



March 14, 2021

**FRIENDS FOUNDATION FOR THE AGING GRANT REQUEST**

**EXECUTIVE SUMMARY**

Kendal at Home proposes a grant of \$35,000. In order to address and combat the isolation inherent in the aging process – especially during the pandemic – the grant would be used to further develop, curate, and distribute a suite of virtual and in-person, professionally-produced academic enrichment and wellness content focused on older adults. The target audience would include our 300+ Members in Ohio and Massachusetts, prospective Members, Staff & Board Members, partner providers, residents of Kendal communities nationwide, and in some cases the broader community. Programming would be available both live and in archived format on KendalAtHome.org. In order to best address the programming interests of our care provider partners, a separate portal would be developed to provide specialized content.

**Kendal at Home Organizational History**

Founded in the Quaker tradition in 2003, Kendal at Home is a non-profit affiliate of the Kendal Corporation. We provide the option of Lifecare at Home for older adults. Our program is designed for those who are healthy and independent, want security for their future, and are planning to stay in their own home as they age.

Our Board of Trustees comprises 10 individuals representing a diversity of professional and backgrounds and experiences: 3 women, one Asian American and one Black member. Kendal at Home’s Board Development Team has launched a recruitment effort focused specifically on diversity, equity and inclusion and is chaired by Dr. Edna Chun is an educational leader and award-winning author with more than two decades of strategic human resource and diversity leadership experience. She is leading a team of both board and staff members through this work. Kendal at Home currently serves approximately 330 Members in Ohio & Massachusetts, including several black, Asian American and LGBT Members. We are also partnering with our care provider partners, with particular emphasis on Home Care providers who represent a predominantly female work force consisting of a wide array of backgrounds. We have launched a campaign focused on providing education and resources to our care partners that will enhance their work experience and help to remove barriers to their ability to work when possible.

## **PROJECT DETAILS**

**PURPOSE:** To curate, develop and distribute relevant and topical programming to all Kendal at Home constituents in an engaging, easily accessible and evergreen format across multiple channels where possible. Current health & wellness programming will be expanded and diversified. Opportunities for social engagement and volunteering are incorporated into the programming options. A program curator will assist our event coordinator in establishing this robust program for the first year (most of this will be provided in kind). Additional content (both through partnerships with streaming services and academic, arts & cultural organizations and others) will be developed in collaboration with partners.

### **GOALS:**

- Create community (virtual & in-person) connecting Kendal at Home members across all geographic regions.
- Combat isolation common in aging communities which has been intensified during the pandemic.
- Expand engagement & opportunity by creating an additional channel of communication for Members, Prospective Members, Providers and Kendal at Home.
- Provide a compelling value for the well member and constituent not yet in need of long-term care services.
- Serve Kendal at Home's core mission of lifelong learning.
- Provide relevant and valuable content for our providers and caregivers.

### **Kendal at Home serves five primary constituencies:**

- Kendal at Home Members and their families
- Prospective Members
- Caregivers and providers from Partner Agencies
- Kendal at Home Staff and Board Members
- Residents and staff of Kendal Communities nationwide

### **OUTPUTS:**

- I. Partnering with a wide range of academic and cultural & arts organizations (see lists pp. 4 & 5) Kendal at Home will expand upon its current program offerings by developing:
  - Diverse health and wellness programming focused on all aspects of healthy aging.
  - Seminars and lectures focused on arts & culture, current affairs, history, science, diversity, equity and inclusion to be delivered by university professors & other experts.
  - One musical performance (with commentary) monthly.
  - Opportunities for socialization such as book clubs, volunteer opportunities, etc. (Kendal at Home is currently partnering with Big Brothers Big Sisters to offer mentoring opportunities to young at-risk children who have not been served as a result of the pandemic. Through a virtual platform we are now launching a mentoring opportunity for Kendal at Home members and staff to assist underserved and at-risk children in our community.)

- Board, staff and member education focused on building a roadmap to address diversity, equity and inclusion.

***All virtual programming will be archived and available indefinitely to all of our constituencies on our website.***

- II. To better serve our Caregiver community, a **Caregiver Portal** will be developed following a needs analysis and survey of interests. Anticipated programming includes:
- Programs focused on developing strategies for caring for individuals with memory loss.
  - Fall prevention strategies.
  - Topics requested by caregivers and members.

***All Caregivers Portal programming will be archived and available on demand.***

**ANTICIPATED OUTCOMES:**

- Increased constituent engagement- especially Members & Prospective Members
- Increased Caregiver engagement & retention
- Direct involvement of constituents in content development and presentation
- Creation of community and bonds of intellectual affinity between and amongst Members, families, Caregivers, and other constituents
- Develop a specialized pool of caregivers who will be better equipped to navigate difficult cases such as cognitive impairment, end of life, etc.
- Increased knowledge and reframing understanding of forms of everyday exclusion that affects all constituents of Kendal at Home.

**MEASURING OUTCOMES:**

Kendal at Home will prepare and distribute qualitative and quantitative surveys at the conclusion of programs. We will be looking to measure:

- Overall Attendance and engagement in programming of all constituencies.
- Survey responses will help determine future direction of the project.
- Development of member driven initiatives as a result of social interactions.
- Engagement of members in development of future programming.
- Development of highly skilled team of caregivers who can serve high acuity cases.
- Development of a concrete road map to the integration and diversity strategy for Kendal at Home.

**SHARING & REPLICATION:**

The goal is to produce a wide array of content which will easily be distributed virtually both in its original form (Zoom or other digital platform) and which will be available to constituents nationwide. Additionally, we expect content to be archived and widely available on demand on our website and social media platform(s) after its original presentation date.

## PROGRAMMING PARTNERS

<a href="#">Academic Travel Abroad</a>	Washington DC
<a href="#">American Foreign Service Association</a>	Washington DC
<a href="#">Boston Public Library</a>	Boston, MA
<a href="#">Chautauqua Institution</a>	Chautauqua, NY
<a href="#">JFK Library</a>	Boston, MA
<a href="#">Museum of Fine Arts</a>	Boston, MA
<a href="#">Newberry Library</a>	Chicago, IL
<a href="#">Rick Steves' Guide Marketplace</a>	Virtual
<a href="#">Road Scholar</a>	Boston, MA
<a href="#">SatopiaTravel.com</a>	Virtual
<a href="#">Compass Eight</a>	Boston, MA
<a href="#">Seattle Public Library</a>	Seattle, WA
<a href="#">The Carter Center</a>	Atlanta, GA
<a href="#">The Elders Foundation</a>	London, UK
The Huntington Library	San Marino, CA
<a href="#">92<sup>nd</sup> Street Y</a>	New York, NY
<a href="#">Brilliant Aging   Kay VanNorman</a>	
The National Steinbeck Center	Salinas, CA
Trinity Repertory Theatre	Providence, RI
Maltz Museum of Jewish Heritage	Cleveland, OH
One Day University virtual programming	Virtual
Washington Post Live	Washington DC
Cleveland Orchestra	Cleveland, OH
The Barnes Foundation	Philadelphia, PA
Brush Development	Chardon, OH



**ACADEMIC PARTNERS**

Case Western Reserve University

Cleveland, OH

Oberlin College

Oberlin, OH

George Washington University

Washington DC

University of Maryland

College Park, MD

Smith College

Northampton, MA

Boston College

Boston, MA

Williams College

Williamstown, MA

**Estimated Project Budget**

<b>Program Component</b>	<b>Frequency</b>	<b>Months</b>	<b>Unit Cost</b>	<b>Annual Extended</b>
<b>PROGRAMMING:</b>				
Speaker Honoraria	3	12	\$250	\$9,000
Special Events/Performance	1	12	\$750	\$9,000
Health & Wellness Programming	5	12	\$100	\$6,000
Streaming Platform Memberships	4	12	\$100	\$4,800
Care Giver Portal Content	3	12	\$250	\$9,000
Program Curator				\$12,000
<b>ONE TIME COSTS:</b>				
Care Give Portal Development	-	-	-	\$5,000
Production Equipment	-	-	-	\$6,000
<b>Total:</b>				<b>\$61,000</b>
<b>MATCHING/IN KIND FUNDS:</b>				
Member Programming Budget	-	-	-	-\$10,000
Kendal Corp Growth Fund	-	-	-	-\$5,000
Production Equipment Gift	-	-	-	-\$1,000
Compass Eight (Program Curator) Gift in kind	-	-	-	-\$10,000
<b>Sub Total:</b>				<b>-\$26,000</b>
<b>Total Grant Request:</b>				<b>\$35,000</b>

## **Budget Narrative**

Funds requested include actual programming costs for trainers, speakers, and guests. Also included are costs for various virtual platforms we will engage as part of this initiative. One-time costs include the services provided by a program curator with extensive experience in this area who will help establish the partnerships and implement programming. He will also oversee the purchase of equipment to enable us to offer professional quality programming in a well-lit, quiet studio like environment that will eliminate some of the barriers for those hearing and vision impaired individuals.

Matching and In-Kind funds include those contributed by Kendal at Home, a Kendal Charitable Funds Grant, Compass Eight (program curator), as well as a board member who is making the gift of equipment possible.

## **Estimated Project Timeline**

Regular monthly programming efforts are now underway. The Friends Foundation grant would allow us to expand and enrich our current offerings for most constituents and allow dedicated human resources to develop content. No significant lead time will be required to get the expanded initiative up and running.

The Caregiver Portal technical development will begin in April 2021- expected to be complete in approximately 3 to 4 weeks. Needs analysis and surveys for development of relevant content would be developed simultaneous to the technical development. Needs analysis and content surveys would be conducted around the time the technical development is complete.

## **SUSTAINABILITY:**

As Kendal at Home continues its expansion efforts in Massachusetts and, later, additional communities, we anticipate that revenues from increased Membership will provide the funding required in the years after start-up to sustain our programming efforts.

*We also anticipate establishment of a Kendal at Home Programming Fund in 2022.*

## **REFLECTION OF FRIENDS FOUNDATION VALUES:**

Kendal at Home believes that the initiative herein proposed adheres closely to the seven precepts of the Friends Foundation for the Aging grant goals:

1. We aim to reach a **diverse audience** and are continually looking for ways to make meaningful connections to those whom we do engage with
2. Although we believe Kendal at Home is already doing valuable work in the older adult communities we serve, we look forward to **changing for the better** the systemic problem of isolation which can plague our communities.
3. This seminal grant will help us to create a future **Programming Fund** to which we expect a number of our constituents to contribute, support and expand. As an affiliate of the Kendal Corporation, we benefit from the **support** of a like-minded non-profit which is founded on Quaker values.

4. **Collaboration** with a number of organizations across a wide spectrum of expertise and focus will be an inherent component of this initiative.
5. Our hope is to **engage our employees, Board Members and partners** is the development and presentation of content which will enhance the program and its relevance to all participants.
6. This seminal grant will allow provide us the technical and infrastructure investment which will allow us to expand professionally in the years to come. We would welcome Friends Foundation for the Aging as part of that on-going process.
7. We aim to develop and provide programming which addresses all of the dimensions of healthy aging.