

Area Agency on Aging of Dane County 2022 Henry Norman Leck Endowment Fund Grant Application

Early in 1995, Dane County elders and the Area Agency on Aging Board were privileged to receive a bequest from the estate of Mr. Henry Norman Leck. Killed in a car accident in 1992, Mr. Leck left over \$150,000 to service Dane County elders. Realizing how quickly these funds could be spent, the Area Agency on Aging Board chose to create the Henry Norman Leck Endowment Fund at the Madison Community Foundation. Each spring, approximately 5% of the assets of the fund are distributed, on a competitive basis, to Dane County non-profit organizations, community groups, and public agencies serving senior adults (age 60+). The grants are meant to provide seed money to develop peer-to-peer prevention programs in the areas of AODA, benefits counseling, diversity & inclusion, elder abuse, health & wellness, housing, LGBTQ+, nutrition, and socialization. Leck Grants may not be used to supplant existing Dane County funding. No project will be funded more than twice.

The Area Agency on Aging Board has defined prevention as: *A process which promotes physical and emotional health by empowering persons with the resources and services necessary to confront complex, stressful life conditions and by enabling individuals to lead personally satisfying and enriching lives.* Programs that are considered for the grant:

- Include involvement and education that builds on strengths, skills, talents, knowledge, and life experience of older adults;
- Whenever feasible, involve low-income older adults (age 75+);
- Engage older adults in positive leadership roles and productive community activities; and
- Be completed by December 31st of the year it was awarded.

To apply for a grant, you must use this fillable form (your responses must fit within the allowable space) and email it with letters of support to: aaa@countyofdane.com. Completed proposals and letters of support must be received by **Friday, 6 May 2022, 4 pm**.

Proposal Information	
Project Title	Building Intergenerational Bridges Within the Dane County Russian Community
Amount of money requested	\$2000
Agency name	Jewish Social Services of Madison
Agency address	6434 Enterprise Lane, Madison, WI 53719
Applicant name	Maya Garbuz
Applicant email address	maya@jssmadison.org
Applicant phone number	(608)442-4085
Communities where project will occur.	Dane County with a focus on Madison and Segoe Terrace
This project is: <input checked="" type="checkbox"/> a new project or <input type="checkbox"/> an expansion of an existing project*.	
Projects are limited to a maximum of \$22,240 total.	
<i>*If planning to expand an existing project, attach a one-page addendum describing the nature and scope of the current project and how it will be expanded. A final report that includes all materials developed for the project must be submitted when the project ends or NLT 15 January 2023.</i>	
No project will be funded more than twice.	

Area Agency on Aging of Dane County 2022 Henry Norman Leck Endowment Fund Grant Application

BACKGROUND INFORMATION

Describe the history and purpose of your organization, agency, or group. [0 points]

Jewish Social Services of Madison (JSS) empowers families and individuals across generations and cultures to build community and self-sufficiency, with a strong commitment to the Jewish community and inspired by Jewish values. Jewish Social Services is a non-profit organization working to help Dane County residents get their basic needs met. We offer services in the areas of short-term advocacy, long-term case management, guardianship, a senior nutrition site, and programs for seniors. While we serve people of all ages and backgrounds our primary focus is on immigrants and refugees, and older adults.

JSS programs have focused on seniors since 1978. Since then, our two primary areas of focus are older adults, and refugees and immigrants. In fact, many of our current case management clients were refugees in the 1990s and now are clients of our older adult case management and senior adult programming.

Briefly describe the proposed project and state what you will implement and complete in 2022. [0 points]

Russian seniors in Madison and Dane County have expressed a desire to interact with the larger Russian community and reduce their isolation. They specifically have spoken about their desire to connect with younger people.

We propose to have monthly programming for Russian speakers in a way that promotes intergenerational connections and engage seniors and young people in language and culture.

We will bring together a senior advisory committee of older Russians to develop six programs where a senior, or a group of seniors will teach/show a group of kids, teenagers, or younger adults a skill, a lesson, or information about history. Between implementation and December, 2022, we will offer the programs. In order for the programs to succeed, we will provide stipends to the person(s) leading the program, transportation, and snacks. And if funding allows, we will include a field trip to see Russian performers at a local venue.

Approximately how many older adults age 60 and older are anticipated to be directly involved in the implementation of this project?

15-30

How many will be indirectly involved?
(i.e., audience members, recipients of peer education, etc.).

60

**Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application**

Proposal Request

Up to **10 discretionary points** may be awarded based on the project being innovative and will make a good model for others to replicate.

Up to **10 discretionary points** may be awarded based on the likelihood the project will be successful and will impact low-income older adults age 75 and older.

1. Which peer-to-peer activity focus will this project address? (Check only one)

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> AODA | <input type="checkbox"/> Benefits Counseling | <input type="checkbox"/> Cultural Diversity |
| <input type="checkbox"/> Elder Abuse | <input type="checkbox"/> Health & Wellness | <input type="checkbox"/> Housing |
| <input type="checkbox"/> LGBTQ+ | <input type="checkbox"/> Nutrition | <input checked="" type="checkbox"/> Socialization |
| <input type="checkbox"/> Other: _____ | | |

2. Explain why this project is needed and where the idea came from. [5 points]

Even before COVID, 1 in 4 adults age 65 and older reported being socially isolated. Adding in COVID-19, poverty, lack of transportation, and language barriers, and those numbers rise even higher. Social isolation is also associated with higher risks for high blood pressure, heart disease, obesity, anxiety, depression, and cognitive decline. The idea for this project is to reduce that isolation. They may benefit from participating in this program to gain a sense of satisfaction.

Our social worker for older adults is a former refugee and fluent Russian speaker. From speaking to members of the Russian community, she understands the desire of the seniors to feel relevant and to be able to share what they know with the younger generations. They worked together with Maya to come up with the idea for our project.

**Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application**

3. State the objectives to be achieved in terms of expected changes in attitude, knowledge, behavior, skill, etc. of participants. [5 points]

To decrease loneliness in Russian speaking older adults.

To increase knowledge of older adults, children, teens and younger adults about culture and history of Russian immigrants to Dane County.

4. For each objective listed, explain how you will measure the extent to which you have achieved that objective. [10 points]

In order to measure loneliness, we will use the UCLA 3-Item Loneliness Scale (<https://www.icmha.org/wp-content/uploads/2020/02/UCLA-Loneliness-Scale.pdf>). We will ask the older adult participants to complete the scale before the first meeting, even of the Senior Advisory Committee. We will repeat the scale after the last program We expect to see an improvement in scores over time.

In order to measure the knowledge of the participants, we will ask a pre-test and a post-test for each program. For any program for small children, we will ask the questions of their parents.

Area Agency on Aging of Dane County 2022 Henry Norman Leck Endowment Fund Grant Application

5. Explain the methods, activities, and timeline for accomplishing the goals. [10 points]

Month 1 – Bring together Senior Advisory Committee (ages 60+) to be a focus group. Brainstorm topics and presenters.

Month 1 – Invite presenters, schedule presentations. Conduct pre-test Loneliness Scale

Month 1-3 – Publicize program. Posters and flyers. Mailed. Posts on Facebook. JSS newsletters

Month 2-6 – One program every 3-5 weeks. Most programs will be conducted in Russian. We will have one to three seniors facilitate each of the programs. We hope to have a mix. Some examples of programs will include: cooking lessons (dessert one time, entrees or appetizers another), storytime for small children. For teens and young adults, stories about life in the former Soviet Union. Live music, either Russian folksongs or instruments. Other possibilities are folk crafts, demonstrating a skill, showing a collection and conversations about the collection. There will be some time at each session for all participants to chat. A nutritious snack will be provided each time. And JSS will arrange transportation for any senior who needs it. Every senior who attends will be given the pre-test loneliness scale if they haven't completed it.

Month 6, conduct post-test loneliness scale.

6. What specific population is being targeted as participants? [5 points]

Russian speaking older adults. We know that many of them have lower incomes. In fact, all who live at Segoe Terrace have lower incomes and most of JSS clients are over age 75. We will also reach out to Russian speaking families in Dane County to find the students for the classes. For example, we know of some in Waunakee, Middleton, and Fitchburg. The Russian School of Madison will help us to find the participants.

7. Describe outreach efforts to recruit participants. [5 points]

- * Mail in English and Russian sent to all known Russian speaking seniors
- * Posters in English and Russian at Segoe Terrace
- * Flyers in English and Russian at the Russian School
- * Posts on the Russian Culture in Dane County Facebook Pages
- * Phone calls to JSS clients who speak Russian
- * Information will be in JSS' electronic and paper newsletters

**Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application**

**8. Who will you be collaborating with on this project? How will the collaborators be involved?
Attach letters of support. [10 points]**

Sequoie Terrace – provide space for programs. Also, many of the senior participants live at Segoe.
Madison Russian School – provide participants in the classes

9. How will older adults be involved in planning, leadership, implementation, and evaluation of the project? [5 points]

Older adults will help in many ways including:

- * Participants in the focus group and members of the Senior Advisory Committee
- * Translate evaluation tools into Russian
- * Responsible for facilitating each program. (May include conducting the program, developing list of materials to be purchased, buying the materials)
- * Discuss evaluation results at the end of the program. Determine what worked? What didn't work? Should program happen again?

**Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application**

10. Who will implement this project? What are the qualifications and experience of the person(s) responsible for this project? [10 points]

Maya Garbuz is the social worker responsible for senior services at Jewish Social Services. Maya holds a Bachelor of Education from Lobachevsky University in Russia and Master of Social Work from UW-Madison. For 10 years Maya worked as a Lead Case Manager at Bridges for Families, providing services to families with children with disabilities. Maya is also fluent in Russian.

Maya began working as a case manager for JSS in November 2016. She provides services to seniors supporting them in applying for benefits and housing, assisting with referrals to community agencies, and advocating with landlords, various benefit programs and utility companies. More than half of Maya's senior clients are Russian speakers.

Maya also holds certification in Sleep Consultations for children, adolescents and adults.

**Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application**

11. Complete the following chart, indicating amount requested from the Leck Grant, matching funds from other sources, and the total cost of the project. [5 points]

Item	Amount Requested	Matching Funds**	Total Cost
Personnel	1000	1450	2450
Space Costs		500	500
Supplies	400	100	500
Transportation	400	100	500
Equipment Rental*			
Other	200	50	250
TOTAL	2000	2200	4200

* Equipment/capital purchases are not allowable with Leck funds.

** Cash or in-kind support.

12. Explain each budget item and why it is necessary for this project. [5 points]

Item	Why is this necessary?
Personnel	We will pay each presenter a \$50 stipend for their time. We also will pay each advisory member \$15 per meeting. The remainder is for staff/volunteers' time
Space Costs	We expect Segoe Terrace to donate space to us at no charge.
Supplies	We will need ingredients for cooking, art supplies, journals, etc. for the actual programs. In addition, we will need to send invites in English and Russian
Transportation	Help getting older adults to the programs. Most do not drive and either have trouble with public transportation, or cannot access it.
Other	Snacks for participants at all programs. In addition, if we do attend a cultural event, we will need to purchase the tickets.

**Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application**

- 13. Explain any cash or in-kind support for this project and the source. Include any volunteer hours contributed to the project as in-kind support. If you have already submitted or are planning to submit this proposal to other funding sources, indicate the amount requested and the status of all proposals. If this project is already in existence, list current funding sources. [10 points]**

There will be significant staff time spent on this program in the first year. Staff will need to set up senior advisory group meetings, plan agendas, run focus group, meet with presenters, etc. Most of JSS staff time will be covered by our operational funds. We do expect that Segoe will provide space.

- 14. How will the project continue after this initial funding is exhausted? [5 points]**

This is a pilot program for JSS. If it looks like it is successful and we have achieved our objectives, we will begin to implement the program every year or every other year as part of our regular programming for older adults.

**Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application**

15. How will this project be evaluated? [10 points]

We will collect qualitative data at the initial meeting of the senior advisory committee meeting/focus group. In order to measure loneliness, we will use the UCLA 3-Item Loneliness Scale. We will ask the older adult participants to complete the scale before the first meeting, even of the Senior Advisory Committee. We will repeat the scale after the last program We expect to see an improvement in scores over time.

In order to measure the knowledge of the participants, we will ask a pre-test and a post-test for each program. For any program for small children, we will ask the questions of their parents.

The JSS social worker will check in with the older adult participants. If there are any who she believes needs services, (case management from JSS, information or referral), she will reach out to them. After three months, she will check in with them to see if they followed up.

**Segoe Terrace Service Coordinator
Roanna Heathcote**

Office Location:
602 Sawyer Terrace
Madison, WI 53705

Phone: 608-444-3655 • Fax: 608-231-2385 • Email: rheathcote@zmeridian.com

April 29, 2022

To whom it may concern,

I am pleased to be writing a letter in support of the Department of Human Services 2022 Henry Norman Leck endowment fund grant for the program "Building Intergenerational Bridges within the Dane County Russian Community." I strongly support this grant application and the focus on serving the Russian community in Dane County.

As an organization who provides housing and other services for many Russian residents, we have seen firsthand the need for as well as the benefits of having programs specifically for those in the Russian community. We admire your initiatives to fund projects that greatly benefit this community.

Together, we help many refugees make the United States their new home and become integrated into the community. We look forward to continuing these services with your support.

Sincerely,

Roanna Heathcote
Service Coordinator
Meridian Group, Inc. – Segoe Terrace Apartments



A Meridian Group, Inc. Managed Property
www.meridiangroupinc.net



Madison Russian School, Inc.
PO BOX 5132
Madison, WI 53705
www.madisonrussianschool.org



May 2, 2022

RE: "Building Intergenerational Bridges within the Dane County Russian Community"

To whom it may concern,

I am pleased to write a letter of support for the proposal being submitted to the 2022 Henry Norman Leck endowment fund grant for the program "Building Intergenerational Bridges within the Dane County Russian Community." Madison Russian School strongly supports this grant application and its focus on serving the Russian community of Madison and surrounding areas.

Founded in 2003, Madison Russian School has been providing the Russian community of Madison with cultural events and classes in Russian language and literature, theater, history, chess and more for children and their families for two decades. We have seen the benefits of providing such events and learning opportunities not only to the Russian community but the larger communities in which they live.

We believe that the program "Building Intergenerational Bridges within the Dane County Russian Community" will bring an important element to our community that Madison Russian School has not included in the past, specifically bringing older adults into conversation with children. We are eager to support older members of our community in participating in and leading cultural events, enjoying interactions with other generations, and sharing their valuable and multifaceted experience with the children we serve and their families.

We sincerely hope that you will fund this program, as it will greatly benefit this community.

Warm regards,

Hilary Bryan
Director
Madison Russian School