

2010 Basic Needs Funding Application

APPLICATION IS BY INVITATION ONLY

Contact Information

Organization Name: American Red Cross – Oregon Pacific Chapter (Meals on Wheels)

Mailing Address: 862 Bethel Drive

City/State: Eugene, OR Zip: 97402

Contact Name: Chris Pryor Title: Executive Director

Phone: 541-344-5244 Email: pryorc@oregonpacific.redcross.org

Website: www.oregonpacific.redcross.org Fax #541-345-4806

Organizational Information

Mission Statement: The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disaster and help people prevent, prepare for, and respond to emergencies.

No. of Employees: 23 FTE: 22.5

No. of Volunteers (annually)/ Volunteer Hours (annually) 2,878 /46,591

Name of Executive Director: Chris Pryor

Name of Board President: Jan Bohman Term Ending Date: December 2011

Number of members on Board of Directors: 10

Total Agency Budget: \$3,632,638 Fiscal Year End: June 30

Geographic Service: Lane, Linn, Benton, Coos, and Douglas

Unduplicated Lane County Residents Served Last Year: 20,853

Has your organization been previously funded by UWLC? No Yes, Year(s) 1972 (approx)

Proposed Service(s): Name of Proposed Services: Meals on Wheels

Basic Needs Services: (check primary use of funds)

- Food** (hunger relief and nutrition)
- Shelter** (emergency housing and homelessness intervention)
- Healthcare** (emergency and basic health services)
- Safety** (domestic violence and child abuse intervention)
- Access to Basic Needs** (information & referral; transportation; advocacy)

Geographic Service
Area within Lane County
Eugene and Springfield

Annual Funds Requested: \$ \$54,000

1. Proposed Services Summary:

The Red Cross Meals on Wheels program provides nourishing meals and a regular safety check Monday through Friday to homebound disabled individuals and seniors over age 60 in Eugene and Springfield. The Red Cross Meals on Wheels program is dedicated to helping seniors and disabled people remain independent and in their own homes as long as possible. Specifically, the proposed service is home delivery of a nourishing dinner-sized meal Monday through Friday, to an estimated 500 local seniors and disabled individuals. Red Cross Meals on Wheels also provides a daily safety check, social interaction and service referrals as needed to help participants maintain their independence as long as possible.

2. Target Population: Describe your target population. Basic Needs investments should focus primarily on families and individuals with income 250% or below the federal poverty level.

Red Cross Meals on Wheels target population is homebound disabled and elderly individuals living in Eugene and north Springfield. Meals on Wheels eligibility does not include an income based means-test however the majority of our participants have limited financial resources. During our last fiscal year, the Red Cross MOW participant data show 4% of recipients were disabled clients; 30% of clients were age 75 to 84; and 38% were over age 85. As well 62% of recipients had annual incomes at or below 200% of federal poverty level. At advanced age, all senior participants are on fixed incomes. The majority of MOW participants report experiencing limitations in daily activities such as shopping, mobility and walking, housework, and food preparation. These factors reveal the program's target population is at significant risk for malnutrition and loss of independence.

3. Need: Describe briefly the need or problem these services address. Include the number and percentage of population affected, metro, rural, and multi-cultural. Describe how these services are aligned with the community needs assessment or other local studies. **20 points possible**

Eugene and Springfield's senior population is expected to increase over the next 10 years and with it, senior hunger and food insecurity is likely to increase as well. Lane County reports 14% of the County population is age 65 and older, and 8% of that age group is currently living in poverty. In addition, a recent landmark study on senior hunger in America identified that senior renters, low-income seniors, and seniors living alone are at highest risk for hunger. The consequences of senior hunger include significantly poorer health, limited daily functioning, and greater risk of institutional care. Red Cross MOW participants reveal a majority of our participants have one or more of these risk factors for hunger: 60% of our participants live alone, 62% have income levels at or below 200% FPL, 65% have limited ability to shop, and 77% are unable to prepare meals daily.

Red Cross Meals on Wheels prioritizes seniors in crisis. In conjunction with Older Americans Act guidelines, first service priority are clients who: 1) who are suffering from malnutrition and/or serious weight loss, 2) will be institutionalized if they do not receive home-delivered meal services, and/or 3) in need of temporary service for short-term needs such as recovery from surgery.

The program provides approximately 40% of a participant's daily nutritional needs; delivers a warm, ready to eat, dinner-sized meal; daily social contact, and daily safety checks. Red Cross Meals on Wheels directly addresses the Oregon Benchmark to help 95% of Oregonians age 65 and older to remain independent in their homes. As well, Meals on Wheels provides important social interaction for those who may be experiencing limited mobility, hearing and/or vision loss, chronic illness or frail aging. Meals on Wheels deliveries are generally a highlight of our participants' day and perform an important check on senior well-being and functioning. Meals on Wheels is the only local food program in Eugene and Springfield to deliver nutritionally-sound meals to homebound seniors and disabled individuals, particularly those at high risk of hunger and its consequences, so they may remain healthy and independent.

Meals on Wheels program eligibility is established by the federal Older Americans Act which stipulates that there is no fee to the participant to receive the meals and no senior in need will be turned away due

to inability to pay. Approximately 75% of Meals on Wheels participants made an average donation of \$2 per meal donation. These program fees represent 18% of the total revenues per year.

4. Service Goals: *Describe your service goals and how you will measure achievement of those goals.*

You will report the outputs and outcomes in progress reports.

20 points possible

Goal 1) To prevent malnutrition in 593 unduplicated seniors and disabled individuals each year. 85% of program participants will maintain or gain weight during the program year by self-report. In our most recently completed program year, 475 of 593 participants (80% of participants) gained or maintained weight and remained living independently.

Goal 2) Support senior independence by providing daily safety checks, social interaction, and assistance in accessing supportive services as needed. 95% of program participants will receive daily safety checks and social interaction, Monday through Friday and will be assisted in accessing additional services as needed.

An intake form is made for each client entering the program. Daily monitoring, case management information, information from volunteers' visits, and exit interviews are all maintained in the client case record. Daily tracking is an excellent way for MOW case managers to know their clients and make adjustments to meet changing needs when necessary. Our LCOG partner gives the program an annual review assuring that all the proper systems are in place for monitoring each client in our case load. Our reviews have always been positive.

MOW clients receive a semi-annual home visit or re-evaluation visit to ensure the program is meeting their needs. As well, each existing client receives an exit interview to determine why he or she is exiting the program and to record client feedback and suggestions, if any.

All of these systems are used to evaluate and improve service delivery and monitor MOW program outcomes.

5. Community Return on Investment: *Describe the return on United Way investment. Include such factors as demonstrated cost-effectiveness and efficiency of delivery; leveraging of other financial investments: methods to avoid problems that would cost more later. How does your agency's work improve the effectiveness of the human services network in Lane County?*

20 points possible

Red Cross Meals on Wheels program is one of the most important preventive in-home services provided to Lane County elderly and disabled. This program alleviates hunger among low-income seniors; provides an important monitoring and safety check 255 days a year to isolated seniors; improves health through nutrition and daily social contact; improves seniors' access to additional community services as needed; and saves tax dollars by eliminating the need for more costly institutional care for low-income seniors. We estimate that nursing home care for an average MOW participant would cost about \$5,000 per month locally; MOW costs \$125 per month.

Annually, 130 volunteers provide consistent and critical operation support to keep the program running smoothly week after week. Volunteers conduct kitchen duties to portion meals into individual servings (including special needs diets); conduct daily or weekly meal delivery at their own cost to help MOW reach all 15 routes each day between 11am and 1pm; and assist in ongoing recruitment of additional volunteers to sustain the program. We estimate 9,000 volunteer hours are provided to the Red Cross MOW program. These hours translate into just over 4 full-time staff; a value of more than \$100,000 to the Red Cross.

Finally, Red Cross Meals on Wheels is funded by a variety of sources including \$273,140 from federally-derived contracts. Red Cross and the Lane Council of Governments (LCOG) work jointly to raise community donations which account for 30% of the program's revenues. United Way Basic Needs funds are critical to help ensure that rising food and transportation costs don't reduce the number of seniors at risk who are able to participate each year. United Way of Lane County Basic Needs funding of \$54,000

assures at least 36 very low-income seniors can participate in the program and receive nutritious, dinner-sized meals, 5 days a week, delivered to their home by a caring community volunteer.

6. Organizational Capacity: *Describe the ability of your organization to carry out services successfully and efficiently based on current resources, i.e., expertise of staff, diversity of funding streams, board composition and involvement, fiscal and governance systems, and facilities.* **10 points possible**

Meals on Wheels has been provided by the Red Cross locally for more than 35 years. Over the past 8 years, we have been located at our current Eugene office which has a kitchen specifically remodeled to meet the operational needs of MOW. Our kitchen is well-suited for hosting a number of volunteers including, families, co-worker groups, and individuals. Red Cross' MOW program has had the same Program Director for 22 years and the same program staff for 8 to 10 years. Our local Red Cross administrative team includes a Chief Operating Officer with 14 years of experience including monitoring and fiscal oversight for MOW federal, state, county and private funds. The MOW program is comprised of government contracts, United Way, client donations, and shared community fundraising with Lane Council of Governments MOW program (discussed below).

Our Board of Directors is a blend of long-term and new members; 20% represent diverse ethnic and cultural backgrounds; one is a student; two are local non-profit consultants; and three have extensive professional financial backgrounds. The Board of Directors meets monthly, reviews financial and fundraising goals and reports, participates in community outreach, and meets annually with the Red Cross Regional Executive Director from Portland's Oregon Trail Chapter.

The local Red Cross chapter participates in all national Red Cross management and fiscal reporting, evaluations, and initiatives. Annually, we provide National with data regarding client, volunteer, staff, and Board information as well as fiscal reporting and participation in an annual independent Audit.

7. Goal Alignment: *Describe how services align with or support one or more United Way goals of Education, Income and Health (please see goal definitions in the instructions).* **10 points possible**

Meals on Wheels is an important contributor to the local safety net as it assists a homebound population not often served by other social services and assures seniors' basic needs for nutrition are met. Red Cross Meals on Wheels' nutrition helps maintain (and often improve) weight, vitamin intake, energy levels and social functioning of low-income seniors. Once these basic needs are met, additional improvements in quality of life can occur.

Friendships between Meals on Wheels volunteers and participants also enhances senior health by breaking down social isolation, by monitoring daily functioning, and by providing referrals to additional supportive services if needed. Meals on Wheels volunteers often develop enduring friendships with program participants over common interests like knitting, sports and reading. These friendships quite often consist of brief but valued visits each week from a favorite volunteer or to a favorite participant. When homebound, often isolated seniors and disabled individuals receive a caring visit each day, Monday through Friday; they suddenly belong to a compassionate community of friends.

8. Collaborations: *Describe collaborative or innovative aspects of this service. Considerations may include partnerships that meet the holistic needs of clients; how your approach demonstrates systems thinking; how you enable clients to access a broad range of services; how these services leverage existing community resources and access new resources.* **10 points possible**

The Meals on Wheels programs in Lane County are provided through a partnership between Lane Council of Governments and Red Cross. Red Cross provides home delivery of meals to homebound seniors and disabled in Eugene and north Springfield; 47% of MOW meals in the County. LCOG provides Meals on Wheels and congregational meal sites in rural and other parts of Lane County; 53% of meals in the County. In addition to this partnership, Red Cross regularly provides referrals to meet participant's

needs such as, home care, home health care, utility and financial assistance, and social service case management. Our program staff participates in Lane County's Senior Information Network, Lane Coalition of Senior Programs and the Senior Advisory Committee. The system of coordination is well-developed after 37 years and ensures that individuals entering the systems of care for seniors have access to a broad array of community support.

9. Alignment of Services with Values: *Describe how services align with United Way of Lane County's values (See the overview)* . **10 points possible**

Red Cross Meals on Wheels aligns with several United Way values. Red Cross Meals on Wheels is committed to being a good steward of donor money, volunteer time, and maintains the highest standards of program integrity and openness. Meals Wheels has approximately 130 regular volunteers, many of whom are also program donors and witness first-hand the stewardship of our community fundraising dollars and the integrity of the program's direction and operation to help seniors in our community maintain their health, self-sufficiency, and independence.

Meals on Wheels has direct and immediate impact on the community; a measurable, positive impact helping seniors and disabled individuals in the community to remain in their own homes. Meals on Wheels is also relevant as our community's aging population continues to increase and a growing number of local seniors live at or below the federal poverty level. Meals on Wheels is not just meal delivery, but delivers meals that are nutritionally appropriate for the health of our participants and establishes often long-term friendships between our volunteers and program participants.

Volunteers are the heart of the Red Cross Meals on Wheels program. The program operates with three full-time staff and 130 volunteers who help portion the food, deliver meals, provide critical social interaction with isolated, homebound seniors and disabled individuals. The program's volunteers have longevity and provide vital input regarding the health and functioning of the participants and the organization and operation of the program itself.

The Red Cross honors diversity and inclusion in its volunteers, staff, and program participants. All Red Cross programs function under a guiding set of humanitarian values that emphasizes all people receive services without regard to ethnicity, language, gender, age, sexual orientation, religion, or standing in the community. We encourage people of all ages and abilities to contribute to the mission and services of the local Red Cross. Our volunteers include autistic adults, retired professors, home-school children, and at-risk high school youth. We are proud that 2,878 volunteers believe in the Red Cross mission and contribute substantially to local Red Cross services in Lane County.



Basic Needs Application

Proposed Services BUDGET

(fill in the green cells)

Agency Name:

American Red Cross - Oregon Pacific Chapter

Proposed Services:

Meals on Wheels

	Prior 12 Months	Future 12 Months
REVENUE/SUPPORT		
United Way Funding/Request (do NOT include Donor Designations)	\$53,466.00	\$54,000.00
Public Support: Contributions/Fundraising Events (include Donor Designations)	\$67,874.00	\$73,400.00
Government Funding	\$273,140.00	\$266,329.00
Foundation/Corporation/Other Grants or Major Gifts		\$10,733.00
Program Service Fees or Membership Dues	\$87,020.00	\$87,000.00
Other Revenue		
Total Revenue	\$481,500.00	\$491,462.00
EXPENSES		
Personnel Related	\$130,411.00	\$139,000.00
Client Assistance	\$0.00	\$0.00
Other Direct Program Expenses	\$338,453.00	\$347,363.00
Administrative Overhead	\$12,636.00	\$5,099.00
Total Expenses	\$481,500.00	\$491,462.00
NET (should be zero)	\$0.00	\$0.00

What percent of your agency budget do these proposed services represent?	12%	14%
What percent of your agency revenue is the United Way request?	1%	1%
Number of employee FTE's (full-time equivalents) in proposed services?	3.50	3.50
Percentage United Way request to overall proposed services revenue	11%	11%
Administrative overhead percentage applied to proposed services	3%	1%

Completed by:

Brian Leeper, COO