



ORGANIZATION OVERVIEW

Prepared by Anahita Feltz
July 1, 2024

1. Executive Summary

The New Jersey Association of Senior Centers (NJASC) aims to provide a comprehensive support network for senior center professionals across New Jersey. By offering resources, training, and connectivity, NJASC will enhance the quality of services provided to seniors, ensuring their well-being and active engagement within the community. This proposal seeks funding to establish the Association, develop its programs, and create a sustainable framework for long-term operations.

2. Background

New Jersey is home to a significant and growing senior population, many of whom rely on senior centers for social interaction, physical activities, educational programs, and essential services. Despite their critical role, senior centers often face challenges related to funding, staff training, and access to resources. There is a pressing need for a unified state association to address these challenges at the local, state and national levels, provide professional development, and foster collaboration among senior center professionals.

3. Objectives

- Establish the New Jersey Association Senior Centers (NJASC) to support senior center professionals.
- Develop and deliver comprehensive training programs to enhance the skills and knowledge of senior center staff.
- Create a centralized resource hub for best practices, funding opportunities, and program development.
- Facilitate networking and collaboration among senior center professionals through conferences, webinars, and forums.
- Advocate for senior centers

4. Project Design and Implementation

Phase 1: Establishment and Initial Development (Months 1-6)

- Register NJASC as a non-profit organization and develop its governance structure.
- Develop a detailed business plan outlining the association's vision, mission, goals, and operational strategies.
- Develop a website.
- Launch a membership drive to enroll senior centers and professionals across New Jersey.



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Phase 2: Resource and Training Development (Months 7-12)

- Conduct a needs assessment to identify key areas for training and resource development.
- Develop training modules on topics such as program management, fundraising, volunteer coordination, and senior care best practices.
- Create an online resource hub with access to toolkits, templates, and funding databases.

Phase 3: Networking and Advocacy (Months 13-18)

- Host quarterly webinars and regional forums to facilitate ongoing learning and collaboration.
- Develop an advocacy strategy to engage policymakers and secure funding for senior centers.
- Organize an annual conference for senior center professionals to share knowledge and build networks.

Phase 4: Evaluation and Sustainability (Months 19-24)

- Evaluate the effectiveness of training programs and resource utilization through surveys and feedback.
- Adjust programs based on evaluation results and emerging needs.
- Develop a sustainability plan, including diversified funding sources, partnerships, and member engagement strategies.

5. Budget

- Resource Hub: Website Development, Maintenance
- Events: Conference, Webinars, Regional Forums, Networking events
- Marketing and Outreach: Membership Drive, Advocacy Campaign
- Miscellaneous: Office Supplies, Travel, Miscellaneous Expenses

6. Evaluation

The success of NJASC will be evaluated through the following metrics:

- Membership growth and engagement levels.
- Feedback from members on the relevance and impact of the resources/trainings.
- Usage statistics of the online resource hub.
- Outcomes of advocacy efforts, including funding and policy changes.



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7. Conclusion

The New Jersey Association of Senior Centers has the potential to transform the landscape of senior services in New Jersey by empowering senior center professionals with the tools, knowledge, and connections they need to excel. We seek your support to establish NJASC and ensure that senior centers can continue to provide invaluable services to our aging population. Your investment will have a lasting impact on the quality of life for older adults across New Jersey.

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