

**CAPITAL CAMPAIGN FUNDRAISING FOR**



**Boone County Senior Services, Inc.**

conducted by

**BOONE COUNTY SENIOR SERVICES FOUNDATION, INC.**

## OUR AGING POPULATION

Advances in nutrition, preventive health care, and curative medicine have lengthened American life expectancy dramatically. Today, the rate of increase in the number of older Americans exceeds overall population growth.

Demographic trends generalize our country's population. Communities across America see the reality behind the numbers, the real lives that are affected by advancing age.

By national standards, Boone County's challenges are not unique, but they are compelling. Approximately 15% of the county's total population is over the age of 60. By the year 2030, that percentage will rise to 26%. The fastest growing demographic segment of the elderly population is comprised of seniors aged 85 and above, who face the greatest risks of chronic illness, and have the most modest means, of all seniors.

### THE INDEPENDENCE GAP

With age come heightened risks of health problems, depression, diminished self esteem, limited mobility, and difficulty in meeting basic daily needs. In our mobile society, family members may live too far away to provide the assistance their loved ones need. As seniors struggle to maintain independent dignity, their family members confront the often-bewildering prospect of a role reversal in which parent must depend on child for understanding, and support and assistance. A 1998 study conducted by *The Wall Street Journal* documented that elder care takes a greater toll on worker productivity than does child care, prompting problems such as heightened stress, increased absence, curtailed ability to concentrate, and even employee turnover, aggregating to a productivity loss of nearly \$8,000,000,000 nationwide.

Although institutional care may provide the only workable option in some situations, many seniors view this prospect with alarm and despair, particularly if they face a bridgeable gap between their needs and their abilities. With a targeted set of services designed to overcome these obstacles, they can continue to enjoy the fulfilling dignity of life on their own terms and in their own homes. Delivering quality-of-life and quality-of-health services on an in-home basis costs less than providing equivalent services provided in an institutional (hospital or nursing home) setting.

## **MISSION: INDEPENDENCE**

Boone County Senior Services, Inc. (BCSSI) was founded in 1978 to remove the barriers between local seniors and the quality of life they deserve.

BCSSI endeavors “to make it possible for the elderly of Boone County to live their lives with accomplishment and dignity within the environment of their own choice.”

From 123 clients in 1978 to 4,166 clients in 2000, BCSSI has built a tradition as a trusted provider of services that can make crucial differences in its clients’ lives. Many of BCSSI’s 13 programs for Boone County residents aged 60 and over provide practical assistance to address those tasks of daily life most likely to prove challenging to older adults. Some programs offer seniors emotional support, a friendly ear, a helpful resource. BCSSI also helps family members understand and cope with the changes wrought by age, and provides assistance for those who fulfill full-time caregiver responsibilities.

Many Boone County seniors have the financial means to pay for the services they need or choose to receive. However, nearly 40% of BCSSI’s clients have incomes below the federal poverty level. Although BCSSI requests a modest donation in exchange for its services, no clients are turned away because of limited means.

BCSSI is a 501(c)(3) not-for-profit agency whose support comes from a variety of sources. An extensive roster of volunteers provides the equivalent of countless dollars of contributed effort. Funding combines contributions from foundations; donations from organizations, businesses, churches and individuals; and monetary support from the Central Indiana Council on Aging (CICOA)—The Access Network, the United Way of Central Indiana, and federal, state, county, and township governments.

BCSSI focuses on providing timely, caring delivery of services tailored to meet the changing needs of an ever-growing elderly population, while maintaining an outcome-measurement emphasis on cost effectiveness. At the same time, BCSSI also maintains accountability for service quality, with supervisory monitoring of individual service providers and inclusion of client feedback in assessment of services and providers. Educating the public about the needs and challenges faced by the elderly population comprises the third component of BCSSI’s strategic focus, which is aided by strong strategic partnerships within the ranks of area media and advertising. BCSSI’s headquarters in Lebanon, the geographic center of Boone County, includes administrative, conferencing and other functions in a 2,000-square-foot repurposed residence that has served as BCSSI’s sole location since its inception in 1978.

## **BRIDGING THE GAP: BCSSI SERVICES**

### **BEST FRIENDS**

This program bridges two gaps: between seniors and companionship, and between youngsters and an understanding of older adults. The program's in-school activities use books, videos, and role playing to educate Lebanon third-grade students about aging. Each child is matched with a senior (a resident at a local nursing home or retirement community) whom the child visits. These intergenerational relationships form the basis for class projects. The Best Friends Program Coordinator works with six area teachers, 120 students, and 60 BCSSI clients.

### **FRIENDLY VISITOR**

Another bridge between seniors and companionship, this program links more than 50 volunteers with seniors who live alone, providing supportive visits that help decrease feelings of isolation and depression. In conjunction with the referring source and on the basis of an assessment of the client, the Friendly Visitor Administrator develops a plan for each senior/visitor relationship. Along with serving as caring listeners, Friendly Visitors can assist with incoming and outgoing correspondence, checkbook balancing, and errands. This program serves approximately 110 clients per year.

### **GUARDIANSHIP**

Mandated by court decisions, this program assists seniors who are designated as incapable of caring for themselves, providing one-on-one service to clients who have no other source of support. BCSSI's Guardianship Administrator holds full responsibility for each client's financial, social, physical, and mental status, and for providing an accounting of the client's ongoing care to the appropriate legal or agency authorities. BCSSI administers approximately five guardianships simultaneously.

## **HEALTH SCREENING CLINICS**

Held throughout the year at locations around Boone county, this service provides preventive health care, including administration of flu vaccines; medication reviews to screen for dosages, interactions, and side effects; early detection of medical conditions; and counseling to deal with health challenges. This program serves approximately 200 clients per year.

## **HOME HEALTH AIDE**

This program provides credentialed, State-licensed caregivers who assist with bathing, exercising, and other health needs that constitute custodial care. BCSSI's Nurse Supervisor assesses client needs through home visits, and develops care plans in conjunction with clients and their physicians. BCSSI employs three full-time Certified Nursing Aides who provide the core of program activities, which are monitored through monthly conferences involving Aides, the Nurse Supervisor, and the Executive Director or Friendly Visitor Administrator (to coordinate any volunteer involvement required by a care plan). This program serves approximately 90 clients per year.

## **HOMEMAKER**

Housecleaning, laundry, meal preparation, errands, and grocery shopping can prove daunting for seniors. This service can make the difference between independence and institutionalization. BCSSI employs part-time Homemakers under the direction of the Homemaker Supervisor. An initial Homemaker visit establishes a relationship with the client and determines the location of supplies within the home. Homemakers provide services once each week or once every two weeks. All Homemakers receive training designed to help them identify behavioral and environmental changes that signal a need for additional support. This program serves approximately 90 clients.

## **INFORMATION AND ASSISTANCE**

BCSSI provides Boone County's only definitive guide to community services. For needs that fall outside BCSSI's own program offerings, the center provides referrals to the appropriate agency or provider.

## **MEDICAL/MEDICARE INSURANCE INFORMATION**

Through appointments scheduled each week at the BCSSI offices, volunteers assist seniors with questions about Medicare and supplemental insurance coverage.

## LEGAL ASSISTANCE

Seniors can schedule appointments each month at the BCSSI offices with a member of the Boone County Bar Association who provides volunteer assistance with simple legal matters.

## ACCESS/OUTREACH

Newsletters, senior pages in *The Reporter* and *Times Sentinel*, WIRE-AM radio programs, special speakers and seminars provide seniors and their families with information about healthy living, educational opportunities, services and other activities. BCSSI staff members write and distribute four newsletters: *Senior Sounds* (for the general public), *Friendly Visitor News*, *Silver Striders News* (for the Silver Striders Walking Club), and the *Communicator* (an in-house publication). Staff members also write articles for the two county newspapers, as well as press releases for distribution to all local media outlets. BCSSI recruits, trained, and supervises area high school students to assist approximately 15 seniors who have an interest in computers and Internet access. The access/outreach service area also holds responsibility for the following activities:

- ◀ Planning and conducting BCSSI's Health Screening Clinics
- ◀ Recruiting and training volunteers for the Medical/Medicare Insurance Assistance program
- ◀ Organizing and conducting exercise groups and programs in cooperation with local groups
- ◀ Investigating allegations of elder abuse
- ◀ Conducting direct mail campaigns to publicize BCSSI services, solicit contributions and recruit volunteers

## REFERRAL SERVICE FOR ATTENDANT CARE AND HOUSING

Through this program, home-bound seniors receive referrals to caregivers and information about safe, affordable housing.

## TRANSPORTATION

By appointment, this service provides transportation to medical offices, grocery stores, banks, pharmacies, and other routine destinations. Supervised by the Transportation Coordinator, 10 drivers operate four general-purpose vehicles and four wheelchair-equipped vans.

# **MEETING THE NEED: BCSSI'S FUNDRAISING STRATEGIES**

## **THE BOONE COUNTY SENIOR SERVICES FOUNDATION, INC.**

BCSSI increasingly depends on private funding for support. As service demand grows, governmental and agency funding continues to contract. To continue delivering existing services and expand into important new service segments, BCSSI must rely on private gifts, grants, endowments, and contributions.

The Boone County Senior Services Foundation, Inc. (BCSSFI) accepts cash gifts, multi-year pledges, donations of appreciated stock, and deferred gifts (through charitable trusts, charitable annuities, or life insurance beneficiary assignments). Donors who wish to commit to an annual donation of at least \$250 are designated as members of the President's Circle. Additionally, grants, donations in kind, and contributions from foundations, businesses, and other private-sector entities serve as funding sources.

## ROOM TO GROW

To fund the construction of a new 6,000-square-foot facility the Boone County Senior Services Foundation, Inc. seeks to fulfill a \$2,000,000 capital campaign objective. BCSSI's premises at 403 North Lebanon Street provide inadequate space for the level of activity, number of staff and volunteers who currently serve BCSSI's clients, and can't expand beyond their current—and cramped—2,000 square feet. Additionally, the current headquarters location neither offers nor can accommodate on-site off-street parking. As a result, BCSSI must park its transportation vehicles numerous blocks away from its facility.

New, larger premises not only will accommodate current and anticipated levels of staff and volunteers; they also will enable BCSSI to provide a larger conference facility within its headquarters. This facility will accommodate BCSSI's own events, and generate revenue by hosting groups who pay a rental fee. The new headquarters also will facilitate expansion of services provided on the premises, including consultation appointments. Additionally, the new headquarters plan incorporates an enhanced computer laboratory that will upgrade the two computer systems designated for client use in the current facility.

BCSSI continues to meet a broad range of essential needs that support the independence and self worth of Boone County's rapidly increasing senior population, educate the public about the challenges of age, and assist the families of the elderly. In many cases, it provides services otherwise unduplicated in Boone County, or available only from sources with lengthy waiting lists. As the Baby Boom generation moves into senior citizenship, the Boone County resources that support its aging population face increasing demands for services. BCSSI provides a vital link between seniors and quality of life, offering cost-effective services that uphold individual dignity.



# **BCSSI COLLABORATIVE PARTNERSHIPS**

## **FUNDING**

United Way of Central Indiana  
Central Indiana Council on Aging (CICOA)—The Access Network  
Boone County Council  
Boone County Commissioners  
Township Trustees

## **SERVICES**

Our volunteers

Boone County Bar Association- - - - - (Monthly legal assistance by appointment)

Boone County Mental Health - - - - - (Coordination of mental health services)

Boone County ARC - - - - - (Vehicle time sharing; committee activities)

AARP/IRS Tax Assistance - - - - - (Tax preparation for low-income seniors)

SHIIP - - - - - (Insurance information)

Boone County Purdue Extension Office- - - - - (Cooperative workshops for family and friends of senior clients)

Step Ahead Council - - - - - (Connections with families and children)

Local Coordinating Council - - - - - (Drug and alcohol abuse awareness)

Parks Department - - - - - (Senior Striders Walking Club; other fitness-related programming)

Public Libraries - - - - - (Coordination of monthly genealogy trips to the State Library; co-sponsoring workshops)

Witham Memorial Hospital - - - - - (Needs assessment; coordination of Health Screening Clinics; referrals for in-home services)

CAPITAL CAMPAIGN FUNDRAISING

- Boone County Public Health Department ----- (Coordination of Health Screening Clinics)
- American Red Cross ----- (Medical transportation; other emergency needs)
- Boone County Cancer Society ----- (Transportation; equipment)
- Boone County Ministerial Association, local churches ---- (Co-sponsoring workshops; referrals; needs assessment)
- Senior Citizen Clubs ----- (Co-sponsoring workshops; referrals)
- Sports and Fitness Centers ----- (Coordination of workshops; exercise programs)
- Public Schools ----- (Best Friends; Service Learning Students)
- Boone County Community Network ----- (Website)
- Private Physicians, Nurses ----- (Referrals; volunteers for Health Screening Clinics)
- Division of Family and Children ----- (“Welfare to Work”; Guardianship assistance, information)
- Boone County Employment and Training ----- (Workforce connections)
- Pharmacies, Pharmacists ----- (Brown Bag Medicine checkups; Health Screening Clinics)
- Transportation Advisory Committee ----- (Connecting transportation sources county wide)
- “The No-Name Meeting” ----- (Collaboration of agencies serving Boone County low-income residents)
- Caring Center, Local Food Pantries ----- (Food pantry; clothing; referrals)
- News Media ----- (Coverage of senior issues)
- Low-income Housing Managers ----- (Referrals; assistance)
- Community Action of Greater Indianapolis ----- (Referrals for utility assistance; weatherization; food)
- Boone County Superior Courts ----- (Court-ordered guardianships; community service)
- Local Banks ----- (Referrals)
- Long-Term Care Facilities ----- (Workshops; referrals; Health Screening Clinics)

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