

APPLICATION FOR  
**COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) ENTITLEMENT PROGRAM**  
 — 2011 Program Year Funding—

ACTIVITY NAME: Psycho - Social Program Assistant/Advocate at the Senior Citizens Building

APPLICANT: Senior Citizens Center of Saratoga Springs

MAILING ADDRESS: 5 Williams St. , Saratoga Springs, New York Zip: 12866

PHONE: 584-1621 FAX: 581-8608 EMAIL: loiscel@aol.com

CONTACT PERSON: Lois Celeste TITLE: Executive Director

APPLICANT (select 1): City Department  Private non-profit organization  Other Public Agency  
 \_\_\_\_\_  
 (List Dept.) 14-1458762 (List Federal ID #) \_\_\_\_\_ (Specify)  
 \_\_\_\_\_  
 (DUNS #)

NATIONAL OBJECTIVE (select 1):  
 “Benefit persons of Low/moderate income” “Address slum/blight Conditions” “Urgent CD Need”  
 L/M Income Area Benefit  “N/A”  Slum/blighted Area “N/A”  Urgent Need  
 L/M Income Limited Clientele Activities  Slum/blighted Spot Basis  
 L/M Income Housing Activities  “N/A”  Urban Renewal Completion  
 L/M Income Job Creation/Retention

**REQUESTED ENTITLEMENT FUNDING:** \$14,000.00  
 Funding Leveraged from Other Sources: \$2,800.00  
 Total Activity Cost: \$16,800.00

Proposal Abstract - please provide a *brief* overview of your proposal including the number of persons that will be served with this grant in the space below:

The Senior Citizens Center of Saratoga Springs is requesting \$14,000.00 to expand community services to seniors in Saratoga Springs by creating a part time Program Assistant/Advocate position. The Center services approximately 2000 seniors each year, through exercise, art, travel, and social programs; Office of the Aging lunches, legal assistance, and Osteo programs; AARP defensive driving and tax preparation; and other activities. At one time, the Center employed an advocate/program assistant, but due to fiscal limitations, this position no longer exists. This grant funded position would expand programming to include psycho-social programs at the Center enhancing senior’s social networks, supportive services, and relevant programming to include evenings and weekends. In addition this position would provide seniors with an advocate at the Center who could provide information and referral services to seniors in the areas of housing, supportive services, and basic case management.

Lois Celeste  
 (Authorized Signature)  
Lois Celeste  
 (Typed or Printed Name)

Executive Director  
 (Title)  
1/28/11  
 (Date)

**Please respond in writing to each of the following (add additional pages as necessary):**

## 1. ACTIVITY DESCRIPTION

Provide a detailed description of your proposed activity. In this description, provide responses to the following items:

- A) Identify whether the activity is new, ongoing, or expanded from previous years.

This activity is a new program at the Senior Center. At one time the Center employed a program assistant/advocate, but the budget no longer supports this after years of deficits. In addition, it appears that funding for this type of position was previously supported through a Community Block Grant.

- B) Describe the community need that your activity is intended to address and how your activity will address that need. Provide evidence that this need is currently not being addressed through existing programs or activities.

Seniors are one of the fastest growing and most vulnerable populations in our society. Per the US Census Bureau, by the year 2050 people aged 65 and older will have grown from 12.4% of the total population to nearly 21%. Per this grant, seniors are a presumed category of low to moderate income population. In one of the only studies predicting subjective well-being, they found that those with lower socio-economic status were associated with less diverse networks and an increase in depressive symptoms.

At the Senior Citizens Center of Saratoga Springs, there is a large staffing gap to assist with the development and expansion of programs, as well as advocacy and support services to seniors in need of assistance. The Center's ability to expand psycho-social programming without a program assistant, a position previously supported by this grant and the Senior Center, but no longer in existence due to past fiscal shortfalls at the Center, limits the Center's ability to grow and thus provide programming to seniors. In addition, many low to moderate income seniors frequent the Center and are in need of information and referral services involving housing, transportation, legal services, safety, education, and general societal needs of the elderly. Our limited staff is not currently providing these much needed services.

This project would support the position of Program Assistant/Advocate and address the above needs. One goal would be to increase the activities for senior men in our community. According to research, widowed, divorced, and never married men could be more vulnerable and socially isolated in their elderly years, leading to lower levels of subjective well-being. This project would develop activities for men such as a lunch bunch, golf league, billiards league, and men's social group. In addition, programming would be expanded and developed to include monthly dinners, quarterly dances/musical performances, movie nights, cooking classes/additional programming using the industrial kitchen, educational, health and wellness programs, arts, bus trips to cultural events, and transportation into the Center for seniors using the Center's 10 passenger van. A final component of this project/position would be to follow up on information, referral and supportive services to seniors in need of assistance.

The Senior Citizens Center currently employs a full time Executive Director and part time bookkeeper/administrative assistant. A recently funded position allowed for the hiring of a temporary part time outreach/marketing assistant. It is the goal of the Senior Center to expand programming and services, grow membership, renovate the Center, while managing a fiscally responsible budget. In order to grow membership, it is imperative that the Senior Center offer programming and services relevant to seniors in a facility that is clean and organized, and continue to seek financial support throughout this growth. In the past 5 months, the current director secured funds that enabled the Center to be painted with new carpeting and floors re-finished. Funds supported the purchase of new office computers and 4 new computers for seniors. Our new outreach/marketing assistant will reach out to seniors throughout our community to make them aware of the Center's services, assist with the Center's newsletter, and promote all the activities at the Center through various marketing and media campaigns. A collaboration between Skidmore and the Senior Center will support the Center for the Spring semester to survey seniors regarding their programming needs; provide research and assistance to design a data collection system that would provide accurate reporting on programming and demographics for grants such as this; assist with the current membership drive and help in building a successful fundraising campaign. Another secured grant will provide the funding for the expansion of programming to add subsidized bus trips. While these above existing projects are the beginning of the growth and expansion underway at the Center, the need for a program assistant/advocate position is imperative in order to truly meet the needs of seniors in our community.

This project addresses both the national objectives of serving an exclusive clientele of the elderly, and the City's strategic plan that addresses the safety, education and social needs of the elderly. It also meets the guiding principles and goals of the CDBG program and priority areas by seeking to expand community services benefiting low to moderate income seniors, and providing needed services to seniors through information, referral, educational programming, computer assistance and social activities.

- C) Identify who will benefit from the proposed activity. If the activity is designed to benefit:

- C-1) individual persons of low- to moderate-income, describe the process you will use to identify these persons and determine their income eligibility and the number of persons you expect to serve.
- C-2) the inhabitants of a predominantly low-moderate income area, identify the Census Block Group in which the activity is located.
- C-3) designed to benefit a low-moderate income "limited clientele", identify the "limited clientele" group.

The Senior Citizens Center of Saratoga Springs provides services to seniors from Saratoga Springs including members of the Center and seniors seeking services from the Office for the Aging programs such as Osteo Exercise, senior lunches, legal assistance, and AARP defensive driving and tax preparation. This proposed project would service low to moderate income senior citizens in Saratoga Springs, a presumed clientele.

- D) Identify your performance goals and the types of indicators you will use to document activity accomplishments and success. (Examples should include: # of persons with new/improved access to services, # of affordable houses rehabilitated, etc.

**1. Goal:**

Provide social, educational, art, wellness, and/or nutritional programs to seniors.

**Verification Measures:**

- Provide the name and number of social, educational, art, wellness, and/or nutritional programs.
- Provide attendance data for class participation

**2. Goal:**

Provide Information and referral services to seniors

**Verification Measures:**

- Number of seniors that referrals were provided services
- List of agencies referrals were made to

- E) Provide an activity timeframe/schedule (include start, completion dates, and other significant performance stages). **Upon approved funding, on or about July 1, an assistant will be hired, program development and advocacy will begin.**

- F) Identify whether the activity requires additional local, state or federal approval (license, permit, design/historic/environmental review, etc.). For construction/site development projects, provide evidence of site control.  
N/A

**2. ORGANIZATIONAL CAPACITY**

- A) Provide an overview of your organization including length of time in existence. List current officers and board members and identify any prior funding by the City of Saratoga Springs (year, activity, and amount).

The Senior Citizens Center of Saratoga Springs is a not-for-profit organization that provides a wide range of social, educational, recreational, wellness, artistic, and culturally stimulating services and presentations to seniors.

**Mission Statement:** Since 1955 the mission of the Senior Citizens Center of Saratoga Springs is to empower Seniors to achieve and maintain personal independence and individual well-being by providing the program structure and support services necessary for healthy recreation, companionship, social involvement, and problem solving.

See attached Board of Directors List

**Prior Funding:**

Prog. Year	Program	Amount
2001	Triangle Psychosocial Program- <b>Senior Center</b>	15,000
2003	Psycho-Social Program – <b>Senior Center</b>	17,025
2006	Roof & Emergency Generator- <b>City</b>	168,678
2007	Stairs & sidewalk- <b>City</b>	15,000
2009	Firealarm Installation – <b>City</b>	11,500
2009	Handicapped Bathrooms - <b>City</b>	2,328
2010	Divider Door, replace 2 doors, replace 3 sliding doors- <b>City</b>	14,000

The City of Saratoga Springs provides yearly general operating expenses to the Senior Center.

- B) Describe your organization’s experience in successfully conducting this type of activity. Identify any skills, current services, or special accomplishments that demonstrate your capacity for success.  
See ( C ) below.
- C) Identify the person(s) responsible for program and financial management of the activity. Identify all other persons involved in this activity noting whether these positions are current or new, pending this award. For construction/site development projects, identify the development team including proposed contractors, subcontractors, and project manager.

Lois Celeste, the newly added Executive Director of the Senior Citizens Center has an extensive history of developing and managing non profit agencies and programs. The former founder and director of the Domestic Violence Advocacy Program and interim Executive Director of the Mechanicville Community Center, Lois has successfully written and administered a

multitude of grant funded projects in both Saratoga and Rensselaer Counties for the past 15 years. She has already reduced spending at the Center, cut 2010's deficit in half, and addressed the financial issues at the Senior Center since being appointed in September 2010. Since taking over the position in September, she has secured a \$10,000 grant for renovations, computers and a web site; has recruited over 20 volunteers from Skidmore, the Community, and the High School volunteering on a daily basis; collaborated with Rebuilding Together Saratoga to paint the entire Center, and worked closely with the Saratogian for prime press and media attention. In addition, grants have been secured for 2011 in the amount of \$23,700 thus far.

Pending this award a new staff person will be hired.

D) Identify any other agencies/partners involved in this activity and define their roles and responsibilities.

**3. ACTIVITY BUDGET - (ATTACHMENTS 1, 2)**

A) Include attached budgets (Attachments 1, 2) as appropriate. Depending on the activity, the applicant may need to submit one or both of the attached budget forms. More detailed budgets may be attached (and are recommended) in support of the proposal. If an architect, engineer, or other personnel have conducted a cost analysis, attach a copy noting the author and date of analysis.

- PROGRAM OPERATING BUDGET (Attachment 1) - for all proposals including public service projects and construction/site development projects
- CONSTRUCTION/SITE DEVELOPMENT BUDGET (Attachment 2) - for construction/site development projects

B) Identify the amount and sources of leveraged funding for this activity. Include the status of these funds (i.e. cash on hand, grants received, planned fund-raising, etc.). Attach copies of funding commitment letters or other evidence of funding support.

**4. MONITORING OF FEDERAL FINANCIAL ASSISTANCE TO SUBRECIPIENTS - (ATTACHMENT 3)**

The City of Saratoga Springs is responsible for ensuring that subrecipients expend awards in accordance with applicable laws, regulations, and provisions of contracts and grant.

A) In accordance with OMB Circular A-133, please complete Attachment 3 and include it with your application.

B) During your last fiscal year, if your organization expended more than \$500,000 in total federal financial awards (including CDBG and all other federal assistance), please include a copy of your latest Single Audit Report with this application.

(ATTACHMENT 1)

**PROGRAM OPERATING BUDGET**

(Entitlement Grant + Leveraged Funds = Total Activity Cost)

	ENTITLEMENT GRANT	Leveraged Funds*	Total Activity Cost	*Source of leveraged Funds and In-Kind Services
<b>PERSONNEL</b>				
Salaries	\$12,000.00	\$2,400.00	\$14,000.00	Cash on hand
Fringe	\$1,200.00	\$240.00	\$1,440.00	Cash on hand
Other (consultants, etc.)				
<i>Subtotal</i>	\$13,200.00	\$2,640.00	\$15,840.00	

**OVERHEAD**

Advertising/Marketing	\$200.00	\$40.00	\$240.00	
Program Supplies	\$600.00	\$120.00	\$820.00	Cash on hand
Rent & Utilities				
Other – list below				
<i>Subtotal</i>	\$800.00	\$160.00	\$960.00	

<b>TOTAL COST</b>	\$14,000.00	\$2,800.00	\$16,800.00
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(ATTACHMENT 2)

**CONSTRUCTION / SITE DEVELOPMENT BUDGET**

(Entitlement Grant + Leveraged Funds = Total Activity Cost)

	ENTITLEMENT GRANT	Leveraged Funds*	Total Activity Cost	*Source of leveraged Funds and In-Kind Services
<b>PRECONSTRUCTION</b>				
Legal				
Engineering				
Architectural/Design				
Fees and Permits				
<i>Subtotal</i>				

<b>DEVELOPMENT</b>
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Relocation				
Site Preparation				
Construction - materials				
Construction - labor				
Construction Financing				
Other - (explain)				

*Subtotal*

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**TOTAL COST**

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