

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date September 13, 2023

Contact Information

Organization Name: Kennett Area Senior Center
Address: 427 S. Walnut St., Kennett Square, PA 19348
Phone: 610-444-4819
Website: www.kennettSeniorcenter.org
Year Incorporated: 1972
FEIN: 23-1943595 Primary Contact E-mail:

ED/CEO Name: Stephanie K. D'Amico, MSW
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Board Chair Name: Frederick Wissemann
Board Chair Approval (check here):
Primary Contact Name: Stephanie D'Amico
sdamico@kennettSeniorcenter.org

Organization Information:

Field/s of Interest:

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

Mission:

Kennett Area Senior Center helps adults 50 and better live healthy, active and independent lifestyles.

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

KASC serves 4 boroughs in Southern Chester County: Kennett Square, Avondale, Oxford and West Grove. The KASC also serves 12 townships in Southern Chester County, including: Birmingham, Chadds Ford, East Marlborough, Kennett Township, London Britain, London Grove, New Garden, New London, Newlin, Penn, Pennsbury and Pocopson.

Describe Population Served & Annual Number of People Served:

The target population includes seniors aged 50 to 98 years old who are nutritionally at risk, at risk for chronic illness, disability, homelessness; often live alone or in rural areas and are on low fixed incomes.

Annual Budget \$ \$384,053

<u>3.5</u> # of Full-Time Equivalent Paid Staff	<u>12</u> # of Board Volunteers
<u>81</u> % of budget for program expenses	<u>250</u> # of Active Non-Board Volunteers
<u>12</u> % of budget for administrative expenses	<u>7,381</u> # of Volunteer Hours
<u>7</u> % of budget for fundraising expenses	
<u>100</u> % total	

Top 3-5 funding sources:

Chester County Dept. of Aging Services; Individual Donations; Marshall Reynolds Foundation

Is this grant proposal for: Capacity Building or General Operating ?

Grant Amount Requested from the Community Foundation: \$ 7,000

Proposal Summary: Kennett Area Senior Center (KASC) proposes to provide programs and services that ensure that seniors stay physically, mentally, and emotionally healthy, and financially independent. Its purpose and mission are fulfilled through its Wellness and Independence Programs and its Nutrition Program that offer activities that address all four dimensions of their wellbeing through exercise, education, socialization, and direct assistance.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

History: Founded in 1972, the Kennett Area Senior Center (**KASC**) is a private community-based, not-for-profit organization that serves adults over 50 who live in more than 16 municipalities in southern Chester County, and beyond. Dr. Leonard Kanofsky and members of the Rotary Club of Kennett Square created the senior center out of concern for older local residents.

Goals:

1. Improve and strengthen KASC's facilities, organizational infrastructure, volunteer leadership and programming to better meet the needs of people 50% and their families in the greater Kennett area.
2. Expand programming to better meet the needs of a diverse population, including current participants, younger seniors, and their families.
3. Enhance the Culture of Philanthropy at the Center at all levels and increase the Center's fundraising capacity by recruiting and training more fundraising volunteers, improving the effectiveness of current fundraising initiatives, and developing new donors.
4. Expand the size and effectiveness of the Board and standing committees to provide improved oversight, support, strategic insights for growth and governance, and cultivation of new members.
5. Rejuvenate, expand, and upgrade the Center's facilities.
6. Expand the Center's communications resources and strategies to improve community visibility and understanding of what the Center does.

Key achievements: Seizing an opportunity during the Covid closure, KASC secured significant funding and completed major renovations and upgrades to its facilities without impacting the seniors, whose health would have been negatively impacted if construction dust and noise had occurred during hours of operations. When KASC resumed operations after the closure of over a year, seniors returned quickly and attendance has increased rapidly.

Distinctiveness: The Kennett Area Senior Center is the only full-service organization in the Kennett area providing a myriad of services to low income older adults, including Nutrition Programs, Wellness and Independence Programs and Services, and Lifelong Learning and Personal Empowerment programs.

2. Funding request

• **Description of key initiatives**

KASC's programs and services are divided into three areas: Wellness and Independence, Information and Assistance Services, and Congregate Meals.

Wellness and Independence Programs

Wellness and Independence Programs provide a broad range of activities and services that help seniors improve and sustain their daily life. These services provide health and fitness activities, some

in collaboration with the YMCA and Kendall-Crosslands Communities, health screenings, such as blood pressure checks, safety workshops, and fall prevention workshops. Additional workshop subjects include health care, education, retirement, legal, fraud prevention, disability and social service information. Within the framework of the Wellness and Independence Programs are lifelong learning programs and services, offering structured courses such as AARP Safe Driver courses, digital photography, arts & crafts, sewing, needlework, a Living History Storytelling Program, technology assistance, and book clubs. Mental health programs offered address loss of memory, concentration, depression, anxiety, and anger. These programs include professionally-led workshops on mindfulness and mental health issues, support groups on the topics of bereavement, grief, and Alzheimer's, and memory-stimulating and resiliency programs. Underestimated by the healthcare community until recent decades are socialization programs, which research now shows help to stimulate aging minds, keeping them healthier. These services and programs help provide the assistance that the elderly need to remain independent in their homes and to participate in their communities. A sympathetic staff helps seniors feel that the staff understands and respects them. Often, seniors refer to the senior center as their "home away from home," giving purpose, dignity and meaning to their lives.

Information and Assistance Services

Information and Assistance services 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: Medicare/Medicaid and Part D enrollment counseling, assisting in finding services to meet basic and emergency needs such as LIHEAP, PACE/PACENET (health coverage for very low income), property tax/rent rebate, assisting with the completion of forms and applications for government or private services, tax return preparation assistance, and identifying community resources. Services are provided Monday through Friday.

Nutrition and Congregate Meals Programs

The daily congregate meals program offers nutritious hot lunches for all seniors each weekday at lunch. Through the 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. Additional nutrition programs include supplemental nutrition information and food in collaboration with the Chester County Food Bank, including food boxes for home-bound older adults, special meal-focused events around Sunday dinners, birthdays, and special occasion lunches and dinners, and nutrition information taught by licensed nutritionists through workshops on such topics as diabetes and heart diets, medication and weight management.

• **Specific needs & issues to be addressed**

The problem: Older adults encounter escalating challenges to wellness and independence as they age; inevitably facing the loss of muscle tone, bone mass, immunity against disease, and diminishing visual and mental acuity. The result of this deterioration is often poor physical and mental health, poor nutrition, and loss of independence, self-esteem, and dignity. These losses mount, frequently resulting in a poor quality of life. The effect of these escalating challenges is a greater dependence on family and community to meet daily living needs, increased rates of institutionalization, and early

death. Aware of their failing mental acuity, seniors begin to doubt their judgment; hence they often fear making decisions. Seniors are perceived by unscrupulous parties to be vulnerable and are especially targeted for fraud, theft, and other illegal or unethical activities. Exacerbating the problem is that many of today's elderly, especially low-to-moderate-income individuals, are members of an age cohort that served their country without asking for anything in return. They did not seek help when facing challenges; they gave it! Thus, their needs remain hidden as they lack the self-advocacy skills to seek appropriate help when they finally need it. These individuals struggle on fixed incomes as the cost of living increases. People with lower incomes report poorer health and have a higher risk of disease. (Urban Institute)

- *Evidence of Need:* Total census of low income seniors (65+) residing in the immediately surrounding municipalities of Kennett Square and including Kennett Square is 16,496 (2013-2017 American Community Survey). Nearly 40% of people age 65+ had at least 1 disability, according to a U.S. Census Bureau report covering 2008 to 2012. Of those people, 66% noted difficulty in walking or climbing.

- *The need:* Low-to-moderate income seniors need an accessible centralized provider that is serviced regularly and reliably by public transportation to access affordable programs/services that improve or maintain their physical & mental health and help ensure their financial independence.

- *KASC benefits:* Senior Centers are uniquely dedicated to meeting the many needs of seniors and advocating for them. KASC provides unduplicated programs and services in a caring, supervised, and supportive milieu to an underserved population at no or very low cost. No other Kennett Square organization provides the array of services and programs in one location for the targeted population. Wellness and Independence (W&I) Programs address critical needs that ensure the health and well-being of the seniors. In a survey for the Chester County Dept. of Aging Services. (CCDAS), 4-Year Plan, a majority of respondents noted that they received information on services from a senior center. Public transportation is easily arranged and available to and from the center. Seniors who achieve these benefits maintain stronger familial and community ties and become a resource to their family and community through such efforts as volunteerism.

- **Why it is important to fund this now**

Unfortunately, funding for senior centers continues to be a low priority for many foundations and corporations. KASC provides vital services that assist some of our community's most vulnerable citizens and helps them maintain their self-sufficiency. Additional financial burden has recently been placed on KASC and other senior centers in Chester County and additional resources are currently being researched. Funding will ensure that the essential programs and services currently provided continue to be available to this *often hidden* generation.

- **How impact & results will be demonstrated**

To measure success, staff compares program participation levels against yearly objectives and against previous year's levels. Members are polled annually through a customer satisfaction survey, and feedback is solicited from clients regarding new programs and services they may desire.