



**United Way of Tucson  
and Southern Arizona**

**Impact Target Request for Proposals Specifications  
All Proposals must be submitted on line**

<b>Impact Target</b>	<p>More self-sufficient seniors will lead active, productive lives.</p> <p><i>Retirees are linked to volunteer opportunities in the community that facilitate a healthy, active and meaningful lifestyle and improve community conditions.</i></p>
<b>Arenas of Action for funding in FY 2008-2009 (all proposals must be directed at the identified arena of action)</b>	<p>Senior volunteering</p>
<b>Impact Target Metrics</b>	<ul style="list-style-type: none"> <li>• Increase in the number of Pima County senior citizens actively volunteering in the community</li> <li>• Increase in the number of Pima County seniors who report positive personal outcomes as a result of their volunteer service.</li> </ul>
<b>Impact Target Purpose (rationale for the impact target)</b>	<ul style="list-style-type: none"> <li>• Senior citizens are one of the country's greatest untapped natural resources. They have the skills and energy to contribute to society in myriad ways and have gained an extraordinary level of experience and wisdom through many years in the world of work and service to others.</li> <li>• Volunteer service creates new social networks that can replace the loss of ties with family and friends.</li> <li>• One of the hallmarks of active and healthy aging is becoming engaged in the community and participating in productive, satisfying volunteer activities on a regular basis.</li> <li>• Volunteering decreases stress and depression and increases self-esteem and a sense of self-worth.</li> <li>• Research studies document the link between moderate levels of volunteer activity and increased life expectancy. Scientists found that senior citizens who spent time volunteering were less likely to die during the course of the 7 ½ year study.</li> <li>• Doctors confirm that volunteering is good for seniors' physical and emotional health.</li> <li>• Volunteering provides an opportunity for seniors to develop new social circles, to contribute to the community and to remain socially and intellectually stimulated.</li> <li>• Volunteer service offers opportunities to help others, opens new avenues of self-expression, provides meaningful work, and helps to develop new, close friendships.</li> <li>• Research indicates that people who were asked to volunteer did so at a much higher rate than those who were not asked. Seniors are approximately five times more likely to volunteer if they are asked.</li> <li>• Many seniors find great personal rewards in volunteer programs that help other seniors. Trained volunteers can temporarily relieve the stressful burdens of family caregivers of the elderly and can provide quality services for seniors who have no local family support.</li> <li>• Intergenerational programs prevent unnatural age segregation and facilitate mutually beneficial exchange by actively bringing together younger and older persons. Even seniors who are unable to engage in vigorous physical activity can contribute significantly to the community by volunteering to mentor and tutor youth, read to young children or hold and cuddle infants.</li> <li>• Young children and students at the elementary, secondary and higher education levels derive significant benefits from interaction with seniors, particularly those who have not had that experience within the family setting. Studies have shown that exposure to older adults minimizes negative attitudes about the elderly.</li> </ul>

<p><b>Potential dollars available</b></p>	<p>\$65,000 subject to available dollars</p> <p>Multiple awards of \$10,000 to \$15,000 are available, taking into consideration the number of actively engaged senior volunteers, the number of individuals they serve and the nature and complexity of the services provided.</p>
<p><b>UW 2008-2009 priorities for funding in this Impact Target (specific strategies, target populations, geographic areas the impact council is interested in funding)</b></p>	<p>Applicants for funding <u>must</u> be 501(c) 3 Pima County organizations that provide health and/or social services. Funding is available to faith-based or community organizations or collaborations that include both faith based and community groups.</p> <p>Preference will be given to proposals that address one or more of the following <b>priorities</b>:</p> <ul style="list-style-type: none"> <li>• Effective recruitment strategies are in place;</li> <li>• Senior volunteers have written job descriptions that give appropriate details of the work to be performed;</li> <li>• Senior volunteers receive ongoing training and education that enables them to provide quality services;</li> <li>• Senior volunteers are recognized for their work and contribution to the community;</li> <li>• Volunteer opportunities are provided for seniors with varying backgrounds, skills sets and income levels;</li> <li>• Volunteer retention initiatives are incorporated into the program;</li> <li>• Unduplicated numbers of individuals served directly by senior volunteers and the number of unduplicated senior volunteers are tracked.</li> <li>• Measurable outcomes for senior volunteers and individuals they serve are tracked.</li> <li>• The Program includes outreach plans that will increase the number of volunteers annually.</li> </ul>
<p><b>Impact Target Contact Person</b></p>	<p>Sharon Gartner, Director Community Development - Supporting Seniors</p> <p>Telephone: 903-9000 x420 Fax: 903-9002 E-mail: <a href="mailto:sgartner@unitedwaytucson.org">sgartner@unitedwaytucson.org</a></p>
<p><b>Additional Resources:</b></p>	<p>Civic Ventures <a href="http://www.civicventures.org/">http://www.civicventures.org/</a></p> <p>Volunteer Center of Southern AZ <a href="http://www.volunteersoaz.org">http://www.volunteersoaz.org</a></p> <p>Generations United: <a href="http://www.gu.org">http://www.gu.org</a></p> <p>Senior Health: <a href="http://seniorhealth.about.com">http://seniorhealth.about.com</a></p> <p>Key Indicators of Well-Being: <a href="http://www.agingstats.gov">www.agingstats.gov</a></p> <p>Perspectives on Productive Aging – The Urban Institute Report 2005</p> <p>Health Benefits of Volunteering – Corporation for National and Community Service 2007</p> <p>Generations Together – University of Pittsburgh <a href="http://www.gt.pitt.edu/proj_dir.html">www.gt.pitt.edu/proj_dir.html</a></p> <p>“Volunteering and Healthy Aging – What We Know” – Neena L. Chappell, Ph.D., University of Victoria, October, 1999.</p> <p>“Differential Benefits of Volunteering Across the Life Course” – Marieke Van Willigen Journal of Gerontology; Social Sciences September 2000.</p> <p>Senior Citizens School Volunteer Program: University of Pittsburgh <a href="http://www.gt.pitt.edu">www.gt.pitt.edu</a></p>