

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	Welcome To The Neighborhood
Amount of money requested	\$2,000.00
Agency name	Monona Senior Center
Agency address	1011 Nichols Road, Monona, WI 53716
Applicant name	Diane Mikelbank
Applicant email address	dmikelbank@ci.monona.wi.us
Applicant phone number	608-222-3415
Communities where project will occur.	Monona
This project is: <input checked="" type="checkbox"/> a new project <i>or</i> <input type="checkbox"/> an expansion of an existing project*.	
<i>Projects are limited to a maximum of \$22,240 total.</i>	
<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>	
<i>No project will be funded more than twice.</i>	

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BACKGROUND INFORMATION

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

The Monona Senior Center began as a club in 1973, meeting in one classroom of a middle school next to our current location. This club developed into a vital community support center, offering a wide variety of programs and services. The mission of the Monona Senior Center is to provide senior citizens with educational, social, recreational, health and fitness programs. We strive to enhance to dignity, support the independence and enrich the lives of older adults.

Part of this mission is to provide resources to those who have recently moved to the area so they are aware of what this community has to offer to enrich their lives. We will share access to services that will make living on a limited budget more manageable, provide knowledge of diverse program offerings and opportunities to make connections in their community through civic engagement and life experiences.

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

This project will offer a "Welcome to the Neighborhood" heavy duty, reusable bag filled with valuable resources to all identified new residents to the area. In today's digital age and especially since the pandemic, traditional outlets for finding area resources are no longer available to those who do not use technology.

This project will address this issue by offering a bag full of current, important and popular information that will be available at their fingertips. Potential items to include in the welcome bag consist of; Monona and/or Madison Map, MG&E Energy Assistance Information, Monona Senior Connection (Monona Senior Center monthly newsletter), NewBridge Newsletter, Dane County ADRC Information, Aldo Leopold Nature Center Brochure, Monona Lift Brochure (transportation), Dementia Friendly Monona Businesses, Monona Senior Center and Friends of Monona Senior Center brochure as well as Scholarship Application, Voting Information, The Journey of Aging Resource Guide, list of veterinarians in the area, a Friends of Monona Senior Center promotional item, information on the local newspaper (The Herald-Independent), a one-year membership to The Friends of the Monona Senior Center offering monthly newsletter mailings for the first year and any other ideas the volunteers committee of older adults come up with to include.

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

50-60

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

100

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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 type="checkbox"/> Health & Wellness | <input type="checkbox"/> Housing |
| <input type="checkbox"/> LGBTQ+ | <input type="checkbox"/> Nutrition | <input type="checkbox"/> Socialization |
| <input checked="" type="checkbox"/> Other: | Community Education - covering many of the above | |

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

Our Monona East Side Business Alliance (Chamber of Commerce) no longer has a brick and mortar location - they only maintain a website. The City of Monona no longer prints a City Guide; sharing events and resources and there is no longer a business guide printed for our area. Everything has gone to online ONLY, leaving those who either do not have access to the internet or who prefer not to use technology for their information, with little access.

Since the pandemic started, people are congregating less in common areas and spending less time chatting in the halls. This makes adjusting to a new community very challenging. We have been hearing from seniors who have moved to the area since the pandemic that they are searching for ways to connect with their neighbors. This bag full of resources will allow new residents the opportunity to visit their local senior center, take in a program at the library or find help if they need assistance. If the answers to their questions are not located within the contents of the bag, they will at least have a phone number they can reach out to so they can ask. The idea came from feedback from those who are new to the area and upon talking with other senior participants about the issue, they recall a day when "The Welcome Wagon" use to help new residents in the area.

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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]

1. Welcome to the Neighborhood will provide at least 20 seniors who have recently moved to the Monona area with resources to help them become more familiar with the Monona area and the services/program that are available.
2. Welcome to the Neighborhood will increase membership to the Friends of the Monona Senior Center by 10 in 2022 by offering free memberships to new residents in the area.
3. Welcome to the Neighborhood will recruit five new volunteers to help facilitate the program and promote its importance by creating a list of items to be included in the bag, assisting with delivery of the bags, contacting senior housing managers and assembling bags.

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

1. We will reach this objective when 20 welcome bags are delivered to those over the age of 50 who have moved to the Monona area.
2. We will have reached this goal when 10 special membership forms are returned, joining the Friends of the Monona Senior Center before December 31st, 2022. We will know which memberships are part of the program because they will be printed on a different colored paper and there will be a note on the application saying, "This complimentary membership is part of the Welcome to the Neighborhood Program."
3. We will know we have attained this objective when we have five new volunteers who help with some aspect of this program. Volunteers will be recruited and their hours will be tracked in the MySeniorCenter system according to the program they are volunteering for. At the end of the program period, we will run the volunteer statistics on this program to determine the number of volunteers who assisted with the program.

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

Month 1: Upon approval, notify The Friends of the Monona Senior Center board and have them add this project to their next meeting agenda.

Month 2: At the Friends Board meeting, explain the plans for making this program a success and set a meeting date to get started on the project. Recruit volunteers from this body and encourage further recruitment of volunteers to facilitate and lead the different aspects of this project.

Month 3: Hold at least two meetings to decide what will be included in the bags, what kind of bag will be used, assign tasks to volunteers and develop a list of contacts from local senior housing facilities.

Month 4: Order supplies, collect items, print what is needed and develop a process for frequency of deliveries.

Month 5: Assemble bags, contact facilities and drop off the first group of requested bags. Consider including a feedback form the committee can learn from.

Month 6: Continue delivering bags per frequency chosen, make adjustments to the plan based on feedback, continue meeting regularly and promote the program through newsletters, flyers, WVMO local radio, etc. to reach new home owners who may be over 50 as this group will be harder to reach.

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

Anyone 50 years of age or older who lived in Monona or the surrounding area and has moved here since 2021. We want to give special consideration to those in senior housing and subsidized senior housing who may not have their own vehicles so they have resources brought directly to them.

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

We will start out by contacting Monona senior housing facilities including Monona Meadows, Monona Hills, Frost Woods and Heritage Monona. By contacting their managers, we will know how many new residents they have and provide bags for each new residents.

For those who may have moved into housing not for seniors or who moved into single family homes, we will promote this program in our newsletter, which is available for pick up at several locations, on the local cable station, on our local radio station, WVMO and will post flyers promoting this program with a contact number. When they call we can offer a bag pick up option or coordinate a bag drop off.

Volunteers will be recruited using the same methods as mentioned above.

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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]

We will collaborate with the Friends of the Monona Senior Center, a 501(c)3 tax exempt organization. This self-directed volunteer team will provide the volunteers and ideas behind facilitating this effort and support the Monona Senior Center in keeping this program sustainable. The board of the Friends of Monona Senior Center is made up on mainly people over the age of 65.

We will also collaborate with senior housing managers to stay connected with how many new residents have moved into their buildings. Once we find out how many new residents have moved in, "Welcome to the Neighborhood" bags will be delivered in a manner that is deemed most comfortable for that housing facility.

Finally, we will collaborate with area businesses and services in an effort to offer a diverse, inclusive collection of resources by obtaining brochures, contact information and important details that will guide new residents to needed opportunities and services. This information will need to stay current and up-to-date, making regular connections necessary.

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

Older adults will make up the planning and facilitation team behind this effort. This self-directed volunteer team will meet regularly, plan the contents of the bag, lead the group of volunteers to complete tasks, obtain these items and maintain the program by connecting with those who would like a bag and getting them delivered.

As mentioned earlier, including a short evaluation/feedback form in the bag will be a method of collecting feedback on the value of this program to those who receive a bag. Committee members can also reach out to our collaborators to see if senior housing managers are hearing any feedback and business owners to see if coupons are being redeemed, memberships are being initiated.

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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 the committee chosen through the board of The Friends of the Monona Senior Center. This committee has shown they are qualified in that they currently hold a leadership role on the Friends Board. They will recruit other volunteers who show interest in connecting with others, are willing to share of their time and energy and have knowledge of our community and what it has to offer.

As the project grows and develops, they will further build their team of volunteers and make adjustments to the contents and method of delivery to offer efficiency and effectiveness.

As older adults themselves, the committee will bring the experience of what community businesses and services they utilize the most and what connections will be important for new residents. This factor will be essential in providing a product that is valid to the recipients.

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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		\$864.00	
Space Costs		\$450.00	
Supplies	\$985.00		
Transportation		\$35.00	
Equipment Rental*			
Other	\$500.00		
TOTAL	\$1,485.00	\$1,349.00	

* 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	Staff salary at \$36 per hour for one hour per week for the duration of the project (24 weeks) $36 \times 24 = \$864.00$
Space Costs	Meetings and Assembly space at \$75 per meeting for six meetings. $75 \times 6 = \$450.00$
Supplies	Durable, re-usable bags = \$250.00, memberships 20 at \$8.00 each = \$160.00, Printing (\$.087 per color copy and approx. 10 sheets per bag) = \$75.00, Gift Cards in small amounts (\$5) to local businesses $100 \times \$5 = \500 . Grand Total = \$985.00
Transportation	From Senior Center to Senior Housing: $\$.58.5/\text{mi} \times 10 \text{ miles her month} \times 6 \text{ months}$ $60 \text{ miles} \times \$.58.5 \text{ per mile} = \35.00
Other	Promotion of Program through flyer printing = \$10, Refreshments for assembly days = \$25, Covid Safety supplies = \$25, Friends Group Promo Item to get their name out = \$300.00, Unexpected Expenses \$140 = Total of \$500

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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]**

Volunteer hours include planning the contents of the bags, recruiting volunteers to help with the project, collecting items or creating lists to include in the bags, contacting local senior housing facilities regularly to see how many new volunteers have moved in, filling bags and delivery of welcome bags. In addition, promotion of the program will be another volunteer opportunity.

In-kind support includes staff time to coordinate a space for meeting, oversight for the group, answer questions and make suggestions. Volunteers will appreciate having a City staff person to turn to who can expedite searching for Voter Registration or help facilitate their promotion of the program.

Mileage will be in-kind as we currently do not have any structure for reimbursing volunteers for mileage. In addition, space costs will be in-kind as there is available space at the Senior Center or library.

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

Options for funding include sponsorship from local businesses; they could donate gift cards or coupons to attract new residents to their businesses. The Friends of the Monona Senior Center is a fund-raising arm, which supports the Monona Senior Center. Their board may choose to continue this valuable program once they see the impact it has on new residents to Monona. The Friends or the Senior Center could hold a fund-raising event or "pass the hat" at a large event specifically to support this program.

This is a relatively efficient program, once established. Businesses and services would be happy to share their information with us if it is included in the welcome bag. Because the benefits are many for this necessary program to ease social isolation of seniors, especially those new to the area, I feel we will draw support from many to keep this program running.

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

A feedback form/evaluation will be developed and included in the bag. The hope is that for those who receive the bag, they can reflect on what they felt was most valuable and also what they feel they did not need.

In addition, we can get feedback from our collaborators in order to gauge if there was anything shared with them about the Welcome to the Neighborhood program that would be helpful for the committee to know.

Finally, the goals in question three will be measured by the objectives of question four to determine the effectiveness of the program.

The Friends of the Monona Senior Center

Support the Monona Senior Center in its efforts to enhance the lives of older adults.



Kathy Thomas
Susan Manning
Judy Runk
Dan Eklof
Molly Grupe
Jackie Amati
Dean Bowles
Dave Joranson
Sandy Homburg
Laura Nielsen
Stan Nielsen

Dear Grant Review Committee,

My name is Stan Nielsen and I am a member of the Friends of the Monona Senior Center Board. We are excited to pursue the "Welcome to the Neighborhood" project, as laid out in the grant application. Our board has been seriously considering this project for some time and approval of this grant funding would be just the thing to launch us into action.

Our board is made up mainly of older adults who live in or around the Monona area. Most of us have lived in this area for many years and have knowledge of the places in our community which would be helpful to new residents in our area. We hope, with your help, to be able to facilitate the steps to meet the goals and objectives as specified in this grant application.

My full support is behind the action plan details and I have full confidence that we will find capable, qualified volunteers who carry out the tasks.

Thank you for considering this application for your support of the 2022 Henry Norman Leck Endowment Fund Grant.

Sincerely, 
Stan Nielsen, Board Member

Friends of the Monona Senior Center

1011 Nichols Road
Monona, WI 53716

www.friendsofthemononaseniorcenter.org

Voice 608-222-3415
Fax 608-222-9225

This Letter of support was sent within the body of an e-mail message due to technology challenges as indicated below:

Hi Diane,

Our scanner is currently not working so perhaps you could figure out the best way to get this to where it needs to go.

Dear Leck Grant Committee,

My name is Christine Wong and I am the Service Coordinator at Monona Meadows (HUD housing for seniors). This letter is in support of the "Welcome to the Neighborhood" Program proposed by the Monona Senior Center.

As a Service Coordinator, I feel this "kit" would be extremely beneficial to my residents when they move in. Most residents have limited resources and support systems to help them navigate the community. Much of the information my residents use would be in this "kit" and they could refer to it whenever their needs change ie. Transportation, Case Management with NewBridge or Monona Senior Center activities and services. While I, as a Service Coordinator, can help them navigate the community, many residents want to be able to stay more independent and do things for themselves. This "kit" would really help.

Please consider approving this important step towards helping our seniors live independently as long as possible by giving them the tools and knowledge to help themselves and become comfortable in their new community.

I am confident the Monona Senior Center will do a wonderful job with these "kits" as they do with all their senior services.

Sincerely,

Christine Wong

Service Coordinator

Monona Meadows

Ph: 608-221-0722 Fax: 608-221-0941

christine.wong@rhf.org

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