



PENDLE HILL

A Quaker Study, Retreat, and Conference Center

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March 15, 2022

Susan W. Hoskins, Executive Director
Friends Foundation for the Aging
P.O. Box 1081
Langhorne, PA 19047

Dear Susan,

Pendle Hill respectfully submits this grant request to Friends Foundation for the Aging, requesting \$45,000 toward our initiative to expand online programs and create a podcast about Quaker community experience that centers intergenerational conversation.

Based on our lessons from the past year, we plan to introduce new components to meet the needs of older adults: study guides and tutorials to promote knowledge accessibility, staff resources to provide compassionate technical support, and partnerships with AFSC, FGC, and FCNL that will benefit each organization in creating engaging program content.


Last year's grant from Friends Foundation for the Aging made a remarkable impact, supporting us in forming a community of practice around equity and accessibility for older adults in online programming. Our partnership with Woodbrooke Study Centre is slated to grow this year, as we continue to develop our understanding of how experiential learning communities can join forces, amplify, and learn from each other through online collaboration.

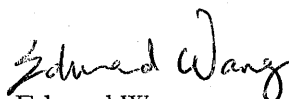
We wish to express gratitude for this opportunity to make this request to Friends Foundation for the Aging, and we are enthusiastic about continuing our shared commitment to providing programs that benefit older adults.

If you have any questions about our application, please contact our Grant Writer, Edward Wang at ewang@pendlehill.org or 609-651-6117.

Thank you so much for your collective time and consideration of our request.

With Peace,


Francisco Burgos
Executive Director


Edward Wang
Grant Writer

Returning Grantee Application: Pendle Hill

Summary

Throughout the past year, Pendle Hill's expansion of online programming has benefited older adults by providing opportunities to learn and engage in social justice work. This year, we are requesting \$45,000 from Friends Foundation for the Aging to support the following updated objectives: 1) to promote knowledge accessibility for older adults through online courses and developing new resources; 2) to facilitate intergenerational conversation between older and young adults; and 3) to collaborate with other organizations on meaningful social and racial justice work that engages older adults.

Narrative

1. Has the identified problem changed?

Just as the COVID-19 pandemic and its necessary interventions have evolved over the past year, so has our understanding of the isolation that older adults face—even and especially in this new phase of the pandemic. We have learned that underlying issues of both physical accessibility and “knowledge accessibility” (i.e., the meaningful and practical accessibility of spiritual resources, education programs, community learning, etc.) remain for this age group, particularly for those with health conditions and those less familiar with technology. These issues that Pendle Hill has identified in the last year have shaped our expanding online content (and modes of interaction), in our effort to produce a more equitable ecosystem that is engaging, inclusive, and provides benefits for older adults.

2. Have your solution or goals changed?

While Pendle Hill's overall strategy of providing online workshops and courses that facilitate community, promote spiritual growth, and increase social interaction between older adults remains constant from last year, several new priorities have become apparent during our Friends Foundation for the Aging-supported programs in 2021 and 2022. For example, our programs Aiming for Justice: Race Reparations and Right Paths and The Work that Reconnects featured older adults as facilitators and mentors in community with adults across the age spectrum, fostering meaningful and productive intergenerational connections. We aim to support the continued growth of these valuable conversations as a key aspect of our online programs. Intergenerational conversation and learning will also be a major focus of Pendle Hill's new podcast program, which is slated to involve older adults (including alumni of Pendle Hill's resident program) in collaboration and/or conversation with younger adults.

Pendle Hill has also learned in the past year that there is an urgent need to support older adults in accessing and getting the most out of online programs. We have realized that some aspects of this work—such as providing one-on-one technical support—will require significant staff time, but are nonetheless highly beneficial and rewarding. One new solution we plan to implement this year is the creation of video tutorials and other materials to help facilitate online engagement for community members. Additional work for Pendle Hill's Education team includes the development of organized, accessible study guides for our Reading Group discussions, First Monday lectures, and archived video content. These interventions are designed with the objective of “knowledge accessibility,” as an analogue to physical access. In alignment with Friends Foundation for the Aging's goals, we believe that the improved accessibility to our online resources will help us reach those who might not otherwise attend such programs, increasing the diversity of Pendle Hill's reach.

3. Will your efforts/actions to impact the problem change? Describe.

In 2021-22, Pendle Hill's FFA grant-supported program was intended to make Quakerism more accessible to older adults through creating and implementing best practices for online programs. This year, we plan to put these acquired best practices into action through an initiative that combines our revised online programs and several new components.

Pendle Hill's grant request to Friends Foundation for the Aging would provide support for the following initiatives: 1) Eight online education programs, with several programs redesigned based on last year's experiences; 2) A podcast on Quaker thought and community experience that seeks to produce intergenerational conversation; 3) Pendle Hill's First Monday Lectures and monthly Reading Groups, which serve many older adults and are free to the public; and 4) Development of program study guides and technical support materials that facilitate accessibility to online content.

The eight online workshops and programs we are requesting support for this year are as follows:

- 1) Working Title: "Claiming Our Collective Power: Living our Values as Blended Worship Communities," collaboration between Pendle Hill and Woodbrooke Study Centre in Birmingham, England, June 10-12, 2022
 - New this year: Addition of a three-week seminar series leading up to the conference. This year's program will explore how meetings can support individual and corporate social witness, especially in this moment in time.
- 2) "Illuminate Summer Speaker Series," in collaboration with Barclay Press, the publisher of the *Illuminate* Friends Bible study series, scheduled for June-August 2022 (specific dates TBD)
 - New this year: This year's program will focus on the Book of John, and will feature a broad range of "Friendly Perspectives."
- 3) "Hope and Witness in Dangerous Times," led by Brent Bill, scheduled for April 22-24, 2022, discussing Quaker activism in the context of personal and communal faith.
- 4) "Arts, Activism, and Spirituality," led by Peterson Toscano, scheduled for April 22-24, 2022, exploring the intersection of gender, religion, and LGBTQ+ identity within a Quaker context.
- 5) "Transformation Stories," an arts workshop led by Jesse White, June 14-August 2, 2022. In this eight-week series, participants will draw, paint, collage, and journal to consider their life journeys, honor memories, and/or seek vision in creative community.
- 6) "Right Relationship," a four-part workshop series scheduled for August 2022, will build on a 2018 conference and 2020 webinar, broadening and deepening the conversation about Quaker historical relationships with Indigenous Peoples, and ways of moving toward right relationship—awareness, acknowledgment, apology, and reparative work.
- 7) A continuation of last year's "Aiming for Justice," scheduled for winter 2023, which was facilitated by older adult community members and took affirmative steps to address historic injustices done to African Americans.
- 8) One additional planned online workshop on Racial Justice, scheduled for fall 2022.

The community podcast will share the voices of older adults who have helped to shape Pendle Hill, as we imagine what Pendle Hill will become in its next iteration. Interviews will feature past alumni of our Resident Program, which is being revitalized beginning this year in the form of a ten-week Spring Term. The podcast initiative will create valuable opportunities for collaboration and conversations between older and younger adults. Currently, the Education team is consulting with media experts including Jon Watts, founder of QuakerSpeak, to discern current gaps within the ecosystem of Quaker media in which Pendle Hill's podcast can make a contribution. The team is also consulting with PhillyCAM, a local community media organization, to explore how this project may also enrich our broader local community.

Another change to our program from last year is the allocation of a higher percentage of staff time and resources to IT support during online programs. This added focus on providing compassionate technical support will benefit older adults who are new to online programming, advancing our objectives of inclusive community and knowledge accessibility.

Staff time will be allocated to the creation of study guides which serve as a window into Pendle Hill's archive of lecture videos, pamphlets, and other content. This initiative is in collaboration with Quaker Voluntary Service: Pendle Hill's 2021-22 QVS fellow has a lead role in developing these study guides, which will present our educational materials in an organized, accessible manner that considers the needs of older adults.

FFA's support from last year has been pivotal in helping us find new ways to serve older adults—through improving our online programs and through developing new initiatives like the podcast and study guides. Pendle Hill seeks to further evolve into a leader in providing spiritual and educational resources for older adults that center intergenerational conversation, opportunities for leadership, and community-centered collaboration.

4. Are there changes in funding or program implementation partners?

Yes: Pendle Hill has expanded funding and program implementation partnerships. For the podcast and education initiatives, Pendle Hill has secured funding from the Thomas H. and Mary Williams Shoemaker Fund and the E. Rhodes and Leona B. Carpenter Foundation, and is planning applications to the Arthur Vining Davis Foundations and Independence Media Foundation for additional funding.

Pendle Hill will again be collaborating with Woodbrooke Study Centre and Barclay Press. New this year, we are working with the American Friends Service Committee (AFSC), Friends General Conference (FGC), and Friends Committee on National Legislation (FCNL) in informing our online education programs. These collaborations will include, but are not limited to, inviting AFSC/FCNL speakers for First Monday lectures, working together on racial justice programs (spearheaded by the Quaker Coalition on Undoing Racism in April), and discussing how we might lift up each other's work to create engaging, topical, accessible program content. We appreciate the role that Friends Foundation for the Aging continues to have in encouraging and facilitating partnerships to produce a more cohesive online content ecosystem. We are also partnering closely with Beacon Hill Friends House in exploring best practices in online education and knowledge accessibility.

5. How will you know if your actions are having an impact?

Pendle Hill will evaluate our programming through participant evaluations for each workshop or program. We will measure the number of older adults attending our online programs and assess feedback received from older adults on program format, accessibility, and degree to which it meets their spiritual and educational needs. Other metrics include number of first-time older adult participants and geographic diversity of participants.

Last year's programs served a high percentage of adults over 65, at 67% of total participants. This year, with our objective of intergenerational conversation, we will track quantitative metrics but also evaluate qualitative interactions between older and younger adults generated in our online programs and podcast. These conversations would be shared with a larger community through our social media and e-newsletter—and with Friends Foundation for the Aging in our midyear and final reports.

6. How will you sustain the program after the grant period?

Pendle Hill will make use of diverse fundraising strategies and revenue streams to sustain this work. Registration fees, scholarship endowments, an annual fund campaign, major-gifts program, and foundation grants will help to

sustain this program. Our grant from the Shoemaker Fund (\$277,952 over three years) is slated to support podcast development and public outreach each year. Pendle Hill will also subsidize its programs through its own dedicated funds. Finally, Pendle Hill’s online programming and podcast are intended as part of a larger focus on public conversation about religion, for which we intend to proactively apply for foundation grants from organizations that support faith-based education work such as the Lilly Endowment and the John Templeton Foundation.

Project Budget and Request

<u>EXPENSES</u>	
<u>Podcast & Intergenerational Conversation</u>	
Salaries and Benefits for support staff	\$ 17,491
Teacher/Speaker/Interviewer Fees	\$ 7,200
Broad Scale Publicity (Radio/Print/Online)	\$ 20,000
Equipment and Technical Support	\$ 63,800
Total Podcast & Intergenerational Conversation Expenses	\$108,491
<u>Online Education Programs and Resources</u>	
Honoraria for facilitators	\$ 12,000
Scholarships and program subsidies	\$ 12,000
Outreach/advertising (ads in <i>Friends Journal</i> , direct mailing)	\$ 8,000
Direct staff support for programs	\$ 22,900
IT and registrar	\$ 14,540
Course materials	\$ 875
Staff time for creation of resources (study guides, tutorials)	\$ 4,500
Administrative overhead/indirect costs	\$ 14,963
Total Education Program Expenses	\$ 89,778
Total Project Expenses	\$198,269
<u>INCOME</u>	
Request to Friends Foundation for the Aging	\$ 45,000
Thomas H. and Mary Williams Shoemaker Fund (received as part of a 3-year, \$277,952 grant)	\$ 51,909
E. Rhodes and Leona B. Carpenter Foundation (received)	\$ 6,670
Planned requests to Arthur Vining Davis Foundations and Independence Media Foundation	\$ 42,500
Tuition fees from Education programs	\$ 34,240
Pendle Hill subsidy	\$ 17,950
Total Planned Income	\$198,269