

**Cover Sheet – Social Service Activity**

AGENCY NAME: Highland Valley Elder Services  
AGENCY ADDRESS: 320 Riverside Drive, Florence MA 01062  
AGENCY PHONE NO: 413-586-2000 CONTACT PERSON: John Lutz  
CONTACT PERSON EMAIL: jlutz@highlandvalley.org  
2012 CDBG REQUEST: \$13,755

1. **Project Name**
  - a. Home Delivered Meals
  
2. **Project Description (1-2 sentences)**
  - a. Highland Valley Elder Services will provide daily weekday nutritionally balanced noontime meals to Amherst elders in their homes.
  
3. **Project Location**
  - a. Amherst, Massachusetts
  
4. **Budget Request**
  - a. \$13,755
  
5. **Type of Activity (check one):**
  - Homelessness and sheltering
  - Youth development and afterschool care
  - Adult education and job training
  - Emergency & preventive services: emergency rental assistance, emergency fuel assistance, emergency food and emergency shelter services that can include case management and coordination.**
  - Other – please explain
  
6. **Demonstrate Consistency with Community Development Strategy**
  - a. As outlined in Amherst’s Community Development Strategy, the Highland Valley Elder Services meals program provides excellent, cost effective, accessible services to elders. The meal program specifically contributes to helping elders maintain a level of health and safety that enables them to continue living independently at home. In addition, the meal program is accessible to any elder meeting certain eligibility criteria and is not linked to ability to pay in any way, making it an extremely accessible program.
  
7. **Describe how you will ensure that participants meet low/moderate income requirements**
  - a. Elders are classified as a presumed LMI category of citizens and are the direct beneficiaries of this program.

**8. National Objective**

**Benefit to low- and moderate-income persons**

**Estimate the number of low- and moderate-income persons to benefit from the Project: 71 per day**

**Total number of individuals served: 71 per day**

**Total Low/Mod individuals served: 71 per day**

**Please submit responses to the following questions:**

**A. Please describe in full the project for which you are requesting funding:**

**Include information on the number of individuals or families to be served and who they are, i.e. disabled, low-income, homeless, etc.**

The Highland Valley meals program serves 71 Amherst elders on average per day. 52 of these elders currently receive daily home delivered noontime nutritionally balanced meals. 19 of these elders currently participate in the congregate dining program. These programs do not have financial eligibility requirements and no elder is turned away due to inability to pay.

Elders that receive home delivered meals or attend a congregate meal site receive regular, nutritious, dietary appropriate food daily. Proper nutrition plays an increasingly important role as elders continue to live longer and continue living independently in their own homes.

In addition to the nutritional benefit, the meals program provides a socialization and wellness benefit. Daily meals provide the opportunity for a safety check as well as a chance for socialization. Safety procedures are in place in the case that a meal driver finds an elder not at home or in distress. Congregate meal diners also benefit from this socialization aspect as they become part of a community of elders who enjoy meeting daily and dining together.

**B. What is the community's need for the proposed project/program?**

**Define the need or problem to be addressed by the proposed project. Explain why the project is important. Provide evidence of the severity of the need or problem. Who the affected population and why is this population presently underserved or not served?**

Senior hunger is a serious problem in our nation. According to the Meals on Wheels Association of America, in 2007 nearly six million seniors faced the threat of hunger. Data from the 2002 National Health and Nutrition Examination Survey shows that seniors experiencing food insecurity are more likely to be in poor or fair health, more likely to have lower intake of vitamins and energy and more likely to have limitations in their ADLs (activities of daily living) than seniors not experiencing food insecurity. Activities of daily living are an important measure of the functional status of a person. Hunger is a critical issue to our senior population. As our senior population continues to grow with the aging of the baby boomers so too will the problem of senior hunger and food insecurity.

Every elder served through the program experiences a direct and immediate positive impact from daily nutrition and social contact. Because no elder is turned away due to inability to pay the nutrition program runs at a shortfall. The program is carefully

managed and monitored to maximize efficiency but dedicated nutrition funding does not fully support the cost of the program. The program is augmented with donations and other agency funds. Currently federally funded meals are not funded at a rate that covers the true cost of the meal. Out of the 71 Amherst elders receiving meals daily, 32 of these elders are receiving federally funded meals. These meals leave the agency with a funding gap of \$1.73 per meal, accounting for a budget shortfall of \$13,755 in the Amherst service area over the course of a year

### **C. Community Involvement**

**What process was used to select this particular project? How was the process responsive to expressed community need?**

Highland Valley Elder Services has been administering the Meals on Wheels program for over thirty years in the Amherst area. Participation has grown over the years, particularly recently as the baby boomer population has aged. It is expected that as the baby boomer population continues to age the need for the program will only continue to grow.

It is also clear in looking at finances that there is a great need for this project. The underlying principle of the program is to provide meals for those elders most in need. Elders are given a chance to contribute but not all can afford to do so. This is where the budget shortfall comes in and it is clear that we are truly serving those most in need in our communities.

**Define the process that will be used to maintain involvement of the project beneficiaries in the implementation of the project.**

Participants in the meals on wheels program are intricately involved in the project each and every day. Participants follow a standard intake process through the Highland Valley Home Care Resources program. Clients receiving home delivered meals have contact each day with their home delivered meal driver. For some people this is their only social interaction of the day and can be a very important part of the day. These drivers are trained in what to do should they encounter an emergency situation with an elder and follow special procedures should they find an elder not at home for their scheduled delivery. Drivers can also be the first person to notice signs of decline in an elder and can be a great resource in helping them access any additional help that they may need.

Congregate meal participants are also very much involved with the project. At congregate meal sites participants are the ones who set the site up, serve the meals and clean up the site. Participants tend to become regulars and form a community bond. If someone doesn't come for their meal other participants become concerned and check on the participant. They form tight bonds and are concerned about the well-being of one another.

## **D. Project Feasibility**

The project impact will be evaluated upon the extent to which the response meets the following criteria:

**1. Describe what evidence exists to show that the community at large or project beneficiaries will use the project. Include documentation of demand for the activity through summary descriptions of surveys, inquiries, waiting lists or past participation.**

- The community has been utilizing the nutrition program for over thirty years. It is perhaps the most widely known program Highland Valley administers. Currently the program serves 71 individuals in Amherst. This number is expected to grow as the baby boomer generation ages.

**2. If applicable, describe and document the availability and source of matching or other funds needed to complete the project.**

Please see attached budget

**3. Identify the roles and responsibilities of all personnel involved in the project as well as internal controls.**

The nutrition program falls under the direct supervision of the nutrition program director of Highland Valley. The nutrition program director works under the direct supervision of the executive director.

The Highland Valley nutrition program director is an expert in her field and has been in her position for over 20 years. Under her direction a staff of full-time and part-time workers prepare, pack and deliver hundreds of meals daily.

The nutrition program is closely monitored in several ways. The menu is prepared by a licensed nutritionist. Staff members complete re-assessment surveys with elders in the program to be sure they are still eligible for the service. Every year elders are asked to complete a survey regarding the quality of the program.

Meal site coordinators carefully monitor the daily operations of the home delivered meals drivers to ensure that all meals are delivered and all routes are completed appropriately. The site coordinator works closely with the nutrition program director to handle changes and/or any issues that come up regarding meal delivery or an elder. Reports are generated daily by the site regarding delivery and route information and proceeds. Each month reports regarding the program are provided to the Executive Office of Elder Affairs.

In addition to all of these monitoring activities, there is also a Nutrition Project Council that meets to discuss what is going on with the program. They compile feedback from the meal sites and home delivered meal clients and discuss all aspects of the program, including what meals were popular and any complaints coming from the meal sites.

**4. Citing past accomplishments, document that the agency has the necessary past expertise to conduct the activity and has successfully completed past activities in a timely manner.**

Highland Valley Elder Services has over thirty years of experience administering the Elder Nutrition Program throughout its twenty-four town service area. On a daily basis the organization provides over 1,000 home delivered and congregate meals daily (Monday through Friday) throughout the twenty-four town service area. Our Elder Nutrition Program is sanctioned by both the state and federal governments under the Older Americans Act. Highland Valley Elder Services is part of the state-sponsored commodity food program and is subject to annual inspection and permit by local health departments. Each month Highland Valley is required to report performance and financial data about the program to the Massachusetts Executive Office of Elder Affairs.

**5. Please submit a program budget that includes all sources of revenue and all expenses.**

Please see attached.

**A. Impact**

**Describe the impact the activity will have on the specifically identified needs. What measurable improvements will result from the activity? How much of the need will be addressed? Define the direct and indirect outcomes that will result from the project. Identify quantitative and qualitative measures determine that the outcomes are achieved.**

There are a variety of positive benefits derived from the meals on wheels programs. Nutrition is a critical factor in health. Home delivered meals provide nutrition and daily contact to elders that is critical to their ability to recover and/or sustain the greatest degree of independence and quality of life possible (Meals on Wheels Association of America).

Congregate meal sites provide the same nutritional benefits complemented by inclusion in a social/safety network for those elders that are still able to independently transport themselves.

Both types of meals help elders to maintain their independence and remain in the community, avoiding nursing home placements. Elders that remain in their homes, independent and well-nourished show greater ability to thrive, engage and recover as they age.

In addition to the benefits to the elder, the meals program also provides benefits to caregivers. Knowing that their loved one will be receiving a nutritional meal on a daily basis as well as a safety check helps to take some of the burden off of the caregiver.

## **B. Evaluation**

**Goals & Assessments: Please explain your short-term goals and long-term goals. Describe the changes in the target population that indicate the program's success. How will these changes be measured? Will anticipated changes affect the municipality's responsibility to this target population? How will the impact of this service on individual clients be tracked over time? Will there be additional beneficiaries? Will this service enable clients to become self-sufficient? How is this service linked to other human/social service programs in the community?**

Highland Valley's goals for the nutrition program is to serve every eligible elder within fiscally responsible boundaries and to ensure the continued health, well-being and independence of the elders served.

Elders in Amherst are the primary beneficiaries of this project. They receive nutritious meals, an important component for enabling them to carry on living long, healthy, independent lives. The meals program helps seniors to stay self sufficient.

Elders are not the only beneficiaries of this project. Families and caregivers of elders benefit as well. The nutrition program helps to give families and caregivers a sense of security about the well-being of their loved ones. They know that each day someone is stopping by the elder's home and doing a regular check in. They know that a nutritious meal is being provided daily, taking some of the burden off of them.

In a broader sense our entire community benefits from the program. The nutrition program supports elders and their caregivers and enables these elders to stay at home as opposed to being placed in a nursing home. Helping elders stay at home is more cost efficient than nursing home placement. This saves the community money in the long run.

## **C. Agency Information**

**1. Please provide an overview of your organization, including length of time in existence, experience in successfully conducting activities for which funding is being sought, and skills and current services that reflect capacity for success.**

Highland Valley Elder Services is a private, not-for-profit organization that promotes quality long living for elders in twenty four communities in Hampshire and Hampden counties. Our best services are those that empower elders to discover their own strengths, their own talents and their own solutions. Highland Valley Elder Services provides home care services, home care resources, money management services, long term care ombudsman services, protective services and community care options in addition to our nutrition program.

Highland Valley Elder Services has provided nutritionally balanced noontime home delivered meals to Amherst elders for over thirty years. Meals are prepared at a central kitchen. They are then delivered to a network of meal sites by both paid and volunteer drivers.



**Highland Valley Elder Services, Inc  
Agency Budget FY 12**

<b>PERSONNEL COSTS</b>	\$	1,636,990.24
FRINGE - 30%	\$	491,097.07
<b>TOTAL PERSONNEL COSTS</b>	\$	2,128,087.32

<b>SUPPORT COSTS</b>		
<b>TOTAL SUPPORT COSTS</b>	\$	653,631.00

<b>PROGRAM COSTS</b>		
<b>TOTAL PROGRAM COSTS</b>	\$	3,752,372.93

<b>TOTAL PERSONNEL/SUPPORT /PROGRAM</b>	\$	6,534,091.25
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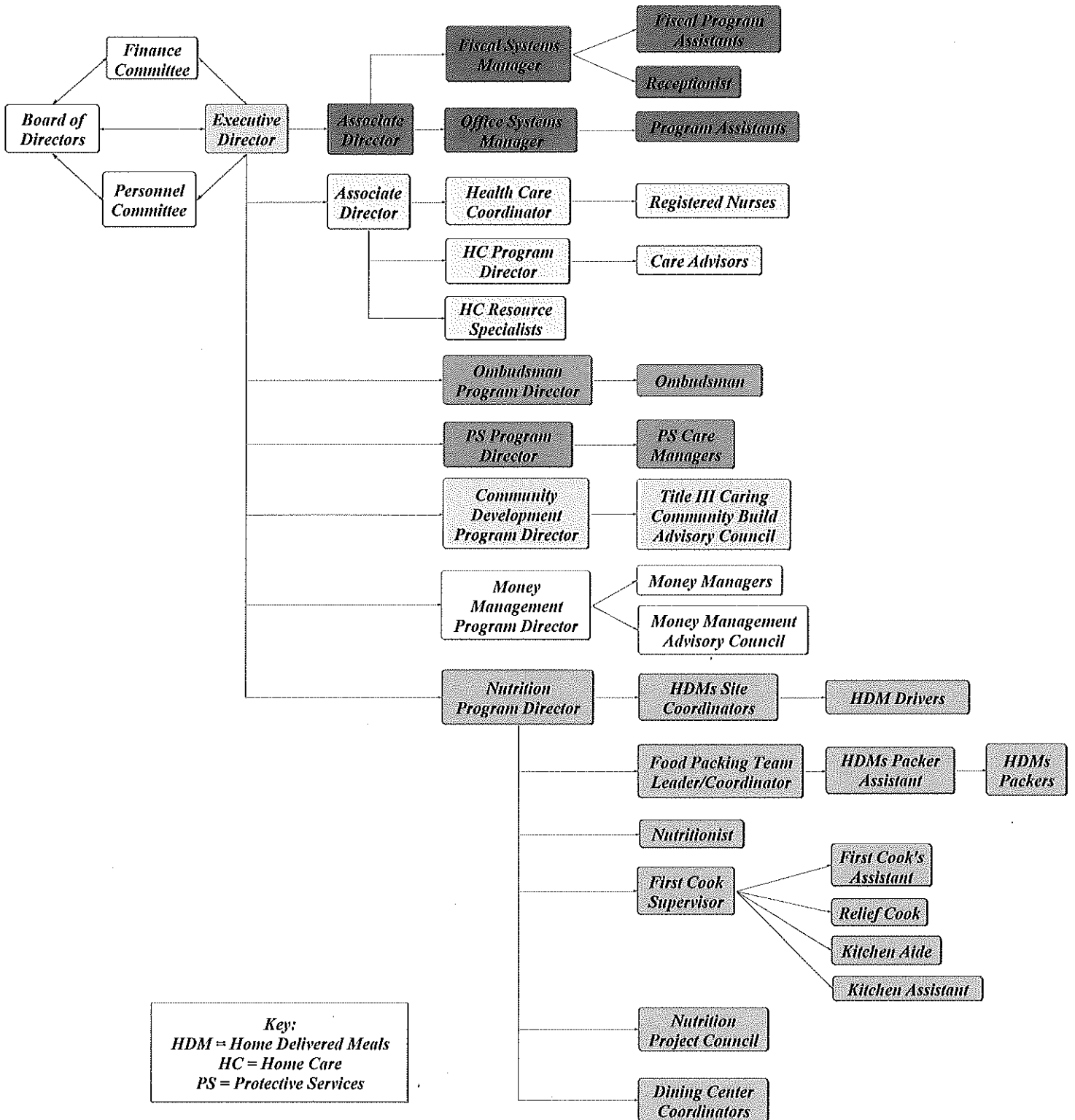
June 30, 2011

	+-----+ Income Statement Accounts Budget	-----+ Actual	-----+ Variance
R01 Contributions Gifts Legacies Bequest	3,000.00	20,760.16	17,760.16
R02 Gov. In-kind/Capital Budget	90,860.00	67,481.22	(23,378.78)
R05 Mass Gov. Grant	2,900.00	.00	(2,900.00)
R06 Other Grant (Exclude Fed. Direct)	9,800.00	13,280.00	3,480.00
R26 Ex. Off. of Elder Affairs	6,564,823.06	6,730,650.17	165,827.11
R34 Medicaid - Direct Payments	17,074.53	17,074.53	.00
R38 Client Resources	183,583.00	229,811.03	46,228.03
R39 Mass Publically Sponsored Client Off	30,000.00	20,004.00	(9,996.00)
R41 Private Cleint Fees (Excluding 3rd P	134,400.00	151,699.02	17,299.02
R47 Investment Revenue	20,260.00	68,365.70	48,105.70
R48 Other Revenue	.00	28,572.66	28,572.66
<b>Total Revenue</b>	<b>7,056,700.59</b>	<b>7,347,698.49</b>	<b>290,997.90</b>
E08 Total FTE/Salary/Wages	1,334,475.00	1,349,025.54	(14,550.54)
E09 Payroll Taxes 150	121,825.00	107,023.21	14,801.79
E10 Fringe Benefits 151	347,145.00	338,033.24	9,111.76
E13 Facility and Prog. Equip. Expenses 3	142,454.00	135,167.30	7,286.70
E14 Facility & Prog. Equip. Depreciation	11,691.00	10,954.50	736.50
E15 Facility Operation/Maint. Furn. 390	58,162.00	49,854.27	8,307.73
E20 Clients and Caregivers Reimb./Stipen	29,500.00	52,850.00	(23,350.00)
E21 Subcontracted Direct Care 206	3,599,793.00	3,968,814.58	(369,021.58)
E22 Staff Training	2,000.00	5,648.61	(3,648.61)
E23 Staff Mileage/Travel 205	122,741.00	117,261.18	5,479.82
E24 Meals 207	463,302.00	368,902.95	94,399.05
E33 Program Supplies & Materials 215	86,997.00	84,810.06	2,186.94
E35 Other Expenses	53,429.00	59,395.93	(5,966.93)
E39 Legal Fees 410	1,500.00	.00	1,500.00
E48 Program Support 216	57,570.06	53,135.84	4,434.22
E52 Admin reporting Center Allocation	509,507.00	538,531.99	(29,024.99)
E54 Direct State/Federal Non-Reimbursabl	85,000.00	66,814.10	18,185.90
<b>Total Expenditure</b>	<b>7,027,091.06</b>	<b>7,306,223.30</b>	<b>(279,132.24)</b>
	<b>29,609.53</b>	<b>41,475.19</b>	<b>11,865.66</b>



Highland Valley  
ELDER SERVICES  
for Quality Long Living

**Organization Chart  
September 2011**



**Key:**  
 HDM = Home Delivered Meals  
 HC = Home Care  
 PS = Protective Services

## 2011-2012 Roster

*Please note that the Board of Directors are representatives who are active on their Councils on Aging. The Councils on Aging have elected them to come and serve on Highland Valley's Board of Directors, and therefore are representatives for our service towns.*

<b><i>Amherst</i></b>
Joan Golowich Barbara Sutherland (Vice President)
<b><i>Blandford</i></b>
John Tuttle
<b><i>Chesterfield</i></b>
Michael Steenburgh
<b><i>Cummington</i></b>
Diane Anderson (President)
<b><i>Easthampton</i></b>
Diane Geissler Lydia Omasta
<b><i>Hadley</i></b>
Elizabeth Faulkner Jack Wright (Treasurer)
<b><i>Hatfield</i></b>
Jan Joseph Adamski
<b><i>Huntington</i></b>
Marilyn Madru



Highland Valley  
ELDER SERVICES

<b><i>Northampton</i></b>
Robert Montague Kathryn Service Ruth Yeh (AAA Advisory Council Liaison)
<b><i>Pelham</i></b>
Joan Hart
<b><i>Plainfield</i></b>
Ann Kohn
<b><i>Russell</i></b>
Carole Burke
<b><i>Southampton</i></b>
Dorothy Putnam
<b><i>Southwick</i></b>
Mary Jane Connolly Harriet Fischer (Membership Liaison)
<b><i>Westfield</i></b>
Marion Kraus Barbara Sokolowski
<b><i>Westhampton</i></b>
Jean Webster (Secretary)
<b><i>Williamsburg</i></b>
Gerald Mann
<b><i>Worthington</i></b>
Anne Pease (Nutrition Project Council Liaison)

Updated 08/09/2011