

Application for 2010 Supplemental Funds Community Resources Program

*Submit signed original and digital copies of this application to the
Community Development Division,
Room 225, MMB, 215 Martin Luther King Jr., Blvd.
Madison, WI 53701*

Deadline: Noon on March 2, 2010

(Late or incomplete applications will not be considered)

| | | | | | |
|--------------------------|--|---|--|---|--|
| Program Title: | Cultural Diversity/Latino | | Agency: | North/Eastside Senior Coalition (NESCO) | |
| Amount Requested: | \$7,115 | <i>Amount Allowable:</i> \$2500-\$10,000 | Current Community Resources Funding for this Program: | \$7,102 | |
| Address: | 1625 Northport Dr. #125, Madison, WI 53704 | | | | |
| Contact Person: | Cheryl Batterman, Executive Director | | Telephone: | (608) 243-5252 | |
| E-Mail: | cbatterman@nescoinc.org | | | | |

- 1) **Program Description:** Summarize the programs major purpose and activities, demographics of intended population and geographic service area.

The purpose is to reduce isolationism and health risks in the growing population of Latino seniors in Madison and to enhance their quality of life and assist them to remain independent and active in the community. This will be achieved by providing health education, and access to community resources and social (cultural) activities. A monthly discussion group focusing on health education topics for Latino seniors and a monthly caregiver support group will be held in Spanish for Latino grandparents who help raise their grandchildren and have very little time for themselves. An Annual Bilingual Senior Health Fair, a Caregiver Workshop Series (in Spanish), and a Chronic Disease Summit would also be held for Latino seniors in 2010. According to 2008 Census Bureau estimates, there were approximately 576 Latino seniors (age 65+) living in Dane County. NESCO's Cultural Diversity Program is the only one that serves Latino seniors in all of Dane County, including the entire city of Madison.

- 2) **Program Need:** Please describe the increase in requests for service or unanticipated economic hardship for your program that warrants application for this funding. For example: increased service participants, increased waiting list, specific increases to staffing hours or program hours, unanticipated program cost, or lost funding.

Funding from a local community grant that increased our outreach efforts in the Latino community ended in 2008. As a result, staff outreach time was reduced and the number of Latino seniors served in 2009 dropped by 25% at a time when the Latino senior population is growing and in more need of assistance. 2010 funding for this program has been cut another \$7,115 (by Dane County & United Way of Dane County), forcing another reduction of staff time to a .5 FTE position (with all current funding sources combined) and the number of Latino seniors anticipated to be served would fall another 30%--a reduction of 70 Latino seniors receiving regular services compared to 2008. These seniors have no where else to go as we are the only senior coalition providing these services for Latino seniors. Restoring \$7,115 in funding would allow us to serve 140+ Latino seniors on a regular basis in 2010.

- 3) **Service Goals:** Please attach a copy of your Community Resources Program year end or December service report to this application. Please add a column to your service numbers section that identifies what your 2010 proposed new goal numbers would be if you were allocated the funds you are requesting.

- 4) **Fund Utilization:** Understanding that this is a one time allocation, how will these funds be used in 2010? Will the supplemental costs be allocated to staffing, program supplies or other expenses?

The funds will be allocated to staffing and program supplies (see below).

5) **Budget:** Please provide the following information. You will be contacted if additional information is necessary.

| Program Budget | Current (as reported in your Budget appendixes in January 2010) | Proposed |
|-----------------------|--|-----------------|
| Personnel | \$6,314 | \$6,325 |
| Operating | 575 | |
| Space | 207 | |
| Special Costs | 6 | 790 |
| Total | \$7,102 | \$7,115 |

6) **Signature:** Name and signature of the principal individual responsible for this program proposal.

Name: Cheryl Batterman Title (if applicable): Executive Director

Signature: _____ Date: 26 February 2010

If you need assistance with this application or are unclear about how to answer the above questions please feel free to contact your current contract manager or staff at (608) 266-6520.

North/Eastside
SENIOR
Coalition

**Quarterly Service Report:
City of Madison**

Period Covered: 10/1/09-12/31/09

Date: 01/18/2010

Prepared by: Cheryl Batterman, Executive Director

Telephone: 243-5252

Service A: Case Management

1. Outline the level of services provided as reported on the AAA 610 or equivalent report.
This quarter: 414 hours
Year to date: 1,714.1 hours
2. Total number of (English) Information and Assistance contacts as reported on the AAA quarterly report.
This quarter: 2,299 contacts
Year to date: 7,881.4 contacts
3. Total number of agency hours providing (English) Information & Assistance services as reported on the AAA quarterly report.
This quarter: 267.1 hours
Year to date: 947.1 hours
4. a. Number of Latino case management clients referred to NESCO YTD: 59
b. Number of Latino case management clients referred to NESCO YTD by Coalition area:

| | |
|-----------------|---|
| <u>6</u> EMMC | <u>13</u> WSC |
| <u>10</u> NESCO | <u>6</u> Rural |
| <u>4</u> SMC | <u>605</u> I & A Contacts/4 th Quarter |
| | <u>199.2</u> I & A Hours/4 th Quarter |
| | <u>2,310</u> I & A Contacts YTD |
| | <u>751.4</u> I & A Hours YTD |

Comments

Laura Hull, our student intern from Edgewood College, continues working within the case management program. She has been assigned her own clients, taking I & A phone calls/walk-ins, and other duties as assigned. She has good initiative and is doing well working with the case managers. Carol Amos, our other student intern from Upper Iowa University, will be ending her internship in January 2010. She continued working with the Cultural Diversity Program and her focus at the end of her internship will be case management.

The second and last *I'm a Caregiver... now what?* workshop series (offered in English) for the year was offered in October. Attendance was down, yet was very beneficial to the three first time caregivers. The three evening programs included presentations from Caregiver Alliance ("Lifetime Relationships: changes for adult children and their aging parents"), Thrivent Financial Insurance ("Long-Term Care

Planning”), and Catholic Charities (“How are You Really? Creating balance between caring for yourself and caring for others”).

Two Spanish caregiver workshop series were also offered in May and October/November 2009, focusing on Latino senior adults raising their grandchildren. The evening programs included the following topics: taking care of yourself, relaxation techniques, and nutrition for children. Transportation for these workshops were provided by Dane County.

Common trends seen in I & A calls either to the NESCO office or asked at the senior housing facilities in the community include: transportation, caregiver resources, home chore, snow removal assistance, housing, and enrolling into Medicare Part D.

Case managers seemed very busy with housing and insurance issues this quarter. A lot of time and effort goes into applying to these types of programs and it can be a cumbersome process; yet the case managers do very well navigating through the maze.

Service B: Focal Point-Based Community Assistance

1. During the quarter, the following services/activities were provided:
 - 4,165 Newsletters distributed
 - 0 Annual meeting held
 - 1 Volunteer recognitions held
 - 2 Health screenings held
 - 3 Blood pressure screenings held; 26 attended
 - 13 Foot care clinics held; 78 attended
 - 271 Volunteers provided 2,636 hours of assistance

2. Narrative summary of activities during the quarter, location of events, and/or activities and summary of issues, needs, and problems:
 - The Blood Pressure Clinic (sponsored by *Care Wisconsin*) was offered monthly at the senior dining site located at WPCRC.
 - With nurses provided by HHU, NESCO coordinated 13 foot care clinics at 6 sites throughout the north/eastside of Madison. In January 2010, NESCO will be switching providers to Interim Health Care. There were staffing problems and complaints about the service from HHU, plus the fee for the seniors will be reduced (by \$5) to \$15 per appointment by using Interim. Our website (www.nescoinc.org) is regularly updated to inform the public as to the programs and services offered by NESCO; this includes our newsletter, senior dining menu, and photos of events.

Service C: Senior Activities

| | <u>Quarter</u> | <u>Year to Date</u> | <u>Goal/YR</u> |
|---|----------------|---------------------|----------------|
| 1. Unduplicated Persons Served (seniors attending senior activities) | <u>198</u> | <u>1,172</u> | <u>850</u> |
| 2. Unduplicated Senior Activities | <u>15</u> | <u>81</u> | <u>60</u> |
| <u>5</u> Educational programs held | | | |
| <u>5</u> Social programs held | | | |
| <u>4</u> Intergenerational programs held | | | |
| <u>1</u> Recreational programs held | | | |

3. Narrative summary of activities during the quarter, location of events, and/or activities and summary of issues, needs, and problems:

General Activities/Quarter 4

- NESCO coordinated two day trips during the quarter. In December, NESCO hosted a trip to the Wisconsin Dells for dinner and a theatre show. NESCO also sponsored a local bus tour to view Holiday Light display's in Madison.
- NESCO hosted various social events during the quarter. On 10 October, NESCO hosted a play *Wearing Our Crowns*, performed by local artists *Crowned with Grace* and attended by over 140 seniors; and a performance by the *Uncle Ozzie Musical Show* on 3 October. In November, NESCO seniors organized a carnival for families in the Brentwood neighborhood. On 24 November, the seniors enjoyed old-time songs from musician Michael Gruber, and in December *I Hear Singing* performed holiday songs. NESCO also hosted a trivia contest at Sherman Glen Apartments (senior housing complex) in December.
- On 13 November, NESCO hosted a Thanks-for-Giving Social for our 270 volunteers.
- NESCO hosted various educational events during the quarter. In October, Carol Nimlos from the Alzheimer's Association came to speak and the Madison Fire Department discussed Fire Prevention Safety. The UW-Credit Union talked about scams, fraud, and identity theft at St. Paul Lutheran Church. In November, Energy Assistance & Project Home discussed resources available for seniors and an Advanced Genealogy Class was held for seniors.
- NESCO hosted bingo 13 times during the quarter, including three in English/Spanish.
- Caregiver Support Group, Low-Vision Support Group, Sewing Club, Card-Making Club, Bridge Club, and the Chair-Based Exercise Class (sponsored by MSCR) continued to meet monthly.
- Each month card games & puzzles, memory activities, sing-a-longs, and arts and crafts were offered before or after lunch at the senior dining site located in the Warner Park Community Recreation Center (WPCRC).

Intergenerational/Quarter 4

- In October and November, a group of seniors participated in a book discussion with students from Sherman Middle School. In November, NESCO seniors ran the games at a carnival for families from the Brentwood neighborhood. In December students from Madison Country Day school participated in a Holiday Sing-Along with the seniors.

Senior Dining Sites/Quarter 4

- Monthly birthdays were celebrated.
- Case managers conducted monthly visits to all three senior dining sites (Goodman Community Center, Wil-Mar Neighborhood Center, and Warner Park Community Recreation Center).
- UW-Extension Nutritionist Joy Fletcher visited each site on a monthly basis and discussed various healthful eating topics.

Summary of Needs and Problems

NESCO continues to experience space issues at WPCRC as our programs, in addition to the programs of the other building partners, continue to expand. NESCO currently offers most of our cultural diversity programming off-site due, in part, to limited available space at WPCRC. We have received one hour a week in the evenings and an extra room in the mornings from WPCRC to provide additional programming. However, this has become a problem as the number of programs NESCO offers has increased and WPCRC room rentals have increased. As a result, NESCO is proactively collaborating with St. Paul's Lutheran Church and Sherman Glen Apartments to offer additional day and evening senior adult programming in 2010.

Funding for the intergenerational program continue to be a challenge. Through the strong support of our Board of Directors, this .25 FTE staff position was initially supported using restricted funds and targeted fundraising funds for one year (in 2008). We continue to seek grant monies to continue this position and vital program through 2010.

Service D: Cultural Diversity Program/Latino

| | <u>Quarter</u> | <u>Year to Date</u> | <u>Goal/YR</u> | <u>2010 Goal</u> |
|--|----------------|---------------------|----------------|------------------|
| 1. Unduplicated Latino Seniors Served | <u>36</u> | <u>36*</u> | <u>71</u> | 140 |
| <i>*Using October 2009-September 2010 federal fiscal year to report data.</i> | | | | |
| 2. Activities: | <u>6</u> | <u>25</u> | <u>12</u> | |
| <u>5</u> Discussion groups held | | | | |
| <u>1</u> Health/Wellness programs held | | | | |
| 3. Narrative summary of activities during the quarter, location of events, and/or activities and summary of issues, needs, and problems. | | | | |

Group Activities/Quarter 4

- Lunch and bilingual bingo were enjoyed at the WPCRC senior dining site the first Friday of each month; bingo was offered in Spanish and English.
- The Latino Discussion Group and Grandparents Raising Grandchildren Support Group continue to meet monthly at the Madison Senior Center. Topics this quarter included: medical system in America, case management information, and recognizing the role of a caregiver.
- In December, the Latino seniors participated in a local Health Summit for Latino seniors at Bethel Lutheran Church.
- The Annual Come Together Party, held every December, was cancelled due to inclement weather (extreme cold).

Summary of Needs and Problems

We continue to offer most of our cultural diversity programming off-site due, in part, to limited available space at WPCRC. Funding for transportation and child care continue to be a challenge for this program. In 2009, NESCO received a CDBG grant from Dane County to pay for transportation for Latino and African American seniors living in rural communities so they can attend the monthly support groups provided by NESCO. Additionally, funding for our Intergenerational Coordinator directly affects our Cultural Diversity Programs as we strive to expand our intergenerational programming to reach our diverse seniors.

Attachments: 2009/4th Quarter Case Management I & A Report
2009 Outcome Objectives, Performance Standards & Measurement Tools