MARTHA'S VINEYARD VISION FELLOWSHIP

Community Engagement Initiative
Steering Committee Meeting
July 15, 2024

Healthy Aging MARTHA'S VINEYARD
Making Martha's Vineyard an Aging-Friendly Island

What We Will Cover Today

- Introductions

- Initiative Roles – How we work together

- How did the Community Engagement Initiative come about?

- What the Upside Could Be?

- Partnering with Vineyard Vision

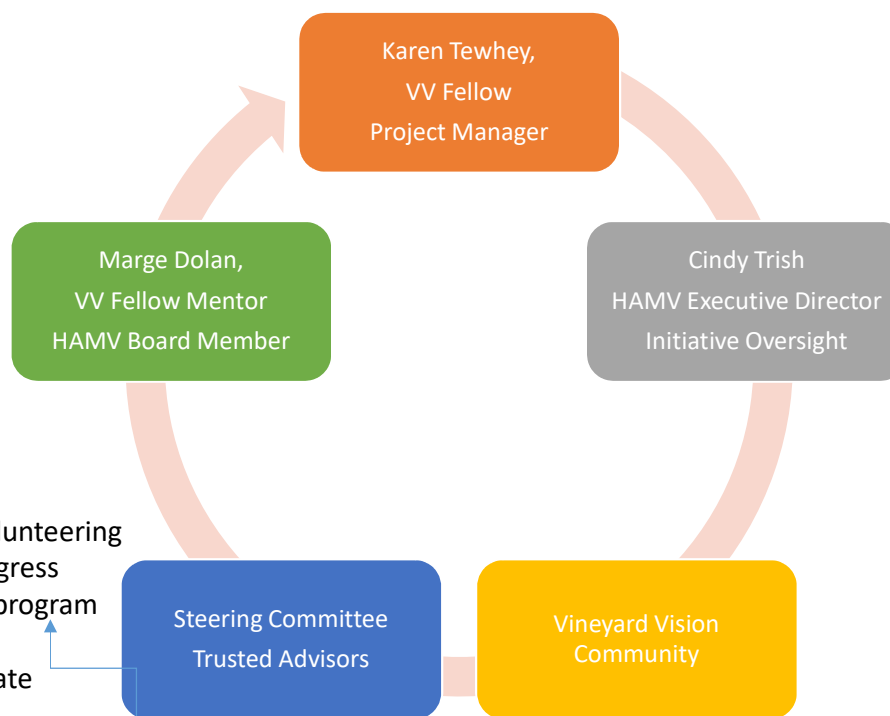- Project Approach

- Discussion/Feedback

Steering Committee Members – A Start

- Lyndsay Famariss, Edgartown COA
- Bethany Hammond, Up-Island COA
- Catherine Blake, Tisbury COA
- Rose Cogliano, Oak Bluffs COA
- Polly Brown, Vineyard Village at Home
- Lisa Stewart, HAMV
- Kate Lefer, MVCS
- Jackie Friedman, MV Non-Profit Collaborative

- Merrick Carreiro, IGI
- Leslie Clapp, MVC4L
- Megan Panek, Elder Services
- Phyllis Segal, HAMV Board Member
- Hilary Dreyer, Camp Jabberwocky
- Michele Moore, MVH
- Melanie Devaney-Reid, MV Hospice
- Jamie Loschen, HAMV
- Lisa Belcastro, Harbor Homes

Initiative Elements – It Takes a Village

Karen Tewhey,
VV Fellow
Project Manager

Cindy Trish
HAMV Executive Director
Initiative Oversight

Marge Dolan,
VV Fellow Mentor
HAMV Board Member

Steering Committee
Trusted Advisors

Vineyard Vision
Community

- Meet 3X a year
- Share expertise and experiences with volunteering
- Provide feedback on our project and progress
- Suggest refinements to the process and program objectives
- Participate in pilot programs as appropriate

Community Engagement is a key HAMV Priority

- To expand and improve opportunities for Community Engagement is a key priority and part of our 5 year community plan

- The Vineyard Vision partnership allows us to focus on move forward on this initiative; provides funding, a professional network, community support

- A goal is to highlight and expand the positive impact of volunteering by Older Adults, both on their well being as well as for our island community

HAMV key priorities for an Aging and Dementia Friendly Island

Ensure that the essential services Older Adults need and the workforce necessary to provide them are in place.

Expand Older Adult transportation options and raise awareness of these options.

Develop a database/central clearing house of information as a resource for the Island's Older Adult population

Support digital equity and inclusion for Older Adults focusing on ongoing education/assistance.

Expand opportunities for community engagement (coordinated volunteer program, time banking, educational programs etc.).

Address Older Adult safety/accessibility regarding infrastructure (roads, sidewalks, bike paths, beaches) to support their lifestyle aspirations.

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10 YEARS
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Older Adult volunteer contribution is meaningful and increasing

Volunteer contributions equate to:

- Equal to an equivalent of workforce **500+** full-time employees.

- With an economic value of **$28M*** annually.

- Older adults of all age ranges, genders, income levels, veteran status, and ethnicities are similarly engaged.

*The Independent Sector - a nationally recognized source of information and data relative to nonprofits provides a metric of $27.20 per hour to determine the monetary value of a volunteer.

| Volunteer Hours per week	2015	2020
<5 hours per week	27%	36%
6-10 hours per week	8%	12%
>10 hours per week	4%	6%
Total % of Older Adults volunteering	39%	54%

The Upside Could Be

- Expand the number of Volunteers

- Increase the impact of what volunteerism contributes to our Island

- Fill service gaps on the island for aging-in-place with more robust and coordinated volunteerism

- Reduce the headache of recruiting and managing volunteers

- Increase the sense of wellbeing of volunteers for the contribution they make

- Create a volunteer model and process that any organization can use

Partnering with Vineyard Vision
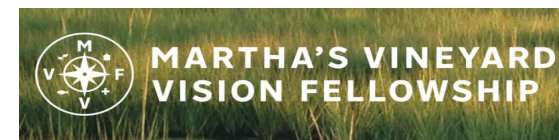
- **What is a Vineyard Vision Fellowship?**

  - "A catalyst that empower promising Islanders who are committed to the environmental and social sustainability of Martha's Vineyard"
  - Supports an individual's professional development or projects that address the challenges related to the Island's environmental and social fabric

- **How does Healthy Aging Martha's Vineyard's Community Engagement Initiative fit with the objectives of the MV Vision Fellowship?**

  - HAMV looks for island-wide solutions to strengthen the service infrastructure supporting older adults
  - Older adults are a sizeable cohort of "doers" on the island already, but more wish to volunteer
  - Volunteerism by older adults is a key enabler of healthy aging, creating channels for contributions by older adults of their time and talents and in return offers opportunities for connection, meaning and fulfillment

- **Can we develop a way to make it easier for Older Adults to volunteer, AND make it easier for organizations to tap into this group?**

  - This is the challenge we've taken on, with the support of the Vineyard Vision Fellowship

Project Approach 2024-2026

PHASE 1: Needs Assessment

Purpose:

- To create a baseline of current volunteerism by individuals over the age of 60
- To establish benchmarks for increased volunteerism by 2026

Activities:

- Identify the sites currently using volunteers, including non profits, religious groups, town government, Boards, schools, philanthropic clubs/organizations, libraries, sports clubs, arts/entertainment venues, animal care centers, food/clothes distribution, health/mental health care, environmental organizations, etc.
- Identify the types of contributions made by volunteers: emotional support, physical labor, technical skills (IT, website design, photography), fundraising, transportation, social service, education/training
- Interview volunteer coordinators to obtain information about the contributions, availability, needs and challenges of volunteers
- Interview a sample of volunteers to gather information about the benefits of and challenges to volunteering

Project Approach – A Strawman

PHASE 2

- Research into Technology platforms that might help facilitate the volunteer matchup and experience.

- Research the concept of a Volunteer Bank to serve as an incentive to volunteering

PHASES 3 - 5

- Develop Pilot Program(s) that use technology or other assets to expand and or enhance volunteer opportunities on the Island

- Small Scale Launch of Pilot Program(s)

- Full Scale implementation of new program(s)

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Discussion

- What questions do you have about this initiative?

- Can you envision this initiative helping your organization? If so, how?

- What concerns do you have about this initiative, if any?

- What advice would you give us as we take this on?