



**United Way helping seniors  
remain independent.**



**United Way**

## **Request for proposal – Vancouver’s Kitsilano neighbourhood Community Developer**

### **Introduction**

Seniors are an important and growing part of our communities, and their active involvement enriches everyone's lives. To ensure that seniors continue to play an active role in our communities, they often need support to live independently in their own homes, surrounded by family, friends, and neighbours. United Way of the Lower Mainland supports seniors to age with dignity and with funding provided by the BC government, will manage the *Better at Home* program in up to 60 communities across BC. *Better at Home* is designed to assist seniors with simple day-to-day tasks, thereby helping seniors maintain their independence and stay connected with their community.

*Better at Home* is designed to be adaptable to the characteristics of a community and will address the specific needs of local seniors. Services will be chosen from the following basket of services:

- light housekeeping
- grocery shopping
- simple home repairs
- transportation to appointments
- friendly visiting
- snow shoveling
- light yard work

For additional program information see [Appendix 1: Better at Home -Frequently Asked Questions.](#)

## Request for Proposal

United Way of the Lower Mainland is seeking a Community Developer to assess Vancouver's **Kitsilano neighbourhood**'s readiness to implement the *Better at Home* program, to identify non-medical home support services and to support the selection of a lead organization. This work will be accomplished by:

- Developing a community profile of the local seniors' population, which includes information that helps United Way of the Lower Mainland understand where seniors live, how many are isolated and/or vulnerable, and how many require additional help at home, etc.
- Identifying the key stakeholders in the community that are involved and/or are working with seniors including a comprehensive list of community assets, i.e. community programs and organizations available for seniors that help them live longer in their own homes and remain engaged in their community.
- In close collaboration with local seniors and community organizations, identifying local seniors' needs and priorities in regards to the basket of services that are available through the *Better at Home* program, and determining the criteria for a lead organization.
- Identifying potential lead organizations capable of delivering *Better at Home* services, and recognized and supported as such by seniors and by the community organizations.
- Identifying potential advisory committee members. [Appendix 2](#) provides a description of the advisory committee.
- Organizing and facilitating the Community Meeting. The goal of this meeting is to present the community profile, as well as solicit additional input from seniors and other stakeholders to prioritize the preferred non-medical home support services for the *Better at Home* program, and finalize the lead organization criteria. **Note:** Extensive community outreach is required to ensure that participation reflects community size and demographics, for example representation from seniors, minority groups, and the Aboriginal community.
- Organizing and facilitating a Key Stakeholders Meeting. The goal of this meeting is to present the previously determined needs and service priorities in the community as well as the lead organization criteria. In dialogue, key stakeholders are expected to examine the community-identified service priorities and lead organization criteria and determine which organization(s)—possibly a partnership—would be the most appropriate to deliver *Better at Home*. **Note:** Ideally there would have been extensive dialogues between key stakeholders prior to this meeting.

We anticipate a minimum of five interviews with key stakeholders to explore community readiness and explore possible lead organizations prior to the Key Stakeholders Meeting (See Appendix 3: Lead Organization Eligibility). A draft agenda for the Community Meeting is enclosed in Appendix 4. Identification of seniors' needs should be built upon recent local community research, if available, and supplemented with sufficient seniors' consultations, e.g. interviews, focus groups, surveys, smaller community meetings, etc. The use of recent local community research should be referenced in your final report. Appendix 5 lists several example questions that can be used to guide key stakeholder interviews and seniors' consultations. Support and guidance will be provided by a Provincial Project Team Field Coordinator. Community Developers will be required to participate in a one-hour media training teleconference provided by the Provincial Project Team.

## **Deliverables**

- List of Key Stakeholders
- Overview of community assets (see Appendix 6)
- Identification of community needs and desired non-medical home support services from the *Better at Home* basket of services
- Community Meeting
- Key Stakeholders Meeting
- Final Report (see Appendix 7)

## **Timeline**

Expected start date is **May 27, 2013**

Expected completion date no later than **October 21, 2013**

## **Budget and Payment**

The contract will not exceed \$12,000 including taxes. Compensation will be made monthly, paid within thirty (30) days after submission of an invoice and description of the work completed to date.

## **Proposal Format – Maximum 5 pages, excluding budget sheet**

- Demonstrate understanding of requirements
- Experience relevant to undertaking this assignment
- Experience with or understanding of seniors in the **Kitsilano** community
- Work plan (linking deliverables with anticipated hours required, consultant fee, and deadlines)
- Detailed – all inclusive – budget, i.e. including meeting costs, travel expenses etc. (Appendix 8: Community Developer Budget Template).

## **Conflict of Interest**

Please disclose any potential conflict of interest including direct or perceived personal benefit, or benefit to an organization with which you are affiliated.

## **Proposal deadline**

Please email your proposal including **2 references** (name, relation to you, telephone and email) no later than **May 17, 2013** to:

Christien Kaaij, Provincial Project Manager, Better at Home

United Way of the Lower Mainland, 4543 Canada Way, Burnaby, BC, V5G 4T4

[christienk@betterathome.ca](mailto:christienk@betterathome.ca)

Note: After the successful applicant has been notified and contracted, his/her contact information will be published on the [Better at Home website](#) and shared with project stakeholders to facilitate widespread community involvement in the engagement process.

## **Appendix 1: Better at Home - Frequently Asked Questions**

### **What is *Better at Home*?**

*Better at Home* is a program to help seniors live in their own homes longer by providing simple non-medical support services like help with housekeeping and transportation to appointments. *Better at Home* services are delivered by local non-profit organizations and staffed by a mix of paid and volunteer workers.

### **What services are delivered?**

*Better at Home* services are specific to the needs of the seniors in each community. They can include: light housekeeping, grocery shopping, minor home repairs and yard work, transportation to appointments, friendly visits and snow-shoveling.

### **Who decides which services are available in my community?**

Seniors will be front and centre in determining what services are needed in each community. Other community stakeholders will also provide input into the local programs.

### **Who is eligible to receive the services?**

All seniors living in a *Better at Home* community can apply for the services. The *Better at Home* service provider will assist the applicant to decide which services are right for their circumstances.

### **How can seniors apply?**

Seniors can contact their local *Better at Home* program and or learn more at [www.betterathome.ca](http://www.betterathome.ca).

### **What does it cost?**

Seniors will be asked to pay a small fee for some services, based on their income. Exact costs are determined by the *Better at Home* service providers based on the local community conditions.

### **Which communities have the *Better at Home* program?**

There are five similar programs operating now. They are currently known as the Community Action for Seniors Independence (CASI) and are located in Maple Ridge, Surrey (Newton), Vancouver (Renfrew/Collingwood), Dawson Creek and Osoyoos. Approximately 60 new communities will receive the *Better at Home* program - visit [www.betterathome.ca](http://www.betterathome.ca) often for an up-to-date list.

### **How are communities selected?**

The communities that are selected have higher percentages of seniors, many of whom are isolated and vulnerable. Consultations with senior's organizations and other regional experts will also guide the selection process.

### **Can communities apply for the *Better at Home* program?**

There will not be an open call for applications for *Better at Home* funding. However, communities can contact Christien Kajij, Provincial Project Manager, at [christienk@betterathome.ca](mailto:christienk@betterathome.ca), to express their interest.

### **Where does the *Better at Home* funding come from?**

Funding was provided to the United Way of the Lower Mainland from the Ministry of Health. *Better at Home* communities will also provide additional funds and resources through fees charged for services, fundraising, in-kind donations and volunteer participation.

### **Is *Better at Home* a permanent program?**

*Better at Home* is a three-year project that began in April 2012. Currently there are no project funds after March 2015.

## **Appendix 2: Advisory Committee Structure**

**The Community Developer is responsible for informing and recruiting potential members.**

Lead organizations are then required to establish and host the Advisory Committee for the *Better at Home* program. It is expected that the lead organization will assemble an Advisory Committee that is representative of the community demographics and profile. It is recommended that at least 50 percent of membership is seniors and that representation from ethnic minorities, Aboriginal communities, people with disabilities, and a range of local stakeholders are included.

## **Appendix 3: Lead Organization Eligibility**

**Organizations applying for a *Better at Home* program must:**

- At all times be recognized as a qualified donee as stipulated in Canada Revenue Guidelines. The term “qualified donee” as defined, includes a list of entities such as registered charities, government bodies (i.e., municipalities) and certain other specific entities. First Nations Bands or other Aboriginal-based entities not considered a qualified donee must be recognized as a public service body performing a function of government in Canada.
- Comply with all Federal, Provincial and Municipal laws, including laws concerning labour, employment and human rights standards.
- Demonstrate community accountability through strong volunteer governance and leadership.
- Demonstrate effective Human Resources, program and financial management, and deliver programs and services in an effective and efficient manner.
- Be recommended/identified as a potential candidate to offer a *Better At Home* program as a result of the *Better At Home* community development process (described above).

## **Appendix 4: Draft Agenda**

The Community Meeting and Key Stakeholder Meeting will bring together seniors and other stakeholders identified through the asset mapping process. Key stakeholders – in particular those interested in being lead organizations – should be present during both meetings. The objectives of these meetings are to present the community development findings and give participants a final chance to provide their input. The following outcomes should be achieved during these meetings:

- Additional input opportunity for seniors and other stakeholders
- Confirmation of services that will be provided by this *Better at Home* program
- Selection of the lead organization for *Better at Home* delivery

**Note:** A member of the Provincial Project Team will present *Better at Home* background information and be available to co-facilitate these meetings.

### **Community Meeting Agenda**

9:45	Registration, Coffee
10:00	Welcome and introductions, including <i>Better at Home</i> project description
10:30	Community Development Findings - assets and needs
10:45	Small group reflections: <ol style="list-style-type: none"><li>1. What services are currently working well to keep seniors independent in their homes and engaged in the community?</li><li>2. What non-medical home support services from the <i>Better at Home</i> basket of services are needed?</li><li>3. What are criteria for a good lead organization?</li></ol>
11:15	Feedback from small group reflections
12:00	Next steps, wrap-up
12:15	Meeting ends Lunch

### **Key Stakeholders Meeting Agenda**

The stakeholder meeting should follow the Community Meeting. The exact Agenda will need to be determined closer to the date, to ensure that it reflects the community engagement process. For example, if there is only one organization wanting to be the lead, the meeting may have this organization present to other stakeholders and ask for input into their implementation plan. If there is more than one organization, then the criteria for a lead organization, identified by community could be used to rank, compare strengths, or to build a collaborative partnership. The Community Developer will work with the Field Coordinator to determine an effective approach.

## **Appendix 5: Suggested Questions**

**The following questions are suggestions and or guidelines to help navigate key stakeholder interviews and seniors' consultations.**

- What is the situation for seniors in your community – what do you see as the burning issues to keep seniors living longer in their own homes?
- What services and programs are currently offered that help seniors live longer in their homes? Who provides them? Are they accessible?
- What non-medical home support services from the *Better at Home* basket of services are needed in your community?
- Who would be a strong lead organization in your community to deliver these services and why?

## **Appendix 6: Community Assets**

Community assets include both stakeholders (a person, group, and organizations with investments in senior's health and wellbeing) and services (non-medical and medical support services and programs available for seniors that help them live longer in their own homes and remain engaged in the community).

**Stakeholders** such as:

- Seniors organizations
- Volunteer organizations/centres
- Caregivers organizations
- Community or citizen organizations
- First Nations communities / Aboriginal organizations / Ethno-cultural / Faith-based
- Disability organizations such as those that serve hard of hearing or people with age-related disabilities
- Health Authorities / Health Units
- Other relevant groups and organizations, i.e. Community Response Networks (CRNs), Division of Family Practice

**Services** such as transportation to appointments and or activities, housekeeping, laundry, minor house repairs, yard maintenance, grocery shopping, friendly visits, etc., provided by:

- Non-profit sector and service groups
- Private sector
- Health Authorities

## **Appendix 7: Final Report Guidelines**

A draft report needs to be submitted two weeks prior to the project deadline. It is expected that two versions will be produced: one public version – containing no personal and/or other sensitive information, and one full version. After approval, the final public report will be posted on the Better at Home website.

### **1. Introduction**

- 1.1. *Better at Home* program introduction (will be provided by United Way Lower Mainland)
- 1.2. Description of the local community development approach

### **2. Community Profile**

- 2.1. Description of the local seniors' population
- 2.2. Summary of the community assets
- 2.3. Seniors needs related to non-medical home support services
- 2.4. Suggested opportunities for service integration/coordination

### **3. Community Readiness**

- 3.1. Explanation of community readiness that reflects community consultations and meetings (i.e., existing infrastructure, volunteer base, willingness)
- 3.2. Potential risks going forward

### **4. Local *Better at Home* Program Details**

- 4.1. List of preferred services from the *Better at Home* basket of services that reflect community consultations and meetings and how they link to the identified needs
- 4.2. Proposed lead organization – including commentary on the identification process and rationale for why they were chosen.

### **5. Recommendations and next steps**

#### **Appendices:**

- A. Summary notes from consultations, i.e. meetings, interviews etc. **Note:** If possible, please provide an overview of people that were invited but may not have participated. (full report)
- B. List of community assets both stakeholders and relevant services for seniors (public report)
- C. Proposed Advisory Committee members (full report)
- D. Documentation of media coverage (public report)

## **Appendix 8: Community Developer Budget Template**

*Expenses (should not exceed \$12,000)*

<u>Community Developer costs</u>	<u>Cost</u>	
Consultant fee (daily rate \$/per day)	\$	-
Travel	\$	-
Office & Program Supplies	\$	-
Advertising & Promotion	\$	-
Postage & Courier	\$	-
Sub-contracts (Supplier/details)	\$	-
Miscellaneous	\$	-
<other>	\$	-
<other>	\$	-
<i>Subtotal Overhead</i>	\$	-
<u>Community / Key Stakeholders Meetings costs</u>		
Venue rental	\$	-
Lunch and refreshments	\$	-
Travel	\$	-
Office & Program Supplies	\$	-
Miscellaneous	\$	-
<other>	\$	-
<other>	\$	-
<i>Subtotal Variable</i>	\$	-
<b>Grand Total Expenses</b>	\$	-