

Pendle Hill Report on Fiscal Year 2022 Friends Foundation for the Aging Grant

1. What problem were you addressing? What solution did you propose to address it?

We identified the problem of older adults' isolation. In response, we invited FFA to support Pendle Hill's experiment in building *online spiritual learning community*. In the pandemic, and particularly for older adults, each component of this experiment – the spirituality, the learning, and the community – feel more precious than ever, especially in the ways that they reinforce each other.

2. What actions did you take? What worked and didn't work toward your objectives? Please share any unanticipated benefits or barriers encountered.

With FFA's support, we were able to provide a series of interrelated online programs, integrating Pendle Hill's core educational themes of faith and practice, prophetic witness, and creative exploration. We see these online programs as invitations into the Pendle Hill community, providing access points to further engagement with the range of Pendle Hill's offerings. These programs included:

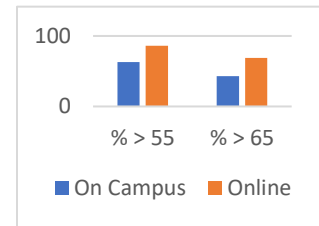
- *Claiming Our Collective Power: Social Witness among Friends*, an online collaboration between Woodbrooke and Pendle Hill. Speakers from the American Friends Service Committee), Earth Quaker Action Team), Lancaster Meeting, and Green Street Meeting shared learnings and best practices around living our values in Friends community;
- *The Illuminate Summer Speaker Series*, a collaboration between Barclay Press and Pendle Hill. For six sessions over the course of the summer, two contributors to Barclay's Illuminate publication on the Gospel of John shared reflections with a gathered community of Friends on Zoom;
- *Transformation Stories: Altering Books and Awakening to the Newest You*, a recreation of the Pendle Hill art studio's creative sanctuary on Zoom;
- *Illuminating Our Paths to Abolition*, the June free First Monday Lecture with Lewis Webb of the American Friends' Service Committee, inviting our broader multigenerational community into the keynote lecture of Continuing Revolution (a gathering for young Friends and seekers);
- *Beyond Pink & Blue*, a dynamic online conversation with our resident Minnie Jane scholar, expanding the conversation of gender beyond binaries using the metaphor of color;
- *Land Acknowledgment: A First Step Towards Right Relationship with the Land and its People*, a collaboration with Decolonizing Quakers, hosting a panel of three indigenous Friends calling Friends into right relationship.

These programs and others effectively invited participants, particularly older adults, into Pendle Hill's community. We have intentionally focused on ending each program with an invitation into further community, reminding participants of ongoing opportunities including our daily hybrid Meeting for Worship, our pamphlets and our new podcast *The Seed: Conversations for Radical Hope*, upcoming free programs such as our First Monday Lecture series and pamphlets

reading group, and the availability of financial assistance for paid programming. These participants form an integral part of the Pendle Hill experiment in spiritual learning community.

A primary challenge for online programming has been finding a way to keep it financially accessible and make financial aid available, while balancing the rising costs of living for our staff. A challenge and an opportunity is finding the unique place of Pendle Hill online programming within the beautiful array of online resources that have proliferated during the pandemic. We speak to these challenges in our proposal for next year.

3. *How did you measure success--both quantitative and qualitative?
Please include numbers and demographics of people touched by
the work.*



Over the course of Fiscal Year 23, approximately 3,368 participants registered for Pendle Hill’s online programs, and hundreds more accessed recordings of online programs through YouTube. Of those who disclosed their age, 69% were over the age of 65, and 86% were over the age of 55. (This is significantly older than our on-campus participants, of whom 43% were over 65, and 63% were over 55.)

Our free First Monday Lectures generally receive between 100 to 200 registrations on Zoom, and often receive over 100 views on YouTube as well. Smaller programs range from around a dozen participants online to several dozen. The Right Relationship series had an exceptionally strong response, with over 112 registrants.

Qualitative feedback continues to emphasize the role of Pendle Hill spiritual learning community in providing a sense of hope and belonging to participants. This example is illustrative:

Thank you so for your continued outreach via Zoom. My husband and I are immune compromised and cannot be in face to face groups. Pendle Hill provides a way for us to still be part of a Friends community and stretch and grow. So grateful. . .this is one of the benefits of the pandemic for us. We would never have made it to Pendle Hill except for [thi]s. Now I understand the sense of home that some of our members have expressed after visiting Pendle Hill in person. You manage to do that via Zoom.”

Another participant in our online programs shared they left the program with the learning that “there is a way out of hopelessness.” These themes resonate in participants’ comments throughout our programing.

4. *How did partnerships/collaborations enhance or challenge the project?*

Partnerships are at the core of our online programming, as illustrated in the sample listing above. Online programs invite the participation of F/friends around the world, and of other organizations with overlapping missions. These partnerships allow us to expand our audience and the depth of our message.

5. *Include a budget and actual for the project during the reporting period.*

The comparison of budget to actuals is less than straightforward for this grant. Our initial budget proposal included a budget for both online programming and the podcast. Following feedback and conversations, Pendle Hill’s understanding was that FFA wanted to target their support towards online programming, with the podcast being a complimentary resource. Accordingly, we include in this report the budget only for the online programming request. We report here on the full budget for Fiscal Year 20222 online education expenses. The subsidy of FFA was concentrated in subsidizing the online programs that occurred after we received the grant, as discussed above. Note that honoraria, staff time, and tuition fees income are all significantly larger than projected because the actuals include all online programs of FY22, including those online due to COVID concerns. Note also that due to a shift in our accounting practices, scholarships and program subsidies appear only as income in our reporting of actuals (rather than as both expense and income).

FY 22 ONLINE EDUCATION EXPENSES	Budget	Actuals
Honoraria for facilitators	\$ 12,000	\$ 25,190
Scholarships and program subsidies	\$ 12,000	\$ -
Outreach/advertising (ads in Friends Journal, direct mailing)	\$ 8,000	\$ 8,000
Direct staff support for programs	\$ 22,900	\$ 30,000
IT and registrar	\$ 14,540	\$ 15,000
Course materials	\$ 875	\$ -
Staff time for creation of resources (study guides, tutorials)	\$ 4,500	\$ 4,000
Administrative overhead/indirect costs	\$ 14,963	\$ 15,000
Total Online Education Program Expenses	\$ 89,778	\$ 97,190
FY 22 ONLINE EDUCATION INCOME		
Request to Friends Foundation for the Aging	\$ 45,000	\$ 22,500
Tuition fees from Education programs	\$ 34,240	\$ 61,228
Pendle Hill scholarships & subsidies	\$ 10,538	\$ 13,462
Total Planned Income	\$ 89,778	\$ 97,190

6. *What conversations have you had on how to sustain the project after the grant, and do you have plans to share your results with other organizations?*

Please see the accompanying grant proposal.

7. *Feedback on your interaction with FFA would be helpful. How have we helped? Made it harder? What else can we do to facilitate your work?*

FFA has been a fantastic partner. The transparency and collaboration have been invaluable, and the convening of grantees has been especially helpful in relationship building. We hope in the next granting cycle to be even more intentional about collaborating with other FFA grantees, and would be grateful for FFA’s continued assistance in that area.

8. *Additional comments:*

We welcome and invite any requests for clarification, additional testimonials, or other feedback from FFA.