

I. Demonstrated Need

1. Project Narrative: Provide a description of the project/program to be funded with CDBG. (Refer to NOFA for required information in this section.)

The Heineberg Senior and Community Center addresses the lack of good health, nutrition, wellness, and exercise programs for older adults living in Burlington. These programs help senior citizens stretch their limited incomes, while maintaining good health, nutrition and well-being. The Center fills a need for community engagement among our older adult population in Burlington. If you have ever eaten alone, seven days per week all year, you would understand the importance of the Congregate Mealsite Program that we operate five days per week at the Senior Center.

According to data from Hunger Free Vermont, an estimated third to one-half of all health problems in older adults are due to poor nutritional intake. Poor nutrition is associated with depression, anxiety, falls and an inability to recover from illness. As food and medicine prices rise, the need for low-cost and effective nutrition programs are more important. The U.S. Department of Health and Human Services Assistant Secretary for Aging, Kathy Greenlee visited the Heineberg Senior Center in August of 2012. She remarked that, "Senior Hunger is on the rise in this country", and accompanying her on this trip was Vermont Senator Bernard Sanders. As a longtime friend and supporter of the Burlington Senior Centers he remarked after having lunch with the seniors, "It's not only good nutrition, it's the opportunity to go out and socialize with friends." He emphasized the importance of congregate meal programs. This is the role that the Heineberg Senior Center plays in Burlington.

The need for the nutrition and wellness programs at the Heineberg Senior Center is consistent with the expanding population of older adults in Burlington. Last year, we served over 6000 noon meals, fully balanced, in a congregate setting. With 65% of participants falling below the income threshold, reporting an income of less than \$26,300, many folks depend on the mealsite programs at the Center. The Heineberg compliments a full spectrum of services and activities, providing opportunities for participants to exercise both the mind and the body, at no or low cost to them.

2. Innovation

a. What new programs and/or services will be provided as a result of CDBG assistance?

We will be adding cooking classes for seniors to our many nutrition programs at the Heineberg Senior Center. Data shows that 65% of participants live alone, and those folks are more likely to eat alone for most meals. (85% v. 14% of those who do not live alone) The challenge of procuring and producing healthy meals is ever present for many. We have witnessed this problem, and will be conducting cooking class for one at the Senior Center with assistance from CDBG.

b. How will existing programs and/or services be expanded as a result of CDBG assistance? Use actual numbers to demonstrate expansion.

We have served more Burlington residents in this past year, (88%v 72%), served more meals (6000 v 5600), and added another day of free food donations because of need. Last year we imported and gave away 400 pounds of food, this year we will double that amount. The average age of participants is 80, up this year from 78. The percentage of elders reporting not having enough money to buy food is also up from last year, (by 5%). Adding cooking classes, and more free food opportunities will assist with that challenge.

- c. Are there other programs in the community that address similar issues? ___ Yes ___x___ No
If Yes, how is this proposal different?

II. Proposed Outcomes

1. **How will this project/program impact individuals and contribute to the City's anti-poverty strategy?**

This program will impact individuals and contribute to the City's anti-poverty strategy by the following outcomes:

1. Older adults maintain good nutrition while participating in a congregate meal site program
2. Older adults make changes in lifelong eating habits because of knowledge gleaned from nutrition education
3. Older adults are less isolated and lonely as a result of participation in the congregate mealsite.
4. Monthly budgets are stretched further.

2. **List your goals/objectives, activities to implement and expected outcomes (# of units, # of individuals, etc.)**

To assist with the goals and objectives of impacting individuals nutritional well being while stretching their monthly budgets further we will:

1. Provide a well-balanced hot noon meal in a congregate meal site atmosphere five days per week. (5000 meals)
2. Provide a well-balanced supper in a congregate meal site atmosphere one night per month.(500 meals)
3. Provide fresh food products at no cost to seniors two days per week.(800 pounds per week)
4. Provide a raised bed garden for growing fresh vegetables for seniors. (50 pounds)
5. Provide opportunities for cooking and nutrition classes at the Heineberg Senior Center.(12 classes)

III. Experience / Organizational Capacity

1. **What is your agency's mission, and how do the proposed activities fit with your mission?**

The Heineberg Senior and Community Center (HSCC) has been operating at the same location since 1971. It is recognized in the community as a valuable resource for seniors, and their families have come to depend on the Center for vital services. The HSCC has a long track record of service and is a resource on aging and often times is the first place the seniors, families and other community members turn to when information about aging issues is needed.

As a well-respected 501(c)(3) organization in the Burlington community, the Heineberg Senior and Community Center has been a leader in elder initiatives in Vermont. With a dedicated Board of Directors, experienced administrative staff, and extensive history of successful partnerships, the HSCC plays a significant role in the way that older adults in Burlington age. Operational expenses

remain quite reasonable. Many dedicated volunteers provide programming, maintenance and staff the Center. We are a proud member of the United Way of Chittenden County, and receive operating funds through that grant program. The City of Burlington, after careful study by a committee formed at the request of City Council, is now granting the Heineberg Senior Center funds on a year to year basis for programs which impact our senior residents of Burlington. AARP has recognized the Center as most active, and has granted us funds to continue our work with older refugees. Most important is the way that senior participants work all year to fundraise, so that they may continue the opportunities that they acknowledge is life fulfilling. The mission of the senior center is to provide a friendly, supportive gathering place for older adults. We celebrate a variety of opportunities to achieve a higher quality of life. All of our programs reflect the mission of the Center.

2. How long has your agency been in operation?

The Heineberg Senior Center has been serving Burlington senior citizens since 1971.

3. What programs and services do you offer?

The Heineberg Senior and Community Center serves older adults age 50 and over, providing nutritional, educational, health, wellness and social programs. This Center plays a critical role in our community, promoting successful aging. CDBG funds will be used to provide staffing for the programs vital to the nutritional health, wellness and independence of seniors who reside in Burlington.

4. If you plan to pay for staff with CDBG funding, describe what they do in relation to the specific service(s) / activity(ies) in your Project Narrative.

Specific Service / Activity	Position/Title	Work Related to CDBG-Funded Activity	# of Hours per Week spent on this Specific Service / Activity	% of Hours per Week spent on this Specific Service / Activity to be paid with CDBG
Health, Wellness and Nutrition Program	Salary	Everyone has access to food and health and wellness programs.	30	100%

5. Explain how your agency has the capacity to carry out the proposed activity (i.e., staff qualifications and years of experience related to this type of activity, etc.)

Although the previous Executive Director left the organization, this person is still connected to the Center and offers support and guidance. The board of directors has a large percentage of members who also participate in programs at the Center. The new Executive Director, Pamela Slattery, comes to the position with many years' experience working with seniors. The Heineberg Senior Center has longevity and experience to carry out the proposed activity.

6. Have you received Federal or State grant funds in the past three years? Yes No

7. Were the activities funded by these sources successfully completed? Yes No
 If No, please explain:
 We have one on-going project that is soon to be completed, one part to our kitchen renovation plans.

IV. Proposed Low & Moderate Income Beneficiaries / Commitment to Diversity

1. Will the program target any specific group of people? (check one below):

Abused Children Elderly (62 years +) People with AIDS
 Battered Spouses Homeless Persons Illiterate Adults
 People with Severe Disabilities

2. For your proposed project, please estimate how the Burlington residents will break out into the following income categories. Use the Income Table at <http://www.burlingtonvt.gov/cedo/cdbq/2012-HUD-Income-Limits>.

Service / Activity	Unduplicated Total # of Burlington HH / Persons to be Served	# Extremely Low-Income	# Low-Income	# Moderate-Income	# Above Moderate-Income
Health, Wellness, Nutrition Program	200	36	88	58	18

3. Explain how the target population is selected, qualified and monitored.

Our participants self-select to attend programs at the Center. They are all older adults, our target population. We survey participants in our nutrition program yearly.

4. How do you ensure that your programs are accessible to all, inclusive and culturally appropriate?

The Heineberg Senior Center is handicapped accessible and has been for the past twenty plus years, complying with federal standards.

Our programs reflect the many cultures that are represented by the population that we serve. For example, we have hosted programs that celebrate the languages, religions and cultures that we see here at the Center.

We have been selected and funded by AARP to increase our cultural competency, and bring our programs to new American older adults in our community. We are very excited about this joint venture with AARP, and have a committee of ten folks from the Center working on programs to attain our goals. Included in this working group at the present time are representatives of the Bhutanese/Nepali Community. We are working with the Vermont Resettlement Project.

We use the federal standards for equal opportunity in hiring and in board recruitment

6. What steps has your organization/board taken in the past year to become more culturally competent?

We are very excited to be involved in a project with AARP to increase our cultural competency. AARP chose the Heineberg Senior Center for this work with immigrants and refugees because of our capacity for programming and the group of Center volunteers excited about this educational and cultural opportunity. This will involve programs, educational opportunities and work with other organizations in

the community that work with older adults. AARP has assigned one staff member to work with us, and we value their experience and mission of inclusive engagement.

V. Budget / Financial Feasibility

1. Project Budget

Line Item	CDBG Funds	Other	Total
Salary	\$6000	\$42000.12	\$48000.12
Operations	\$0	\$58200.92	\$58200.92
Professional fees	\$	\$3800	\$3800
	\$6000	\$104001.04	\$110001.04

2. Funding Sources

	Project		Agency	
	Current	Projected	Current	Projected
CDBG	\$ 2000	\$ 6000	\$ 2000	\$ 6000
State (specify)				
Federal (specify)				
United Way	20000	20000	20000	20000
Private (specify) Fundraising, individual donations, annual appeal, space rental	5250.09	5250.09	21,000.36	21,000.36
Program Income	20,600.28	20,600.28	20,600.28	20,600.28

Other (specify) City of Burlington	37,500	37,500	37,500	37,500
Total	\$ 85,350.37	\$ 89,350.37	\$ 101,100.64	\$ 105,100.64

3. Of the total project cost, what percentage will be financed with CDBG?

$$\frac{\$6000}{\$89,350.37} = .06\%$$

CDBG Funding Total Project Cost Percentage

4. Of the total project cost, what would be the total cost per person?

$$\frac{\$6000}{200} = \$30.00$$

CDBG Funding # Proposed Beneficiaries Cost Per Person

5. Why should CDBG resources, as opposed to other sources of funding, be used for this project?

The Heineberg Senior and Community Center effectively addresses the needs of elders living on limited resources by creating programs that support the need to keep elders healthy, independent, and actively engaged in our community. CDBG monies are targeted towards assisting low income seniors to stretch their limited resources, providing essential services and food. This grant money fills a gap in our community, at a reasonable cost to Burlington. Our services are not duplicated anywhere else.

6. Describe your use of community resources. Include any resources not listed in your budget.

The Heineberg Senior and Community Center works with many organizations in our community to bring successful nutrition education and meal opportunities to our older adults. Champlain Valley Agency on Aging is a huge resource for our center. We partner with them to provide meals and resources to the senior population. The Champlain Senior Center is our sister site, and we coordinate programs and share ideas.

Other organizations that help us to deliver essential services are SSTA, providing transportation of both our participants and meals, United Way of Chittenden County and the Volunteer Center provide valuable volunteers that help us in the delivery of our meal programs. Fletcher Allen partners with us to offer nutrition education and other health services such as blood pressure clinics, and health screenings. The VNA provides support and flu shot clinics to the Center. We are a site for UVM and Champlain College interns, and these students play an important role in our health, nutrition and wellness programs. We have made connections with our local grocer, Hannafords. Because of this relationship, we can offer hundreds of pounds of fresh food products at no cost to the senior citizens that visit our Center. The Elk's Lodge is a valuable resource for us, they assist with the big meal events.

The Director of the Center works with Hunger Free Vermont, and has attended workshops and training sessions, centered around senior hunger issues and the Three Squares Program. AARP has once again recognized the Heineberg Senior Center for its' high level of activity and provided grant money to continue our cultural exploration, this has allowed us to partner with the Bhutanese/Nepali community. We will continue our work with the Vermont Refugee Resettlement Project of Vermont.

We have received grant monies from the City of Burlington CEDO department. This has aided us in the necessary renovations to our aging building.

7. Has your organization experienced any significant changes in funding levels during the past year? ___Yes ___x___No

We are proud of the fact that with the combination of a very frugal budget, and the hard work of many fundraising efforts, we ended fiscal year 2012 in the black. We are also proud to say that we have received funding from the United Way of CC and the City of Burlington again this

year. We have put together a realistic budget for 2013 and feel confident of continued success.

If Yes, please explain.

8. What cost-cutting measures has your organization implemented?

We have continued to upgrade our building, installing a new heating system last year, and we saw savings on our heating costs, reducing our budgeted amount to Vermont Gas this year. We held fundraisers this past year, and will be installing a much needed and efficient air conditioning system this spring. We look at each line item every year, making good decisions about each expenditure, and remaining fiscally prudent.

VI. Community Support / Participation

1. What other organizations or key individuals (if any) have given support to this project?

Champlain Valley Agency on Aging (CVAA) continues to support with in-kind and staff support. Our programs could not continue without this support, and CVAA depends on the congregate mealsite at Heineberg to carry out their mission.

Our organization is highly dependent on the use of volunteers for the successful operation of the senior center programming.

2. How are the community or program participants involved in decision-making and/or identifying the program need, design and/or evaluation?

The Heineberg Senior Center involves the participants in a variety of ways. The Board of Directors comes from the senior participants at the Center. This board oversees all programs, fundraising, and building operations. Participants convene a monthly meeting to review activities, express desires or concerns, and socialize with other participants. This meeting has always had excellent attendance. . This is truly a grass-roots operation.

The building is owned by the 501^c3 organization.

The Executive Director surveys all programs to be sure that they are still fulfilling the needs of the participants, and keeps abreast of new data to create new programs for prospective senior participants.

VII. Readiness to Implement

1. Is the project ready to begin on July 1, 2013 and be completed by June 30, 2014?

Yes No

If not, what are the expected start and completion dates?

2. List any conditions (i.e., obtaining permits, availability of other funding, etc.) that may affect your ability to begin or complete this project.

There are no conditions that would affect our ability to continue and add health and wellness programs to our project.

VIII. Impact / Evaluation

1. Describe how this project will effectively measure outcomes.

- A survey, created by CVAA, is given every year to participants. This two page survey includes
- a. Demographic questions: age, income, residency, gender, ethnicity, and # of people in household
 - b. Questions relating to possible benefits of participating in the congregate meals
 - c. A checklist of nutritional risk factors

2. What strategies will you implement to collect the data necessary to analyze your results?

This survey is given once per year, participants self-report. The data is analyzed by an expert in the United Way office. The survey is reviewed by United Way and the Executive Director. Changes in the survey are discussed to further attain information on outcomes.

3. How are clients better off as a result of your program?

As a result of survey review last year, additions were made this year. Three questions were added to the survey about the perceived benefits of participating in the programs at the Center. The % of respondents who answered “yes” to these new questions are reported as follows:

1. As a result of attending, do you have more friends? 94%
2. As a result of attending, has day to day life changed for the better? 90.2%
3. As a result do you eat more vegetables and fruit? 91%

IX. Sustainability

1. How will this project have a long-term benefit to the City of Burlington? If this project ends, will that benefit continue?

The Heineberg Senior and Community Center has been providing nutritional, educational, health, social and recreational programs to older Vermonters for forty one years, keeping senior residents independent, engaged, and out of costly nursing homes as long as possible. As important, however, is the fact that senior centers provide an important link to seniors, a growing and vibrant resource for our community. With diverse programs to exercise the mind as well as the body, the Center actively engages seniors in creating enriched lifestyles that, not only benefit the individual in their later years, but also positively impact the city. Many programs at the Center are taken out to the community, as with the Heineberg Dancers and Chorus. These groups entertain others, as well as give an example of successful aging. This past year, we have undertaken the project of producing drainage bags, scarves, and lap quilts for the Vermont Cancer Center. With the retirement of Baby Boomers, the numbers and diversity of the senior population will swell, challenging the City of Burlington to capitalize on this tremendous human and social capital. The AARP report on creating a livable community for our older adults recognized the two senior centers in Burlington as being a critical link in our city. It is not in the best interests of the City of Burlington for this project to end.

Under the Strategy: Provide Access to Services to Stabilize Living Situations: Enhance Health, Safety and Quality Of Life: help us help Burlington’s seniors access nutritious food, health and wellness programs, and remain a vital population to Burlington.

2. Provide evidence of long-term support for this project.

We have been providing vital services, and effective programs to our aging population in Burlington for over forty years. We have a building that is owned and operated by the organization. We have staff and volunteers with many years of experience, and we have long ties with service provider organizations in our community. The Heineberg Senior Center has a state wide reputation for its unconditional service to seniors. Our board of directors is committed to good governance.

3.If CDBG funding ends, will the project be able to continue?

Yes, the project will continue, making the changes necessary to offer good programming to our older adult community.