

Chapter 5: Examples for Local Village Structures/Models

As explained in Chapter Four, there are many ways you can design and organize your village. Village planners benefit greatly from learning about concrete examples for how other communities chose to develop their villages. In this chapter you will find a variety of village case studies. We thank the villages' leaders who have provided these examples. Please note that some of the information provided may change over time, as villages grow and evolve. These cases were written up in June of 2015 and were updated as much as possible.

We invite other villages to share their examples as well. If you wish to contribute and/or update information about your village, please contact Pazit Aviv: pazit.aviv@montgomerycountymd.gov

Each case study below contains a link to the village's website for further research. Feel free to connect with the villages directly. The villages are sorted alphabetically.

Bannockburn Neighbors Assisting Neighbors: NAN Non-membership, non-dues based village within one civic association area

bannockburncommunity.org/nan.php

1. Describe your village community

Bannockburn is a suburban neighborhood in Bethesda. The community was conceived in 1944; a Group Housing Cooperative was formed to build houses and a community, and a failed golf course was purchased at auction. During the war, construction was not permitted, but by the early 1950s, pilot houses were built. Bannockburn has grown to about 500 households and now has expanded to include adjacent neighborhoods, Fairway Hills and Merrimack Park.

Today, just under 20% of Bannockburn residents are age 65+; 65% are married, 51% are female, 87% were born outside of Maryland, and 25% are foreign-born. In contrast to the original modern, but modest homes, average housing prices currently are just under \$1 million. The ethnic diversity of Bannockburn is due to its population of World Bank and IMF employees, though the neighborhood does include a development with affordable housing. Although Bannockburn has access to bus transportation, it is largely a car-dependent neighborhood.

2. Who started the village and how did it all begin?

NAN was stimulated by a listserv message sent by someone who had knee surgery and whose husband had hip surgery. The person commented that the couple had one good leg between them, and though they wanted to be home, they thought they would have to recuperate in a rehabilitation facility after their surgeries. Instead, neighbors brought them food, attended to household and yard chores, and drove them to appointments. The sender inquired whether the community might formalize a group to help neighbors in similar situations. Another neighbor responded, floated the idea on the listserv, called a meeting for interested people, and NAN was born. Much early discussion focused on vision and mission.

3. What was the year of your launch?

NAN began in late 2008 and was incorporated and became a 501C3 in early 2009.

4. What is your governance structure?

NAN is governed by a Board of Directors and its officers: President, VP/Treasurer, and Secretary. Initially there were seven people on the Board, but currently there are nine. The Board was increased to involve more community members in NAN who would be knowledgeable about the organization and be prepared (and motivated) to become officers or leaders of projects activities.

NAN is an all-volunteer, non-membership organization. Volunteers and service recipients may be any age, but the focus is on older adults who want to remain in their homes

Block Coordinators (BCs) are the eyes of ears of each block. They should be the first point of contact for service requests and they should contact volunteers to fill requests for services. In fact, once service users make contact with volunteers, they tend to call them directly to arrange for assistance. This confounds data on service requests and use. There is a coordinator of BCs and volunteers who does a terrific job of tracking requests, making sure they are filled, coming up with ideas for activities, and strengthening our role.

5. What services do you provide?

Like almost all villages, NAN has a longer list of volunteers than of people who request services. Providing services has ups and downs—there is, of course, greater need when several people at one time have surgery, get chemotherapy, enroll in classes, or have meetings to attend.

Transportation is the most frequently requested service. We encourage residents to take advantage of volunteer drivers to go to recreation facilities, classes, etc. and medical appointments. Our next most frequently requested service is social visiting and household chores. Older people often want someone to advise them on whether they need a professional electrician or plumber, or whether their issue has a simple solution that a neighbor can handle. Also, they may request that a neighbor be in the house with them when a service person is there. Younger families may need emergency child-care or elder-care or advice that a more experienced person can provide. All ages may be involved in borrowing and lending equipment, e.g. camping gear, baby gear, invalid supplies, books, etc.

In addition to providing direct services, NAN sponsors social/educational programs. Some of these events are independent of other community activities, and some are jointly sponsored with other neighborhood organizations or with neighboring villages. We are fortunate in that the original golf course clubhouse functions as our neighborhood clubhouse and is available to us at no cost for community activities. We sponsor or co-sponsor such things as NAN night at our spring show, ice-cream socials, sing-alongs, talks about aging-related topics, author talks, current event talks, museum visits, summer water exercises at our neighborhood pool, and a Wise Elder program (a program that matches high school students with older adults to document personal histories) among other activities. The Wise Elder program involves five or six elders and an equal number of high school students per session. Our Water exercise, twice weekly, attracts about 10 people per session. Generally, about five or six people request transportation during a

given time period. Numbers and individuals change as needs change. We record about four rides each week when there are no crises, but our residents also can call volunteers directly when they need something, e.g. a ride, shopping, help at home. Volunteers also visit older people who have moved to assisted living or nursing care facilities.

6. What if any fees are involved?

NAN is all-volunteer. There are no fees.

7. What are your most significant successes and challenges?

NAN is aware of and is addressing the need for succession planning. The Board has evolved and grown since NAN began, and new blood is sought whenever a term expires. However, some active volunteers do not want to commit to Board membership.

Some neighbors have told the Board that they think more people would request services if NAN charged or had a set fee. The Board decided that it wants to serve everyone, and that they preferred the all-volunteer, no-fee model. However, we do accept donations. The number of service requests is low in relation to the number of volunteers who can provide assistance.

Successes include support from the community and recognition that NAN has a voice in Bannockburn. Sunday series programs draw participants and are successful. We also are pleased about our ability to fill requests for services and at times help neighboring villages.

NAN is becoming recognized as a resource for information and consultation on problems related to aging. Although we anticipated being an information resource, we are getting an increasing number of requests for consultation. Being able to fulfill these is another success.

We have had several training sessions for our volunteers, developed volunteer guidelines, and hold periodic appreciation events for our block coordinators and volunteers.

Chevy Chase at Home

Membership, dues-based village serving several townships

chevychaseathome.org

1. Who started the village and how did it all begin?

Naomi Kaminsky and Joan Urban, who are neighbors, walked their dogs together. One day during their walk, they were discussing Beacon Hill Village and said to each other, "Why don't we organize a village in Chevy Chase?" They posted messages on neighborhood listservs seeking other interested persons and formed an organizing committee from those who responded.

2. How long did it take you to launch?

It was slightly less than 2 years from the time of the initial organizing meetings until CC@ H started providing services to members.

3. In what year did you launch?

Our launch kickoff event took place on November 14, 2010. We started providing services on January 15, 2011.

4. What is your governance structure?

CC@ H has a Board of Directors (currently with 13 members) that sets policy. It has an Executive Committee that is comprised of the President, Vice President, Treasurer, Secretary; if either the Treasurer or the Secretary is not a Board Member, an additional Director is designated by the Board.

5. What is the size of your village (both geographic coverage and number of members and volunteers)? What services do you offer?

Geographically our service area includes the municipalities of Chevy Chase Village, the Town of Chevy Chase, Section 3 of the Village of Chevy Chase, the Village of Chevy Chase Section 5 and the Village of Martin's Additions, along with the unincorporated areas of Rollingwood and the Old Hamlet. (Our service area is bounded by East-West Highway, Beach Drive, Western Avenue, and Wisconsin Avenue)

We currently have 144 households that belong (60 as Full Members and 84 as Associate Members). These households include 257 individuals.

We have trained over 110 people to be volunteers and approximately 50 of them are active. In addition, we have five working committees, comprised of 35 individuals. (Some of our volunteers are also committee members.)

Full Members receive the following special in-home volunteer-provided services:

- Transportation to medical appointments, grocery stores, physical therapy, and more;
- Household assistance such as putting out recycling bins, changing smoke detector batteries and light bulbs, fixing dripping faucets, decluttering and organizing their belongings;
- In-home free notary service;
- Technical aid and advice on smart phones, tablets and computers;
- Home visits to provide relief breaks for household caregivers;
- Relevant information about home-care agencies, provided by knowledgeable volunteers; and
- "Storm Buddies," a special friendly visit and assistance during emergencies.

All Members, including Associate Members, receive the following:

- Access to a short list of home-care agencies evaluated by knowledgeable volunteers;
- Access to neighbor-recommended home service professionals, including contractors, plumbers, electricians, roofers, heating and air conditioning experts, snow removal resources, gardeners, and home safety experts;
- Educational programs and social events to learn new skills, improve technical competence, discuss ideas and make new friends;
- Lectures featuring experts on such subjects as: the future of Social Security; long-distance care giving and other family dilemmas; financial management; vision, hearing and balance problems; and professional care giving for older adult;.
- Discounts on geriatric care consultation from professional care managers through our nonprofit partners at Iona Senior Services and the Jewish Social Service Agency;
- Participation in member-led groups: walking, knitting, memoir writing, and more;
- Discounted classes, such as: Gentle Pilates; balance; Zumba; and tech classes;
- Special lunches at local restaurants at reduced prices;
- CC@ H's newsletter and, for those with computers, e-mail event bulletins;
- Again for those with computers, access to a member listserv to share information with other members via the Internet; and
- We will soon be adding medical note-taking to the services we offer Full Members.

6. How many service requests do you fill a month?

About 70

7. Are there any fees involved? How much?

We charge \$500 per year for Full Family Memberships (for households with more than one person), \$400 per year for Full Individual Memberships (only available for people living alone), and \$250 for Associate Memberships. Of the Associate Membership fee, \$200 is tax-deductible.

8. What are you most significant successes? Challenges?

Since our launch, we expanded our original service area to include Rollingwood and the Old Hamlet. We have seen a steady increase in membership and have continued to gain volunteers. We have expanded our services and programs to meet member needs.

Responding to member requests and community support, we continue to provide interesting educational programs open and free to the public. We also offer exercise and technology classes conducted by professionals from which we take an administrative fee; in doing so we have created a sustainable model to continue providing these activities. We created a wonderful volunteer training program and training manual and offer an open invitation to other area villages to participate. More than a dozen villages in formation have taken advantage of this offer.

In 2014, we received the 2014 Montgomery Serves Award for community service by a group.

As for challenges, very soon, all of our original Board of Directors members will have reached their term limits, and many of our committee members have served continuously since our launch or shortly thereafter. Therefore, leadership renewal is a critical issue for us. In addition, we have the continuing challenge of raising enough money to pay our costs—a challenge we have thus far been able to meet although our membership fees only cover about 60% of our expenses. Non-profits, like CC@ H, that operate in affluent communities, have a special challenge, as they are less likely to receive grant monies than those in poorer areas. Another challenge is determining whether or not to expand our service area. We don't like to say no to people outside the area who have expressed an interest in becoming members—they can become Friends of Chevy Chase At Home and participate in many of our activities. However, we will only extend our boundaries to adjacent areas, and only if we have evidence that we are likely to get a significant number of new members and new volunteers.

East County Senior Village

Membership, non-dues based village

1. Describe your village community

The East County Village Seniors is located in the East County Community Center, Silver Spring. We are still a budding village consisting of seniors:

- Most are over 60 years old, but we believe the average age is about 70;
- All are retirees, although a few work part-time;
- Incomes are varied considering some have been retired for many years and live on Social Security and savings;
- All have a formal education—some are college educated; and

The group is racially and ethnically diverse with an eclectic mix of professions. **Who started the 2. village and how did it all begin?**

Sylvia Saunders, the author/writer, started the group with two objectives: 1) getting the EC Senior Fit Group interested in using services provided by youth and/or professionals to help us live safely and comfortably in our own homes (i.e., aging in place); 2) and bringing some of the Holy Cross health and wellness classes to the community center.

Initially, the idea was to use high school kids to help us with yard work, snow shoveling, and little odd jobs around our homes for a small fee. But, when I found out kids were not available in neighborhoods to do those jobs, I contacted Lanita Whitehurst (IMPACT of Silver Spring – a community organizing nonprofit), whom I had met during one of the community-based projects; she put me in contact with Pazit Aviv, and the two of them introduced me to villages and their purposes. We tried assembling a few interested youths with the seniors to see if there was a collaborative effort, but the young men were so inexperienced and all lived in the Briggs Chaney area, it just wasn't feasible for seniors who lived as far away as Calverton, Colesville, and Hyattsville. The alternative solution to finding help was to establish a list or directory of dependable, reliable, and honest professional service providers—used and vetted by senior members—who were interested in giving senior discounts or reduced fees for their services.

The second objective is to bring more health and wellness classes to East County rather than travelling downtown and having to pay to park. One of the members has taken over responsibility for developing the directory. Although the directory is not yet ready, there are several providers from different professions who we can refer at this time.

1. What was the year of the launch?

Planning efforts begun in February 2015. There is a lot of interest, but so many people just don't have the time because of schedule conflicts. We have had planning meeting monthly as well as several health and wellness events. One of our biggest challenge is recruiting people. I have received several offers from people around the area belonging to faith-based organizations who wish to partner.

2. What is your governance structure?

We have incorporated as a nonprofit and have no plans to charge fees/dues at this time. We have a small board and a group of people who attend the planning meeting. Our current goal is to recruit more people to our village.

3. What is the size of your village?

When the village concept was first presented, the intent was to include all seniors in East County from and to wherever its boundaries spread as long as its membership didn't infringe upon any other village. As far as we know, it doesn't. People from White Oak, Colesville, and Prince Georges' County, Hyattsville, and Calverton areas attend meetings and classes because they attend the Senior Fit Class. At this time, we have a roster of 40, not including our honorary members.

4. What services do you provide?

As stated previously, we offer only access to a list of professional service providers and health and wellness classes. All are free at this time. There will never be a charge for directory access, which is available online or via phone. Some classes may involve cost, but only because the instructor charges a fee.

5. What are your successes and challenges?

Our only success so far is that we got started, which we can attribute to the support we've received from Lanita and Pazit, which in turn led to an increased interest from members/participants and the development of the directory

The most significant challenge is getting folks to come to meetings and classes. We also need more support for the service provider directory; only a few people have submitted names.

Foggy Bottom West End Village

Membership, dues-based village that serves a large urban neighborhood

www.fbwevillage.org

1. Describe your village community (urban/suburban, basic demographics, e.g. age, income, education. level of diversity.)

District of Columbia (urban)

Population (Figures taken from 2010 census for 20037 zip code)

Total Number: 14,600

50 and over: 3,000 (20%)

55 and over: 75% live alone

Income: Approximately one-third under \$50,000 and one-third over \$200K

Education (>25): 85% have BA or higher; over 50% have graduate/ professional

degrees

Race (>65): African American (6%) Asian (4.5%) Hispanic (6.4%)

2. Who started the village and how did it all begin?

Spring 2011:

- First monthly meeting of Interim Aging in Place Board, with 10 members to represent various parts of the neighborhood; outgrowth of faith community initiative to identify resources for seniors and a prior effort at apartment complex to create internal village.
- Met with DC active villages and reviewed census data to determine feasibility.

Summer 2011:

- Foggy Bottom Association adopted the FB/WE Aging In Place project as a Special Committee allowing acceptance of charitable donations per Fiscal Sponsorship Agreement.
- Goals of interim Board to determine community interest and establish permanent Board if advised.

Fall 2011:

Foggy Bottom West End Village name adopted.
Survey circulated over six weeks to FBWE residents in Foggy Bottom/ West End to determine interest in the Village (willingness to join / pay a fee/ volunteer).
Interim Board adopted paid staff village model, no age minimum.
Attended first Washington Area Villages Exchange meeting.
Village leaders met with DC Office on Aging; Mayor supports villages in every ward.
Interest survey results summarized showing substantial interest in a village.

Winter 2012:

- Held first community-wide meeting with FBA to discuss survey results, next steps, and presentations from other villages; more than 100 people attended.

Spring 2012:

Established web site on FBA; Facebook and Twitter accounts.

- Foggy Bottom Current printed editorial encouraging establishment of village. Joined Village to Village Network.

Summer 2012:

Issued Second Community Meeting report on village progress; distributed needs survey, sought donations. Circulated volunteer interest survey.

Fall 2012:

- Established membership categories (standard/ social/ 3-year charter/ reduced fee).
- Needs survey showed four primary interests:
 - Unexpected needs
 - Social and Educational events
 - Transportation for health care
 - Computer/technical assistance
- Began membership recruitment drive seeking 100 pledges.
- In 4 months, obtained 62 pledges from twice-weekly apartment building receptions attended by 120 people, 250 invitees plus eight requests for reduced fee membership.
- Village logo and tag line adopted.

Winter 2013:

- Village incorporated and by-laws adopted; permanent Board (11) established;
- Web site launched www.fbwevillage.org;
- Bloomberg news piece on FBWEV:
- Village People: Community Networks Help Boomers 'Age in Place';
- Board retreat to review / assess future activities, set launch date Oct. 1, 2013;
- First computer tech assistance available to pledged members.

Spring 2013:

- Foggy Bottom Association Defense and Improvement Corporation grants \$40,000 to FBWEV to fund a volunteer coordinator position and subsidize memberships;
- Board purchased liability insurance for Directors and volunteers;
- Filed 501(c)(3) application with IRS;
- Party held to celebrate pledged members, review planned programs; seek membership dues;
- Began “soft launch” by providing monthly programs and weekly coffees;
- Held village Board annual meeting; officers elected; and
- The Foggy Bottom Current featured front page article on FBWEV and other villages.

Summer 2013:

- Memberships from 90 people ages 44 – 95;
- Membership and volunteer recruitment continue;
- Executive Director hired.

October 1, 2013:

- Launch of village’s full services

3. How long did it take you to launch?

2-1/2 years

4. What was the year of your launch?

2013

5. What is your governance structure?

- Independent 501(c)(3) with Board of Directors and three standing committees (programs, membership, development); Board members serve 3-year terms and officers elected at annual meeting.
- Managed by Executive Committee (Board officers, Exec Director, ex-officio, program and membership committee chairs as non-voting advisors).
- Staff: Executive Director supervised by President of Board.

6. What is the size of your village?

FBWEV’s borders mirror those of the ANC2A that include Foggy Bottom West End. Area is equal to zip code 20037. FBWEV also encompasses George Washington University. <http://www.fbwevillage.org/join/village-map/>

As of June 30, 2015: 160 members in 132 memberships
75 volunteers, including 60% of whom are also members

7. How many service requests do you fill each month?

Average - 35; number is increasing as membership expands and members' needs increase

8. Are there any fees involved? How much?

Annual membership fees for both social and standard memberships are \$600 for an individual and \$900 for a household. Social memberships are tax deductible, except for \$50. Three-year standard memberships are available at \$1500 for an individual and \$2400 per household (a \$300 savings). Reduced-fee memberships for individuals with annual income under \$48,000 is \$100; memberships for households with incomes under \$55,000 are \$150 [Note: Executive Director is authorized to use discretion to waive fee or consider waiving the fee for higher income earners based on individual circumstances.

9. What are you most significant successes? Challenges?

Successes:

- Growth: Grew 60% in 18 months after opening with 100 members
 - Diverse membership (age/ LGBT/ income)
 - Market penetration exceeds 8% among population over age 65
- Impact: Establishing sense of community--most frequent comment from villagers
 - 95% renewal rate after first year
- Satisfaction survey:
 - 100% of our members either strongly agreed or agreed that FBWEV services and programs have met their needs and expectations.
 - 93% of our members were extremely or very satisfied with their membership.
 - 99% of our members would definitely or probably recommend the village to a friend or neighbor.
 - 98% of our members believe that FBWEV is enhancing their independence.
- Spring 2015: Selected to participate in University of California Berkeley national feasibility study.
- Caregiver support group established w/in village in first year.
- Support: Community groups are providing a variety of supports (FBA/ ANC/ FB Defense Trust), including \$60,000 for volunteer coordinator / reduced fee subsidies and \$100,000 to use for office space.
- Providing reduced-fee memberships from outset, have met goal 20% memberships with funds donated by members, FB Trust and private foundation.
- Participation in DC's Age Friendly initiative.
- Being Noticed:
 - Health practitioners and providers are seeking FBWEV's participation in a variety of wellness initiatives.

- Employers seek information and in person presentations
- Media attention (local/ national/ international)

Challenges:

- Physical location unique:
 - A relatively new “residential” neighborhood developed since 1950’s industries;
 - No central business district;
 - No option to expand geographically;
 - More than 60 high rise buildings that “silo” residents; and
 - Historic District: 200 attached row houses/alleys -- different dynamic than high-rise living.
- Local institutions limited
 - Numerous buildings in neighborhood of national or international organizations;
 - Growth of GWU -- student body and infrastructure development/ redevelopment;
 - Limited spaces for community gathering;
 - No recreation or senior centers (exception one HUD-subsidized residence for seniors);
 - All but one local church’s members reside primarily outside neighborhood; and
 - One elementary/middle school and associated HS draw from all of DC.
- Sustainability - Demographics
 - The largest untapped demographic is 50-64 -- those most likely to be “not ready yet.”
 - A significant number of current members are 85 or older with increasing needs, especially those with mobility/ vision/ hearing issues.
 - It is difficult to identify individuals with needs but reduced income who don’t often self-identify
 - There is a need to develop outreach techniques to diverse populations.
 - There is a desire to promote intergenerational contacts.
- Capacity--a need for:
 - Expanding the Board to capture areas of expertise not represented;
 - Ongoing fundraising demands; and
 - Ensuring sufficient resources (including staff, volunteers) to meet members’ needs and desire to provide effective and innovative services.

Mount Vernon At Home

Membership, dues-based village serving a large suburban area

www.mountvernonathome.org

1. Describe your village community

- Mount Vernon At Home was the first village in Virginia.

- Suburban village is located on 14 square miles in the Mount Vernon Area of Fairfax County
- Average age of member is 82.
- Community is primarily all middle class, retired Federal employees (highly educated).
- There is an endowment program for lower income households.
- Charter members were homeowners in Hollin Hills section of Alexandria.

2. What year did you launch?

Started in 2007, incorporation (501c3) January 2008, soft launch May 2009.

3. What is your governance structure?

Governed by Board of Directors (17), comprised of members and community partners;
By-laws

4. What is the size of your village?

- Members, representing 138 households: 180
- Volunteers: 85
- Full time staff: 2; several part-time volunteer staff

5. How many service request do you fill each month?

One hundred and ten average monthly requests

5. Are there any fees involved?

Member fees: \$700 for single household, \$950.00 for two or more, no social membership

6. What are your greatest challenges?

Challenges: Volunteer recruitment, membership “churn,” (“I’m not ready yet”), fundraising

Olney Home for Life

**Non-membership, non-dues village serving a large
suburban area**

www.olneyhomeforlife.org

1. Describe your village community

Olney Home For Life, Inc. (OHFL) serves seniors (60+) in the Olney, Sandy Spring, Ashton, and Brookeville areas. The area is both suburban and rural. OFHL’s service area is home to approximately 4,000 seniors, of which 6.5% are below the poverty level. Our area is expected to have the highest senior percentage growth rate in Montgomery County for the near future. We are fortunate to be served by the MedStar Montgomery Medical Center. We have a partnership with the MedStar Cancer Center to support the transportation needs of their senior patients, even if they reside outside our service area.

2. Who started the village and how did it all begin?

Three community members who were active volunteers in senior programs and with a knowledge of aging in place began discussions in 2011 to determine how best to help area seniors to remain in their homes as long as they wished. Area organizations and other interested community members were engaged and worked with the group that then founded Olney Home For Life (OHFL) as a village to provide senior services.

3. How long did it take you to launch?

It took one year of development.

4. Year of launch?

2012

5. What is governance/operations structure? (staff, office, how services and programs are delivered)

OHFL is managed by a Board whose members also develop and direct programs that are delivered by a volunteer staff. While we have a small donated office space in a local business, we are basically a virtual organization with our volunteers and Board members working from their homes.

7. What is the size of your village

OHFL provides services to seniors 60+ residing in the Olney area, which includes zip codes 20830, 20833, 20860, and 20861. The only membership requirements are that the member be 60+ years old and live in our area and/or be a patient of the MedStar Cancer Center. We consider all individuals who meet these criteria to be members.

6. What Services do you offer?

Services include:

- **Transportation:** OHFL's transportation services help seniors get to the hospital, the store, medical appointments, and social gatherings within about a 10 to 15-mile radius of downtown Olney.
- **Friendly Calls:** OHFL's Friendly Calls Program provides free, friendly phone calls daily to Olney area seniors. For people living alone, the service provides at least one brief social contact during the day. For others, the phone call provides reassurance that someone has checked in on them that day. Please note that this is a social call only and is not a substitute for a telemedicine provider, medical alert, or counseling services.
- **Friendly Visits:** OHFL's Friendly Visits Program is conducted in partnership with the Mental Health Association of Montgomery County. It provides free, friendly visits on a weekly basis to seniors, offering friendship and support to adults who may be home-bound or isolated because of physical concerns and chronic illness.

9. How many service requests do you fill a month (estimate is OK)?

We fulfill approximately 115 requests per month.

10.. Are there any fees involved?

There are no fees for OHFL services

11. What are you most significant successes? Challenges?

OHFL Successes:

- A major success for OHFL is the excellent relationship we have with the community. Our unique partnership with MedStar Montgomery has contributed significantly to our growth. We are designing a new senior technology program with the Olney Library and JCA, and we have recently established working relationships with Sandy Spring Museum and the Longwood Recreation Center to work together on programs.
- Our transportation service is another outstanding success. Not only are we one of the largest village transporters in Montgomery County but we have been able to fill over 95% of the requests with on-time pickup and delivery at nearly 100%. Approximately 90% of these requests are for medical appointments, contributing to the enhancement of health for seniors in the area.
- We successfully piloted Friendly Calling in 2014 and launched a full scale program in 2015

Challenges

We have two primary challenges:

- Recruiting volunteers is a continuous challenge and to some extent limits the growth of our services. Our volunteers are extremely dedicated, and for that we are thankful.
- The second challenge is the large size of our service area. Where a number of villages use local/neighbor events to build awareness, the size of our service area limits the use of these techniques.

Silver Spring Village

Membership, dues-based village serving a large urban neighborhood

www.silverspringvillage.org

1. Describe your village community

Our village's service area (Silver Spring, ZIP code 20910, population 37,445) is an economically and ethnically diverse community. Approximately 13% of the population (3,700 people) is 65+ years of age; 2:1 female, and almost equally split between living in owner-occupied dwellings

and rental units. In this area, approximately 14% of individuals age 65+ live below the poverty level (countywide comparison is 6.5%); median household income for our ZIP code is \$77,302 compared to \$96,985 for the entire county. Ethnically, approximately 54% of the 20910 population is Caucasian; 30% African-American; 7% Asian; and 11% of Hispanic origin. We welcome all (including all ages) as members and volunteers.

Our service area is also very diverse in terms of housing. It includes the commercial core of downtown Silver Spring, with numerous apartment and condominium, buildings, townhouse developments, and nearby neighborhoods with both large and small single-family homes.

2. Who started the village and how did it all begin?

Two long-time residents of the community, Roberta Gosier and Martine Brizius, who knew about the village concept and understood the needs of seniors, were convinced that the village model was well-suited to local needs. They announced their interest on a "Kojo in Your Community" show in 2010. Soon after, a somewhat larger group started holding information sessions. About ten people began holding regular planning meetings. We started building a list of people who had expressed interest and sending out occasional "updates" via email. We collected a small amount of money (needed for legal filings) and found a pro bono attorney to help with our 501(c)(3) application, bylaws, etc.

After 3 years of work by the planning committee, Silver Spring Village, Inc. had incorporated, developed bylaws, elected a Board of Directors and officers, obtained 501(c)(3) status, started fundraising, developed communications mechanisms, and built a long list of "interested persons." In summer 2013, we began enrolling and training volunteers, recruited initial members, and on September 29, 2013, the Village officially opened and started providing direct services to our members.

3. How long did it take you to launch?

More than 3 years.

4. Year of launch?

2013

5. What is your governance structure?

We have a self-perpetuating Board of Directors with four officers who constitute the Executive Committee. We hired an executive director in 2014.

6. What is the size of the village?

Zip code 20910. As of June 20 2015, we have 103 members and 75 volunteers.

7. What services do you offer?

We have a wide range of services that can be done by non-professionals. Examples of "direct service" for full members: driving, shopping, visiting, small household repairs, de-cluttering, gardening help, pet care, preparing occasional meals, etc. Examples of social and educational

programs for all our members: book group, current events discussions, presentations (e.g., fire safety, social media, ballet), trips to concerts and movies, restaurant outings, etc.

8. How many service requests do you fill a month (estimate is OK)?

May 2015 hours: 1015

Office Phones: 120 hours by 13 volunteers

Board and Committee Hours: 695

Direct Assistance to members: 200 hours for 22 members by 33 volunteers

(Assistance includes 23 rides for eight members provided by nine volunteers)

9. Are there any fees involved?

Yes. Full Members: \$350 individual, \$450 couple; Associate Members (access to events but not volunteer services): \$150 individual, \$250 couple

10. What are your most significant successes?

- Received Montgomery County funding two years in a row (with significant increase in year two)
- Recruited an awesome Executive Director
- Established a scholarship program (2 members to date, with 2 more in the pipeline)
- Increased diversity of Board and membership (Preliminary data from our member survey indicate at least 13% of members are non-white.)

11. Challenges?

- We want to
 - significantly increase attendance at village events.
 - We want to make the vetted vendors/ discounts a valued part of village membership. (Too few of our members have used these benefits.)
 - Get more members to visit our website for news, calendar, listserv, etc.
 - Get more volunteers to help with committee work, such as programs, member recruiting, development, finances, etc. We have plenty of volunteers for direct services for seniors.

Village of Takoma Park

Membership, very low dues-based village serving the entire city
villageoftakomapark.com

1. Describe your village community

The VTP serves the entire city of Takoma Park, MD. It is a mostly a suburban community of 17,000 residents. Takoma Park is known for its diversity and is representative of the trends observed in Montgomery County. The median household income is \$69,450, and the poverty rate is 17.2%. Twelve percent of the city residents are over age 65, with 14.6% of them living below poverty, which is one of the highest poverty rates for seniors in the County. Thirty-five percent of the city's population is black and 14.5% is Latino. More than 3,000 households reside in rental units. Takoma Park has high housing costs but is unique in its rent control measures and the availability of affordable housing for older adults. (There are two subsidies housing complexes in the city).

2. Who started the village and how did it all begin?

The village began as the brain child of Wolfgang and Gertrude Mergner, long-time community activists in the city. They already were working with aging and disabled residents of the city and realized a gap in services. They initiated a monthly meeting called "Seniors and Those Who Care for Them" in 2011, and the program has been ongoing since then, with high rates of participation from local low-income residents. Wolfgang worked hard to identify local leaders in the different neighborhood with varying levels of success. Some neighborhoods already were cohesive and doing much for their neighbors, while others had no activity. Wolfgang organized village planning meetings with representatives from all the neighborhoods.

Initially the planning group thought to operate in a hub-and-spoke model and let the neighborhood handle their local social activities and neighbor-helping-neighbors support. However, it became clear after a year that there was a need for a city-wide group able to serve all aging and disabled members, regardless of where they live in the city.

The planning group experienced high turnover until it coalesced around a core group of six people; this core became the formal Board once the village became a nonprofit entity. The planning group (and later on the Board) receive support from city council member Seth Grimes, as well as from a local nonprofit called Community Health Empowerment Education Research (CHEER ()), which served as the fiscal agent to the village until it received its nonprofit status. Adventist Community Services have also been extremely supportive and has contributed greatly to the village.

3. How long did it take you to launch?

It took 3 years to launch

4. Year of launch?

May 2014

5. What is governance/operations structure? (Staff, office, how services and programs are delivered)

The village is managed by a working Board of nine members. Each Board member is also an active member in one of the committees (communications, fundraising, membership, events, executive, volunteers). There is no hired staff or office space. The city offers free meeting spaces for Board meetings and social gathering. The city also has a staff person that partners with the village on different projects.

7. What is the size of the village?

The village covers the zip code of 20912. It encompasses the entire city of Takoma Park with a very small addition from Silver Spring, also in the 20912 zip code. The village has 80 members and 30 volunteers.

8. What services do you offer?

The village partnered with VillageRides to offer volunteer transportation and utilizes this programs' different services. The village also partners with the Friendly Visitor program to offer that service to city residents. Currently the village is seeking to expand its volunteer services to residents. The village also continues to offer its monthly meetings with speakers on various topics, along with refreshments. The village receives calls from individuals and refers them to known resources they seek, such as healthcare, food, financial help, aging and disability services support, and more)

9. How many service requests do you fill a month?

On average, the village fills 50 ride requests.

10. Are there any fees involved? How much?

The village asks for \$10 annual contribution from each member. If someone has a problem paying that, the village waives that fee.

11. What are you most significant successes?

Successes:

- Advocating for a city staff person who will primarily work with aging and disabled residents
- Consistently offering monthly meeting for 3 years
- Reaching out to low-income residents in local apartment buildings
- Reaching out to African American residents in the city
- Securing grants from city and county
- Launching the our volunteer rides program with Village Rides and the Friendly Visitor program
- Creating a public service ad (PSA) to recruit volunteer drivers in partnership with the city. The PSA is now available for use by all County villages wishing to use it.
- Recruiting 30 members in the first 3 months of operations.

Challenges:

- Initially, deciding on the nature and function of the village. Vast disagreements on how to develop the village caused many delays.

- Retaining active Board members who would do the work needed to sustain the village
- Getting the word out to isolated seniors
- Engaging the neighborhoods to send representatives to the Board meetings
- Finding volunteers with the time to follow through. Many people signed up but later on say they do not have time to work for the village.

Wyngate Neighbors Helping Neighbors (WNHN)

A non-membership, non-dues villages serving one civic association area

wnhn.org

2. Describe your village community

- Suburban
- Data per 2010 Decennial Census (tracts 7045.02 + 7045.03)
 - 33% residents age 24 and under
 - 53% residents age 25 to 64
 - 14% residents age 65 and over
- Median family income: \$206,000
- Demographics:
 - White: 84%
 - Asian: 9%
 - Black or African American: 3%
 - Multi-race: 3%
 - Other: 1%
- We assume at least one adult per household holds a bachelor's degree (or higher)

3. Who started the village and how did it all begin?

In Fall 2013, the Wyngate Citizens Association's (WCA) President conducted a poll of potential interest in a variety of activities. "Pairing senior citizens with other residents willing to check on them" was the activity in which residents were most interested and willing to participate. An organizing committee was formed, including a resident also on the Montgomery County Commission on Aging, who introduced the village concept to the group. We also invited the president of one of the BCC villages to a meeting to describe her village's experiences.

The initial "pairing" proposal expanded to become a no-fee, all-volunteer, intergenerational village, Wyngate Neighbors Helping Neighbors, within the WCA's geographical boundaries. WNHN's focus will be arranging for neighborly assistance and social activities.

In October, 2014, WNHN invited (via door-to-door flyer and listerv notices) the Wyngate community to a meeting at the local elementary school. Eighty residents participated, most of whom completed a form indicating interest in volunteering, the types of services that should be offered, and whether or not they would like to be part of the WNHN organizing committee.

In December 2014, we held a meeting of a proposed Steering Committee. More than 20 people attended and volunteered for leadership and member roles on five teams. We launched in December 2015.

4. How long did it take you to launch?

In Spring 2015, WNHN incorporated, was certified as a 501(c) (3) nonprofit organization, and offered its first social activity – a weekly walking group.

In Summer 2015, WNHN partnered with VillageRides.

5. Year of launch?

Neighborhoodly assistance, including ride assistance launched in December 2015.

6. What is your governance structure?

WNHN has five teams of between two and seven members, each focused on a specific area: Communications & Community Outreach; Volunteer & Requester Management; Volunteer Orientation; Social Activities; and Financial Resources.

WNHN's Steering Committee has 15 members: the two lead members of each team; a records manager; a volunteers' representative; a requesters' representative; a consultant at large; and Steering Committee lead. In addition, there are two Hub Coordinators who volunteer to connect resident requests with volunteers.

Upon final approval of WNHN's bylaws, WNHN will also have a Board of Directors, including WNHN's Officers. The Board of Directors will provide overall direction for WNHN, promote the effectiveness of its committees, manage WNHN's finances, and assure its compliance with the law. The Steering Committee will continue to develop and decide on operational matters, including implementation, evaluation, and modifications to WNHN's assistance processes and social activities.

7. What is the size of your village

WNHN will serve the 1400 households spread across 200 acres within its North Bethesda borders, along with residents of adjoining neighborhoods who are not served by a village, on a case-by-case basis. To date, about 25 residents have helped organize WNHN and 125 others have expressed interest in volunteering once operations begin.

8. What do you offer?

Occasional assistance including, but not limited to:

- Transport to medical appointments, grocery store, bank, etc.;
- Pick-up of prescriptions or a few groceries;
- Phone check-ins (during bad weather, power outages);
- Friendly visits;
- Keeping company during commercial service calls;
- Delivering meals or assisting in preparing meals;
- Housekeeping (vacuuming, tidying, laundry);
- Computer/cable TV help (simple problem solving);
- Help with bill paying, completing forms;
- Babysitting, after-school care, or parents' helper;
- Yard maintenance (snow/leaves/gardening/mowing);
- Pet or plant care;
- Moving trash cans, collecting newspapers;
Checking on house while away; and
- Opportunities for social interaction.

9. How many service requests do you fill a month (estimate is OK)

N/A yet

10.. Are there any fees involved? How much?

No fees

10. What are you most significant successes? Challenges?

Significant success:

The number of residents who have helped organize WNHN or who have expressed interest in volunteering and have provided their contact information has been encouraging. Apparently, WNHN has projected itself well.

Challenges:

- Publicizing WNHN to households that are not connected to either our neighborhood's or schools' listservs. These harder-to-reach residents may include those more likely to benefit from WNHN assistance and social activities.
- Offering assistance and social activities that will intentionally support an intergenerational village. By intergenerational, we mean the different generations of adults--especially, identifying and offering services that older adults can provide to younger adult generations/families.