

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

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

Date: September 15, 2015

Contact Information:

Organization Name: Kennett Area Senior Center
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 Year Incorporated: 1973

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

Field/s of Interest:

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

Organization Information:

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

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

Describe Population Served and Annual Number of People Served: The Kennett Area Senior Center served more than 2,700 unduplicated senior citizens during the 2014 - 2015 fiscal year. More than 50% of the seniors who use the Kennett Area Senior Center live at a low- to moderate-income level, live alone, and are at-risk for one or more chronic diseases, including mental illnesses and poor nutrition.

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

Proposal Summary: The Kennett Area Senior Center has a variety of opportunities to support seniors: \$1,225 supports one week of programming including breakfast, lunch, and physical and mental exercise programs in the Assisted Senior Program that serves frail elderly with early stage dementia and their caregivers; \$600 supports our monthly afternoon tea socials for 50 seniors for 1 year; \$3,814 supports all wellness and independence programs at the senior center for one week; \$5,538 supports six months of Sunday Dinner with Friends for 70 seniors; \$11,750 supports 50 homebound and isolated seniors with assistance in housekeeping, medical transportation, home repairs, and assistance with paperwork for three months, allowing them to remain at home.

If Capacity Building Proposal:

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

Annual Budget \$782,880

<u>91</u> % of budget for program expenses	<u>6</u> # of Full-Time Equivalent Paid Staff
<u>7</u> % of budget for administrative expenses	<u>18</u> # of Board Volunteers
<u>2</u> % of budget for fundraising expenses	<u>463</u> # of Active Non-Board Volunteers
<u>100</u> % total	<u>25,721</u> # of Volunteer Hours

Top 3-5 funding sources: Chester County Department of Aging Services (\$130,000); United Way of Southern Chester County (\$18,400); Community Cuisine Fundraising Dinner (\$48,000); Annual Giving (\$137,000); our Book Shoppe (\$68,000); and WW Smith Charitable Trust (\$10,000).

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

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

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

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

The Kennett Area Senior Center has grown to serve more than 2,700 consumers, their families, and others in the community, five to seven days each week. The senior center received 24,882 senior visitors (duplicated) in the 2014-15 fiscal year. Currently, 17.7% of the Kennett Area Senior Center's members are between 85 and 98 years of age, and another 13.5% are between 50 and 69 years of age. The majority of members and participants are between 70 and 84.

Key achievements from the 2014-15 fiscal year include:

- ✓ Closed our fiscal year in the black for the fourth time in 20 years;
- ✓ Welcomed 24,882 (duplicated) visitors with a daily average of 103 visitors;
- ✓ Served more than 7,700 nutritious lunches (a 6% increase over the previous year);
- ✓ Provided one-on-one assistance to 289 individuals through our Information and Assistance Program;
- ✓ Supported 191 individuals through our Neighbors in Action Program; and,
- ✓ Provided support for 35 individuals through our Assisted Senior Program.

2. Funding request:

A. Description of key initiatives

The Kennett Area Senior Center's programs and services are divided into five areas: Wellness and Independence, Member Services, Congregate Meals, Assisted Senior Program, and Neighbors in Action.

Wellness and Independence Programs

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

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

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

Member Services Programs

Kennett Area Senior Center offers services to help the elderly navigate changes in legislation, financial and legal institutions, and social and health and safety-related matters. One-on-one counseling and group workshops educate or assist seniors to prepare them for these changes. Types of assistance include: working through Medicare/Medicaid and Part D enrollment forms, assisting in finding services to meet basic and emergency needs, assisting with the completion of forms and applications for government or private services, and identifying community resources. On-site services are provided Monday through Friday; off-site services are provided 5 days per week with assistance from volunteers. Many of the on-site services are provided via telephone and on-site appointments. Off-site services are provided to homebound seniors via the Neighbors in Action program.

Congregate Meals

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

Assisted Senior Program

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

Neighbors in Action

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

B. Specific needs and issues to be addressed

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

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

C. Organizational impact if initiative is undertaken

Because the senior center primarily serves seniors who are living on low-moderate fixed incomes, fees for services are maintained as low as possible. Many of the classes and programs at the senior center are offered free of charge; others charge a modest fee or simply request a donation. As a result, individual donations and foundation grants are necessary to bridge the gap between the costs of providing quality programming and the revenue received, and foundation funding is more important than ever.

Increasing revenues from individuals and foundations ensures that the Kennett Area Senior Center is poised to continue to provide quality programs and services to the county's older residents while addressing the pressing need to develop and

implement programs that serve a new generation of seniors, the Baby Boomers. Grant funding will help build a strong financial foundation for the programs and services of today and tomorrow.

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

The programs and services offered by the Kennett Area Senior Center operate year-round and therefore do not have a timeline. The Kennett Area Senior Center expects operating costs of \$782,880 for the fiscal year ending June 30, 2016. In addition to the routine programs and services, the Kennett Area Senior Center is now in the process of implementing the fifth year objectives from the organization's strategic plan. The overall goal of the plan is to seize strategic alliance opportunities that will make the Kennett community an elder-friendly community. The Kennett Area Senior Center continues to work with a fund development consulting firm for its development planning and donor cultivation needs.

E. Why it is important to fund this now

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

3. How impact and results will be demonstrated

To measure success, staff compares program participation levels against yearly objectives and against previous year's levels. Annually members are polled through a customer satisfaction survey, and feedback is solicited from the individuals we serve.

Example of one of many success stories:

Rose, a client of the Neighbors in Action program (NIA), is legally blind and lives alone in subsidized senior housing. She has a sister nearby who does not drive and is also an NIA member living in senior housing. Her only child lives out of state. Rose was very active in her community before her eyesight failed. Rose called NIA in July of 2013 asking for help with house cleaning. Carolyn volunteered to help Rose and went to her home in Parkesburg. Carolyn befriended Rose who reminded her of her mother. Over the next two years, their friendship grew and Carolyn took her to shop for food, helped through the NIA office to provide some needed cleaning items, and coordinated her efforts with the local Blind Services agency that had been working with Rose. Thanks to the NIA volunteer, Rose is healthy and safe in her apartment and has a social connection she never anticipated. Someone is now a witness to her changing needs. Her loneliness and loss of the ability to get to places has been greatly enhanced because of this volunteer.