

To Establish the VHA Community Foundation (CF) Committee Strategy

STATUS of INITIATIVES / RECOMMENDATIONS

Date 10/12/22

BLUE - CPLT Completed or **DEL** Deleted

RED - ACTV Active - Currently being worked on

GREEN - PLAN or NEW - in Plan but no activity. New initiatives identified in 2022

SPECIFIC WORKSHOP RECOMMENDATIONS (November 17, 2021)

It was proposed and agreed that substantial work and planning had been done by the former VHA Community Foundation, Inc. and its Business Plan 2020 can serve as the roadmap for this newly formed committee under the VHA. There was no need to discuss this area further at the Workshop.

Note: Portions of the text taken from The VHA Community Foundation, Inc. Business Plan 2020

OBJECTIVE /GOAL

- To meet the VHA Mission of providing philanthropic support to The Villages residents.
- To establish the VHA Community Foundation Committee as a committee which provides financial and organizational support for program and service activities to address the needs and concerns of the resident of The Villages for “aging in place”. U.S. Centers for Disease Control (CDC) defines “aging in place” as the “ability to live in one’s home and community safely, independently and comfortably regardless of age, income or ability level.” NOTE: one particular comment from the workshop cautioned that total focus on supporting aging in place has a limited appeal considering the younger age of the “next generation” of Villages residents.

BACKGROUND / CURRENT STATE from 2021

- The VHA Community Foundation began approximately 20+ years ago as the 501(c)(3) organization within the VHA.
- September 2019 the VHA reorganized into a triad of 501(c)(3) corporations.
- The VHA Community Foundation became an arm of the VHA triad with its own Board of Directors.
- April 2021 The VHA Community Foundation Board of Directors voted to dissolve the corporation and become a committee within the VHA.

SCOPE - GENERAL RECOMMENDATION DESCRIPTIONS

The focus for the VHA Community Foundation Committee is to support aging in place in five broad areas to sustain the quality of life for residents of the Villages:

- Evaluation and Support Services to help Village residents to remain in their homes for as long as they choose.
- Transportation Services
- Home Delivered Meals
- Caregiver Resources
- Alzheimer’s Disease and dementia education, programs and services

CURRENT STATUS - Provided by Peggy Fiore, Chair, VHA Foundation Committee October 2022

- The VHA Community Foundation was dissolved in early 2022. **CPLT**
- The VHA Foundation Committee was established in March 2022. **CPLT**
- The Objectives and Goals as stated in the November 2021 Workshop are being met. **CPLT** Financial resources are being distributed. Community organizations supported include the One Moment Cafe, the Girl Scouts Alumnae Silver Trefoil Group of The Villages, and Shared Harvest Gardens.
- At present, there are three (3) VHA Foundation Committee members. Additional members are being actively recruited. **ACTV**
- The VHA Foundation Committee Chair is reporting at the monthly VHA Advisory Committee meetings. **ACTV**
- Focus moving forward includes increased publicity. Articles and photos have appeared in The Villages Daily Sun and The VHA Voice **ACTV**

BENEFITS

- To show residents that the VHA cares about them and wants to enhance their quality of life, define that “dream” and support and fund services and programs toward that goal.
- To show the VHA as an organization that cares about and supports Villages residents through philanthropic efforts.

PERSONNEL / RESOURCES REQUIRED

- Five – nine (5-9) committee members, which includes a minimum of one (1) member from the previous Community Foundation Board of Directors.
- Volunteers with experience / knowledge of: marketing; fundraising; grant proposals; donor outreach; social media/public relations/communication; website.
- Need a Director of Soliciting Donations for the Foundation
- An income stream to maintain operations and programs.
- Recruit volunteers to assist where needed.

STEPS TO IMPLEMENT

- Recruit knowledgeable committee members.
- Review Business Plan prepared by the previous VHA CF Board of Directors.
- Meet with current CF recipients to learn operations and needs: Wildwood Soup Kitchen, One Moment Café, and Operation Homebound.
- Review Florida Blue proposal and determine possibility and requirements for sponsorship.
- Identify CF Committee “next steps.”
- Report at VHA Advisory Board meetings.
- Provide a representative to the VHA Program Committee to develop programs and fundraising events to VHA members and Villages residents.

POTENTIAL BARRIERS / CONCERNS / PRE-REQUISITES

- Recruiting qualified committee members with knowledge of: previous CF Board of Directors work; marketing, grant writing; etc.
- Obtaining an income stream.
- Determining the percentage of VHA fundraising directed to CF Committee.
- Acquiring best marketing support.
- Recruiting volunteers to support activities / events.