

## AARP National Rural Livability Workshop

### Enhancing Community Infrastructure: Partnerships

#### **Presentations**

Lee Covington, Senior Services of Forsyth, North Carolina

*Age-Friendly Forsyth: Building a common agenda with diverse partners*

Anne Schroth, Healthy Peninsula

*Developing a Community Paramedicine Program*

Jeff Veltkamp, South Dakota Community Foundation

*Roadmap to Sustainable Funding for Rural Livability*



# **Age-Friendly Forsyth**

**Building a Common Agenda with Diverse Partners**

**T. Lee Covington, MPA  
President and CEO  
Senior Services, Inc.**

# Age-Friendly Forsyth

**Age-Friendly Forsyth** connects, informs, and engages aging adults and community partners to create a livable community through collaborative planning and action.

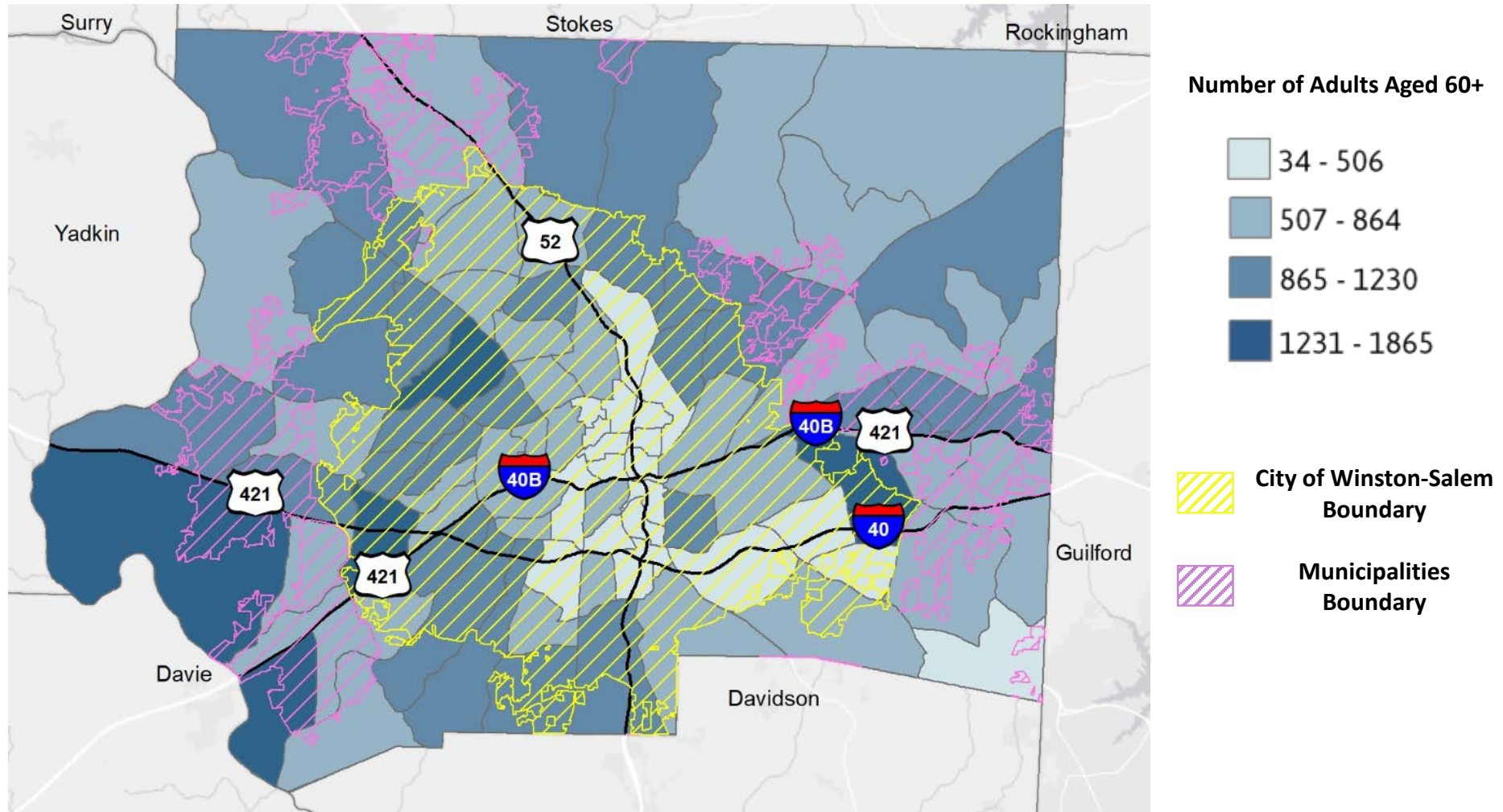
**Focus areas include:**

- Physical and Mental Health
- Financial Health
- Housing and Safety
- Accessibility and Mobility
- Support Network
- Empowerment and Engagement

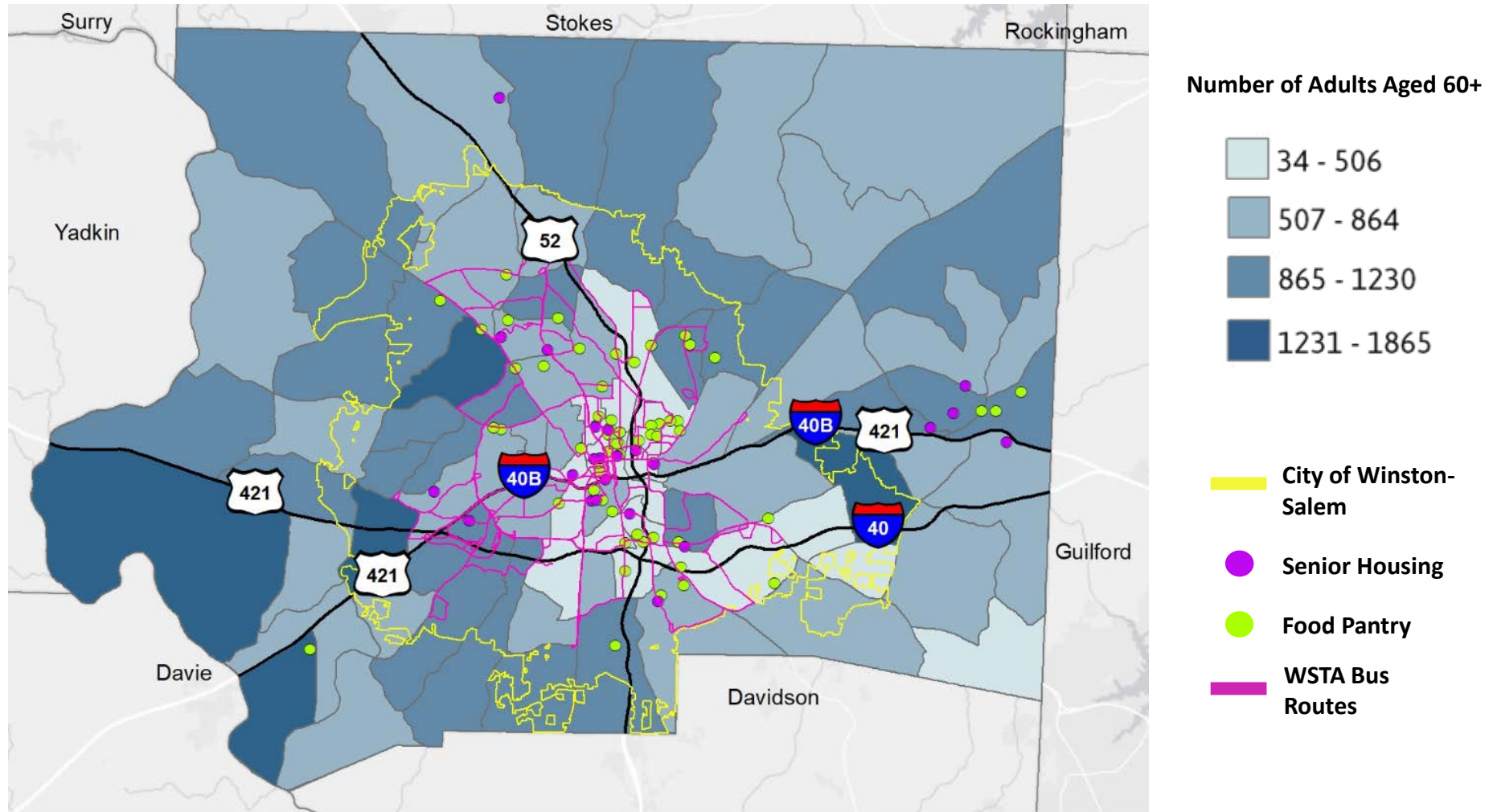




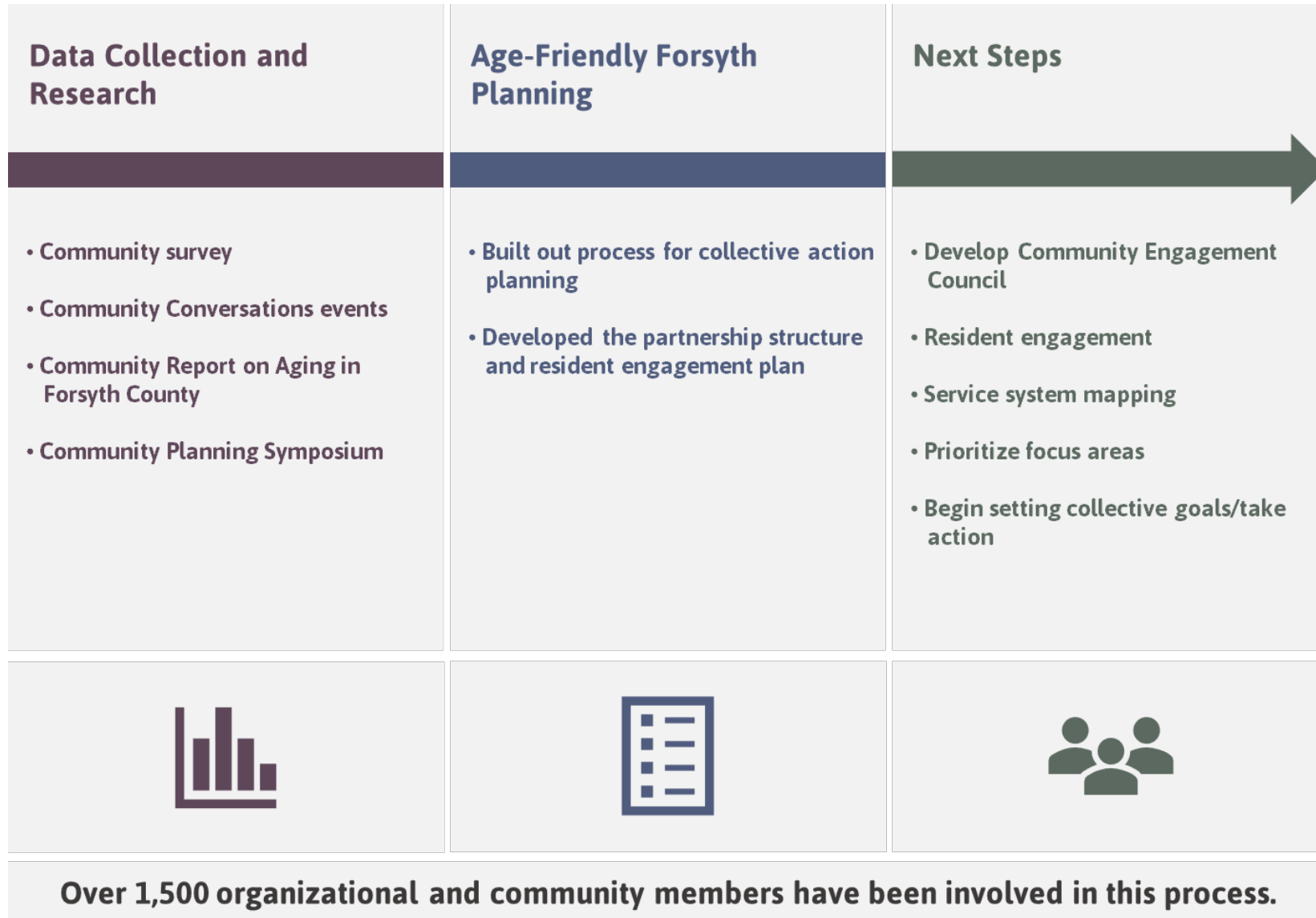
# Forsyth County, North Carolina



# Forsyth County Selected Resources



# History and Timeline



# Building Our Leadership Team

## Process for Identifying Community Partners

### Phase 1: Research Collaborative

- Senior Services leadership brainstorming session on known community and organizational contacts.
- Outreach to over 50 organizations in Forsyth County to identify staff to join in committee work.
- Outreach to key community leaders such as county commissioners, mayors, and government officials to join advisory committee.
- Organizations that joined in the research collaborative included corporate, education, health care systems, non-profits, government, and philanthropic entities.

### Phase 2: Collective Impact Planning

- Outreach to all organizations involved in the research collaborative phase led to about 30 organizations coming back together to build out the process, structure, development plan, and resident engagement plan in order to launch AFF as a collective impact initiative.
- Representation from corporate, education, health care systems, non-profits, government, and philanthropic entities was present in this planning phase.

### Phase 3: Call to Join

- Senior Services, as the fiscal backbone, had individual conversations/meetings with all organizations that were part of the collective impact planning and the research collaborative phases.
- Early Adopters included 12 organizations that joined the Leadership Team under the **self-funded model**.
- Throughout the first year, 5 additional organizations have joined the Leadership Team, with others that were a part of previous phases continuing the conversation of joining.



# Leadership Team Partners





# Initiative Structure



- **The Leadership Team**, comprised of the funding partners and residents, is responsible for maintaining the initiative structure and serve as champions/spokespeople.
- **The Community Engagement Council** consists of committed residents aged 60 or older (or their caregivers) who geographically represent the County's aging population, with 5 members serving on the Leadership Team.
- The Community Engagement Council will help drive initiative work, as well as be a bridge to community members through **local resident groups**, which include existing community volunteer groups and residents who would like to be involved.
- **Issue-specific teams** comprised of residents and organizational representatives will ultimately be built around the six focus areas. Teams will be responsible for making data-informed decisions around priorities and action and implementing pilot projects and strategies.
- **Advisory Groups** include Forsyth County's Aging Services Planning Committee, as well as members from the faith-based community.

# Self-Funded Collective Impact



The diagram consists of three overlapping circles arranged in a triangular pattern. The top-left circle is dark purple and contains the text 'Greater Buy-In and Commitment'. The top-right circle is a muted brownish-grey and contains the text 'Enhanced Sustainability'. The bottom circle is a medium blue-grey and contains the text 'Shared Accountability'. All three circles overlap in the center of the slide.

**Greater  
Buy-In and  
Commitment**

**Enhanced  
Sustainability**

**Shared  
Accountability**

# Self-Funded Collective Impact

Organizational Budget	Contribution (<0.5% of Operating Budget)
>\$20 Million	\$25,000
\$10-\$20 Million	\$10,000
\$5-\$10 Million	\$7,500
\$3-\$5 Million	\$5,500
\$2-\$3 Million	\$4,500
\$1-\$2 Million	\$3,500
\$750,000-\$1 Million	\$2,500
\$500,000-\$750,000	\$1,500
\$250,000-\$500,000	\$750
\$100,000-\$250,000	\$500
\$50,000-\$100,000	\$300
<\$50,000	\$150

# Building a Common Agenda





# Resident Engagement

## COMMUNITY ENGAGEMENT COUNCIL

The Community Engagement Council is a group of 16 resident leaders aged 60 or older (or their caregivers) that will help set priorities to make Forsyth County a place where people can live their best lives.

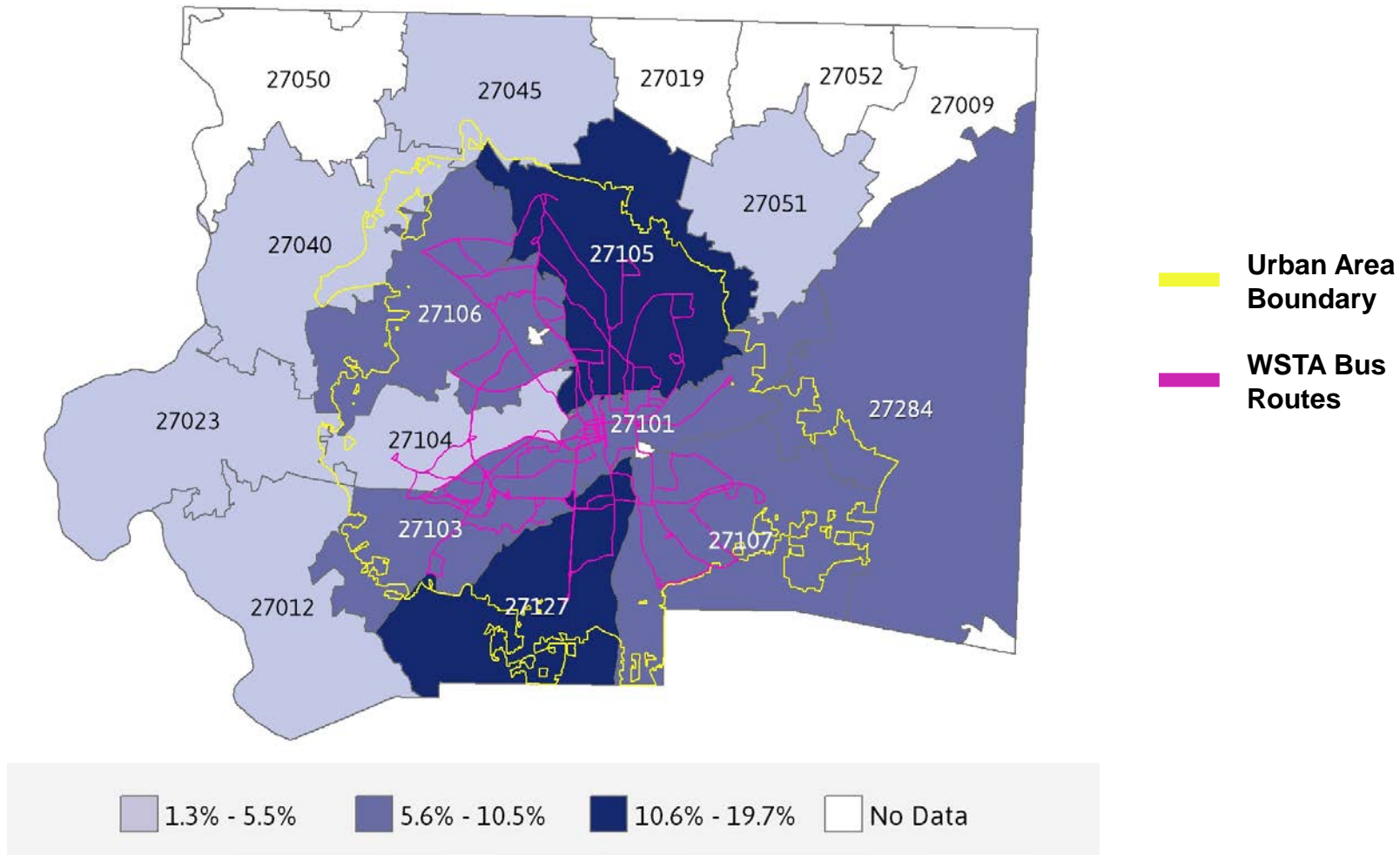
The Community Engagement Council is place-based, with increased representation in areas of the County that are experiencing greater needs based on research findings.

### Progress and Next Steps

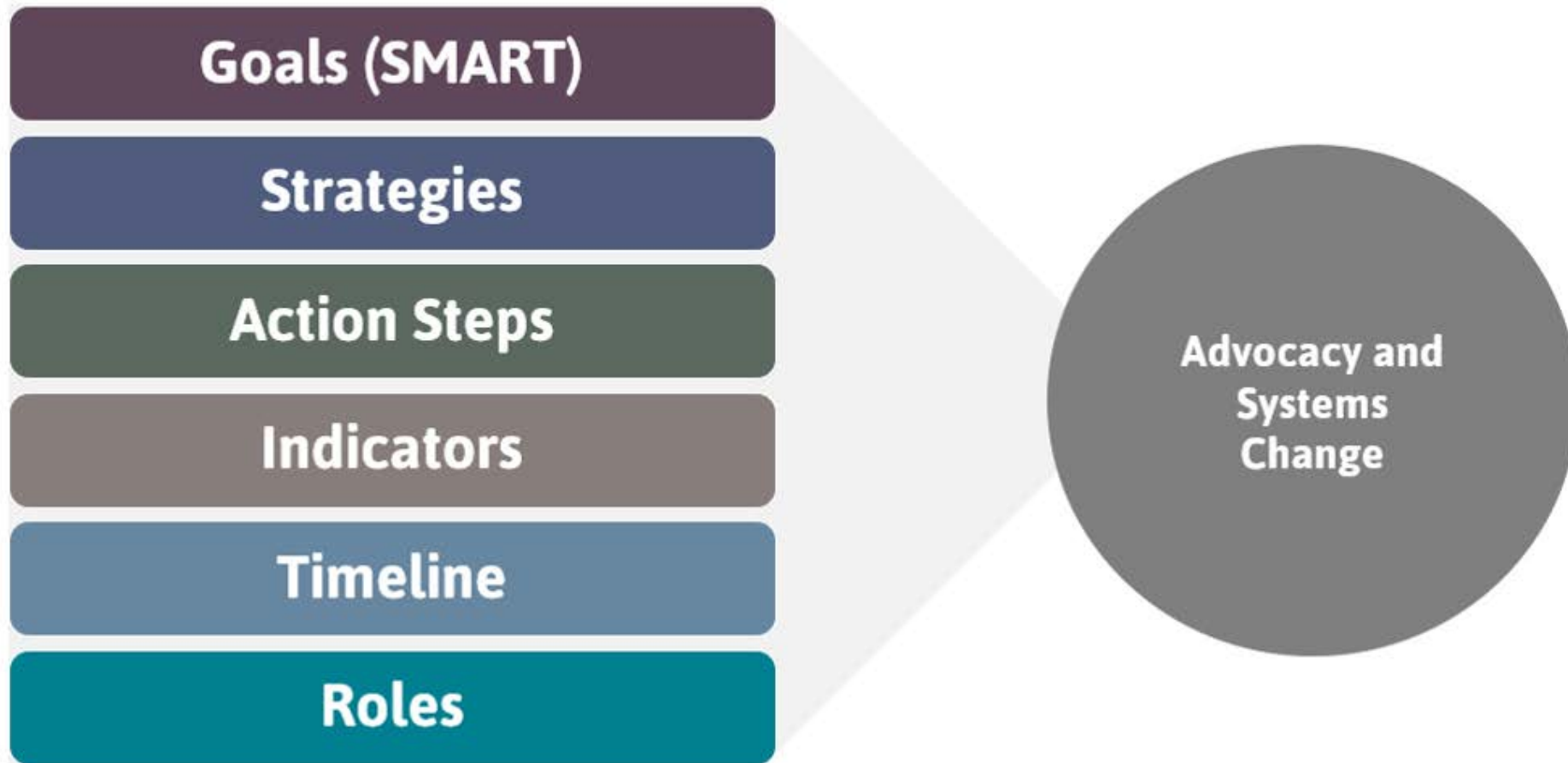
- 10 of 16 members have been identified and are actively working with initiative staff
  - Recruitment is still occurring to identify remaining positions
- Each Council member is holding (2) community conversations in their local ZIP code areas to learn the priorities of the larger Forsyth County community
  - 32 total community conversations will occur throughout Forsyth County over the summer
- Once community conversations are complete, the Council will select priority recommendations, based on community conversation results, to be vetted by the Leadership Team
  - 2 action teams, based on selected priorities, will be launched (target is early September)

# Data-Informed Decision Making Example

**5,800** aging adults **experience transportation insufficiency.**



# Community Plan



# Thank you!

Questions? More Information?

**Lee Covington**

President and CEO

Senior Services of Forsyth, North Carolina

[lcovington@seniorservicesinc.org](mailto:lcovington@seniorservicesinc.org)



Blue Hill  
Brooklin  
Brooksville  
Castine  
Deer Isle  
Penobscot  
Sedgwick  
Stonington  
Surry

## AGE-FRIENDLY Coastal Communities

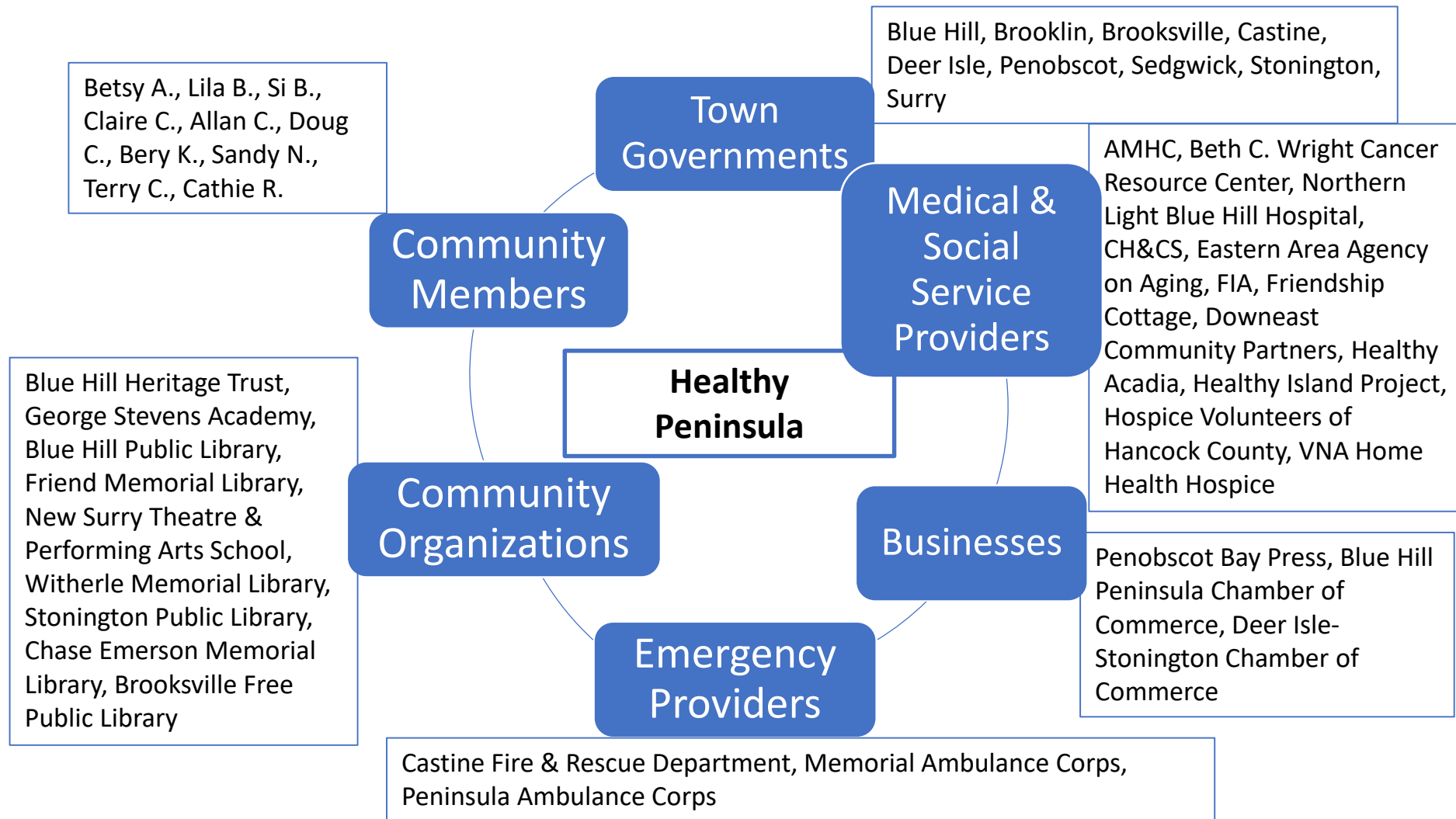


Where AGING and THRIVING  
go hand in hand

A program of Healthy Peninsula and its community partners



Healthy  
Peninsula



Outdoor Spaces  
and Buildings

Transportation

Housing

Social Participation

**AARP Network of Age-Friendly Communities**  
**8 Domains of Livability**

Respect and  
Social Inclusion

Civic Participation  
and Employment

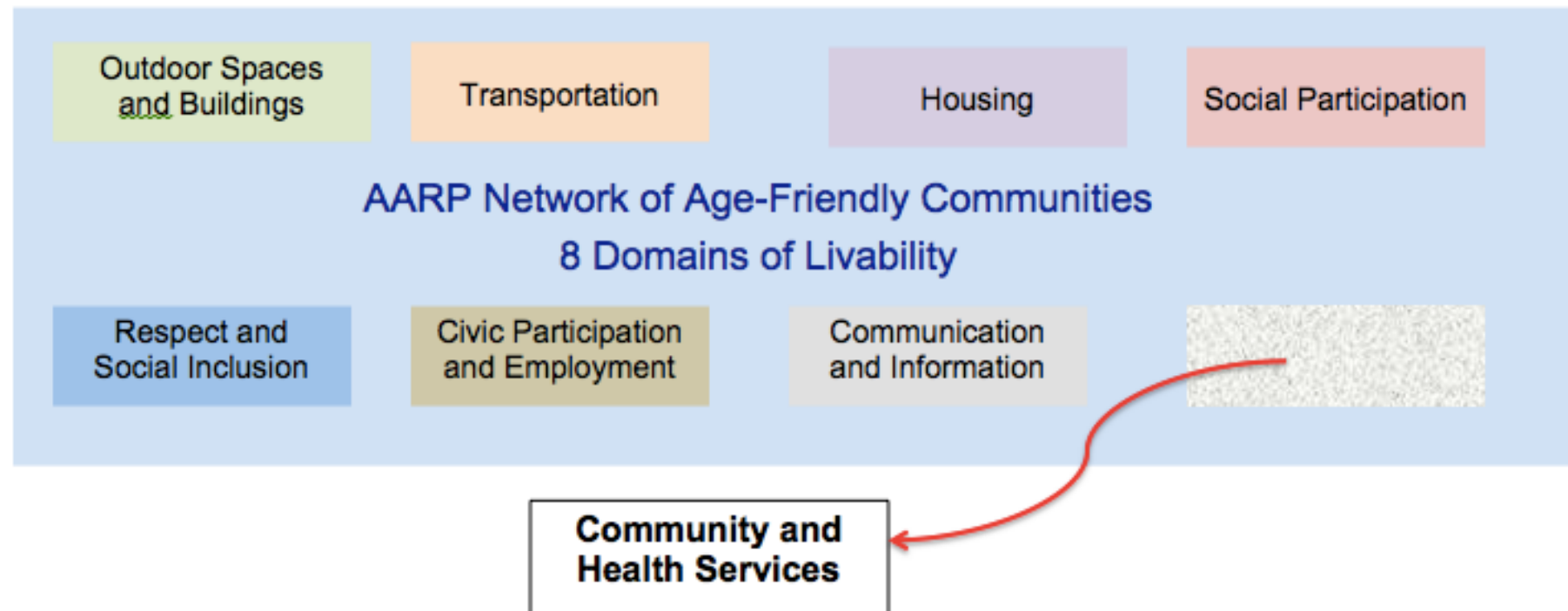
Communication  
and Information

Community and  
Health Services

## Community Assessment Results: 8 Domains of Livability in Order of Priority

Domain
Community Supports & Health Services
Housing
Respect and Social Inclusion AND Social Participation
Transportation
Civic Participation and Employment
Outdoor Spaces and Buildings
Communication and Information

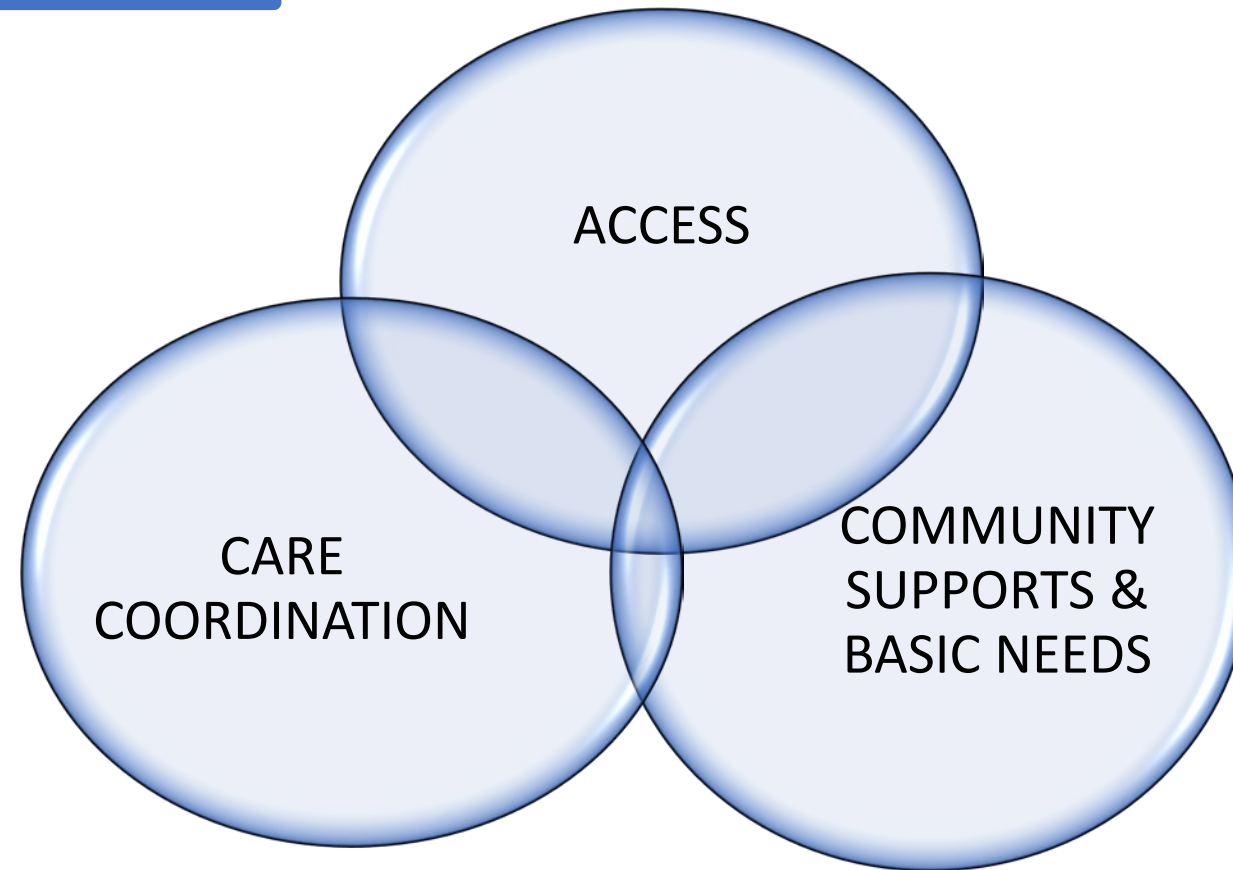




## Rural Health Transformation Grant

- Overall goal: To create a **collaborative** process that identifies a **shared vision** of health **system improvement** based on input from **community members**.
- Collaborative Structure:
  - Coordinating Agency: Healthy Peninsula
  - Co-Lead Partner: Northern Light Blue Hill Hospital
  - Partners: Age-Friendly Coastal Communities Steering Committee

Community Input



**Stonington**  
**Northern Light Primary Care**

**Castine**  
**Northern Light Primary Care**

**Blue Hill**  
**Northern Light Primary Care**

**Community Paramedicine Providers**

- **Memorial Ambulance Corps (Deer Isle/Stonington)**
  - Stonington NLPC is primary referral source
  - Will accept referrals from other NLPC clinics if patient lives in Stonington or Deer Isle
- **Castine Fire Rescue**
  - Castine NLPC is primary referral source
  - Will accept referrals from other NLPC clinics if patient lives in Castine
- **Peninsula Ambulance Corps (Blue Hill, Brooklin, Brooksville, Castine, Penobscot, Sedgwick, Surry)**
  - Blue Hill NLPC is primary referral source
  - Will accept referrals from other NLPC clinics if patient lives in any of the 7 Peninsula towns

**Additional Project Activities**

1. Periodic training (as needed) by NLBHH clinics for CP staff
2. Training for NLBHH staff on CP program and guidelines
3. Training for NLBHH Emergency Department and Care Management so that possible CP referral can be recommended to PCP in discharge plans.
4. Quarterly community resource training/discussion for CP staff
5. HP Coordinator monitors referrals/community services to identify gaps, confusions, problems.
6. Regular consultation b/w NLBHH Social Worker, HP coordinator, Clinic RNs, and CP managers for coordination and improvement
7. 2-3 case studies presented by HP coordinator and NLBHH SW to larger partner group

**Patient Visit**

- Provider instructions carried out
- Observation/evaluation of home environment
- Obtain consent to participate in project

**Stonington NLPC**

CP project provides feedback to PCP including social or community-based service needs

**Castine NLPC**

CP project provides feedback to PCP including social or community-based service needs

**Blue Hill NLPC**

CP project provides feedback to PCP including social or community-based service needs

**If No Community Resource Needs Identified**

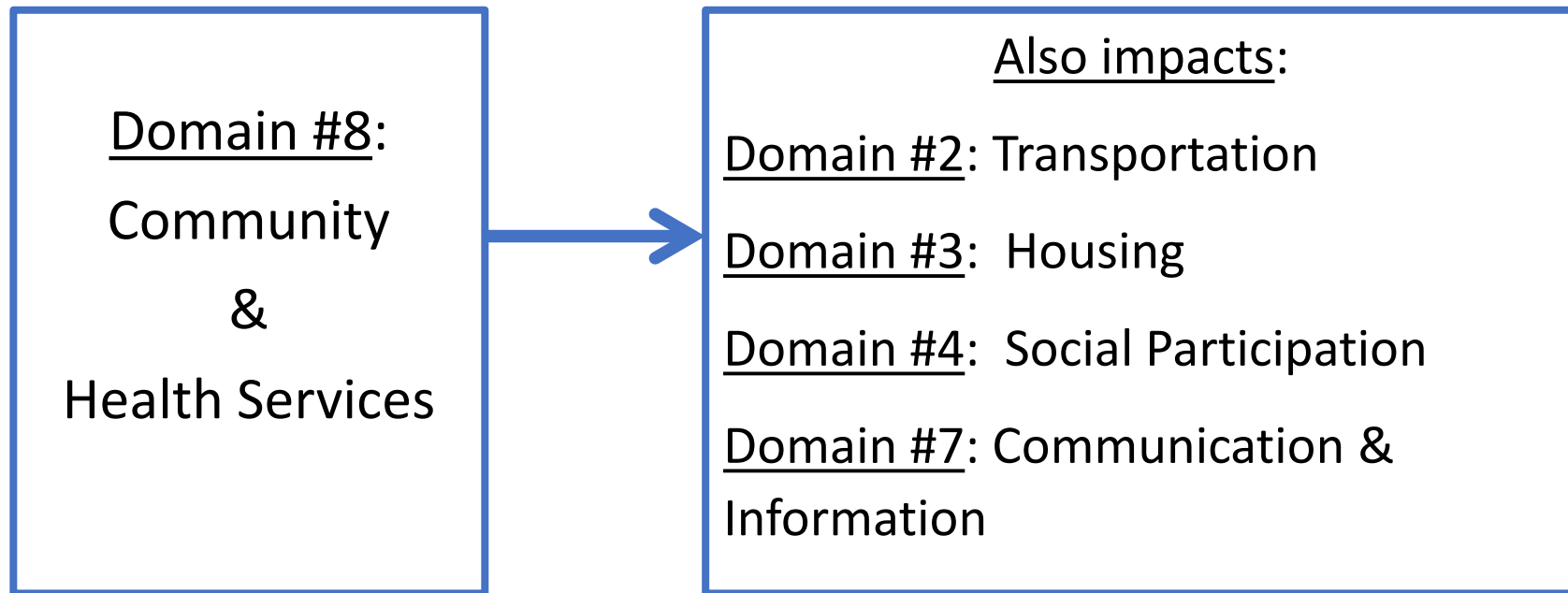
Continue to monitor community resource needs at any future visits

**If Community Resource Needs are Identified**

- Clinic RN refers to NLBHH Social Worker (SW) for assessment and referral
- SW conducts assessment
- If necessary, SW consults with Healthy Peninsula for community resource information, contacts, etc.
- SW makes and facilitates referral to community resource(s)
- SW follows up with Patient to make sure s/he accesses community resource



## Rural Health Transformation Grant Impact on Age-Friendly Action Plan



# Age-Friendly Coastal Communities Community Paramedicine Project



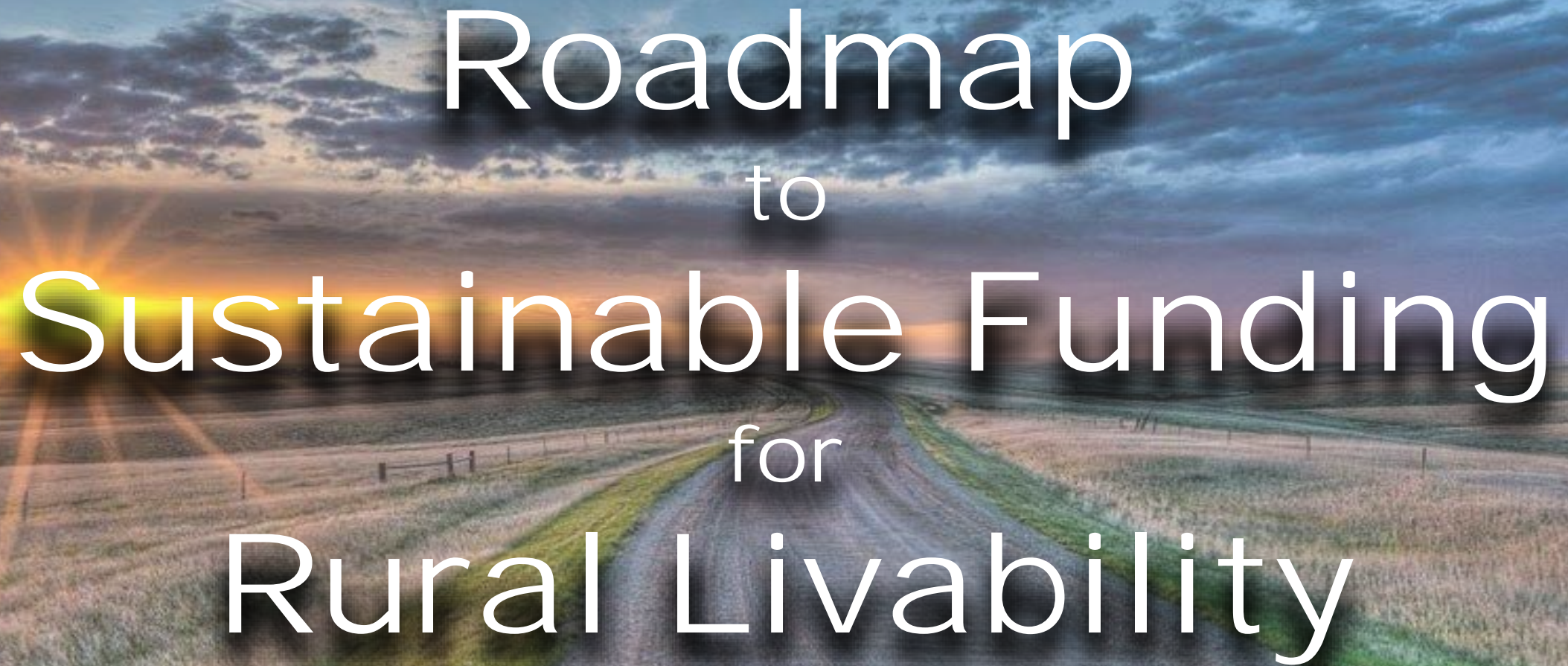
QUESTIONS? MORE INFORMATION?

**ANNE SCHROTH**

HEALTHY AGING PROGRAM COORDINATOR, HEALTHY PENINSULA  
COORDINATOR, AGE-FRIENDLY COASTAL COMMUNITIES, MAINE

[ASCHROTH@HEALTHYPENINSULA.ORG](mailto:ASCHROTH@HEALTHYPENINSULA.ORG)





# Roadmap to Sustainable Funding for Rural Livability

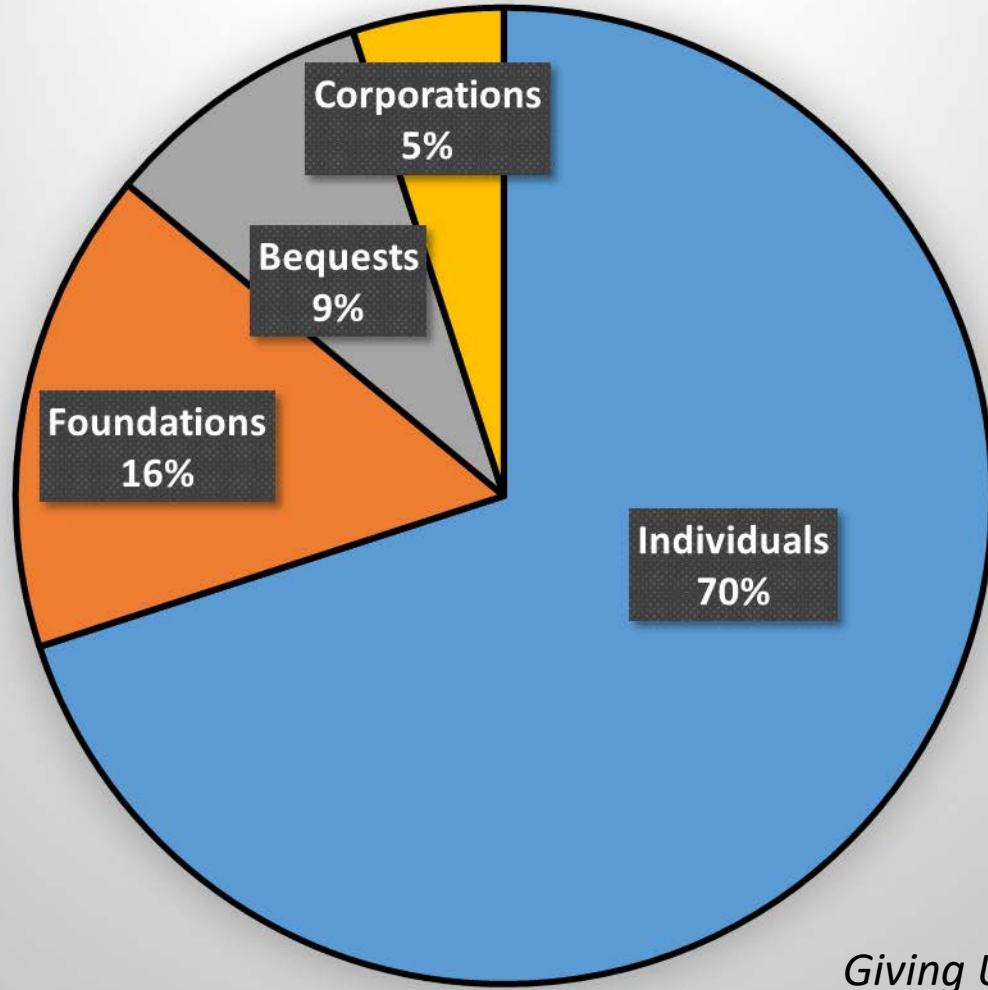




Jeff Veltkamp, MBA, CFRE  
Director of Development  
South Dakota Community Foundation



# Where Does The Generosity Come From?



*Giving USA 2018*

- \$410.02 Billion in total gifts
- 79% of all giving comes from Individuals



## Sustainable Funding for Rural Livability

# Capture the Transfer of Wealth!

\$75 Trillion transfer of wealth in the United States between 2010 and 2060

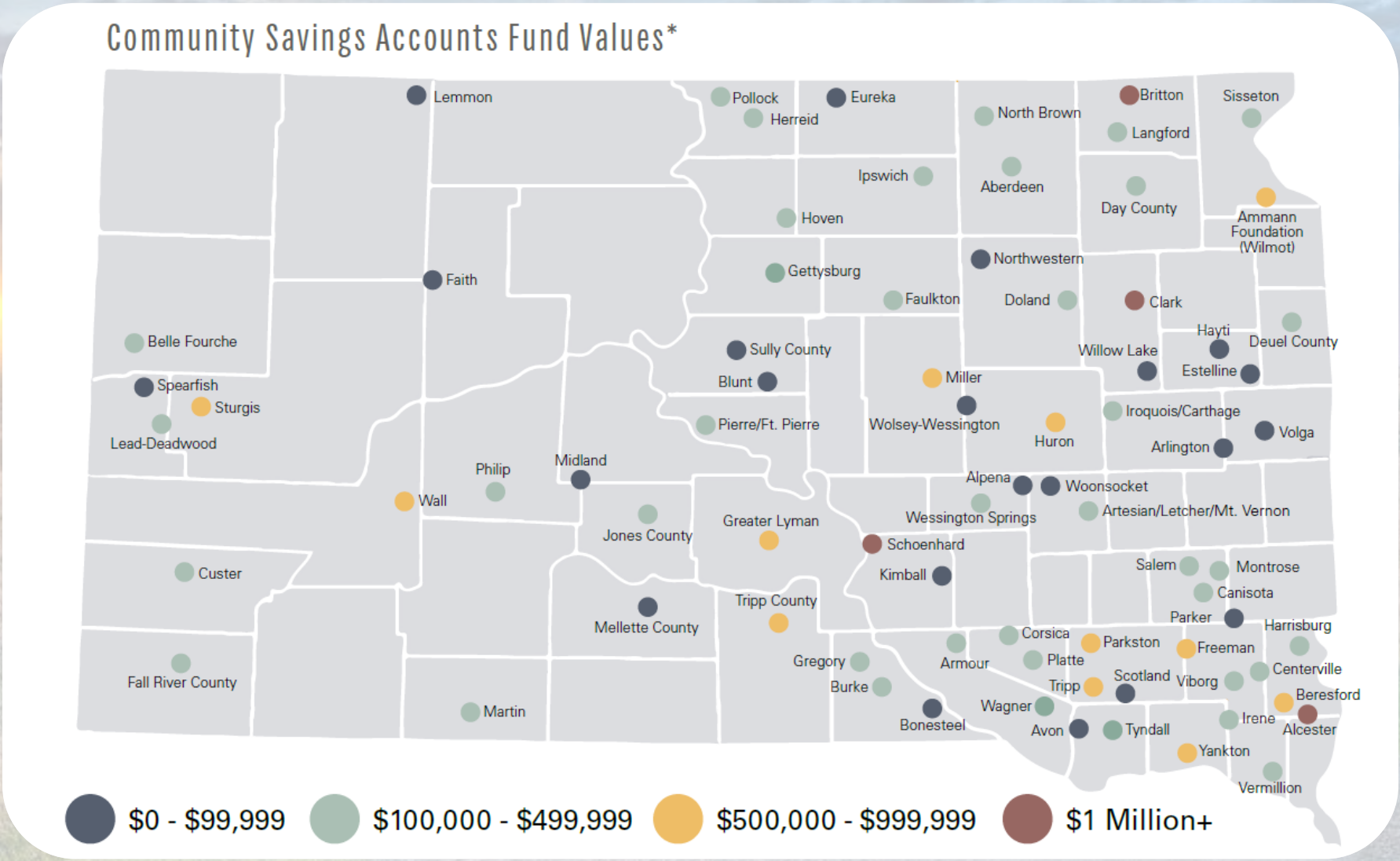
### South Dakota

- \$101 - \$112 Billion transfer of wealth in next 50 years
- \$2.02 billion on average will transfer from one generation to the next each year



# Sustainable Funding for Rural Livability

81  
Communities



\$35 Million

**A Few Things I've Learned...**

Fundraising Isn't Fair

Spend Your Time Where the Money Is

People Give to People

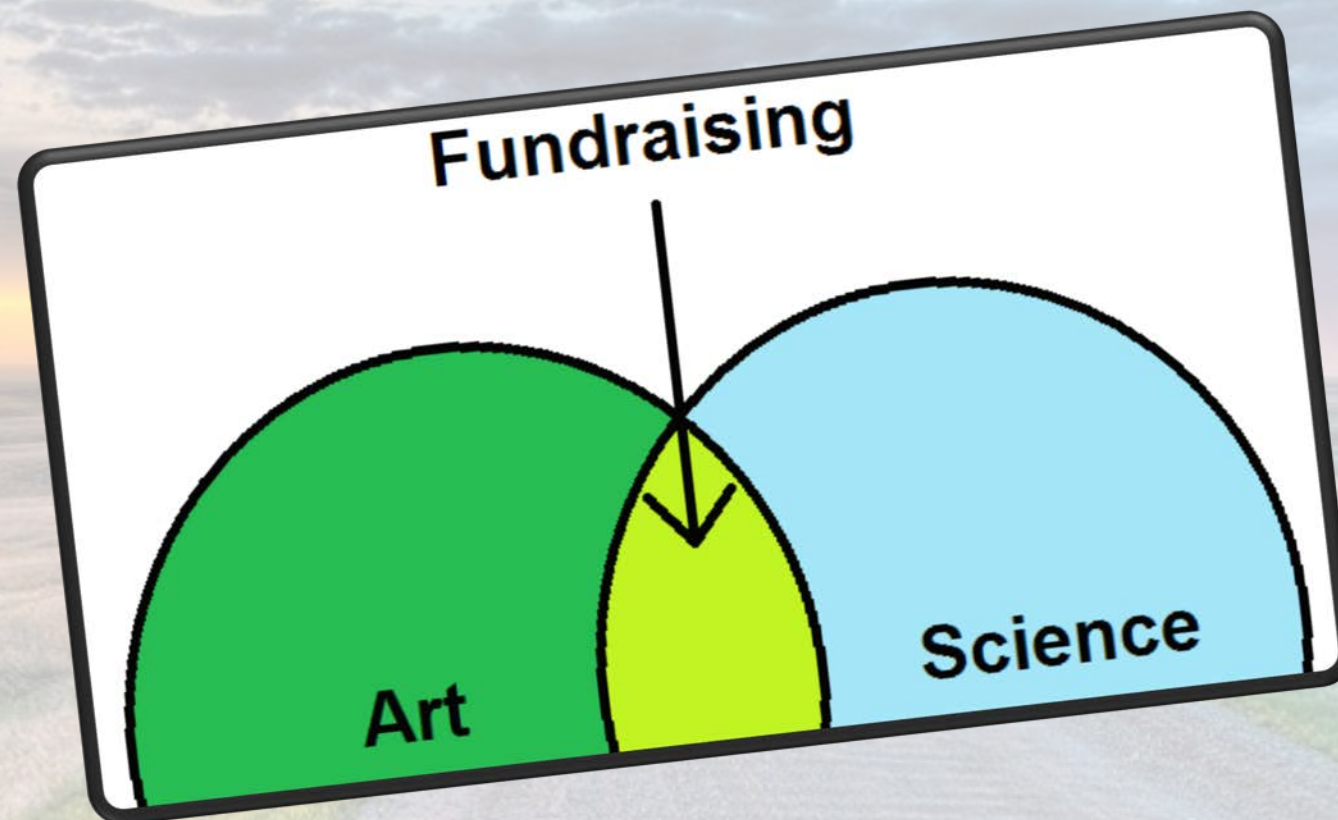


## A Few Things I've Learned...

People don't want to give  
money away

They want to invest in bold,  
exciting and inspiring ventures.

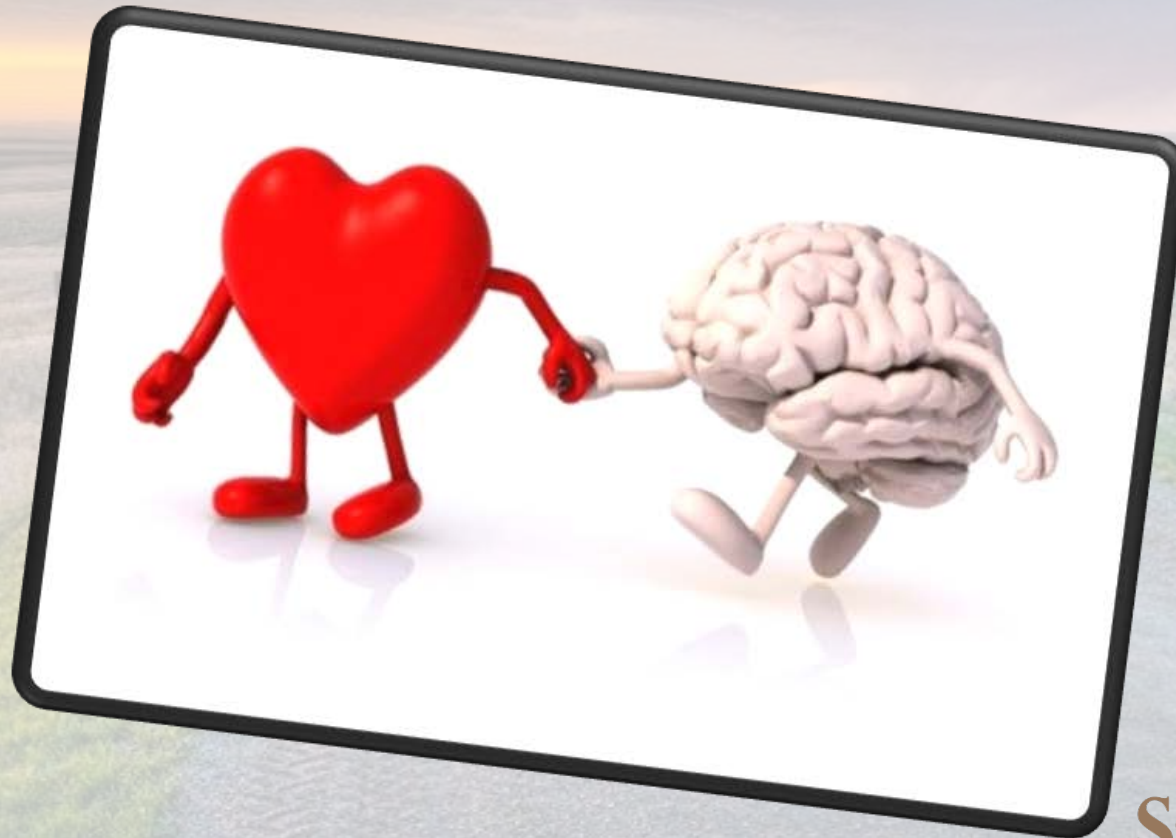
# The Art and Science of Giving...





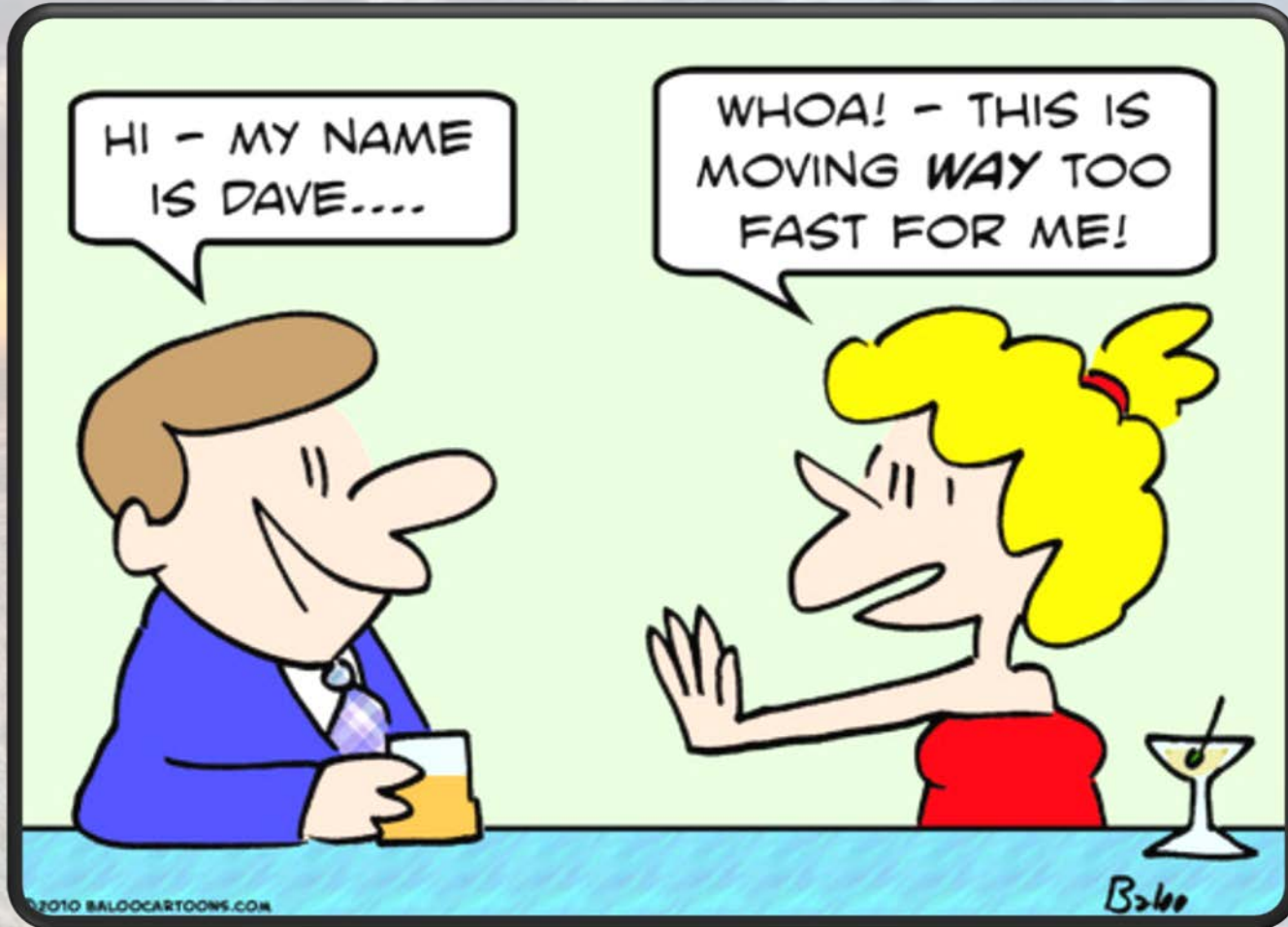
## The Art...

*"Appeal to the emotional and deal with the rational." – Bill Sturtevant*





# It's a Dating Relationship...



**This Takes Time!**



# The Science (that you should care about)...



- ✓ Relationship with the board or key leaders
- ✓ Developing organization familiarity
- ✓ Developing familiarity with the program or project we have in mind for them to support
- ✓ Engagement with people central to this program or project (board, volunteers, faculty, students, etc.)
- ✓ Building comradery with other major donors, and involving them in volunteering for the organization
- ✓ Providing ongoing recognition for previous gifts



# Short-Term to Long-Term...





# Current Funding Should Result in Long-Term Sustainable Funding

Charity



Family



Government



*You Get to Pick Two!*



# Sustainable Funding for Rural Livability

**“When you change what people believe is possible, you change what becomes possible.”**

The lesson **Alex Banayan** learned as he interviewed the world's most successful people over the course of seven years for his bestselling book, *The Third Door*.





# SOUTH DAKOTA COMMUNITY FOUNDATION

**Jeff Veltkamp**, MBA, CFRE

*Director of Development*

South Dakota Community Foundation

2104 S. Summit Ave.

Sioux Falls, SD 57105

(605) 222-3863

[jveltkamp@sdcommunityfoundation.org](mailto:jveltkamp@sdcommunityfoundation.org)

# Enhancing Community Infrastructure: Partnerships



## Presentations

Lee Covington ([lcovington@seniorservicesinc.org](mailto:lcovington@seniorservicesinc.org))

*Age-Friendly Forsyth: Building a common agenda with diverse partners*

Anne Schroth ([aschroth@healthypeninsula.org](mailto:aschroth@healthypeninsula.org))

*Developing a Community Paramedicine Program*

Jeff Veltkamp ([jveltkamp@sdcommunityfoundation.org](mailto:jveltkamp@sdcommunityfoundation.org))

*Roadmap to Sustainable Funding for Rural Livability*

## Questions



## Your Experiences and Ideas