

# 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](mailto:aaa@countyofdane.com). Completed proposals and letters of support must be received by **Friday, 6 May 2022, 4 pm**.

Proposal Information	
<b>Project Title</b>	Let's Get Strong!
<b>Amount of money requested</b>	700.00
<b>Agency name</b>	Cambridge Activities Program
<b>Agency address</b>	PO Box 54, 403 Blue Jay Way, Cambridge, WI 53523
<b>Applicant name</b>	Ms. Kerry Marren
<b>Applicant email address</b>	foodpantry@cambridge.k12.wi.us
<b>Applicant phone number</b>	608-423-8142
<b>Communities where project will occur.</b>	Village of Cambridge, WI
This project is: <input checked="" type="checkbox"/> a new project or <input type="checkbox"/> an expansion of an existing project*.	
<b>Projects are limited to a maximum of \$22,240 total.</b>	
<i>*If planning to expand an existing project, attach a <b>one-page addendum</b> 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>	
<b>No project will be funded more than twice.</b>	

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## BACKGROUND INFORMATION

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

The Cambridge Activities Program is a 501(c)(3) non-profit organization founded in September 2003 in the Village of Cambridge, Wisconsin. CAP operates under the authority of the Cambridge Activities Board and began as a recreation agency providing oversight to youth and adult activities programming in coordination with the Cambridge School District. Since that time, CAP has evolved to encompass not just youth and adult recreation, fitness, and enrichment programs, but also directs and is responsible for an in-school 5-star Youngstar rated Day Care center, a free of charge Youth Center, Food Pantry, community and family events for toddlers to seniors, a Fitness Center, the Community Pool and aquatic programs, and staffs and operate Lake Ripley Park on behalf of the Cambridge Foundation. CAP employees received training in 2019 as a “Dementia Friendly Community” through the Cambridge Wellness Collaborative. Our mission is: “Encouraging and promoting life-long wellness by providing a variety of high-quality recreational activities, learning opportunities, aquatics programs, and services to the broad Cambridge area community.” Toward that end, we are working to expand fitness programs targeted to seniors 60 and older.

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

The Cambridge Activities Program Senior Programming Coordinator proposes to offer a 6 week, two times per week series of strength and resistance training taught by a professional fitness trainer as a free introductory course. Free weights and resistance band equipment will be brought to the Amundson Center in Cambridge, Wisconsin, a 250-person capacity community facility with which seniors are very familiar, as many senior programs are offered there. Instruction for beginning weight training and resistance workouts will be safely demonstrated, participation engaged, and all activity closely monitored and supervised, with any concerns and uncertainties immediately addressed. Classes will be offered during the fall semester of the 2022 school year and will be completed and assessed by no later than December 31, 2022. CAP programs are popular with seniors in the area. A recent data survey by the Executive Director of CAP showed that seniors 60 years and older participated in some kind of CAP offered activity 19,572 times from May 2021 to April 2022.

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

12-15

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

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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)**

- |                                       |   |   |
|---------------------------------------|---|---|
| <input type="checkbox"/> AODA         | <input type="checkbox"/> Benefits Counseling          | <input type="checkbox"/> Cultural Diversity       |
| <input type="checkbox"/> Elder Abuse  | <input checked="" 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]**

In Wisconsin those age 65 and over will increase rapidly in every five-year interval, from 777,500 in 2010 to 1,535,500 in 2040<sup>1</sup>. Regular physical activity for older adults can prevent or delay many health problems that come with age per the Center for Disease Control<sup>2</sup>. The CDC states that adults aged 65+ need “at least 2 days a week of activities that strengthen muscles” to maintain and/or improve health benefits.<sup>2</sup> Less than 20% of U.S. adults older than 64 years engage in the recommended amount of physical activity, and only 11% engage in strength training<sup>3</sup>. Offering this training will improve overall strength and health of our residents, while providing healthy socialization and reinforcement of lifelong fitness habits. Currently there is no formal program geared towards seniors that provides for this training.

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

The objectives of this program for this strength and resistance training course are as follows:

- 1) Increased Strength/Balance/Movement with an exercise routine that utilizes major muscle groups.
- 2) Boost Confidence and overall well-being.
- 3) Encourage Social Interaction.
- 4) Promote health and fitness benefits of strength and resistance training.
- 5) Promote long-term exercise habits for continued strength and well-being.

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

Objective 1: On the first day of the fitness program, the trainer will assess each participant with the Fullerton Functional Test of senior fitness. The test involves common activities such as getting up from a chair, walking, lifting, bending and stretching. This test will also be given as an end-of-course assessment. The focus of weekly sessions will be on lower body stability, flexibility, and upper body strength. Exercises will be geared towards participants' abilities.

Objective 2: There will be a participant survey on confidence before and after the class.

Objective 3: Portions of each session's workouts will be partnered, with participants working together. There will be team building workouts in each class. Instructor will assess on-going class engagement in each session.

Objective 4: Instructor will provide handouts for participants to take home that provide exercises and stretches that can be done in between workout sessions and at their own time, pace, and place.

Objective 5: Continued at-home physical training participation will be encouraged utilizing information provided by trainer and will be measured by Coordinator's follow-up survey.

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

Upon receipt of the grant monies, CAP will secure the services of a professional fitness trainer who has experience with seniors to instruct a six week, 2 times per week strength and resistance class to be held at the Amundson Center in the Village of Cambridge. These twelve classes will be scheduled during the fall semester of 2022, with the classes being offered either in the late morning or early afternoon, for 1 hour each session. Each class will focus on strength and resistance exercises to combat muscle disuse with the goal of body conditioning, gaining muscle mass, improving mobility and overall strength while encouraging social engagement with peers, partnering in goal setting and establishing health fitness habits. Classes will be completed in six weeks and will finish prior to December 31, 2022. Timeline for this project will correspond to specific funding period of the grant.

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

The Cambridge Activities Program will target seniors 60 and older in the community of the Village of Cambridge and its environs, and will specifically invite and seek our participation of residents of Our House, an assisted living facility at 201 W. Madison Street, Cambridge and the residents of Greenvale, a low income senior housing apartment complex located at 555 W. Madison Street, Cambridge, to participate in this program.

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

The Senior Programming Coordinator will advertise this program on the Cambridge Activities website, our Facebook page, at the Senior Luncheons we provide, and by direct mail. The Coordinator will also personally contact and inform the Executive Director of Our House and the manager of Greendale Apartments of this fitness program opportunity, so they can promote the program to their residents. Our House contains 15 residents, and Greenvale 25, all of whom will receive specific invitations to participate in this program.

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

Our Senior Programming Coordinator Kerry Marren will collaborate with the Director of our Athletics and Fitness Operations Adam Hosey in securing the services of a professional fitness trainer who has experience with senior clients. Our Senior Programming Coordinator will seek out the support and cooperation of both the Executive Director of Our House and the manager of the Greenvale Apartment Complex to promote and encourage participation in this program by their residents.

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

Seniors will have the opportunity to do a before-and-after written assessment of their physical progress. Ongoing input from senior participants will be sought by the instructor during the six-week sessions.

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

This project will be implemented by our Senior Programming Coordinator, Kerry Marren, together with the Director of Athletic and Fitness Operations, Adam Hosey. Hosey has been with CAP for 3 years, has worked as a professional physical trainer, and is a graduate of UW-Whitewater with a major in P.E., emphasizing health, human performance and recreation. Hosey will provide physical training instruction and/or will contract with another CAP professional trainer and will devise a strength and resistance program that is safe, effective, and appropriate for seniors. Kerry Marren is head of the Cambridge Food Pantry and Senior Programming for CAP. Ms. Marren will be responsible for promotion, securing support, and reserving facilities. Ms. Kerry has a BA in Communications from DePaul University in Chicago.

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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	\$600.00		\$600
Space Costs	0		0
Supplies	0		0
Transportation	0		0
Equipment Rental*	0		0
Other	100.00		100.00
<b>TOTAL</b>	700.00		700.00

\* 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	Cost of a professional physical trainer is \$50 per session for a total of 12 sessions.
Space Costs	The Amundson Center is free of charge to use.
Supplies	CAP has all necessary supplies.
Transportation	No transportation required.
Other	Postage cost for 250 direct mail postcards.

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**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]**

This inaugural program will be offered free of charge, the costs of which will be funded by monies received from the Leck Grant. The Cambridge Activities program receives tax levy support from the Cambridge School District through Fund 80, a fund levied through the local school district that is used to account for community activities. The activities for this fund are governed by Wisconsin State Statute 120.13(19) Community Programs and Services. Our programs are also normally funded through registration fees by users of those programs.

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

The Cambridge Activities Program plans to offer this six week, 2 times per week class again in the spring session of 2023 and will provide a reduced rate to those seniors who enrolled in the original introductory class to encourage continued participation. CAP will also market the program to bring in new senior participants to continue our efforts to expand offerings specifically targeted to those 60 and older in our community. Our long-term vision is to broaden fitness offerings to include not just strength and resistance training, but yoga, tai chi, dancing, and other activities to improve gait, coordination, and physical functioning.

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

Upon completion of this inaugural program, the Senior Programming Coordinator and the Director of Athletics and Fitness Operations will meet for a debrief and assessment of the program. They will utilize the before and after quantitative results of the Fullerton Functional Test and all of the surveys detailed in Section #4 as completed by the senior participants. They will determine if objectives were met and whether adjustments need to be made to any future program.