

Creating More Diverse Villages

Washington Area Villages Exchange
October 2023 Conference

Three Stories from across the region

- Villages are exploring ways to attract members and volunteers across races, cultures, and neighborhoods. We will explore strategies that three villages are employing to expand membership in order to better reflect and serve the rich diversity of older adults in their communities.
 - Arlington Neighborhood Village (VA)
 - Northwest Neighbors Village (DC)
 - Mount Pleasant Village (DC)

Agenda

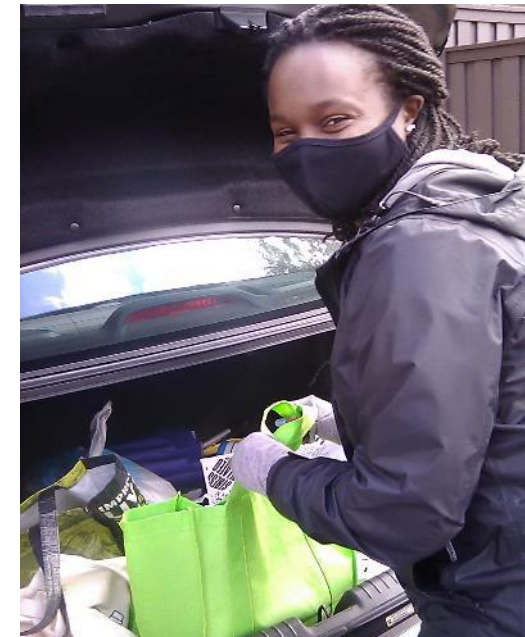
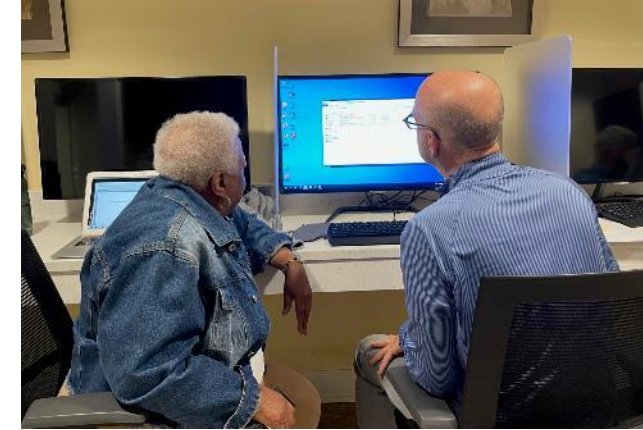
- Learn how community partnerships and outreach can increase the diversity of village membership/volunteer corps.
- Learn how revising membership fee structures and funding financial aid programs can reduce barriers to village membership for lower-income seniors.
- Hear about the common issues, successes and barriers encountered (i.e., staff capacity, volunteer resources, funding challenges; getting Board approval for revising key policies.) and how villages have addressed these challenges.

Arlington Neighborhood Village

- Formed in 2014; small paid staff
- Significant membership growth in past 3 years
- 1/3 of membership has lower incomes (130/377)
- Jan – June 2023, 63 new members of which 27 were lower income
- Growing volunteer pool (67 new volunteers in same period)
- Strong support from members and volunteers to help those in need
- Challenge: fundraising; growing volunteer pool to keep up with demand, especially drivers
- Overall, all members are frailer with greater needs, especially mental health

Direct Services Provided by ANV Volunteers

- Transportation:
 - Medical appointments
 - Grocery store, bank, post office
- Errands
 - Shopping and prescription pick up
 - Food bank deliveries
- Help with minor household chores
- Technology assistance and 1-on-1 Tech Coaching
- Friendly Visits, Walking Buddies
- Home organization and yard work



ANV's Committed Volunteer Corps

- Volunteers provide practical help and social support to keep seniors safe at home:
 - 240 active volunteers
 - 100 drivers
 - 96 new volunteers in 2022
 - 3,260 services fulfilled in 2022
 - 1,370 roundtrip rides
 - 782 errands
 - 360 home chores
 - Drove 35,580+ miles
 - Donated 9,160+ hours
 - 96+% of requests fulfilled!



Demographics: Who Are Our ANV Members?

- 377 Members
- Aged 56-103 years old
- 73% are female
- 45% are 80+ years old; 66% over 75; 85% are over 70+
- 60% of our members live alone
 - Of those living alone, 82% are female
- 34% participate in our Discounted Membership Program
- 31% have mobility, eyesight, or hearing challenges
- 15% represent diverse backgrounds



Trends - Membership

ANV is growing at a steady pace

Discounted membership (lower-income seniors) accelerating

End of Year	Total Membership	Discounted Membership	Temporary/ No Fee Membership	Percent Lower Income
2017	205	22		10.7
2018	209	27		12.9
2019	220	32		14.5
2020	302	38	74	37.0
2021	355	64	81	40.8
2022	328	81	27	32.9
2023 (as of August)	377	103	27	34.5

Responding to the COVID Pandemic

- The demand for help for people needing to stay safe at home spurred deeper partnerships and collaboration with other senior-serving organizations and the County
- To help the vulnerable, waived our membership fee for those in need
- At its height, we welcomed 85 new members at no cost; now 27
- Partnered with AFAC to provide deliveries to seniors
- Smooth referrals from senior affordable housing
- Rely on income verification from partners
- ANV provides essential services and is a vital part of the safety net for seniors in Arlington



Discounted Membership Program

- Board adopted new discounted membership policies in December 2020, building on the March decision to waive membership fees for at-risk and in-need Arlington seniors
- Sliding scale for dues with ANV's contribution ranging from 80% to 100%
 - Under \$49,850 - \$100
 - Under \$39,880 - \$50
 - Under \$29,910 - \$25
- Supported by enthusiastic fundraising campaigns and successful grant competitions
- ANV membership fee is \$500 for individual; \$750 for household

Senior Ambassador Program

- New program started in 2023 as a part of Arlington's Age-Friendly Plan.
- Raised support from 4 sources:
 - Arlington Community Foundation support for Age-Friendly
 - Private family foundation in Arlington
 - AARP Challenge Grant
 - Arlington County Housing grant
- Create Resource Handbook of programs & services for older adults
- Recruit volunteer "Ambassadors" from Arlington's diverse communities who will serve as locally trusted information resources
- Longer term: website, continual updating, volunteer engagement and citizen feedback

Northwest Neighbors Village, Washington, DC

- Established in 2009
- 282 Members
- 38% of Members have their membership fees fully waived
- 122 Volunteers
- 2,650 Volunteer services annually
- Greatest request is for transportation



nnvdc.org

Community Make Up

- **Basic demographic information on NNV catchment area**
 - about 70-80% White and 20-30% Black, Asian, Latino, mixed race
 - largely affluent area that includes pockets of lower-income and food-insecure older adults, mostly apartment residents
- Mix of large single family homes and apartment buildings
- Seven senior living communities in our catchment area, including affordable housing



Efforts to Address Equity and Inclusion

- **2020 – Pandemic challenged us to find ways to reduce barriers to accessing Village services**
 - Programming open to community, increased resource sharing, introduced trial membership
- **2020 - Reaction to George Floyd's killing prompted a racial reckoning**
 - Introduced programming, including 1619 Discussion Group, Racial Equity Book Club, Mapping Segregation DC, Exploration of Race and Racism partnership with GW University
- **2021 – Board approved waiving membership fee for older neighbors with an annual income of \$45k or less**
- **2021 – DEI Working Group established**
 - Began by understanding our demographics, establishing focus of our work, encouraging programming that addressed race and racism, original group comprised of mostly White women grappled with how to include diverse voices in our work.

Efforts to Address Equity and Inclusion

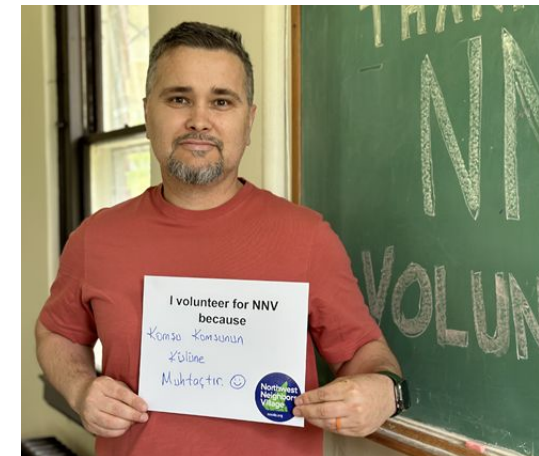
- **2022 – Increased programming that highlighted diverse perspectives**
 - Watch parties that promote discussions on race and racism
- **2022 – Relationship building**
 - DEI Working Group members began developing relationships with Black neighbors and local leaders, as well as with local organizations that are addressing race and racism, and/or serving neighbors with low income and food insecurity
- **2023 DEI Readiness Assessment and Visioning**
 - Work with consultants to first determine how to begin the work to become a more equitable and inclusive Village, followed by a two-day visioning session
- **2023 – Strategic Planning**
 - Equity and inclusion is incorporated in all areas of the strategic plan, including leadership, membership, programs and services. Shift from DEI Working Group responsibility to organizational responsibility and accountability

What we discovered so far

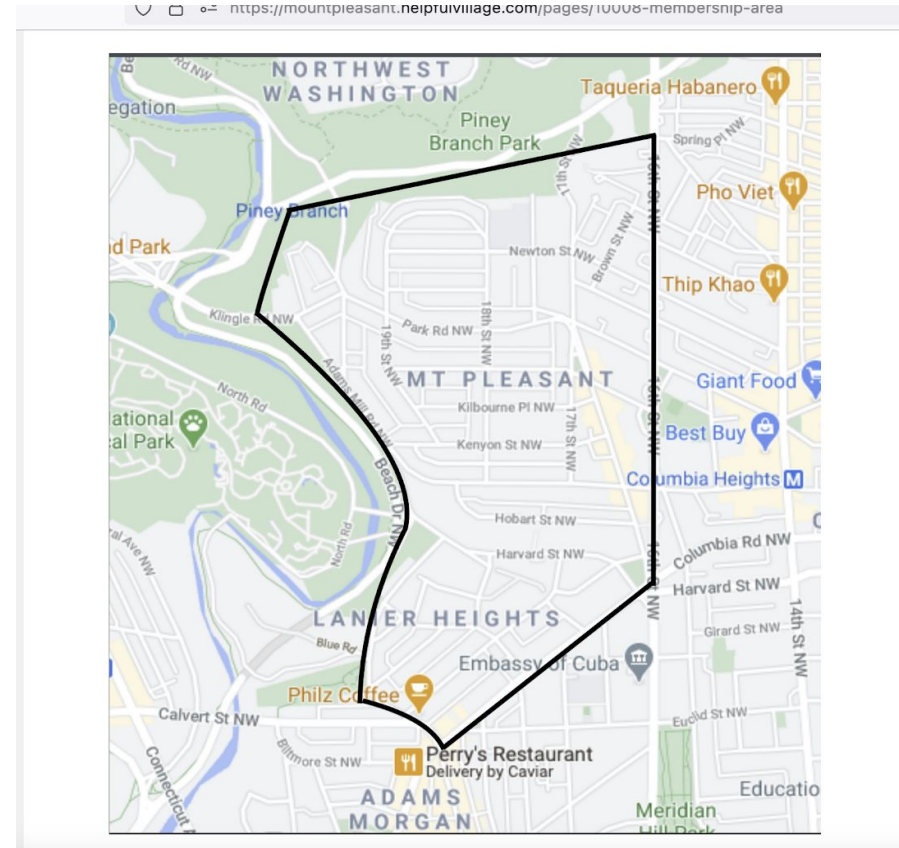
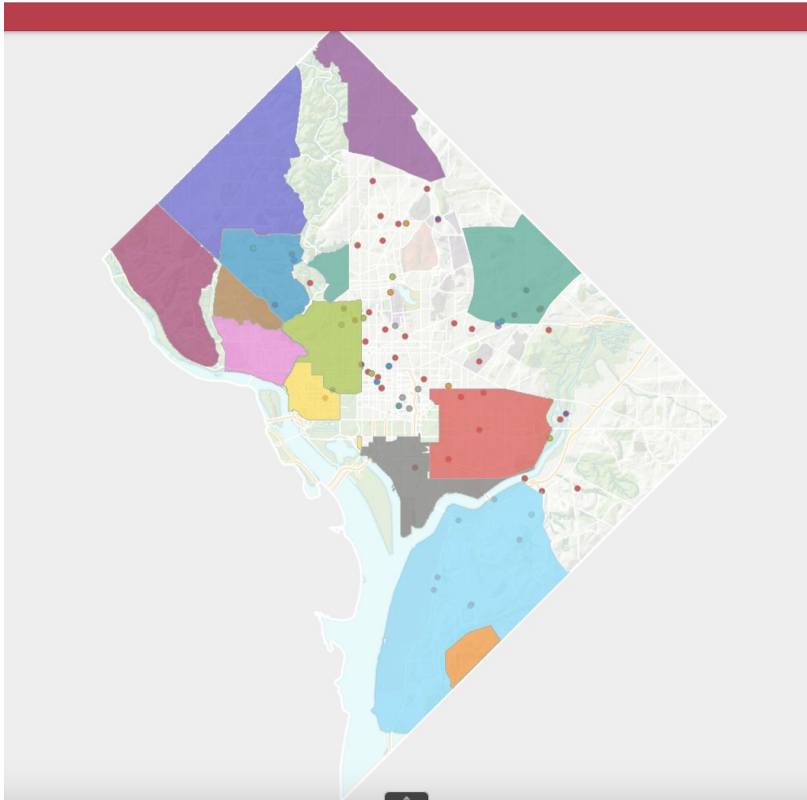
- Creating an equitable and inclusive Village is critical to fulfilling our mission
- DEI efforts take a long time and there's always more to learn
- This is a personal journey, as well as a cultural shift for the organization
- Our most well-attended programs are for topics that include diverse perspectives
- Subsidized members tend to be more vulnerable due to inadequate social support and limited means. They also tend to be the most grateful
- Fundraising for subsidized membership is doable

Challenges

- Ensuring diverse voices are considered in planning and decision making when current leadership is mostly White and affluent
- Ensuring authenticity in our efforts
- Membership implies exclusion
- Current membership model is not scalable for growth



Mount Pleasant Village



History

- NW DC
- “Village in the City”
- 1920s – Restrictive Covenants
- 1950 – Black professor moved to neighborhood
- 1970 – 65% Black
- 1990 – African Americans 36% of the population, Latinos 26%, and whites 35%
- 2010-present – Black 25%, Latinos 26%, White 50%
- Total population ~11,000

“Hard” boundaries of National Zoo, Piney Branch Parkway and 16th Street (major access route) ---» strong sense of neighborhood

Demographics

- Founded 2015
 - “Aging in Community”
 - ~225 members
 - Wholly volunteer-managed
 - Member DCVC, WAVE, VtVN
 - www.mountpleasantvillage.org
- **MISSION:** Mount Pleasant Village is a nonprofit, volunteer-led membership organization that enables members to celebrate the opportunities and meet the challenges of aging in community.... We strive to be inclusive and diverse by outreach to our neighbors, and through partnerships with other organizations in Mt. Pleasant and throughout the city.

Achieving Membership Diversity

- Aspects of Diversity
- Membership
- Partners
- Lunch and Learn

Broad Considerations of Diversity

- Population
 - Age
 - Empty nesters, Young families
 - Active Retirees
 - Cultural Backgrounds
 - Religion
 - Longevity in the neighborhood
 - 50 +/-30/Newbies
- Economic Diversity
 - Professional
 - Non-professional
- Home Ownership
 - Apartment dwellers/renters
 - Condos
 - Home owners
- Cluster Coordinators

Partners

- Other Villages
- Elementary Schools
 - Bancroft (School Streets)
 - Sacred Heart School
- Stoddard Baptist Nursing Home
- Mt. Pleasant Library
- Apartment buildings
 - Park Pleasant
 - The Woodner
 - The Renaissance
- Latin American Youth Center
Career Academy/DOROT
- Churches
 - All Soul's Church
 - Sacred Heart Church
- Catholic Charities
 - Pandemic - Food distribution to needy families
- MtP Street Businesses
 - Business/Restaurant owners
 - "Meet the Street"
 - District Bridges/Latino Economic Development Corporation (LEDC)
- Farmer's Market
- La Clínica del Pueblo
- GALA Theater
- IONA
- Solas Nua
- Capital Nature

Diversity Committee

- Statement on Diversity
- “Hello Neighbor Campaign” (include visuals)
- Lunch, Learn and Act programming
- Outreach to specific populations (LGBT+)
 - Toolbox
 - Pride event
 - Lamont Plaza events
 - Movies

QUESTIONS

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