



# Villages of Kensington – history and timeline

Oct. 2014 – cofounders met/began planning

Steering Committee formed Jan. 2015

Website April 2015

Community needs assessment 1<sup>st</sup> half of 2015

All residents within 20895 ZIP code; approx. 7,500 households

Board of Directors as of Sept. 2015

Soft opening Feb. 1, 2016 – Charter memberships/basic services & activities

Full opening July 1, 2016

As of 9/16/16:

- 39 members

- 30 trained & vetted volunteers + 25-30 in process



# Which funding model to use?

## Considerations:

Which services

Board capabilities

Costs – research

Eventually hire staff?

Grants available?

Drafted budget for first full year

Estimated costs

Estimated income

What's left must come from membership fees – set based on this



# VoK Membership Fees

Charter Membership (5 months) was \$75/household (transp. & activities) – equivalent to \$180 annual

Currently:

- Full membership (services & activities) is \$250 individuals/\$350 2 adults
- Associate membership (activities only) is \$125 individuals/\$175 2 adults
- Temporary medical membership is \$100 for 3 months (full; individuals)



# Explaining our membership fees

Operating cost categories – on membership application and website, in person

Payment plan/PayPal – in process

Financial assistance – by individual request



# Questions/Issues

“If you’re all-volunteer, why are you charging a fee?”

“Your services should be free!” – We agree, but then who pays the bills?

Some ‘sticker shock’ at fee levels.

“Other Villages are free or very low cost.”

Will we meet our 1st-year budget?



# Lessons Learned So Far

Still really early! Much in progress.

Charter Membership fee set expectations for full membership fees.

How to educate on the value of VoK services – why membership is a sensible financial choice

How to determine financial need – “income” is different from “ability to pay”

Don't compare with other Villages; we are unique!

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