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	Internet Access for Older Adults
Amount of money requested	$22,240
Agency name	NewBridge Madison Inc.
Agency address	1625 Northport Drive, #125, Madison, WI 53704
Applicant name	Jim Krueger
Applicant email address	jimk@newbridgemadison.org
Applicant phone number	608-512-0000, Ext. 3005
Communities where project will occur.	Dane County focal point communities

This project is: ☐ a **new** project *or* ☒ an **expansion** of an existing project*.

Projects are limited to a maximum of $22,240 total.

*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.

No project will be funded more than twice.

BACKGROUND INFORMATION

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

NewBridge Madison was formed in 2019, the result of a merger of the four Madison coalitions (East Madison Monona Coalition of the Aging, North/Eastside Senior Coalition, South Madison Coalition of the Elderly, West Madison Senior Coalition). The four senior coalitions, each in existence for over 40 years prior to the merger, were formed because older adults needed help addressing issues, accessing resources and coordinating social activities. Each coalition provided a variety of services to help older adults remain independent and in their homes. The mission of NewBridge Madison is to provide older adults a bridge to successful aging. We provide free services for low-income, frail or isolated older adults age 60+ in Madison and Monona. Our services include case management, mental health resources for older adults, congregate meal sites and home delivered meals, Food Bridge pantry delivery, educational classes, exercise classes and social activities, home chore services, volunteer guardian/representative payees, and a diversity and inclusion program for Black and Hispanic older adults. Our Mental Health Resource and Diversity & Inclusion programs are county-wide. Our case management program serves Hispanic and SE Asian older adults

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

The internet access for older adults project will provide low-income older adults with a free laptop computer, installation of basic computer software and internet access so they may participate virtually in senior center activities as well as attend doctors appointments, and interact with family and friends. NewBridge and the other Dane County Senior Focal Points will deliver ready-to-use computers to low-income older adults, access limited hands-on training and pay for one year's worth of internet service. Older adults must be 60 or older and verify a need for financial assistance to qualify.

Our project is both different and complementary with the pilot project being implemented by AAA. We will target older adults who know how to use a laptop computer, as well as those who do not, but cannot afford the monthy internet service fees. Our project also will help older adults who already received a computer from NewBridge but will no longer have internet acess because of the increase (from $15 to as high as $50/mo.) in monthy rates. Our project allows 45 older adults who desperately need or want a computer to have access to one in 2022.

Approximately how many older adults age 60 and older are anticipated to be directly involved in the implementation of this project?	2
How many will be indirectly involved? (i.e., audience members, recipients of peer education, etc.).	45

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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)*

☐ AODA   ☐ Benefits Counseling   ☐ Cultural Diversity

☐ Elder Abuse   ☐ Health & Wellness   ☐ Housing

☐ LGBTQ+   ☐ Nutrition   ☒ Socialization

☐ Other: _____

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

This idea came during COVID when NewBridge began implementing ways to remain connected with older adults. We distributed 150 free computers to older adults so they could view our programming, and meet with family and friends. Internet service providers offered a temporary reduced rate that made it possible for some low-income older adults to become connected virtually. The discounted programs are ending and these older adults are now having to pay regular rates. A majority of those served by the Senior Focal Points are on fixed incomes and unable it.

Internet has become the primary way society communicates and handles personal business. Older adults need to be connected or they will be left behind. It provides an important avenue for those with mobility issues to remain connected and not miss important appointments.

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

The following objectives will be achieved for the internet access project for older adults.
A.) Participants will have a more positive attitude and feel more comfortable about using computers
B.) Participants will learn how to use a computer to handle personal matters (doctor appointments, bill payments) and for informational and socialization purposes to keep their brain actively engaged.
C.) Participants will feel happier and less isolated being able to connect virtually with others

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

The following objectives will be achieved for the internet access project for older adults.
A.) Participants will request less instruction, over time, on basic instructions for using the computer and increase the number of times they log on each week.
B.) Participants will reduce their number of phone calls or in-person visits, paying less bills by mail. They will indicate spending more time doing various things on the internet.
C.) Participants will regularly attend senior center programs, and connect more with family and friends, virtually.

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

The following methods and activities will be used to accomplish the goal of distributing computers and providing internet access for older adults in Dane County.

NewBridge will acquire 45 computers by July 1.

Our staff will research internet service carrier plans available in Dane County by July 15.

NewBridge will contract with Dane Net to load the computers with basic software by July 22.

A list of qualifications for the project, including the monthly internet payment process, will be detemined for participants and distributed to the Senior Focal Points by July 15.

NewBridge will work with local libraries to provide 1:1 tech assistance for older adults beginning in August.

Focal Point staff will refer or complete a request form for older adults who qualify beginning in late July.

Computers will be distributed to older adults, beginning in August, and a contract will be established with the internet service provider in the area.

Each older adults monthly internet fee will be paid by NewBridge in collaboration with the Senior Focal Point that serves them. The computers will be theirs to keep; we do not require they return them.

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

This project will target low-income older adults, age 75+, who want a laptop computer. We will also focus on those who have a computer but are currently not using it because of the high internet rates. Finally, we will target low-income older adults from BIPOC communities. Our goal is to provide a free computer to any low-income older adult who wants/needs one.

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

The program will be promoted by each Senior Focal Point. Information on the program will be sent to all Focal Point case managers, nutrition and activities staff and diversity and inclusion staff. We may also ask the Dane County library system to help promote the program.

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

NewBridge is collaborating with a number of partners on this project.
The UW Credit Union has provided some funding for this project.
EPIC will be donating the computers.
Dane Net has agreed to install the necessary software on each computer.
The Dane County Senior Focal Points will refer low-income older adults in need of a computer or internet access.
The Dane County libraries and IT volunteers will assist older adults to learn how to use the computers.

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

A group of older adults from NewBridge has provided feedback on this project. This group will conduct research on the different internet service plans available in each Focal Point area. They will also be involved in the final evaluation once the project is completed.

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

Deenah Givens, NewBridge Program Coordinator, will implement the project. Deenah has 38 years experience coordinating a variety of non-profit programs. She has also served as the director of a neighborhood community center. Deenah played the lead role in developing and coordinating the NewBridge program during COVID that provided 150 computers to older adults. Deenah was responsible for accessing and distributing computers as well as coordinating 1:1 tech assistance for the older adults. Deb Temerbekova, NewBridge Executive Assistant, will coordinate the monthly payment of internet fees. Deb has six years administrative expeience and three years experience handling the payment of our agencies bills.

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	0	4040	4040
Space Costs	0	0	0
Supplies	0	0	0
Transportation	800	0	800
Equipment Rental*	0	0	0
Other	21440	7045	28485
TOTAL	22240	11085	33325

* 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	Hours for NewBridge staff coordination of the program. Payment to Dane Net for installing software on each computer
Space Costs	
Supplies	
Transportation	transporting/delivering computers to the senior focal points
Other	monthly internet fees for each computer

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]

In-kind support is being provided by EPIC. They are donating all of the computers. A NewBridge group of four volunteers will contribute about 15-20 hours each in helping with the project. This project received funding for two years (2021-2022) from the UW Credit Union to distribute computers to older adults. The initial focus area was Madison, Monona and the BIPOC communities we serve, but we were given the flexibility to expand the service area to all of Dane County as needed.

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

NewBridge Madison is not trying to compete with the AAA project but are trying to help older adults have easier access to the internet to meet their immediate needs. Our intent is to work together with the AAA staff to identify the best system moving forward for getting computers and internet access to older adults that is cost-effective. Hopefully our program participants would be considered as candidates for the AAA tablet project if that is the direction Dane County decides to go. Until then, we are dedicated to providing as many low-income older adults as possible with computer and internet access in their homes. NewBridge is happy to assist in exploring potential future funding from local foundations or corporations.

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

An evaluation will be emailed to each older adult in the project in November to measure the impact of the project based on the objectives identified in question #3 of this application. The results will be compiled and used to determine the level of success of the project. We will also survey the senior focal points who participate to receive feedback on the process used to implement the project.

The success of the project will be measured by the following:

A. Number of older adults who participate

B. Number of hours needed to implement and feedback on the implementation process

C. The overall impact the project has on older adults