LESS IS MORE: THE VILLAGE NETWORK COMES TO NORTH CAROLINA

AARP LIVABLE COMMUNITIES NATIONAL CONFERENCE 2018
Charlotte, North Carolina
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Mandy Summerson, VTV President
Barbara Hughes Sullivan, VTV Executive Director
Karen Metzguer, Fearrington Cares
Jim Kimbler, Charlotte Village Network
Mary Sherrill, Davidson Village Network
Village Movement History

• 2002 Beacon Hill Village established in Boston
• 2010 VtVN established under fiscal sponsorship: 50 open villages
• 2015 VtVN standalone nonprofit: 125 Open villages
• 2017 VtVN: 230+ open villages in 44 states serving 40,000+ seniors, estimated 130 in development
• 34% Urban; 38% suburban; 22% rural; 6% other
• Village to Village Network helps communities establish and manage their own aging in place initiatives called Villages
Core Principles

• **VtV Network helps**
  – Build and sustain thriving Villages
  – Connect Villages with resources, education and expertise
  – Expand opportunity, choice, support and care for all older people
  – Support Livable communities
  – Combat isolation
National Movement
Strategic Goals

• **Growth**
  Increase public awareness and recognition of the village model for aging in the community

• **Impact**
  Research and evaluation to assess impact of villages and gather data on the village impact and development

• **Sustainability**
  Engage with national partners to help scale the village movement to its full potential. Strengthen financial viability of all villages
Individual Village Goals

• Commit to help their members age in a place of their choosing, remain connected to their communities and support successful aging of the individual

• Utilize individual talents to improve Village impact and benefit the overall community

• Minimize isolation and promote interaction and trust between member and volunteer
Village Characteristics

- **Membership-driven**, grassroots, nonprofit organizations
- Run by **volunteers** and paid staff
- Coordinate access to **affordable services**
- Provide volunteer services including **transportation**, inspiring health and **wellness programs**, **home repairs**, social and educational activities
- Offer access to **vetted & discounted** service providers
Village Characteristics

• Are **based on the needs** of your community

• Are **one-stop-shopping**

• Positively impact isolation, interdependence, health and purpose of their individual members to **reduce overall cost** of care

• Holistic, **person-centered**, and consumer-driven

• Promote **volunteerism, civic engagement**, and **intergenerational connections**
Villages Are Unique To The Communities They Serve

• Villages vary the organization to **reflect the needs** and leverage available resources

• Core services address gaps and **preference**

• Funded through **membership fees** and **fundraising** from private sources

• Nearly all Villages offer options for both individual or household membership and **subsidized memberships**
Village Operations

- Villages are **nonprofits**

- Use combination of paid staff and **volunteers** to operate the Village

- Village member calls the Village office and staff will find a volunteer to complete the task

- Village members, staff and volunteers put on **social activities**
The Village Model Often Brings:

- **A sense of belonging**
  - A place where I can be myself

- **Mutual support**
  - A place where I can give and get support

- **Opportunity to have great influence**
  - High level of self efficacy and worth

- **Exploration of self**
  - A place where I can explore new ideas and activities
Structure

• Mission

• Charter

• Location(s)

• Staff
Organizational Timeline: 1999-present

Outputs or Services

- Earliest days
  - Transportation
  - Handypersons
  - Social visitors
  - Education
  - Equipment loan
  - Nursing support
Organizational Timeline: 1999-present

Outputs or Services

• 2010-added computer support
• 2013-added “community building” activities and I&R
Nursing Services

Fearrington Cares offers the services of a Registered Nurse during office hours. You can drop by between 9:00 a.m. and noon, Monday through Friday, or call for an appointment or phone consultation.

Nursing services are offered without charge to Fearrington Village residents of all ages.
Nursing Services

Partial list of available services include:

- First Aid
- Needs assessment
- Bite care
- Wound care and dressing changes
- Home visits for homebound residents
- Injections (limited)
- Patient teaching for self-care
- Referrals to medical services
- Suture removal
- Referrals and advice about housing options and personal care services
- Fall Risk Assessment (provided by a nurse/physical therapist team)
Charlotte Village Network

<table>
<thead>
<tr>
<th></th>
<th>People 60+ [number/% of pop.]</th>
<th>People 65+ [number/% of pop.]</th>
<th>65+ Living in poverty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlotte</td>
<td>122,605 (15.0%)</td>
<td>80,811 (9.9%)</td>
<td>7,122 (8.8%)</td>
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<tr>
<td>Mecklenburg County</td>
<td>155,492 (15.3%)</td>
<td>104,053 (10.2%)</td>
<td>8,491 (8.2%)</td>
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- **There is a care gap for older adults in Charlotte.**
  - The top 30% earners ($89 K and above) can expect to afford private long term care as they age.
  - The bottom 18% ($24 K and below) are likely eligible for Medicaid.
  - The middle 52% (the care gap) depend on Medicare but cannot afford to pay “out of pocket” for care.
Key Characteristics

• Personal touch: each member receives high levels of personal attention

• Our founding sponsor is a CCRC

• “Training first” is part of our discipline

• Our board members and volunteers are multi-taskers, and work in multiple areas.
• One of our sponsors, a pharmacy chain, was able to reduce monthly drug spending of a member by $1400

• One of our most popular services, food delivery pickups, was not even contemplated during our organizational period. It pays to ask members what services they would like.

• As a result of grocery pickup, a main concern - driving on our busy streets - allowed our members to sell their car and allay any concern about being stranded.

• Our daily checkin calls make a huge difference for the members who don't have anyone else to talk to for companionship and support. As a result, their outlook on life in general have taken a dramatic upswing.

• Black mold! To assist a very ill member, we made phone calls which resulted in the housing authority putting her and her cat up in a nice hotel while they made the necessary repairs to her apartment. Her health dramatically improved as a result.
Uniqueness

• Founding board members were from healthcare industry, with only one retiree

• An operating plan was developed for each functional area of operations

• Our initial members were primarily male despite our expectations that they would be female based on demographics

• One member funded two additional memberships to meet needs he was aware of
Mary Anne Hammond, President

Mary Sherrill, Operations Director, Presenter
Then and Now . . .

- Evolved from a 2006 Town study on aging
- Village Network launched in October 2018
- Growing Supportive Community of 500+
- Members total 26: 22 Full, 2 “Friends” Status, 2 Scholarship
Our goal is to Eradicate Loneliness

Studies show loneliness is associated with:

• High blood pressure - Lack of exercise - Depression

• It creates and worsens disease and healing

• 43% of seniors expressed feelings of loneliness, (2/3 were either married or living with a partner)
A recent Florida State University College of Medicine Study of 12,000 participants over 10 years confirms:

Loneliness increases dementia risk by 40 percent regardless of gender, race, ethnicity or education – or whether you have regular social contact with friends and family.
Unique Approach

• Proactive Volunteering

• Identify Individual Members’ Interests and Needs

• Create Volunteer/Member Partners

• Offer events that create opportunities for friendship.
DVN’s Unique Approach

Encourage Activity

Be a friend

Engage Members as Volunteers

Immerse Members in Community

Loneliness
Key First Year Successes

• Offered 2 scholarships to members to neighbors in need

• Renewal of all charter members

• Trained and vetted (background checks) 50+ volunteers

• Secured 20+ Preferred Providers List for members (electricians, plumbers, painters, home repair, etc)
Key First Year Successes

• Awarded $10,000 grant from Town of Davidson

• Awarded $10,000 matching grant from Re-emprise

• Offered 50+ social, recreational and educational events for members and volunteers
Key First Year Successes

• Completed over 130 service requests for our members. Examples include: Transportation, Companionship, Light Home Repair, Gardening, Exercise and Fitness, Meal Prep, Grocery Shopping, Helping with Home Organization etc.

• Provided unique skilled coaching on issues related to: Medicare, Social Security, Financial Security (Fraud alerts) and End of Life Planning
• Alive with growth, promise and positive changes!

• Reframing what it means to age in our community!

• Empowering members & creating meaningful relationships!

• Changing LIVES!
Start Your Village Today!

Village101 Toolkit

Contact:
Barbara Hughes Sullivan
Executive Director
Village to Village Network

vtv@vtvnetwork.org
617-299-9638