



## Narratives

### Executive Summary

The Senior Connections Program partners with agencies that serve needy seniors in Kentucky's Green River Area Development District. Members are trained to provide direct services and counseling to needy seniors to improve their quality of life and enable them to remain independent. Members receive training related to senior issues. As a team they are also trained in disaster preparedness, participate in service projects and collaborate with other Corporation programs and community agencies.

### Rationale and Approach

Senior Connections Narrative 2010

Program Design 50%

Rationale and Approach 10%

Compelling Community Need:

Many older persons live in fear of becoming unable to care for themselves, their quality of life diminishing, losing their independence, and being institutionalized. Often a single service, such as hot meals, housekeeping, home repairs, or help in finding a part time job can improve their quality of life or even be the deciding factor in staying in their own home or being institutionalized.

The Green River Area Development District (GRADD) is a planning and development agency that is home to the Area Agency on Aging and serves seven counties in western Kentucky including Daviess, Hancock, Henderson, McLean, Ohio, Union and Webster counties. The total population, according to 2008 census data, is 210,706. The census data shows that the area includes a higher ratio of people over age 65 (14.7%) than either the state of Kentucky (13.3%) or the total U.S. (12.8%). We have proportionately more seniors than the state or the country.

This senior population is growing. In 2000 12.5% of Kentucky's population was age 65 or older. In

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2010 census data projects the share of those 65 and over to be 13.1% of the state's population. And by 2030 the share of those 65 and over is projected to be 19.8% of the states population.

Seniors are more likely to be disabled and they are more likely to be living in poverty than the general population. Census data from 2008 for the GRADD counties shows a higher ratio of disabled people (20.7%) than either the state of Kentucky (20.4%) or the total U.S. (16.3%). Census data also shows the ratio of all people living in poverty in the GRADD counties (15.6%) exceeds those living in poverty in the total U.S. (13%).

The Bureau of Labor Statistics reports that about 17% of the work force is 65 or older, that the percentage of working seniors has risen steadily since the late 1980's, one in five seniors (20%) are working, more than half of those work full time. Unemployment in the GRADD counties has averaged 10.8% for each month through August of 2009. This exceeds both the Kentucky state monthly average of 10.4% and by far exceeds the total U.S. monthly average of 9.1% through August of 2009.

Deb Reichmann reports in a column carried by Associated Press in April 2009 that in these scary economic times, older workers are putting off their retirement and hanging on to a paycheck. Some retirees struggling to make ends meet are scanning help-wanted ads for the first time in years. An AARP (American Association of Retired Persons) survey in December 2008 reported that 16% of people age 45 and older had postponed retirement because of the economic downturn. Mark Lassiter, a Social Security Administration spokesman, said that while some older people stay on the job during economic downturns, others turn to Social Security because their jobs are eliminated.

According to an Oct. 1 USA Today article, the number of retired workers who began collecting Social Security benefits jumped by a record 19 percent in the 2009 fiscal year that ended September 30.

The start of the recession in the fall of 2008 caused many seniors to lose 30% or more of their retirement investments in the stock market. The lucky ones are delaying retirement, and continue working. Many less fortunate have seen their jobs eliminated. They seek new employment, and or sign up early for reduced Social Security benefits to subsidize their unemployment benefits or part time

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paychecks. Those who are not able to find employment are forced into an early or unplanned retirement and may not be able to maintain the life style to which they were accustomed.

Many seniors have equity in their homes or other resources that they use to supplement their Social Security income. But many seniors are also lonely and crave any type of social contact as evidenced by the increase in traffic and activity at senior centers in the area. This desire for social contact makes seniors vulnerable to unscrupulous telemarketing and other scams.

Stephen J. Baetge, in an article for Spectrum says that a new report issued by the National Consumer Law Center (NCLC) finds that abuses and abusers from the subprime mortgage industry have made their appearance in the reverse mortgage market, raising concerns that the equity and savings of millions of seniors may be at risk by the same forces blamed for causing the current recession. "In the reverse mortgage market, seniors' face some of the same aggressive lending practices that were common in the subprime lending boom," stated the report's author, Tara Twomey, an NCLC attorney. "Well-funded marketing campaigns and perverse incentives to brokers are targeting seniors' home equity and using reverse mortgages as their tools."

Many seniors have worked a lifetime in anticipation of their "Golden Years" only to find that they cannot afford to retire. Many have served in the country's military for the freedom we all enjoy. They raised families and sacrificed to educate their children. They were active in their communities and their churches. For many their families have moved away, their spouse has died, their health has deteriorated, and they have a diminished capacity to deal with a unique set of problems that they have never faced before. They have become vulnerable in world changing rapidly around them.

The local Area Agency on Aging recently conducted a needs assessment survey. 141 seniors from all seven area counties responded. The average age of respondents was 70 to 79. Transportation was the number one service needed as identified by respondents. Other service needs identified included respite, Personal care, home delivered meals, housekeeping, home repair and Senior Center programs. Survey respondents reported problems / concerns with prescription drug cost, telemarketing calls, and

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health insurance / Medicare.

The Area Agency on Aging maintains a waiting list of people to be assessed for benefits. Case managers try to assess everyone within a year of being put on the waiting list, but some individuals have waited more than two years to be assessed. Depending on what services a senior applicant qualifies for they will be put on other waiting lists for specific services such as housekeeping, personal care, respite, meals on wheels, or Adult Day Care. Currently there are 808 people on various waiting lists for services from the Area Agency on Aging providers.

Seniors need help and counseling from trusted sources to get access to benefits to improve their quality of life. Seniors want to live independently in their own homes in comfortable, familiar surroundings for as long as possible. This is the mission of the Senior Connections program: to provide direct services and counseling to seniors to improve their quality of life and to enable them to live independently in their own homes.

The incremental services provided by an AmeriCorps member serving to increase the capacity of a senior center, career center, living facility, hospice or other senior focused agency may make the difference in the quality of life for many a vulnerable individual facing hard choices and confusion. Often even small incremental services provided to vulnerable seniors lingering on waiting lists can make the difference in their remaining in their own home or going to a nursing home or assisted living facility. Home Instead Inc reports the cost of care in a nursing home at \$78,000 annually. The actual median cost of assisted living care is \$36,000. Nursing homes and assisted living care can quickly use up the resources of individuals. Medicare may pay for indigent care with the burden falling on the state budget which is already in a deficit.

Description of Activities and Members Roles:

The Senior Connections program will partner with agencies that provide direct services or counseling to seniors. These service sites will include but are not limited to; Senior Centers, senior living facilities,

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hospice, adult day care, and career centers. We currently partner with a grant recipient, the National Council on Aging with their Benefits Outreach and Enrollment.

The internal program evaluation accompanying this application is one way we get input from our community partners. Their responses confirm the value of AmeriCorps members serving senior clients at their sites. It also confirms the increased demand from agencies wanting to sponsor AmeriCorps members. This has resulted in the need to create and maintain a waiting list for agencies wanting to sponsor AmeriCorps members. We will place 30 AmeriCorps members with these sponsoring agencies.

Individual member's activities will be determined by the type of service site at which they serve.

Members will provide direct services to seniors including home delivered meals, congregate meals, senior center social activities and programs. Many members will also provide in-home services to senior clients to include friendly visits, housekeeping, personal care, telephone reassurance and respite for caregivers.

Some members will also fill an advocacy role by counseling seniors on prescription assistance, Medicare Part D, and other benefits for which they may qualify. Some seniors may qualify for prescribed medications at a reduced cost, or possibly free, and will make better choices on options presented for the Medicare Part D Prescription Drug benefit. Members will also counsel seniors who may not be aware of other benefits such as Supplemental Nutrition Assistance Program (SNAP), Low Income Home Energy Assistance Program (LIHEAP), or other benefits and services that may make a measurable difference in their quality of life.

Some members may also provide career counseling services including resume' preparation, interviewing skills, on-line job search, job application completion coaching, and basic computer classes for seniors seeking employment. All members will serve as advocates for seniors, tapping into community social service programs and providers that will help to conserve resources for seniors whose resources may be needed to pay utilities, food, etc.

Current efforts to provide these services are limited by both funding, and manpower. AmeriCorps

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members increase the capacity of our partner service sites to reach more people more often with needed services. One of our AmeriCorps members recently described the needs of the senior population as "infinite". We can never fill every need that exists. We do make a difference in the quality of life of many and we do enable some to remain living independently in their homes. Our client satisfaction surveys and program evaluation confirms the value of the services our members provide.

Members will recruit volunteers to assist with many of the duties that the members themselves provide. Many volunteers are recruited from among the client base. Seniors live to help other seniors. There is no shortage of people requiring the services provided.

Members may also receive credit for time providing other qualified community service with the awareness and approval of the site supervisor and program director.

We are requesting 30 full time member slots. It has been our experience that full time members work best for the service sites that we partner with and also for the majority of our applicants. If there is a need for a part time slot we may request a slot conversion at the appropriate time. Currently our program has 20 full time slots and we maintain a waiting list of agencies who want to sponsor AmeriCorps members to serve with them.

Members will submit a written output report monthly to the Program Director on the number of senior clients they served the number of each type of service or counseling that was provided to each senior client.

Our host agency agreement, renewed annually, addresses the requirements of non-duplication, non-displacement, and non-supplementation with our host agencies and service sites all sign a contract each year that also addresses cash match and in-kind match requirements.

Our plan for member development will help achieve the desired outcome of improving the quality of life and helping seniors remain independent by developing marketable job skills in the performance of the member's service. Many alumni from this program are currently employed in the senior services industry and the skills they learned as members often meant they were chosen for a job over a lesser

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skilled individual. Member training will include disaster preparedness classes, including first aid, offered by the Red Cross. Supervisors are located at each service site. They are responsible for the health and welfare of their senior clients. In many cases they are funded by local government and answer directly to elected officials. Some supervisors are AmeriCorps alumni who take a special interest in their member's performance.

Our member service agreement includes a detailed section on prohibited member activities. This is reinforced at the new member orientation and enrollment by the program staff. Also, in a monthly newsletter to members and supervisors we include a reminder on prohibited activities and highlight one each month.

Currently significant waiting lists exist for meals on wheels service, friendly visits, and respite. The current staff at most service sites provide counseling and advocacy but are limited by staff and time to devote to this much needed service. AmeriCorps members add capacity to service sites that allow more seniors to be served with these important services. At all service sites an AmeriCorps member represents increased capacity to serve seniors. In instances where there is only one full time staff member, the member represents a 100% increase in the value of services delivered to senior clients. This type of site would include the three smaller county senior centers in Hancock, Webster and Union Counties.

### Measurable Outputs and Outcomes:

This program will address the Corporation's national service priority of Opportunity. We will be using the following standard performance measures: number of economically disadvantaged individuals receiving job training and other skill development services, and the number of homebound individuals receiving food, transportation, or other services that allows them to live independently.

Members provide in home services enabling seniors to remain independent in their own home. Members who serve at Career Centers provide job training for seniors by assisting with resume'



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preparation, on-line job search, computer skills and interview skills. Members serving at senior centers assist with meal preparation and delivery for both meals on wheels and congregate meals. Our goal will be to serve 1,500 homebound individuals delivering food, and providing transportation and other services that allows them to live independently.

Our performance measurement output will be measured by client contact service logs submitted monthly by members to the program staff. We will track the number of direct services provided including friendly visits, telephone reassurance, meals prepared, home safety assessments, and clients transported. We will track counseling and advocacy provided including prescription assistance, Medicare Part D, hospice family counseling, resume preparation, and assisting with job search. We will also track the number of unduplicated clients served by our members.

We will use client satisfaction surveys to collect feedback from seniors on how effective we are in improving the quality of life for the people we serve as an intermediate outcome. Our ultimate end outcome is to identify senior clients who are able to remain independently living in their own home as a result of the services our members provide.

In the performance measure of needs and service activities our output goal will be to serve 1,500 unduplicated seniors in the first year with direct services or advocacy. Members will maintain a client contact service log to be submitted monthly. Our intermediate output goal will be to show that we have improved the quality of life for 75% of the seniors who will respond to a sample survey. As an end outcome our goal will be to show that 20% of seniors responding to a sample survey will report the ability to remain independent as a result of direct services and advocacy provided by AmeriCorps members.

This will be an "Encore Service Program" which will engage a significant number of participants age 55 or older. In the current service year 50% of our members are age 55 or over. The average age of all of our members is over 51. We have achieved this with our normal broad based recruiting efforts. If we focus our recruiting on seniors to serve seniors our goal will be to have no less than 50% of our members

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to be age 55 or older in year one, 55% in year two and 60% in year three. We have also found that seniors like to be served by other seniors and senior members are very much in tune with their senior clients' needs.

### Plans for Self-Assessment and Improvement:

Self-assessment will be accomplished by compiling and submitting quarterly progress reports. These reports measure the progress toward achieving program performance measures. In-house monitoring of both fiscal and programmatic progress will occur monthly to ensure program success by reviewing member monthly activity reports. Periodic expense reports are prepared quarterly by the GRADD Finance Department and reviewed by program staff. Any concerns are addressed immediately in an effort to improve the program. Also members receive a performance evaluation at mid-year and at the end of the service year that addresses their performance. A program evaluation has also been completed and is being submitted as part of this grant application package.

Continuous improvement is addressed by monitoring each service site twice each service year. Service site supervisors and fiscal agents provide input and comments regarding program effectiveness, appropriateness, and cost effectiveness within the monitoring process. Members, host agencies, and other community partners will be informed of any recommendations made during the monitoring process at an annual site supervisor's meeting which also fosters uniformity in understanding the AmeriCorps program purpose, policies and procedures. Supervisors and fiscal agents are encouraged to provide feedback on ways to improve the program.

The Area Agency on Aging was instrumental in the needs and planning process by conducting a needs assessment survey. This agency administers the county senior centers in the seven county area. They are instrumental in setting the agenda for services and activities of the senior centers. Many of these senior centers are the service sites where our members serve. We also work with the GRADD Council on Aging. The Chairperson of this council sits on the GRADD Board of Directors. This council actively

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follows state and federal legislation that may affect seniors. The American Association of Retired Persons (AARP) also has a representative that sits on this council and takes an interest in the success of the AmeriCorps program. County senior center directors in several cases serve as AmeriCorps site supervisors. Two of the county senior center directors are AmeriCorps alumni.

### Community Involvement:

The members and staff participate in a wide range of community activities. The AmeriCorps program staff reports to the GRADD Aging Council three times a year at their regular meetings. The program staff participates in monthly staff meeting with the Area Agency on Aging. The program staff also participates in monthly GRADD staff meetings and meetings of the GRADD Board of Directors. Members and staff volunteer to support and facilitate the regional senior games event that spans nearly two weeks; volunteer at senior day at the mall, senior day at the Western Kentucky botanical Gardens; the Red Cross Disaster Action Team; at Red Cross shelters during an ice storm; at a swine flu vaccination clinic run by the Green River District Health Department, at the GRADD Arts & Crafts show; Community Emergency Response Teams (CERT); Medical Reserve Corps; Neighborhood Watch; Volunteers in Police Service; and the Regional Citizen Corps Council. AmeriCorps has become known in the GRADD area as a reliable source of community volunteers. Local government and civic groups depend regularly on AmeriCorps to be a source for volunteers and to recruit additional volunteers.

### Relationship to Other National and Community Service Programs:

We have collaborated with other AmeriCorps state programs within Kentucky on a competitive food drive for "Make a Difference Day" every year since 2002 when the program began. We have collaborated on service projects with the Senior Companions program in our area such as a Martin Luther King Day service project. The Senior Corps Director, Robyn Mattingly, sits on the GRADD AmeriCorps Advisory Council. A National Civilian Community Corps (NCCC) alumnus, Clif Husk,

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addressed our current Corps members during their orientation to relate his experience. We collaborate regularly with the AmeriCorps Senior Connections, also housed at GRADD, on training and service projects. We met recently with Jennifer Prall of NCCC, Southern Region to discuss the possibility of a project in our area.

GRADD also receives Corporation funding for a second AmeriCorps state program, the Homeland Security Corps.

### Potential for Replication:

We have had requests for information and assistance from other AmeriCorps applicants regarding our Senior Connections program including the Bluegrass Area Development District in Kentucky, and groups from South Haven, Michigan, and from Knoxville, Tenn. In 2005 Senior Connections was recognized as one of the 51 Most Innovative Programs in the U.S. by Innovations in Civic Partnership. In 2008 we received our second Point of Light Award. Program Director David Clark also addressed the Southern Region Conference in Nashville, Tenn. in 2004. This program could be easily duplicated in many areas but would be most useful in areas where seniors make up a disproportionate share of the population.

### Organizational Capability

Organizational Capability 25%

#### Sound Organizational Structure

#### Ability to Provide Sound Programmatic and Fiscal Oversight:

The Green River Area Development District (GRADD) is a regional planning and development agency. It is one of 15 area development districts in the state of Kentucky that has been in existence since 1968. The organization has successfully administered the AmeriCorps Senior Connections Program since 1997, and is currently completing the seventh successful year with the Homeland Security Corps.

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GRADD has the ability to provide sound fiscal oversight. GRADD has a lengthy history of administering federal and state grants. Some of the programs that GRADD has managed previously or currently administers, in addition to this AmeriCorps program, include: AmeriCorps Homeland Security Corps, Community Development Block Grants (CDBG), HOME, Land and Water Conservation, Environmental Protection Agency (EPA), Federal Highway Administration, Community Oriented Policing Services (COPS), Federal Transit, KY Housing Corp. grants, Access to Benefits Coalition Grants, Agency on Aging, Titles III Aging Administration, Supportive Services, Congregate Meals, and Home Delivered Meals. GRADD is also responsible for recording and reporting federal stimulus funds that are allocated and spent in the region.

The accomplishments of the Senior Connections program over the service year ending August 30, 2009 include: 72,856 congregate meals prepared and served, 6,778 friendly visits, 16,216 telephone reassurance, social activities involving 41,658 people, 11,276 seniors transported, and 1,315 SHIP (State Health Insurance Program) services provided.

All 20 members were certified in disaster preparedness and response. Members served 985 people in response to an ice storm in February that was declared a Presidential disaster by FEMA.

Throughout the year 736 volunteers were recruited and they served over 3,600 hours. At least 265 of these volunteers were "baby boomers".

Our intermediate outcome was gauged at the end of the year by means of a sample survey. 93% of the respondents to the sample survey reported an improved quality of life as a result of services provided by AmeriCorps members.

We are proposing a multi-site program. All service sites are within 40 miles of our central office location. We have two full time staff members and one part time dedicated to the AmeriCorps programs which currently have a total of 42 full time slots. We plan to visit each service site and member at least every 60 days.

The GRADD finance department has a staff of four people headed by Associate Director Debra James,

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CPA. The staff regularly manages multiple state and federal grants. A copy of the latest audit, with no findings, is being included with a copy of this application to the state contracts administrator. GRADD's budget exceeds \$10 million including both direct expenses and pass through money.

As a regional forum for citizens and elected officials, GRADD is home to the Area Agency on Aging (AAA). The AAA administers senior centers in each GRADD county and sponsors numerous senior focused activities. Staff and resources are limited. Philanthropic resources are also limited in the region as evidenced by census 2000 figures that show per capita income below the state and national average.

AmeriCorps members serve to increase the capacity of the AAA, senior centers and other senior focused agencies to deliver direct services and counseling to meet the needs of this vulnerable population.

Orientation for service site supervisors is provided by program staff prior to the start of the service year.

The orientation includes a review of the AmeriCorps program, the mission, expectations, goals and objectives, member benefits, matching funds, and in-kind contributions. A Host Agency Agreement with GRADD is reviewed and signed to formalize the contractual agreement.

Service sites are provided a supervisors handbook, developed by program staff, which outlines supervisors' expectations and requirements. Host agencies will be provided consultation on request. Continued technical support is available at all times.

Supervisors participate in an advisory council that meets to discuss best practices and share information. Supervisors receive a monthly newsletter directed to members but keeps supervisors informed.

The process for selecting service sites with appropriate capabilities includes recruiting sites that deliver direct services to seniors as part of its mission. We also endeavor to select service sites that have community outreach, public education and/or volunteer recruitment in their mission.

County senior centers are funded through the Area Agency on Aging at GRADD. Relationships exist between GRADD and many service sites because of the nature of GRADD's role as a planning and development agency for local and county governments. Service sites include senior centers, senior living

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facilities, National Council on Aging (grant), hospice, Career Centers, adult day care, and Habitat for Humanity. All agencies provide a cash match to sponsor a member and all provide in-kind funds in addition to cash. All sponsoring agencies have had a pre-existing relationship with GRADD through local government or community involvement in a wide range of regional committees, and initiatives. Fiscal oversight of service sites is provided by GRADD's finance department. This includes the timely and full payment of cash matching funds and tracking and verifying in-kind match contribution. Monitoring tools are in place to ensure compliance with the regulations. Program staff participates in monitoring by the Kentucky Commission on Community Volunteerism and Service (KCCVS) and makes improvements as indicated in the feedback generated by the review. Members, host agencies, and the advisory committee will be informed of any recommendations made during the monitoring process. In addition, program staff will monitor each service site twice each service year to ensure understanding of program policies and procedures. The monitoring will also provide an opportunity to gather feedback and discuss with the service site supervisors any issues, strengths, or weaknesses of the program. Performance reviews are conducted with members twice each service year, mid-year and year end to evaluate performance. Members will also complete a post service survey upon exit from the program to help determine accomplishments and unmet needs. The GRADD ` Council on Aging is provided updates on progress toward program goals and objectives and provides input as necessary. The program is also reviewed on an on-going basis by agency supervisory staff, financial staff, GRADD Aging Council and the GRADD Board of Directors. Linkage between all service sites is achieved by the Advisory Council / Site Supervisors meetings. Other links that involve some but not all service sites include GRADD Council on Aging, TRIAD, GRADD Board of Directors, County Fiscal Courts, Municipal government, the Homeless Council, and Workforce Investment Act. Performance measures are shared and reinforced with all members and also with all host agencies and site supervisors. These overlapping links help us ensure that the overall vision and mission is maintained.

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Board of Directors, administrators & staff:

The Board of Directors, administration and staff structure at GRADD is as follows: the AmeriCorps program Director reports to the Associate Director for Social Services; then to the Executive Director of GRADD; and ultimately to the GRADD Board of Directors. The Chairman of the Board, Tim Thompson, who is legally blind, wrote and recited a poem at our Volunteer Awards program in April 2008 to honor AmeriCorps members and volunteers at GRADD. The previous GRADD Chairman of the Board of Directors is also the Judge / Executive of Daviess County whose fiscal court has sponsored AmeriCorps members for local government agencies for many years. The value of the AmeriCorps program in the GRADD area is well known and very much appreciated. The program has excellent support throughout the community and among local elected officials. GRADD regularly provides staff, office resources, training, and matching dollars to support the AmeriCorps program.

Debra James, CPA, is Associate Director for Finance and Administration. Debra is a Certified Public Accountant, has a Bachelors Degree in Accounting from Kentucky Wesleyan College and has been with GRADD for 14 years as Associate Director for Finance and Administration.

Vivian Craig is Associate Director for Social Services. Vivian earned a Bachelors of Arts Degree from University of Kentucky, and a Masters of Arts in Education with an emphasis in Gerontology from Western Kentucky University. Vivian has worked at the GRADD for 20 years, as Long Term Care Ombudsman, Aging Services Manager, and currently Associate Director for Social Services. Vivian is a member of the Kentucky Association of Gerontology, Southeast Association of Area Agencies on Aging, National Association of Area Agencies on Aging, Committee of Concerned Caregivers, Green River Regional Cancer Program, OMHS Rehab Advisory Board, and TRIAD/Elder Justice Coalition.

David Clark has been the AmeriCorps Program Director since 2004. He earned a Bachelors of Science Degree in Business Administration from Brescia College. He has been with GRADD for six years, was an AmeriCorps member in the Homeland Security Corps beginning in 2002, and is the facilitator of the



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GRADD Hazard Mitigation Council and Regional Planner preparing the multi-jurisdiction hazard mitigation plan under a grant from Federal Emergency Management Agency (FEMA). David also has 23 years experience in management and administration with a Fortune 500 Corporation.

Jud Pomeroy has been the program coordinator since 2005. Jud is retired from the U.S. Army as a Lt. Colonel. Jud earned an M.A. in Public Service from Ball State University. He served as an AmeriCorps member for two years in the Homeland Security Corps beginning in 2002. He also serves as the facilitator of the GRADD Regional Citizen Corps Council.

Echo Melton serves as program assistant. She earned a Bachelor's degree from Murray State University and has been employed at GRADD for over a year.

Plans for self-assessment or improvement:

Self-assessment and continuous improvement are accomplished through annual performance reviews which are conducted each year with all staff members. All staff members submit personal and program plans and goals for the upcoming year. Progress is measured toward plans and goals set the previous year. Notable accomplishments merit recognition and rewards including merit salary increases for staff.

Program plans include achieving a 100% member retention rate, all host agency agreements signed before the start of the service year, and all member slots to be filled within one month of the start of the service year.

Plan for effective technical assistance:

Fiscal and programmatic technical assistance will be provided to program sites through initial orientation, annual monitoring, participation in the advisory council, and site visits by the program staff. Program staff is available to site supervisors by phone, e-mail, fax and with an open door policy at the office. If a degree of expertise is required that cannot be provided by program or GRADD staff

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outside experts or consultants will be employed.

Training and technical assistance needs will be identified by service site monitoring, in orientation programs, in advisory council meetings and in one-on-one communication with supervisors on site visits by staff. Staff will respond to these needs by answering individual questions and issues as they arise and by including the issues on the agenda of discussion topics at advisory council meetings.

Advisory council meetings are dedicated to providing opportunity for open discussion of questions and concerns from supervisors. Experienced supervisors often have useful suggestions to offer their newer counterparts.

GRADD has an outstanding record of accomplishment and strives to continue to provide excellent quality programs and services to the citizens of the Green River District. The honors awarded to the GRADD organization and staff are literally too many to itemize. A recap of the numbers for the organization include twenty-nine (29) Innovative Awards from the National Association of Development Organizations (NADO) since 1988, thirteen (13) Achievement Awards from the National Association of Regional Councils (NARC) since 1986, and five (5) Point of Light Awards from the White House since 1991. In 2009 GRADD was recognized as one of the 55 "Best Places to Work in Kentucky". This designation was awarded by the Kentucky Society for Human Resources Management and the Kentucky Chamber of Commerce.

The program has a history of collaborating with agencies that increase the quality and reach of services provided. Collaboration with faith based agencies includes the Catholic Diocese of Western Kentucky, Salvation Army, and the Baptist Brotherhood to distribute information and reach our target population. We collaborate with other CNCS programs including Senior Service Corps, VISTA members, and other state programs on a variety of service projects such as MLK Day. We also collaborate with numerous community organizations including the HELP Office, food banks, Goodwill Industries, Audubon Area Community Services, and Kentucky Housing Corporation to reach more seniors with more services. The program has achieved significant success in obtaining matching funds from host agencies and

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service sites. Host agencies contribute \$4,500 in cash for each AmeriCorps member sponsored. Host agencies and service sites also contribute in-kind match in the form of supervisory time, space allocation, office furniture, supplies and equipment, travel reimbursement, phone and internet service. We are able to meet the 42% grantee share of program operating costs with this combination of cash and in-kind match contribution.

As the program has expanded its reach in both breadth and depth community stakeholders have come to include federal, state, city and county elected officials, senior center boards, religious, non-profit and community leaders. These stakeholders have come to realize that our AmeriCorps Senior Connections program gets things done for seniors in the community. They realize that we provide a wide range of valuable services very efficiently. They understand the value of the program to their constituents. AmeriCorps is a valued community organization in the GRADD area.

Volunteer generation and support:

The GRADD organization generates and supports a diverse group of volunteers by enlisting the help of seniors: at senior citizen centers to assist at social events and congregate meals; at Area Agency on Aging events such as Senior Games and Senior Day at the Botanical Garden; at training for Red Cross shelter operations; for Citizen Corps programs including Community Emergency Response Team training and Medical Reserve Corps; for Weather Spotter training by the National Weather Service; for community service projects including the construction of wheel chair ramps, installation of grab bars and other handicap accessibility projects; and to assist with food drives to support local pantries.

The 30 member Board of Directors is comprised completely of volunteers, as are the numerous councils, committees, and task forces that provide support, guidance, and helping hands in GRADD's journey toward its mission to provide a better quality of life for the citizens in the Green River District.

The social services department is home to the Area Agency on Aging (AoA) which organizes the regional senior games and many other senior related events throughout the year. Volunteers are recruited from

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throughout the community, including AmeriCorps, VISTA and Senior Corps programs, faith based organizations, staff from other social service organizations, medical professionals and Citizen Corps participants to help run and staff these events.

Volunteers from a wide range of agencies and interests, including those representing seniors, participated in the development of the regional Hazard Mitigation Plan. Public meetings were held and citizens from every community volunteered to participate in the process of developing this plan. GRADD staff submits nominations for volunteers to the Governor's Volunteer Awards and the organization also holds its own volunteer recognition awards luncheon to recognize volunteers in the AmeriCorps programs, Nursing Home Ombudsman program, Prescription Assistance program, Access to Benefits Coalition and Family Caregiver program.

### Organizational and Community Leadership:

GRADD develops organizational and community leaders. Every year employees are sponsored in the "Leadership" program in Owensboro or area county. GRADD fills all internal positions by promoting from within the organization. Currently there are four AmeriCorps alumni on staff at GRADD.

GRADD staff and program staff are active leaders in the community. David Clark, Program Director, serves on the Red Cross Disaster Leadership Committee, the Tri-state Earthquake Hazards Mapping Advisory Group, the Medical Reserve Corps, the Community Emergency Response Team (CERT), and regularly volunteers with the local county fire department. Ms. Craig is a member of the Kentucky Association of Gerontology, Southeast Association of Area Agencies on Aging, National Association of Area Agencies on Aging, Committee of Concerned Caregivers, Green River Regional Cancer Program, OMHS Rehab Advisory Board, and TRIAD/Elder Justice Coalition.

Recent awards presented to the GRADD Social Services department demonstrating this wealth of leadership and experience include: 2004 Daily Points of Light Award presented to the AmeriCorps Homeland Security Corps; 2004 National Association of Development Organizations (NADO)

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Innovative Program award presented to AmeriCorps Homeland Security Corps ; 2003 NADO Innovative Program award presented for the Alzheimer's Wandering and Rescue Education (AWARE) program; 2001 National Association of Development Organizations (NADO) Innovative Program award presented for the Volunteers in Nursing Community Action Program; 2004 National Association of Regional Councils (NARC) Achievement Award presented to AmeriCorps Homeland Security Corps; and 2003 NARC Achievement Award presented to Alzheimer's Wandering and Rescue Education (AWARE).

Success in Securing Match Resources:

GRADD has enjoyed relative success in securing matching funds and in-kind donations to sponsor members under the current grant cycle and for the life of the program in spite of the fact that the region is largely rural and lacks deep philanthropic resources. The matching funds have primarily been provided by host agencies, including county fiscal courts, municipal governments, grants from the Kentucky Housing Corporation, and several grants from private foundations including the Access to Benefits Coalitions and the Hager Foundation. The program is fortunate to have an abundance of host agencies that were interested in participating in the program this year, which resulted in a waiting list for sponsors. The staff strives to place members in agencies that will provide the most direct services to seniors.

### **Budget/Cost Effectiveness**

Cost Effectiveness and Budget Adequacy 25%

Cost Effectiveness 15%

We are applying for the pilot fixed cost grant of \$13,000 per full time member service year (MSY). We enroll only full time members. GRADD has been managing AmeriCorps programs since 1997 and has consistently operated within the projected budget. This program and staff has demonstrated the

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capacity to track, report on, and achieve performance measures.

Non-federal resources are used to supplement the cost of the program. Currently, we require a cash match of \$4,500 for a host agency to sponsor a member for one service year. The cash match for 30 members would be \$135,000. We will pay members the minimum living allowance of \$11,800.

Our efforts to decrease reliance on federal support include seeking grants and additional in-kind funds. Staff continuously looks for opportunities to expand the impact of the program by securing grants that allow us to provide enhanced services to our target population.

### Budget Adequacy 10%

The budget provides for the members to serve at an assigned service site and to receive the minimum living allowance of \$11,800. The service description provided by each service site is designed to support and contribute to the accomplishment of the performance measures in recruiting volunteers, providing direct services to seniors and member development.

The budget provides for the involvement of the members in community events as detailed in the signed host agency agreement including travel reimbursement, participation fees, and per diem meals. Often the service site or host agency is the sponsor of the community events in which members participate.

The budget adequately provides for the travel and other costs associated with member commitment and ability to accomplish the performance measure associated with community involvement.

The budget adequately provides for members to participate in volunteer appreciation and member recognition events including travel reimbursement, participation fees, and per diem meals as needed.

The budget provides for member training. Adequate funds are allocated for members to participate in pre-service training, the state-wide AmeriCorps Launch, and other local training events or events sponsored by KCCVS, GRADD, or the program staff. It also provides for members to participate in disaster preparedness and response training and other training specific to their service site or duties.

## Narratives

The budget is adequate to cover the cost of training for all members to accomplish the performance measures regarding member development.

The budget funds two full time staff members, a program director, program assistant, and one part time program coordinator. It provides for other support staff at GRADD. The budget provides for staff travel to service sites, meetings and events of the state commission including the Launch. The budget includes funding for one staff member to attend the National Conference including travel, per diem and associated expenses.

The budget is adequate to provide for member insurance based on recommendations from KCCVS.

### Evaluation Summary or Plan

N/A

### Amendment Justification

Please provide justification for increase in cost per MSY.

The reason for the increase in cost per member service year is that there is an increase in the living allowance. It is also a fixed cost grant application that establishes the rate per member service year.

### Clarification Summary

1) Please explain the instances in which members would and would not be allowed to receive credit for time providing other qualified community service with the awareness and approval of the site supervisor and program director.

All community service activities will fall within the scope of the grant. Members will receive credit for all qualified community service hours that they serve including time at their assigned service site and volunteer time away from their assigned service site. Members on occasion have opportunities to volunteer for community service away from their service site. These volunteer opportunities away from the service site can range from disaster response with Community Emergency Response Teams (CERT)

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or Medical Reserve Corps to a community clean up, beautification project, or repair affair for example. We ask members to get the approval of their site supervisor and program director for service performed away from the assigned service site because service sites provide a substantial cash match to sponsor an AmeriCorps member. Qualified community service away from the assigned service site will be limited to a maximum of 50 hours or about 3% of the 1,700 hour commitment. Members will be required to keep separate time sheets and to get the signature of a supervisor at the volunteer site other than the assigned service site.

2) Please explain how many members will be engaged in each activity and role.

The final roster of service sites will determine how many members will actually be engaged in each activity and role because each service site provides a different basket of services to its senior clients. Based on current and probable service sites and 30 members in the corps I would project the number of members engaged in each activity as follows:

Individual member's activities will be determined by the type of service site at which they serve. Members will provide direct services to seniors including home delivered meals (10 members), congregate meals (15 members), senior center social activities and programs (25 members). Many members will also provide in-home services to senior clients to include friendly visits, housekeeping, personal care, telephone reassurance and respite for caregivers (25 members).

Some members will also fill an advocacy role by counseling seniors on prescription assistance (18 members), Medicare Part D (18 members), and other benefits for which they may qualify. Some seniors may qualify for prescribed medications at a reduced cost, or possibly free, and will make better choices on options presented for the Medicare Part D Prescription Drug benefit. Members will also counsel seniors who may not be aware of other benefits such as Supplemental Nutrition Assistance Program (SNAP), Low Income Home Energy Assistance Program (LIHEAP), or other benefits and services that



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may make a measurable difference in their quality of life (18 members).

Some members may also provide career counseling services including resume' preparation, interviewing skills, on-line job search, job application completion coaching, and basic computer classes for seniors seeking employment (4 members). All members (30 members) will serve as advocates for seniors, tapping into community social service programs and providers that will help to conserve resources for seniors whose resources may be needed to pay utilities, food, etc.

3) Are there staff at the placement sites that perform activities that are the same as or similar to the activities that members perform? If so, how does the program ensure that members add value and do not displace existing staff.

Current efforts to provide these services through our service sites are limited by both funding, and manpower. AmeriCorps members increase the capacity of our partner service sites to reach more people more often with needed services. One of our AmeriCorps members recently described the needs of the senior population as "infinite".

The host agency agreement that all service sites sign stipulates that AmeriCorps members may not replace existing staff whether employee or volunteer. We also provide training yearly to all site supervisors that emphasize this requirement. The program staff also monitors each service site twice each year and asks each site supervisor this direct question. "Is the AmeriCorps member replacing a paid employee position?"

At most of our service sites there is only one paid staff member who is both the administrator and service provider. The addition of an AmeriCorps member adds to the capacity of the service site to increase the number of services provided, to provide additional types of services, and to serve more clients reducing the waiting lists of people in need.

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4) The application makes a reference to the possibility that if a need for a part time slot were to occur then a slot conversion would be requested. Slot corrections are not allowed for a fixed price grant because all slots must remain a full-time. Please verify that you understand this policy requirement.

I understand that under the fixed price grant that all slots will remain full time.

5) How will the program collaborate with and ensure that it does not duplicate services provided by the senior companion program that operates in the communities to be served?

We are currently collaborating with the Senior Companions program volunteers on a Build-A-Bed service project. The Build-A-Bed project is a state-wide AmeriCorps project for AmeriCorps week. We are collaborating with Senior Corps, including Senior Companions, AmeriCorps NCCC, a tribal AmeriCorps group, and other community volunteers. Some of the 500 beds being built will be distributed from Owensboro, KY. Our members will be working with Senior Companions volunteers to distribute and deliver the beds to designated children in the area.

We may offer some of the same services that Senior Companions provides such as in-home friendly visits. The number of seniors in the area requesting services is such that duplication of services has never been an issue. Site supervisors are generally aware of which senior clients are receiving services and are motivated to reach additional clients and not to duplicate services.

Some of our members are engaged in a service project this week at the request of the Senior Companions coordinator. One of their volunteers needs to move to a ground floor apartment due to health reasons. One of our AmeriCorps members serves at the Housing Authority where the Senior Companions volunteer lives. Our AmeriCorps member has recruited a crew of AmeriCorps members to

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assist with the move to a ground floor apartment.

6) In their mentoring of other members, please certify that members will not supervise other members.

In no situation does an AmeriCorps member supervise another member. At only a few service sites is there more than one member serving at a site. At all sites a supervisor is clearly identified. We also cover this issue in our site supervisor training annually and in the service site monitoring twice each year.

7) Please explain how much time members will be engaged in recruitment and other program management tasks.

Two performance evaluations are done each year and members may be asked to participate. Members may also be asked to participate in a service site monitoring by the program staff or the state commission staff. Members may also be asked to be available for site visits by the program staff or state commission staff.

When we recruit new members one second year member is invited to address prospective members and share their experience with AmeriCorps. This takes no more than half a day away from the members service site and involves only one member once or twice each year.

The total time that any member is engaged in program management and recruitment amounts to no more than one day total for the service year.

## Narratives

8) The application mentions that staff for this project also manage another program. What is the percentage of time each staff member will spend on this project? Please also describe each staff role.

David Clark, an AmeriCorps alumnus, is the AmeriCorps Program Director at GRADD and spends 67% of his time on AmeriCorps Senior Connections and 33% of his time on the AmeriCorps Homeland Security Corps. 100% of his time is spent on AmeriCorps. He writes and administers the grants, recruits service sites, recruits members, is the eGrants administrator, reviews financial reports, plans member training, recognition events and service projects.

Jud Pomeroy, an AmeriCorps alumnus, is the part time (30 hours per week) AmeriCorps Program Coordinator at GRADD and spends 25% of his time on the AmeriCorps programs. He assists with site visits, site monitoring, member evaluations, recruiting and enrollment. He also helps with service projects, member training and recognition events. An additional 25% of his time is spent supervising two AmeriCorps members.

Echo Sherwood, program assistant, is full time and spends 100% of her time on AmeriCorps. She verifies time sheets, posts time records to a spreadsheet, prepares a newsletter and attachments for mailing, and does other data entry. Echo assists with site visits and other events as requested. Assists the program director in a wide variety of duties.

Debra James, Associate Director Finance, spends 5% of her time on AmeriCorps and prepares budgets and financial reports.

9) Please confirm that the program will conduct and pay for criminal history checks for all members and grant-funded staff.

## Narratives

The program will conduct and pay for criminal history checks on all members and grant funded staff. The program also will conduct sexual predator checks on all applicants prior to selection as a member.

10) Please confirm that member FICA and Worker's Compensation will be costs covered by the program.

Costs for FICA and Worker's Compensation will be covered by the program.

### Continuation Changes

Member Enrollment:

According to the Enrollment Rate Calculation Report in eGrants for Senior Connections:

2010 Enrollment 100%

2009 Enrollment 100%

2008 Enrollment 100%

2007 Enrollment 100%

As an Encore program we had a goal to have 50% of our members age 55 or over upon enrollment. We exceeded the goal by having 18 of 30 members, 60%, age 55 or over upon enrollment. Another 2 members are age 54 and will be 55 on completion of their service.

Retention:

According to the Retention Rate Calculation Report in eGrants for Senior Connections:

2010 retention 100% (to date)

2009 retention 95%

2008 retention 90%

2007 retention 95.2%

## Narratives

Previous plans to have the highest possible retention rate have been effective. We will continue to focus our efforts on maintaining the highest possible retention rate.

## Performance Measures

### SAA Characteristics

- AmeriCorps Member Population - None  
 Geographic Focus - Urban  
 Geographic Focus - Rural  
 Encore Program

### Priority Areas

- |  |                          |   |                                     |
|--|--------------------------|---|-------------------------------------|
| <input type="checkbox"/> Education                 |                          | <input checked="" type="checkbox"/> Healthy Futures     |                                     |
| <i>Selected for National Measure</i>               | <input type="checkbox"/> | <i>Selected for National Measure</i>                    | <input checked="" type="checkbox"/> |
| <input type="checkbox"/> Environmental Stewardship |                          | <input type="checkbox"/> Veterans and Military Families |                                     |
| <i>Selected for National Measure</i>               | <input type="checkbox"/> | <i>Selected for National Measure</i>                    | <input type="checkbox"/>            |
| <input type="checkbox"/> Economic Opportunity      |                          | <input type="checkbox"/> Other                          |                                     |
| <i>Selected for National Measure</i>               | <input type="checkbox"/> | <i>Selected for National Measure</i>                    | <input type="checkbox"/>            |

Grand Total of all MSYs entered for all Priority Areas                      30

### Service Categories

## National Performance Measures

Priority Area: Healthy Futures

### Strategy to Achieve Results

Briefly describe how you will achieve this result (Max 4,000 chars.)

Members will provide services to 1,500 older adults and individuals with disabilities to include food, transportation or other services that allow them to live independently.

### Result: Intermediate Outcome

Result.

500 seniors (33% of 1,500) served will report the ability to continue to live independently in their own homes as a result of direct services provided by members.

Indicator: 500 seniors (33% of 1,500) served will report the ability to continue to live

Target : 500 older adults and individuals with disabilities (33% of 1,500) served will report the ability to

continue to live independently in their own homes as a result of direct services provided by

members.

Target Value: 500

Instruments: A survey will be developed and distributed to older adults and individuals with disabilities who have been served by members.

PM Statement: A survey will be developed and distributed to older adults and individuals with disabilities who have been served by members to determine that a minimum of 500 older adults and individuals with disabilities (33% of 1,500) served will report the ability to continue to live independently in their own homes as a result of direct services provided by members.



## National Performance Measures

Result.

independently in their own homes as a result of direct services provided by members.

### Result: Output

Result.

1,500 older adults and individuals with disabilities will be able to continue to live independently because food, transportation or other services have been provided.

Indicator: H8: Individuals receiving independent living services.

Target : Members will provide 1,500 older adults and individuals with disabilities with food, transportation or other services that will be able to continue to live independently.

Target Value: 1500

Instruments: Tools used to collect information will include member monthly reports, tally sheets, sign-in sheets, and rosters.

PM Statement: Members will provide 1,500 older adults and individuals with disabilities with food, transportation or other services that will be able to continue to live independently.

## Required Documents

Document Name

Status

Evaluation

Not Applicable

Labor Union Concurrence

Not Applicable