



PHILIP JAISOHN Memorial Foundation

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Friends Foundation Grant Proposal 2021-2022

Visiting Jaisohn Health

Executive Summary

The Philip Jaisohn Memorial Foundation (Jaisohn Center) respectfully requests \$15,000 to establish a comprehensive care service model for the Asian American seniors at Advanced Living Communities(ALC) in Lansdale, PA. The goal is to provide the needed services like preventive healthcare, mental health care, ESL/technology education and social services support on site in order to keep the seniors healthy physically, mentally and emotionally as they struggle through the pandemic with language, cultural, technology and transportation barriers. Jaisohn Center will determine the scope of services most needed and do a feasibility study for long term service at ALC.

History and Competence

Philip Jaisohn Memorial Foundation was established in 1975 as a non-profit 501(c)(3) organization, with a medical clinic to assist Korean immigrants with medical needs. Since then, Philip Jaisohn Memorial Foundation has expanded and now offers medical, home health care, home care, mental health counseling, social services, insurance services, as well as community programs to more than 10,400 people. Jaisohn is now the premier organization in the Greater Philadelphia region including Philadelphia, Montgomery, Bucks and Delaware County areas that provides bilingual/bicultural healthcare and welfare support to Korean/Asian American (almost 90%) and African American (10%) senior adults.

Project details

1. What problems are you addressing? Evidence of need, why this solution was chosen, demographics, descriptions of community and people served.

We plan to address the discrepancies in health and human services received by Asian American seniors due to their language, cultural, technology and transportation barriers by providing a combination of preventive healthcare, mental health counseling, education classes and social service support at the Advanced Living Communities in Lansdale where senior service providers are limited.

Asian American seniors experience many difficulties in their lives due to the language and cultural barriers as immigrants. Unfortunately, the pandemic and its social distancing, lockdowns and Asian hate sentiments have exacerbated those barriers and even revealed technology and transportation barriers as seniors avoid public transportation. The fear of catching COVID-19 and being victims of Asian hate is forcing the seniors to be more homebound, which negatively affects their physical and mental health, feeling isolated and depressed. When the world went virtual after the pandemic, the Asian American seniors were left behind with less resources at hand because they did not know how to do telemedicine and could not receive social service via phone like the mainstream seniors due to their inability to read documents to seek help.

During the beginning of the pandemic, our outreach staff had over 3000 conversations through the "Jaisohn Happy Call" program to check seniors' health and other needs. Based on the information we gathered, we launched the "Visiting Jaisohn Health" program to fill the gap in the services the seniors needed. We visited two senior residences and a church and served over 200 seniors safely outdoors providing free flu shots, fall prevention screenings, fall safety education, vital sign assessment, and basic level social service/welfare support in Korean and Chinese languages. We continued to visit one of the senior residences called the Advanced Living Communities (ALC) in Lansdale and even provided group grief counseling after a depression induced suicide of one of the residents.

ALC has about 150 Korean and Chinese American seniors and they do not have much access to health and human services in their area. We are proposing to bring these needed services to those seniors at ALC to help them stay healthy physically, mentally, emotionally and socially.

2. What action(s) will you do?

- We will form a partnership with the Advanced Living Communities (ALC) and provide preventive healthcare, mental healthcare and social services at the location where the Asian American seniors reside. We have already met with the leadership of ALC who are favorable of this partnership and offered us space there. We even supported their new housing marketing efforts in the A-A community with translation of their marketing materials into Korean and Chinese and their distribution.
- Upon board approval, we will open a satellite office at ALC, which will be the 3rd location for Jaisohn.
- We will quickly perform a survey to determine a combination of services that will be most beneficial for the ALC residents and the Montgomery County Korean Senior Association. In addition, we will also partner with Montgomery (Korean) Presbyterian Church to optimize the program offerings between this center and their Thursday senior program. We have provided services like preventive healthcare screenings, mental health counseling, mindfulness exercise, social service and welfare support, plus ESL, line dance and singing classes, technology training, etc in the past.

- We will have a staffing plan for a new administrative assistant/counseling support, lecturers for various classes in addition to the preventive healthcare/home health care service staff we already have.
- We will also prepare necessary equipment and supplies such as phones, computers, a TV monitor, healthcare equipment, games, etc.

3. What other organizations will you partner with on this project?

We will partner with the Advanced Living Communities (ALC) since they have 150-160 Asian American residents who have received services from us already. We will also explore a partnership with the Montgomery County Korean Seniors Association and Korean Montgomery Presbyterian Church which we had visited and serviced in the past. In addition, we will explore partnerships with our 8-language Asian American Coalition partners to see if any other A-A community would pursue these services at this location.

4. What outputs (measurable, specific) do you expect?

During the next 12 months, we will start offering services and complete a survey to determine a combination of programs that would be attractive for this community. At the end, we expect to have >20 steady senior clients (>2 days/week). At that time, we will be able to pursue a business concept that will be revenue generating and sustainable for the long-term.

5. What outcomes do you expect - what changes will occur, what impact will it have?

Jaisohn Center-ALC will be open at the Advanced Living Communities utilized by the Asian American residents there. We will have our staff occupying this office space everyday to provide health and human services. Our presence will allow the ALC residents to receive the needed healthcare and human services in the comfort and safety of their home. Many Asian American seniors are hesitant to leave their homes these days due to the fear of catching covid and anti-Asian hate crimes. At the end of the 12-month design phase period, we will have a group of 20 steady participants, we have helped to stay healthier, who can eventually become the first source of reimbursable revenue when a formal business concept is implemented.

6. How will you measure outputs and outcomes?

We will take surveys on the Jaisohn Center's programs at the beginning and at the end of the design phase 12-month period, keep record of the participants for each service and activity we offer and also keep track of the steady participants. At the end of this design phase (12 months) we will complete a feasibility study report that shows a proposed business concept for the following 2-year Implementation Phase after economic feasibility study. In addition

to the number of steady participants, we will also study their insurances and revenue potentials. The final business concept will be a long-term, revenue generating, sustainable program that provides a combination of health and human services for the ALC residents and beyond.

7. How will you sustain the project after the grant period?

We are calling the first year of this project as the design phase which will be followed by a 2 year implementation phase. This funding request to the Friends Foundation is specifically for the first year design phase. After the design phase, when our desired outcome is achieved, we will pursue the HealthSpark Implementation Grant for 2 years to demonstrate the viability of our future business concept to ensure its sustainability. In addition to the HealthSpark, we will probably need additional support during this 2 implementation phase. Our goal is to develop a long-term business concept that is revenue generating and sustainable.

8. How will your results be shared and replicated?

There are multiple senior apartments in the Greater Philadelphia area where 100+ Asian American seniors reside. If our “Visiting Jaisohn Health” initiative is successful at the Advanced Living communities, we will pursue Sandy Hill Terrace Apartment in Norristown, PA which has about 200 Korean American seniors, the University Square Apartments in University City or other Philadelphia apartments with >200 Asian American senior residents. The business model at ALC should be easily replicated at these locations.

9. How does this project fit with Friends Foundation values?

Our proposal for the “Visiting Jaisohn Health” addresses the Friends Foundation’s values of Integration of Services (Programs), Service to Diverse Populations and Potential to Create Change. Jaisohn is known for providing a full range of medical, mental health counseling and human service programs. By establishing a combination of integrated programs/services, we hope to prevent serious physical and mental health issues for the seniors we serve. Our language and cultural experiences plus our resources enable us to provide services for vulnerable minority seniors in the Montgomery County area who cannot be served by the mainstream service providers. At some point, we hope to expand some of our healthcare services for the majority low income white/non-white senior population as well. This service strategy will improve the health and safety of our seniors from the pandemic and Asian hate exposures.

10. Project budget and timeline, including other sources of support, budget narrative.

The design phase project is for up to next 12 months to determine if we can attract >20 steady participants with future reimbursable revenue potentials and propose a business concept that could be sustainable long-term.

Our budget is at about \$150,000. We hope to receive support from HealthSpark Foundation, Friends Foundation for the Aging and VNA Foundation to cover about 40% of the budget. The remaining costs will need to be covered by Montgomery County and Jaisohn Center if we pursue a full scope staffing/programs; however, we will pursue these scopes in stages to minimize negative financial impact. Nevertheless, we will look to achieve that >20 steady participant target. See attached budget narrative.

Budget for 2021-2022 Friends Foundation Grant Application

Visiting Jaisohn Health at Advanced Living Communities (12-Months)

EXPENSES:

Items	Unit Cost	Period	Subtotal (\$)	Narrative #
Rent	\$1,200/mo	12 Months	\$ 14,400	1
Admin Assistant & Counseling	\$13/hr	3days/wk, 12 mos	\$ 16,224	2
Project/Office Manager	\$30/hr	2days/wk, 12 mos	\$ 24,960	3
Social Service/Navigation	\$13/hr	2days/wk, 12 mos	\$ 10,816	4
Instructors	\$35/hr	2days/wk, 9.5 mos	\$ 21,000	5
Program/Event Costs	\$2,000/event	5 events	\$ 10,000	6
Meal Costs	\$12/meal, 30 people	2 days/week	\$ 28,800	7
Travel Costs	\$150/month	12 Months	\$ 1,800	8
Phone & Utility Costs	\$150/month	12 Months	\$ 1,800	9
Office Expense	\$100/month	12 Months	\$ 1,200	10
Initial Equipment & Books			\$ 15,000	11
Total:			\$ 146,000	

REVENUES:

HealthSpark Design Grant			\$ 30,000	12
Friends Foundation for Aging			\$ 15,000	
VNA Foundation			\$ 25,000	13
MontCo or PCA			\$ 10,000	14
Philip Jaisohn or Pew			\$ 47,200	15
Total:			\$ 127,200	

1. Space rental at the Advanced Living Communities for our staff and services for 12 month period will be \$14,400.
2. We will hire a new administrative assistant to staff the office and to provide various counseling support.
3. Our project manager will plan and oversee the services and activities at the ALC.
4. Our social service staff will provide social service and navigation services.
5. We will hire 5 instructors to teach various courses for 3 hours per week for 40 weeks during the 12 months.
6. We will host various events throughout the year.
7. We want to provide meals 2 days a week but hope to partner with an entity like Montgomery County or PCA to receive meal support.
8. Travel costs will be used to cover any travel expenses for staff, instructors and/or guest speakers.
9. Phone and utility cost will be used for the office landline and any other utility expenses we may incur.
10. Office Expense will cover various office supply needs.
11. Initial Equipment and books will cover expenses associated with cell phones, computers, a TV monitor, healthcare equipment, games, books for classes, etc. needed to start the services.
12. HealthSpark grant has been awarded already.
13. VNA Foundation is highly supportive of our Visting Jaisohn Health initiative at Advanced Living Communities.
14. meal plan will be dependent on receiving support from Montgomery County or PCA.
15. We will seek additional funds from Pew but Jaisohn board has already approved this spending plan in case we are unable to secure funds from Pew.