Research demonstrates that horticultural activities enhance physical, cognitive, emotional, vocational and social well-being in older adults.

Our program offers all residents the following therapeutic benefits and more:

- Eight outdoor gardens open and accessible to residents, families and staff.
- Raised beds where residents can plant and tend their own gardens
- Various forms of gardening activities, including floral design, seed starting, indoor and outdoor plant tending
- Entry of vegetables and flower arrangements in the annual Goshen Fair, creating a sense of pride for the whole community
- Giving residents the opportunity to give back to the local community by growing food for the local food bank. This past year, a total of 540 pounds of fresh produce were donated to local food banks.

With our **Caring Fund**, Barclay Friends makes a commitment to residents and their families when they become a part of the community to continue to provide compassionate care when residents have exhausted their financial means. Residents and their families are not put in a situation where they must move to another community, with income that puts them below the poverty line and leaves few options for their care. The Caring Fund will be a comfort for new residents in Preston to know that, if they become unable to pay their monthly expenses, their needs will be met by the Caring Fund.

About 30% of skilled nursing residents at Barclay Friends receive Medicaid funds; therefore, we are also able to continue to provide care for residents in skilled nursing even after they have exhausted their means. These residents are extremely vulnerable and would face significant challenges if forced to find a new place to receive care. We currently have about 20 residents receiving Medicaid support. The reimbursement for each Medicaid resident is about \$150 per day less than the cost of delivering the care, due to our high staffing ratios/high quality of care. Each year, Barclay Friends absorbs up to \$2 million in unreimbursed costs due to the difference between the cost of quality care we provide and the rate of Medicaid reimbursement.

Why it is important to fund this now

The challenges brought on by the pandemic have had a significant impact on our budget both in 2020 and 2021. We follow all infection control mandates. When permitted, we resumed recreational and horticultural activities to help all residents feel comfortable and safe in order reaffirm a sense of being home. We have had to readjust our expectations for projected move-in rates for personal care and nursing care due to COVID-19.

In addition, we have expended an enormous amount of funds for staff and resident testing, and protective equipment. While we have been reimbursed for some of these costs through philanthropy and the CARES Act, we recognized close to \$2.5 million in losses in 2020. We were thrilled to go through a series of

vaccination clinics earlier this year that will help provide much needed and appreciated protection to staff and residents. For all of these reasons, we seek support from Chester County Community Foundation and others to help us with our on-going operations during this critical time.

How impact and results will be demonstrated

Residents within our community receive the benefits of engaging in gardening and the therapeutic benefits that it offers. Residents receive benefits by being able to sit in our beautiful Anne's Garden and experience the sights and sounds of our flower gardens and pond area. A number of residents participate in flower arranging activities that provide fresh flowers in vases throughout the building. In addition to helping residents, we also offer garden space to employees who wish to garden; some have never experienced the opportunity to do so. This year, we are also partnering with West Chester Green Team to host community gardens on our campus for the first time ever. The Green Team will coach people living in the borough as well as Barclay Friends staff on gardening to help address food insecurity.

With the generous support of funding partners, we continue our commitment to residents that they will not be asked to leave for inability to pay. The Caring Fund helps families know that they do not have to worry about caring for their loved one as their personal care and health care needs increase over time. Families take comfort knowing that residents of Barclay Friends are able to focus on enjoying activities and making friends. Supporting the Caring Fund continues to be our greatest area of need. We will be holding our 19th Annual Golf Classic in June to seek support for the Caring Fund.