

**Organization Name: Vonzella's Crown**

**Organization Information:**

**Mailing Address:** 18 Woodside Ave Trenton NJ, 08618

**Office Location:** 407 West State Street, Suite 300 Trenton NJ, 08618

**EIN:** 86-1803183, **DUNS:** 118300377

**Program Title:** Von's Seasoned Seniors-(Inter-generational, Health & Wellness, Therapeutic Arts & Financial Fitness 101

**Requested Amount:** \$4,000.00

**Program Budget:** \$8,237.69 (specific to the Intergenerational activities for 17 weeks)

**Organization Contact:** Tara R. Clayton-Butler, Founder/CEO

**Contact Info:** (609)954-5996, [yakembe@hotmail.com](mailto:yakembe@hotmail.com), [www.vcrown.org](http://www.vcrown.org)

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**EXECUTIVE SUMMARY**

Vonzella's Crown respectfully request a grant of \$4,000.00 from the Friends Foundation of the Aging in support of the comprehensive Intergenerational services we provide for Senior Citizens, Grand-Families, and Multi-generational Households in the City of Trenton NJ, and surrounding areas. Vonzella's Crown is one of if not the only premier organization in the City of Trenton that specifically focuses on serving the Grand-families, Intergenerational, and Multigenerational Populations. We have identified one of the most vulnerable/forgotten populations are our senior citizens many of whom suffer from loneliness, and isolation even more so during the Covid-19 pandemic. As part of Vons' Seasoned Seniors Intergenerational programs, and activities Vonzella's Crown provides an atmosphere for seniors to engage, mentor, and bridge the gap with younger generations. Giving our seniors a sense of purpose in addition to addressing their social-emotional, and health and wellness needs.

If funded, The Foundation for the Aging's support would be instrumental in our ability to continue to offer these programs, and activities free of charge to our seniors and grand families. A vulnerable population made up entirely of low-income men, women, and children in an impoverished community. Your contribution would directly impact our work in terms of addressing the social-emotional, isolation, health, wellness, and financial fitness needs in this underserved community. We humbly thank you for your consideration for support.

**PROJECT DETAILS**

Vonzella's Crown is respectfully requesting **\$4,000.00** to continue offering programming for our financial fitness workshops, Inter-generational Fitness, Health & Wellness, and Therapeutic Arts programs for seniors, women, and teenage girls in the City of Trenton NJ and surrounding areas. The programs are designed to bridge the gap between multiple generations, engaging our seniors, and girls between the ages of 4-100yrs of age. Offering virtual, and in-person physical fitness, financial fitness, nutrition, and Therapeutic Arts, and Crafts workshops. In addition to our annual Free Mother's Day Luncheon for our Senior Mothers. Although the Intergenerational therapeutic Art, Fitness, health and wellness workshops this cycle are designed for our senior women, and young girls. The Financial Fitness 101 workshops are open to senior men, and young men. Vonzella's Crown hope to expand their reach to senior men under the Vons' Handy Helper Program in the near future.

**PROBLEM IDENTIFIED**

The Covid-19 pandemic has changed the narrative, and trajectory of how we live, work, operate, and communicate. Subsequently the pandemic has placed an even greater burden on the undeserved Communities in the city of Trenton NJ; with a plethora of families being forced out of their homes, employment, schools, and into situations of unprecedented stress, isolation, and anxiety; in addition, struggling to survive to make ends meet. One of the most vulnerable populations Vonzella's Crown has identified is our senior citizen community. Countless seniors have been isolated away from family, and friends for almost two years; many struggling financially, socially, and emotionally, in addition to undergoing health, mental health, and nutritional issues. Research has linked social isolation, and loneliness to a higher risk for a variety of physical, depression, and mental health conditions, individuals can become socially isolated for a variety of reasons. Such as getting older or weaker, no longer being the center of their family, leaving the workplace(retirement), the death of spouses, friends, and family, or through disability, illness and/or pandemic. More than 40% of seniors regularly experience loneliness and disconnection from others especially for populations 65 and over. Loneliness is taking a substantial toll on our nation's seniors the forgotten population. Through "Vonzella's Crown" "Von's Seasoned Seniors" program, and activities, we will address and combat the isolation, and loneliness issues through our intergenerational activities. Senior women ages 65 and older will take part in our intergenerational Therapeutic Art, Health, and Wellness, and Financial Fitness workshops. While senior men will be able to participate in the Financial Fitness 101 workshops. 92% of Americans believe that intergenerational activities can curve loneliness, depression, and isolation. Which is why the programs are essential to our growing senior population.

**PROGRAM ACTIVITIES**

**Intergenerational Health and Fitness:** This program will introduce, and engage senior women ages 65 and older with young girls, and women through exercise, exergaming, dance, and healthy eating. While building social interactive relationships with the younger generations.

**Intergenerational Therapeutic Art:** This program promotes an expressive, creative, safe space, and healing art environment for young girls, women, and senior women ages 65 and older. Promoting mentorship, addressing isolation, and loneliness while bridging the gap between multiple generations.

**Financial Fitness 101:** Financial Fitness for Seniors helps older adults gain an understanding of financial literacy, recognize risk factors for exploitation in addition to learning how to budget, and make more informed financial decisions. This workshop open to men and women will also address retirement, credit, estate planning. This workshop is definitely needed seniors are continuously being taken advantage of.

**RELATIONSHIPS, PARTNERS, AND COLLABORATIONS:**

Vonzella's Crown prides itself when it comes to building relationships with community partners and other funders, established in March 2020, receiving official 501(c)3 status in August 2021 we have been successful in building long lasting partnerships with some amazing organizations. Whether it be financial or In-Kind support; the organizations listed continue to support Vonzella's Crowns programs, and initiatives: Smith Family Foundation NJ, Robert Wood Johnson Hamilton (Better Health Program), Trenton Health Team, Blue Cross Blue Shield, Granville Ministries, Medical Home Pharmacy, and Zeta Phi Beta Sorority Inc (Z-hope elder care initiatives). Most recently Vonzella's Crown has applied for funding from the Mercer County Women's Commission (**pending decision**). We are enthusiastic about cultivating a new relationship with the Friends Foundation for the Aging whether funding is approved or not. Vonzella's crown believes in the Foundations Mission, Vision, and Core Values especially as it relates to our seniors, diversity, equity, and inclusion in underserved communities, and populations.

**EVALUATION AND IMPACT:**

Success will be measured by the broad diversity of participants in our intergenerational programs and our audience numbers that are tracked through sign-in sheets, at workshops and routine data collection (registration forms, surveys) This will aid in assisting Vonzella's Crown in obtaining the qualitative, and quantitative data needed to show the impact and success of the programs. In addition, detailed reports will be prepared that document the demographic characteristics of the participants we provide services to. Participant satisfaction surveys will be disseminated to everyone; completed forms are reviewed by the Program Administrator who presents a summary report to the Chief Executive Officer, Chief Operating Officer, Board of Directors and Team Members.

## **ORGANIZATION HISTORY**

Vonzella's Crown is a 501(c)3 faith based charitable nonprofit organization; our mission is to Educate, Transform, Empower, Women, and Senior Citizens in the City of Trenton New Jersey through Advocacy, Community Service, Music, and the Arts. The organization is dedicated to addressing the social emotional, educational, technological, health and wellness needs of our senior citizens, and young women in underserved urban communities right here in the City and greater Trenton area.

Since Vonzella's Crown's inception in March 2020 the organization has serviced over 85+ Senior Citizens, women, and young girls in the city of Trenton, and greater Trenton area by addressing food insecurities, advocacy, financial fitness, and community service. We currently offer services for women and teenage girls through our women's fellowship "**Unbroken Women**". The fellowship support group provides a safe, transparent, loving, and non-judgmental environment through educational discussion groups, workshops and additional creative activities. The objective is to create a self-healing community for our women, teenage girls, and senior citizens bridging the intergenerational, and multigenerational gaps. **Von's Seasoned Seniors** addresses the social-emotional needs of the Senior Citizen population in underserved communities, through advocacy, community service, intergenerational, and multigenerational activities. Out of the 85+ plus individuals serviced over half are older adults between the ages of 65-98 years of age. The Team members at Vonzella's Crown are fully proficient, skilled, and qualified to execute all programming. Four of the team members have Master's degrees, two hold Bachelor of Science degrees and a plethora of certifications not limited to Criminal Justice Pre-Law, Human Services, Business Administration, Information Technology, Advance Cultural Competency Counseling, Youth Development and Justice.

## **DIVERSITY EQUITY AND INCLUSION**

Vonzella's Crown welcomes participants of any race, ethnicity, gender, gender identity, sexual orientation, age, socioeconomics and physical abilities. We create an atmosphere for team members, board of directors, and participants to be their authentic selves. Vonzella's Crown is also in the process of diversifying their Board of Directors in addition to implementing a number of trainings on Diversity, Equity, and Inclusion. The Von's Seasoned Senior Intergenerational programs aligns with the Foundation for the Aging values by servicing diverse, and underserved populations, we are committed to advocating for our senior population addressing their physical, social emotional, Health and Wellness and spiritual needs. We also welcome collaborations with like-minded organizations, and community partners that will have our senior's best interest at heart.

**BUDGET NARRATIVE**

**PROGRAMS: Von's Seasoned Seniors**

Inter-generational, Health & Wellness and Therapeutic Arts Program. Financial Fitness

**PERSONNEL: Total: \$2,000.22**

(Stipends for workshop facilitators)-Facilitators are certified.

Financial Fitness facilitator- **\$1000.11: 17 sessions @ 58.83 per session** Fitness & Nutritional  
Facilitator- **\$1000.11: 17 sessions @ 58.83 per session**

**PROGRAM LOCATION RENTAL-Total \$1700.00**

For the Glory of God small fellowship hall-**\$100.00 per week** (for fitness, inter-generational  
therapeutic art and Nutrition classes, fee can be spread out over **17 weeks @ \$100.00 a week per**  
For the Glory of God office manager M. Duffie)

**PROGRAM SUPPLIES: \$3,537.47**

**TRANSPORTATION: \$1,000.00**

ACCESSLINK and transportation fund (for seniors and girls who do not have transportation to  
and from the program)

**GRAND TOTAL: \$8,237.69**

**Remaining balance less requested amount of ASK will be supplemented from our annual  
fundraisers, Crowd Funding, & Board of Directors donations**

Respectfully Submitted,

Melanie N. Clayton  
Chief Operating Officer  
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c/o: Tara R. Butler. Founder/CEO