

**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:** \$15,000.00**Program Budget:** \$25,803.60 (specific to the Inter-generational activities for 17 weeks expanding to include Digital and Graphic Art)**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)**EXECUTIVE SUMMARY**

Vonzella's Crown respectfully request a grant of \$15,000.00 from the Friends Foundation for the Aging in support of the comprehensive Inter-generational services we provide for Older Adults, 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, Inter-generational, and Multigenerational Populations. We have identified one of the most vulnerable/forgotten populations are our older adults 65 and older, many of whom suffer from loneliness, and isolation even more so during the Covid-19 pandemic. As part of Vons' Seasoned Seniors Inter-generational programs, and activities Vonzella's Crown provides an atmosphere for older adults to engage, mentor, and bridge the gap with younger generations. Giving our older adults a sense of purpose in addition to addressing their social-emotional, technological, and health and wellness needs.

Vonzella's Crown continues to offer Inter-generational programming going into its third year we are expanding to include Digital, and Graphic Art therapy to the organizations Therapeutic Art sessions. The Friends Foundation for the Aging's continued support would be instrumental in our ability to continue offering 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, financial fitness, and technological needs in this undeserved community. We humbly thank you for your consideration of continued for support.

**PROJECT DETAILS**

Vonzella's Crown is respectfully requesting **\$15,000.00** to continue offering Inter-generational programming, expanding to include Digital and Graphic Art Therapy. Digital art therapy sessions with older adults introduces digital devices, creativity, mindfulness, in addition to helping them navigate the changes as it relates to the world of technology.

**HAS THE IDENTIFIED PROBLEM CHANGED?:**

The identified problem has not changed although the world has opened back up the aftermath from Covid-19 still exist. Older adults are still lonely, dealing with isolation, depression, physical, and mental illness. Loneliness still takes a substantial toll on our nations older adults with more than than 40% of them regularly experiencing loneliness and disconnection from their families, friends, and the outside world. Especially for populations 65 and over.

**HAS THE ORGANIZATIONS SOLUTIONS OR GOALS CHANGED?:**

Vonzella's Crown Solutions and goals remain the same addressing the social emotional, educational, technological, therapeutic, health and wellness needs of our senior citizens, and young women in undeserved urban communities right here in the City and greater Trenton area.

**WILL YOUR EFFORTS/ACTIONS TO IMPACT THE PROBLEM CHANGE?  
DESCRIBE:**

Vonzella's Crown efforts and actions will not change as it relates to addressing the identified problems, issues, concerns and making a transformative impact as it relates to advocating for older adults, grandfamilies, intergenerational and multigenerational households. If there are any changes it would be to expand our advocacy, programming, and educational efforts as it relates to our forgotten population older adults 65 and up.

**ARE THERE ANY CHANGES IN FUNDING OR PROGRAM IMPLEMENTATION  
PARTNERS:**

Vonzella's Crown program budget has increased due to expanding and adding Digital Therapeutic Art which requires devices, software, and applications for graphic and digital art, in addition to specialized program facilitators and one volunteer program assistant (who will be an older adult between the ages of 65 and older). As it relates to implementation partners, Vonzella's Crown prides itself when it comes to building and maintaining relationships with community partners and other funders, With that being said all of our implementation partners remain the same with additional partners added "I am Trenton Community Foundation" Ebfif, and Primo's Hoagies Ewing NJ.

**HOW WILL YOU KNOW IF YOUR ACTIONS HAVE AN IMPACT?**

Vonzella's Crown will continue to track qualitative, and quantitative impact through pre-and post evaluations, surveys, verbal interviews, reports, needs assessments, and sign-in sheets. It was through the program surveys, needs assessment, and evaluation we were able to determine the need to implement the digital art component of Intergenerational therapeutic art. Older adults enjoyed the fellowship being able to see one another in-person and on zoom, creating crafts,

sharing a meal, spending time with their grandchildren, family, and friends. In addition to stress levels being maintained through the Therapeutic and mindfulness activities. However one of the fears and challenges that were identified on a survey was technology and how do older adults keep up with the sign of the times. Digital Art and Digital literacy enables older adults to increase their knowledge, trust, and confidence when it comes to navigating this digital world. In addition to creating art, improving cognitive functions, and may even alleviate some pain as older adults are so focused on their art and not their pain.

### **HOW WILL YOU SUSTAIN THE PROGRAM AFTER THE GRANT PERIOD?**

Vonzella's Crown has been operating intergenerational and multi-generational programming for 3-years now. Due to the gracious efforts and generous donations(whether monetary or in-kind) of our board of directors, volunteers, community partners, funders, crowd-funding, and fundraising. The organization has managed to be sustainable. Vonzella's Crown will continue the same efforts as previously named. In addition to building new relationships and applying for additional funding.

### **BUDGET NARRATIVE**

#### **PROGRAMS: Von's Seasoned Seniors**

Inter-generational, Health & Wellness, Therapeutic Arts, and Financial Fitness. This cycle we are expanding to include Digital & Graphic Art utilizing **20** brand new Apple I-pad Air Generation 5, Apple Generation 2 Stylus pens & Procreate Software, Apps, and Textbooks which are user friendly for Older Adults. The I-Pads will remain with Vonzella's Crown.

#### **PERSONNEL: Total: \$7,395,00**

**(Stipends for workshop facilitators & Program assistant)**-Facilitators are certified and Program Assistant will be a retired Older Adult)

Digital Art facilitator- **\$1,615.00: 17 sessions @ 95.00 per session** Fitness & Nutritional Facilitator- **\$1,020.00: 17 sessions @ 60.00 per session**, Program Assistant **\$4,760.00 14 hours a week @ \$20.00hr for 17 weeks.**

#### **PROGRAM LOCATION RENTAL-Total \$2,550.00**

For the Glory of God small fellowship hall-**\$150.00 per week** (for fitness, inter-generational therapeutic art and Nutrition classes, fee can be spread out over **17 weeks @ \$150.00 a week per** For the Glory of God office manager M. Duffie)

#### **PROGRAM SUPPLIES: \$14,858.60(includes Apple I-pads, stylus, software, apps, & books)**

#### **TRANSPORTATION: \$1,000.00**

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

#### **GRAND TOTAL: \$25,803.60**

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

#### **PROJECTED INCOME & EXPENSES:**

**Crowd Funding- \$1,500.00**  
**Board Donations- \$2,000.00 (Vonzella's Crown)**  
**Fundraising- \$1,000.00(Cupcakes & Mimosa's)**  
**Other Grants- \$5,000.00 (I Am Trenton)**  
**Donations- \$ 600.00 (Anonymous)**  
**In-kind- \$ 700.00 (Zeta Phi Beta Inc.)**

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**TOTAL: \$10,800.00**

**PROGRAM EXPENSES:**

**Apple 2022 Apple Ipad Air 5th Generation- 20 @\$600.00 = \$12,00.00**

**Apple Pencil- 2nd generation- 20@ \$89.00= \$1,780.00**

**Imieet Ipad Generation 5 case 20@ \$24.99= \$499.80**

**Procreate for Beginners 2023 Edition 20@ 15.99= \$319.80**

**Procreate App for Apple Ipad- 20 @ \$12.99= \$259.80**

**Digital Art Instructor- \$95.00 @ 17 weeks= \$1,615.00**

**Fitness Facilitator- \$60.00 @ 17 weeks= 1,020.00**

**Program Assistant- 14hrs weekly for 17 weeks @ \$20.00hr= \$4,760.00**

**Program Rental Space- \$150.00 per week for 17 weeks= \$2,550.00**

**Transportation- ACCESSLINK and transportation fund (for seniors and girls who do not have transportation to and from the program) \$1,000.00**

**Total Expenses- \$25,803.60**

Respectfully Submitted,

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

