

CITY OF TAKOMA PARK, MARYLAND
EXTERNAL FUNDING REQUESTS FY 2014
APPLICATION FOR GRANTS EXCEEDING \$2,500

GENERAL INFORMATION

Organization Name: Seniors and Those who Care for Them

Organization Address: 7500 Maple Avenue,

City/State/Zip: Takoma Park, MD 20912

Program Name (if different): Part-Time Community Outreach Staff

Contact Person/Title: Wolfgang J. Mergner, Coordinator

Telephone Number: Day: Evening: same

FAX Number: None

E-mail Address: wolfgangjmergner@att.net

Use of Grant Funds:

 Maintain Existing Program X Expand Existing Program Start New Program

 Fund One-Time or Limited Project

Amount Requested: \$ 25,956

Application Deadline: January 22, 2013

We, the authorized representatives of the applicant organization, have completed or directed the completion of this application for City of Takoma Park funding and confirm that the information contained herein is true and correct to the best of our knowledge, information and belief.

Wolfgang J. Mergner
Signature/Date 1/22/13

Signature/Date

Wolfgang J. Mergner
Printed Name/Title

Printed Name/Title

*Rec'd
1/22/13*

A. ORGANIZATIONAL STRUCTURE

1. Number of current officers or board members Members of the Task Force: 11*

The individuals listed are the members of the Takoma Park Village Task Force. We do not have a board.

Name	Title	Term	Address
Pazit Aviv	Member Task Force	NA	Trescott Ave, TP 20912
Wendy Bell	Member Task Force	NA	Willow Ave, TP 20912
John Breeskin	Member Task Force	NA	Chaney Drive, TP 20912
Sarna Marcus	Member Task Force	NA	Central Ave, TP 20912
Gertrud Mergner	Member Task Force	NA	Tulip Avenue, TP 20912
Marge Tolchin	Member Task Force	NA	New Hampshire Ave, TP 20912
Phyllis Richman	Member Task Force	NA	Lincoln Ave, TP 20912
Bob Burton	Member Task Force	NA	Lincoln Ave, TP 20912
J. Van Blake	Member Task Force	NA	Flower Ave, TP 20912
Linda Kolko	Member Task Force	NA	Sherman Ave, TP 20912
Wolfgang J. Mergner	Member Task Force	NA	Tulip Avenue, TP 20912

2. In what year did the organization begin operating? **October 2011**

3. In what year did this program begin operating? **October 2011**

4. Is the organization incorporated? **No, not yet** If so, in what state? **It will be MD**

5. Is the organization qualified under Internal Revenue Code and regulations as a tax-exempt organization?
If so, under what section of 501(c)? **No, it is in the planning stage**

Federal Identification Number (if any): **None**

6. Is this organization in compliance with all applicable federal, state and county laws and regulations? **NA**

7. Staffing Profile: Identify the number and position/title of staff used to administer this program or project:
No staff

List Positions/Titles: **NA**

How many volunteers are used to administer this program?

B. FUNDING SUMMARY:

1. Grant request: **\$ 25,956**

2. Funds secured from other sources (include status of funding/amount/source): **None yet**

3. Additional funds yet to be secured: **The group will submit grants to local entities for the second year to continue the service for seniors in Takoma Park.**

4. Estimated number of volunteer hours (provide number of hours x \$20.25): The minimum number of volunteers needed: 45, Hours per week 5, hours per year 11,700, \$ per hour 20.25; Total: \$ 236,925.00

5. Value of other in-kind donations (provide details): **City of Takoma Park \$ 250 for Food**

6. Total program revenues: **\$ 263,131.00**

C. OVERVIEW OF PROGRAM OR PROJECT FOR WHICH YOU ARE REQUESTING FUNDS:

1. Need Statement: Identify the issue or need that this program or project will address in Takoma Park:

Takoma Park seniors and their families need a Go-To-Person called "Outreach Person" in the document that bridges the gap between needs and resources. The envisioned senior service will focus on the population above 55 years of age that is variously called "seniors", "elders" or "active adults". The 2010 census found 3,901 individuals in that age group in Takoma Park, or 23 percent of the total population (DP05 ACS DEMOGRAPHIC AND HOUSING ESTIMATES, 2007-2011). Presently, the City of Takoma Park does not know the seniors, and consequently does not know what the character and extent of their needs is. The city is not in a position to communicate with these seniors. One can assume that most of them live in stable conditions. But, as they age in their homes, more and more problems will accumulate such as chronic diseases of aging, financial needs, social isolation, depression, health care needs, lacking of senior transportation, upkeep of home maintenance inside and outside and need for in-home personal care.

Identify the number of Takoma Park residents to be directly affected or served (if applicable).

The number of Takoma Park Residents who will be directly affected is unknown. The Community Outreach Person must establish a working connection with the senior population, develop a registry and confidentially obtain a list of their needs during major city-wide emergencies. While we do not yet have hard numbers, the health field provides useful data for prediction of health statistics for the United States and Canada. These data indicate the magnitude of care needed for disability. Forty percent of seniors 65 and older live with some form of disability and 10 percent of seniors are severely disabled. The burden of care increases significantly if the seniors experience cognitive impairment. It is estimated that 15 percent of seniors aged 65 and older have some degree of mental impairment. Caregivers, frequently family members, carry the burden of care. This means that the circle of impact of one person's disability is significantly wider and has its human and financial cost beyond the individuals directly involved.

2. Program/Project Summary: Briefly describe the purpose of the program or project and the services or activities to be provided.

We propose a part-time position of a "Go-To person". He or she will (a.) connect with seniors, (b.) generate a registry of willing seniors in Takoma Park, (c .) provide essential information to needy seniors, their families and handicapped residents and (d.) reaches out, interacts and guides volunteers. Just imagine a senior discharged after a hip fracture. The unprepared family will inquire: Where can the family find in-home care assistance, day care centers, transportation, and financial support? The proposed Outreach Person will be in a position to direct the family to the resource needed.

In detail, the responsibilities will include:

- Responding to questions and referring customers to the relevant resources.
- Working with and organizing volunteers who will extend the outreach effort and supervising volunteers doing outreach.
- Evaluating services offered to seniors and following up on quality control of these services.
- Recruiting and maintaining volunteer drivers for the Driver Program (Jewish Council for the Aging).
- Establishing a database of Takoma Park seniors with the help of local neighborhoods/neighborhood associations and keeping track of potential needs for situations like snow emergencies, electricity

outages etc. in a confidential registry.

- Maintaining the Takoma Park Senior Resource Guide.
- Establishing a Senior Resource Guide Website with the help of the City Staff

Volunteers: The role of volunteers in the community outreach effort requires an explanation. The outreach work requirements are beyond the capacity of a single part time person. Therefore, it is necessary that this Community Outreach Person acts as coordinator for volunteers. These volunteers will execute and complete many of the tasks described above under guidance of the Outreach Person.

3. Address how the program or project fits within the Strategic Plan and Council Priorities.

- The City's strategic plan proposes that the city work in partnership with residents, community organizations, and non-profits to achieve the vision for Takoma Park. This proposal describes such partnership focused on the senior population and utilizing volunteers.
- This proposal primarily supports the goal to make Takoma Park a livable community, in this case livable for the currently 3,900 seniors who want to remain in their homes and apartments, even when they face disability and waning health.
- This program extends to all senior residents regardless of income. It assures that Takoma Park can retain diversity not only racially and culturally and for all ages.
- Most important, this program provides a bridge to adequate health care, social services and decent housing.
- This program can optimize the use of volunteers and enhance the effectiveness of volunteers in achieving their goals and the City's.

4. **Program/Project Impact:** List the anticipated outcomes. What will change because of this program or activity? How will the community benefit?

- The program fills a void in service delivery in Takoma Park for its seniors, their neighbors and their families.
- The program will support and supplement local neighborhoods of the Takoma Park Village (See below) in order to bring in resources that supplement the help neighbors/volunteers are already providing. The TP Go-To-Person will guide, follow up and instigate additional support, if needed.
- All services vetted will undergo quality control. The criteria for quality control will be established by a task force. The task force will be selected by the Advisory Committee and City staff.
- The community will benefit, because neighbors are encouraged to use their compassion and skills to assist other neighbors. The community also benefits because it makes effective use of available resources, and along the way, neighbors are encouraged to accept shared responsibility for the well-being of all. Seniors in need will feel empowered to ask for help.
- The case has been made (Elinor Ginzler in Independent for Life, 2012*) that independent living at home is the least expensive option for seniors. This refers to naturally occurring retirement communities, section 202 Supportive Housing for the Elderly, accessory dwellings, shared housing and co-housing. Significantly more expensive options are assisted living, adult foster care and skilled nursing facilities. Continuing care retirement communities are much more expensive, though there is a wide range. The concept of Villages allows seniors to stay in their home but is able to participate in the activities of the community without being socially isolated and lonesome.

What is a Village? A Village is a grass root movement. Neighbors get together for mutual help and support. This is aimed at seniors, but some villages plan to be multigenerational. The offerings of villages are variable. Most include at least transportation and social connections.

Reference: Henry Cicneros, Margaret Dyer-Chamberlain and Jane Hickie editors: Independent for Life, Homes and Neighborhoods for an Aging America, University of Texas Press, Austin, Texas 2012

5. Action Plan: Briefly describe each activity to be conducted to meet the desired outcomes. If applicable, identify the average number of days or hours per month each activity will be provided to program participants. Be specific.

First month: Two events must occur at the beginning of the employment of the Community Outreach Person:

- An Advisory Committee of volunteers and City Staff have to be formed and this committee has to define its own responsibilities.
- The Community Outreach Person must learn about and connect with the city neighborhoods, the services in Montgomery County and the nonprofit organizations whose support is needed.

Second Month: The second month is open for focused publicity. The Community Outreach Person will choose projects and present those to the public. Volunteers have to be recruited for various functions and the neighbor groups have to be coordinated.

Third Month: All planning will be completed in the third month. Perhaps new local groups will form in neighborhoods under the banner Neighbors-Helping-Neighbors, and new contacts will be established with senior homes. Criteria for selecting service organizations will be developed with the help and approval of the City Staff and the Advisory Committee

Fourth Month: At this point it may be clear what services are needed, and requests for proposals will be mailed out. The Advisory Committee, the Outreach Person and selected City Staff will examine the responses, taking into account the financial costs to seniors. The best ones will be accepted and integrated into the offerings by the city

Fifth Month: Criteria for follow up of service quality are to be developed, a reporting system established, and the quality control system will have to be approved by the Advisory Committee and by the City Staff.

Sixth Month: By this time, a complete system will be in place and the Community Outreach Person will call a conference of all Villages (the subunits Neighbors-Helping-Neighbors), the Advisory Committee, the Council, seniors and their families and the City Staff for a major review. The effort needs publicity at this point.

Seventh month and beyond is devoted to fine-tuning the system and to seeking funding for the continuation of the program. A grant committee of volunteers will be formed.

6. Program Evaluation: Identify and describe the methods to be used to evaluate this program or project (questionnaire, interview, survey, observation)? How will you know if it is successful?

- The Takoma Park City Staff and the program task force will appoint an Oversight/Advisory Committee that will develop cooperatively with the Community Outreach Person the goals, benchmarks and time line for the program. The committee will receive monthly progress reports and discuss these when making further plans or adjusting previous plans.
- The task force will conduct volunteer training at the beginning of the involvement of volunteers, and the committee will provide feedback to volunteers.
- The public, that is the seniors and their families, will evaluate each service and each event conducted. This evaluation will be one aspect of quality control.

7. Organization Evaluation: Briefly describe one or two similar programs or projects your organization has undertaken and provide an assessment of their effectiveness. If the organization has not undertaken programs or projects, you may respond to this question by addressing the experience of the officers or project leaders.

The initial organization, acting under the name "Seniors and Those Who Care for Them" has completed a review of problems related to seniors living in Takoma Park and of resources available in Takoma Park, and in Montgomery County. The group "Seniors and Those Who care for them" is mainly composed of seniors in Takoma Park and has been working on this project since October 2011. A draft of a resource guide composed by the author of this grant is being reviewed at present. The group formed a task force to develop a framework for a Village organization in Takoma Park with a tentative working title "Takoma Park Village". Plans are underway to formulate, how a Village in Takoma Park will function and to establish relationships with local groups under the title Neighbors-Helping-Neighbors. Groundwork is expected to be completed by July 2013, in time to continue with the work proposed in this grant. The current task force will form the initial advisory committee and assist during the first year or until a board has been selected. Thus, they will be the initial partner for the Community Outreach Person.

8. Collaboration: Is this a collaborative program involving other organizations? If so, please provide further information.

Since this position is perceived as a part-time staff position, the staff of the City will be a partner from the beginning. In addition, this Go-to Person will work closely with the senior program of the Recreation Department. Collaborations will also include the Montgomery Department of Aging and Disability Services, the Jewish Council of the Aging and Senior Connections. There will be intense collaboration with Montgomery County and adjacent Villages, the senior program of Holy Cross Hospital and the Seventh Day Adventist Hospital in Takoma Park. Others will be added as they develop.

D. BUDGET

Provide a detailed budget for the program or project. Include revenues and expenditures. If applicable, provide a business plan.

Salary:	Hourly pay \$ 21/hr,	
	50% part time 20 hrs/week	\$ 420.00
	Salary per year: 52 x 420	\$ 21,840.00
	Overhead: 15 % of 21,840 added	\$ 3,276.00
	Added	\$ 25,116.00
	Cell Phone Rental	\$ 840.00
	TOTAL	\$ 25,956.00

E. TIME LINE Provide a detailed time line for completion of the program, project, or activity.

In summary the time line includes the following stages:

First month: Getting acquainted and setting of goals

Second month: Focused projects and beginning publicity, recruitment of volunteers

Third month: Completion of planning, outreach activity

Fourth month: Requests for proposals posted and received.

Fifth month: Service quality and reporting system

Sixth month: System completed

Seventh month and thereafter: Seeking funds to support services during the second year.