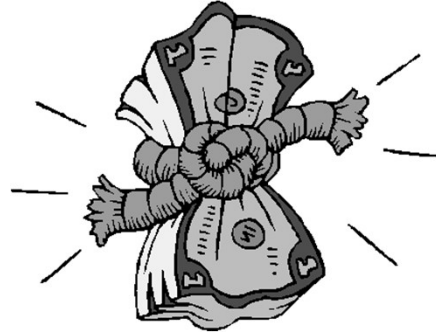


Service Programs on a Shoestring

***Presented by:
Gwen Volk***

CPM® , NAHP-e® , RAM® , FHC® , SHCM® , HCCP®

www.gwenvolk.com



Gwen Volk
INFOCUS, INC.

1

Why We Do Service Programs

- Meet a funding or program requirement
- Improve relationships with residents
- Help residents to be better tenants
- Relieve tensions among diverse residents
- Keep kids out of trouble
- Reduce isolation and promote independence
- Create a sense of community among residents
- Foster intergenerational understanding
- Set the property apart from the competition

©2024 GWEN VOLK INFOCUS, Inc.

2

NAHMA's COQ Requirement

Communities of Quality®

CATEGORY 4 – PROGRAMS AND SERVICES

(45 minimum points for large properties and 30 minimum points for small properties required to satisfy this category)

A. Resident Programs/Services

In the blank spaces below, please list resident programs and services provided such as educational programs, e.g., tutoring, English as a second language, etc.; Junior Achievement; after-school classes; arts and crafts, exercise and dance classes, etc. Please provide copies of flyers or brochures of programs listed. (Please note if more room is needed than provided here, please list additional programs/services on a separate paper. A maximum of 30 points will be awarded for this section.)

Program/Service 1:

Program/Service 2:

Program/Service 3:

Program/Service 4:

SCORE		
NO. OF COQ POINTS POSSIBLE FOR APPLICANT WITH RESIDUAL OR MORE	NO. OF COQ POINTS AWARDED BY APPLICANT FOR PROPERTIES WITH RESIDUAL OR MORE	NO. OF COQ POINTS AWARDED BY APPLICANT FOR PROPERTIES WITH 40 UNITS OR LESS
5 POINTS FOR EACH PROGRAM OR SERVICE PROVIDED (UP TO MAXIMUM 30 POINTS)		
\$		
\$		
\$		
\$		

Document Date: April 2013

10

Communities of Quality®

Program/Service 5:

Program/Service 6:

Program/Service 7:

Program/Service 8:

Program/Service 9:

Program/Service 10:

\$		
\$		
\$		
\$		
\$		
\$		

B. Optional Programs/Services

Please list additional (optional) programs and services that are provided. Please provide copies of flyers or brochures of programs listed. (Please note if more room is needed than provided here, please list additional program services on a separate paper. A maximum of 30 points will be awarded for this section.)

Neighborhood Networks

Service Coordinator

Staff participation in community or volunteer activities, including churches, trade or professional organizations, etc.

Other Computer Training/Computer Center or Curricula Offered

5 POINTS FOR EACH PROGRAM OR SERVICE PROVIDED (UP TO MAXIMUM 30 POINTS)		
\$		
\$		
\$		
\$		

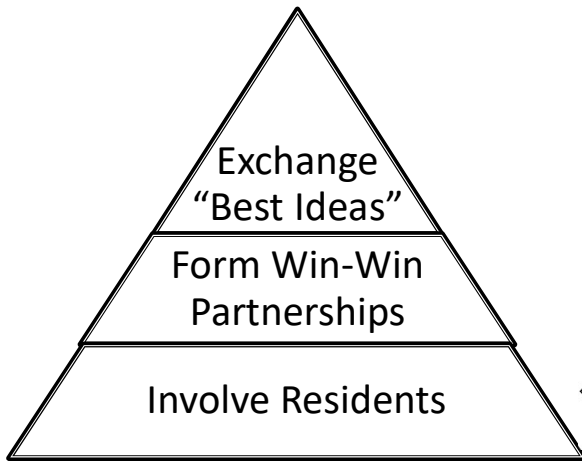
PROGRAMS/SERVICES CATEGORY – TOTAL

*PROPERTIES WITH 40 UNITS OR LESS REQUIRE A MINIMUM OF 30 POINTS

MINIMUM REQUIRED AS AVERAGE SCORE IS:		
\$		

©2024 GWEN VOLK INFOCUS, Inc.

3



How to Create Low-Cost/No-Cost Service Programs

©2024 GWEN VOLK INFOCUS, Inc.

4

How to Involve Residents

- Survey Residents
 - *(A survey is not a promise-it's a vision)*
- Ask them to help:
 - Urge other residents to return their surveys!
 - Attend a discussion meeting on survey results
 - Help to decide what things are doable and how
 - Identify individuals and organizations who might be interested in doing programs at our property
 - Promote the services and programs to others
 - Provide feedback on how the programs are going



©2024 GWEN VOLK INFOCUS, Inc.

5

Who are Your Residents?

- Seniors
- Persons with Disabilities
- Working people
- Retired people
- Parents
- Young adults
- Youth
- Young Children
- Couples
- Singles
- Roommates
- Adult learners
- Hobbyists
- Extraverts
- Introverts
- Ambiverts

©2024 GWEN VOLK INFOCUS, Inc.

6

Design Your Survey:

- What types of activities and programs interest your residents?
 - Social Activities
 - Recreation/Sports
 - Hobbies
 - Educational Classes
 - Informational Meetings
 - Help with Living Problems

©2024 GWEN VOLK INFOCUS, Inc.

7

Design Your Survey:

- What themes of activities and programs interest your residents?
 - Health Care/Wellness
 - Employment/Employment skills
 - Living problems – drugs, alcohol, domestic abuse, finances, parenting, employment
 - Physical activity - dance, exercise, weight management, self-defense
 - Mental activity – games, arts & crafts, reading, discussion
 - Something else . . .

©2024 GWEN VOLK INFOCUS, Inc.

8

Design Your Survey:

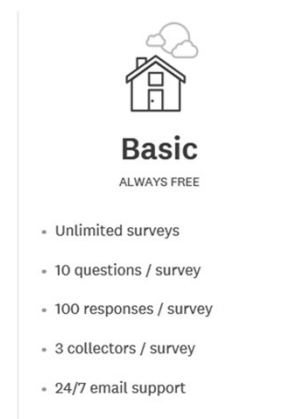
- Where do your residents want to attend programs and activities?
 - Outdoors
 - Indoors
 - On-Site
 - Off-Site

©2024 GWEN VOLK INFOCUS, Inc.

9

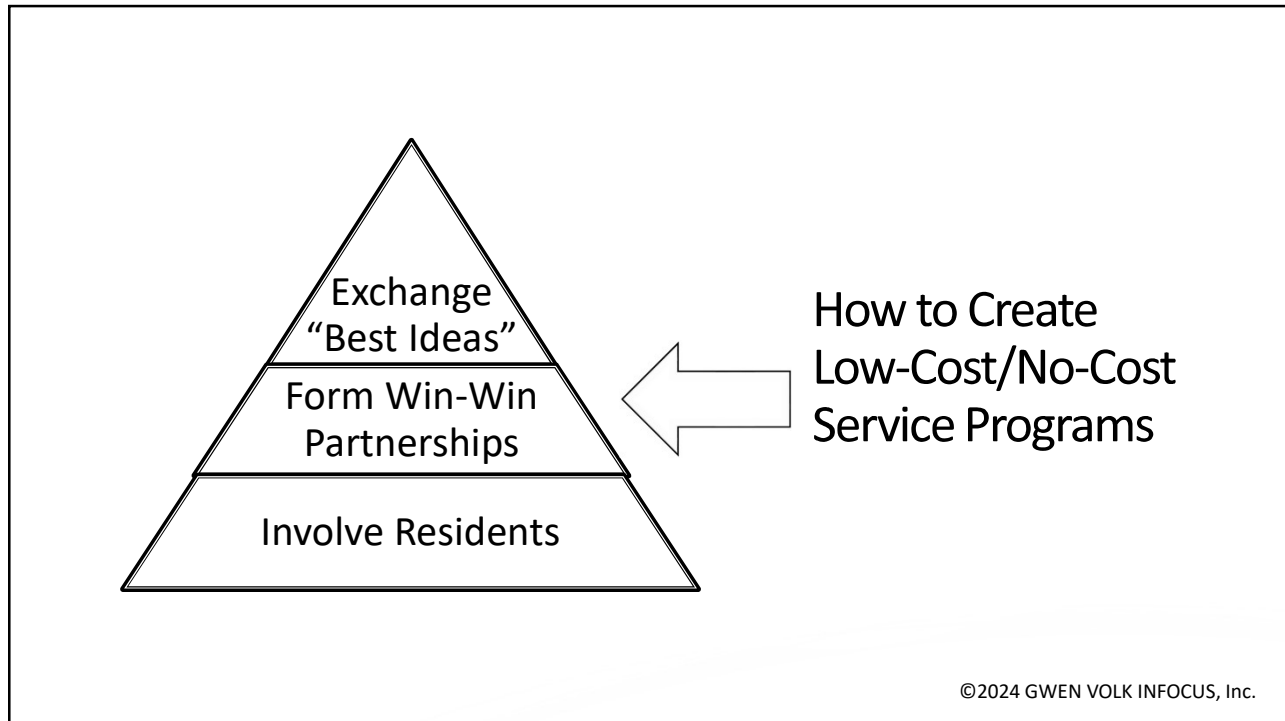
Consider using an on-line survey

- Survey Monkey
 - It's free
 - It's easy to use
 - It's flexible
 - It's way cool
- Let's see how it works
 - <https://www.surveymonkey.com/dashboard/>



©2024 GWEN VOLK INFOCUS, Inc.

10



11

How to Find and Keep Service Partners

- Identify groups seeking access to your residents as part of their own mission
 - 1) Helping Handbook
 - 2) Networking
 - 3) Google
- Sell them on your vision
- Give back to your service partners
- Continually seek new partners

©2024 GWEN VOLK INFOCUS, Inc.

12

Obtain or Create a “Helping Handbook”

- Applicable to your residents and applicants
 - Elderly
 - Family
 - Persons with disabilities
 - Income level
- Hard Copy – Distribute to all and/or available in the office
- Virtual – Post to your property web-site and/or Facebook page.

©2024 GWEN VOLK INFOCUS, Inc.

13

Helping Handbook Hard Copy

Los Angeles County: Local Community Resources

RESOURCES FOR METROPOLITAN LOS ANGELES – SPA 4

SERVICES BY CATEGORY

- [Children](#)
- [Domestic Violence](#)
- [Education](#)
- [Employment](#)
- [Food](#)
- [Health](#)
- [Homeless](#)
- [Housing](#)
- [Legal](#)
- [Mental Health](#)

http://publichealth.lacounty.gov/chs/spa4/Resource%20List-%20SPA%204_revised%205.20.2020.pdf

©2024 GWEN VOLK INFOCUS, Inc.

14

Helping Handbook Hard Copy

4/9/24, 9:15 PM

Senior Resource Guide | City of SeaTac

SENIOR RESOURCE GUIDE

The following list is provided to assist with common issues and needs faced by seniors in our community. The SeaTac Senior Program, located in the SeaTac Community Center, is available Monday through Friday from 8:30 AM to 4:00 PM and staff will be happy to help connect you to the appropriate resources for your situation.

SeaTac Senior Program
13735 24th Ave. South
SeaTac, WA 98168
Ph: 206-973-4690
Web: seatacwa.gov/senior-program

General Assistance

Pathways Information & Assistance

Free, unbiased advice for aging persons, people with disabilities, and caregivers. We connect individuals to

<https://www.seatacwa.gov/government/city-departments/parks-and-recreation/recreation-programs/seatac-senior-resource-guide>

©2024 GWEN VOLK INFOCUS, Inc.

15

Helping Handbook: Virtual

<http://www.needhelppayingbills.com/>

<http://livingonthecheap.com/>

<https://www.altcew.org/contact/additional-resources/>

<https://www.spl.org/programs-and-services/adults-50-plus>

https://www.agewisekingcounty.org/ill_pubs_articles/who-do-you-call-when-you-dont-know-who-to-call/

<https://www.snapwa.org/>

©2024 GWEN VOLK INFOCUS, Inc.

16

Example: Resources for Dads

The screenshot shows the PEPS website with a navigation menu including Home, About, PEPS Programs, Volunteer, Give, Resources & Events, Collaborations, and Blog. A search bar is located in the top right. The main content area is titled "Just for Dads" and lists local programs and resources for dads, such as the Active Dads Network, The Conscious Fathering Program, and Dad Next Door. A "DONATE" button and social media icons are visible in the top right corner.

peps DONATE f i y

Log In

Home About PEPS Programs Volunteer Give Resources & Events Collaborations Blog

Resources

- Activities with your Baby
- Anti-Racist Resources for Parents
- Baby Wellness
- Child Development
- Childcare
- COVID-19 Resources for Parents
- Emotional Challenges &

Just for Dads

Local Programs & Resources for Dads

- » [Active Dads Network](#) is a Meet Up group in Seattle with dads, kids, resources and activities.
- » [The Conscious Fathering Program](#) offered by Parent Trust of Washington Children, is a 2-hour class providing information on basic baby care, plus insight on how men can prepare for those precious first months.
- » [Dad Next Door](#) from Dr. Jeff Lee and Seattle's Child magazine shares many insightful moments

<https://www.peps.org/ParentResources/by-topic/just-for-dads>

©2024 GWEN VOLK INFOCUS, Inc.

17

Example: Support for Single Moms

The screenshot shows the SingleMom.com website with a navigation menu including Home, Dating and Relationships, Assistance Resources, Advice and Tips, Single Mom Stories, and Contact. The main content area is titled "Assistance for Single Moms in Washington" and provides information about free government tablet programs. A search bar is located in the top right.

SingleMom.com™ You Love Your Mom!

resources for Single Moms, and a lot more

Home Dating and Relationships Assistance Resources Advice and Tips Single Mom Stories Contact

You are here: Home » Washington Assistance

Assistance for Single Moms in Washington

Single moms can receive help and assistance in all cities and counties across the state of Washington. Assistance programs aid with free food, housing costs, rent, energy bills, mortgages, free health care, and more.

Whoop Connect Free Government Tablet APPLY NOW

Search SingleMom.com ..

<https://singlemom.com/washington-assistance/>

©2024 GWEN VOLK INFOCUS, Inc.

18

Googling for Programs and Partners

Key Words:

- Free educational programs in ***
- Help for low income families in ***
- Support systems for low income families in ***
- Programs for low income seniors in ***
- Benefits for low income families in ***
- Free Summer Camps (or other programs) in ***

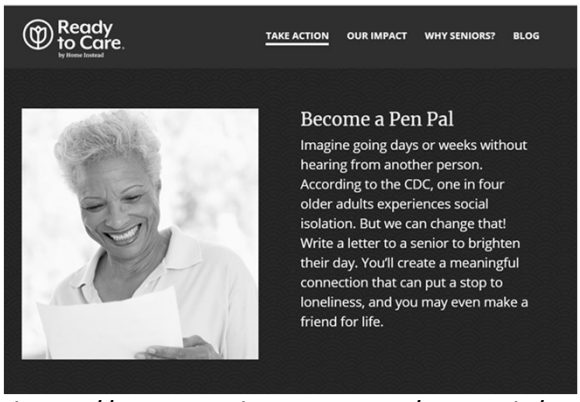
***[insert state, county, city, or neighborhood]

©2024 GWEN VOLK INFOCUS, Inc.

Example: Senior Pen Pal Programs



<https://presbyterianhomes.org/blog/senior-pen-pal-program-benefits/>



<https://www.readytocare.com/pen-pals/>

©2024 GWEN VOLK INFOCUS, Inc.

USDA Summer Food Service Program



<https://www.fns.usda.gov/meals4kids>

©2024 GWEN VOLK INFOCUS, Inc.

21

Service Partner “Sales” Techniques

- Contact and follow-up – be persistent
 - 1) Phone and/or visit first
 - 2) Email later
- Talking points:
 - 1) Explain what you are trying to do
 - 2) Ask for what you need
 - 3) If they can't or won't, do they know someone who can or will?

©2024 GWEN VOLK INFOCUS, Inc.

22

Service Partner “Sales” Techniques

- Let them know you appreciate their time & help (even if they can’t provide the service)



©2024 GWEN VOLK INFOCUS, Inc.

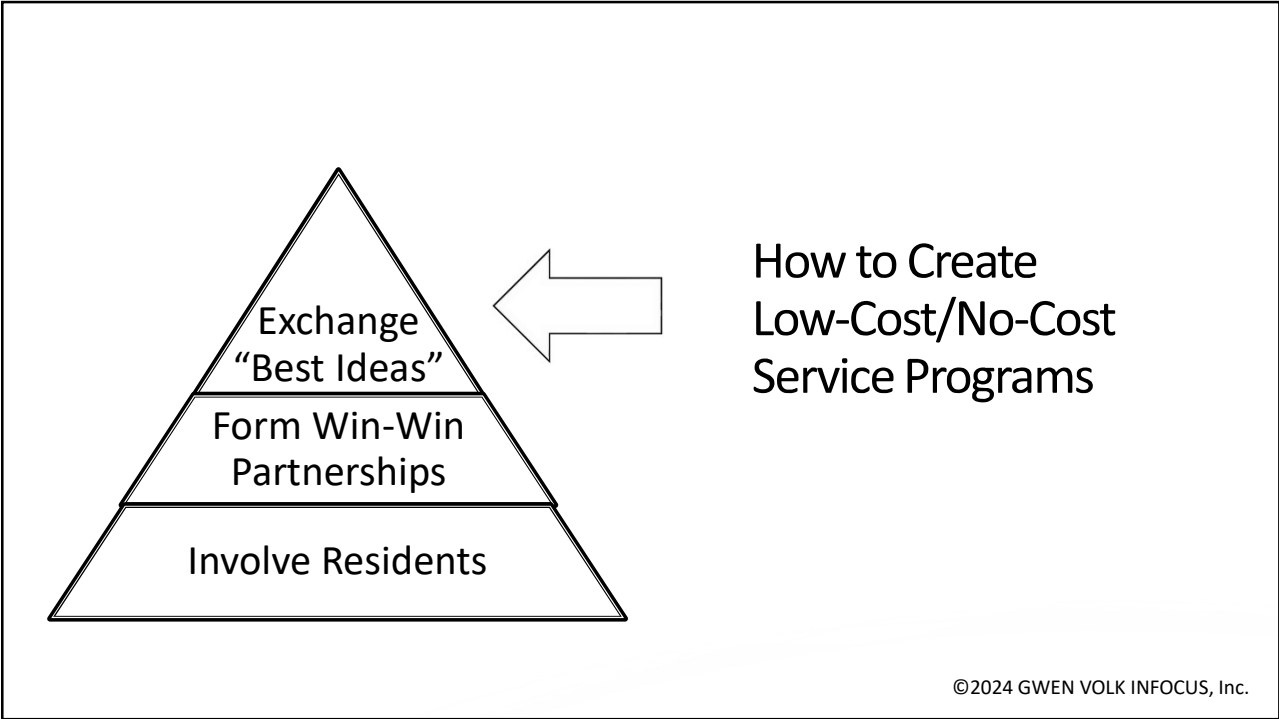
23

Make your service partners part of your Affirmative Fair Housing Marketing Plan

Outreach to the Least Likely to Apply

©2024 GWEN VOLK INFOCUS, Inc.


24




25

No-Cost or Low-Cost Activities


- Develop a balanced range of service programs
- Matched to the resident needs and wants, and
- Availability of service partners to provide them




The Woodlands, TX




Phoenix, AZ



Fort Worth, TX



Westin, FL



Lancaster, CA

©2024 GWEN VOLK INFOCUS, Inc.

26

No-Cost/Low-Cost Programs

BEST IDEAS: Service Programs on a Shoestring Last Updated: September 2, 2021

Courtesy of your fellow AHMA members who have contributed their "best ideas" over the past 6 years!



- CHILDREN/YOUTH – page 1
- SENIORS/PERSONS WITH DISABILITIES – page 17
- FAMILY/ADULT – page 4
- RESIDENT ENGAGEMENT DURING COVID - page 23.

Take a peek at more than 500 successful no-cost/low-cost programs your industry colleagues from around the country are providing.

©2024 GWEN VOLK INFOCUS, Inc.

27

Time to Submit Your Best Idea



- Send me your "best idea(s)" using the Chat Box in your Control Panel OR
- Email me your "best idea(s)" at gwenvolk@gwenvolk.com
- I will add your ideas to the list!

©2024 GWEN VOLK INFOCUS, Inc.

28

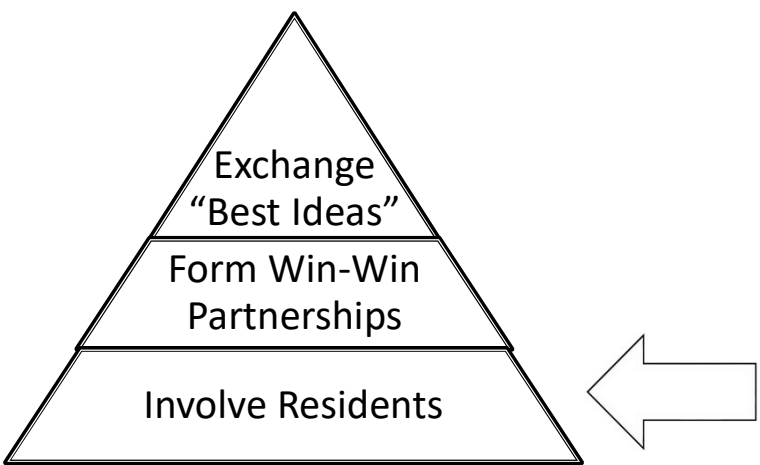
Link to “Best Ideas”

- Click on the following link <https://gwenvolk.com/best-ideas-list>
- Your ideas will be added in the next two weeks and the new list will be uploaded to the same link.
- Check back frequently to see if any new ideas have been added!!

©2024 GWEN VOLK INFOCUS, Inc.

29

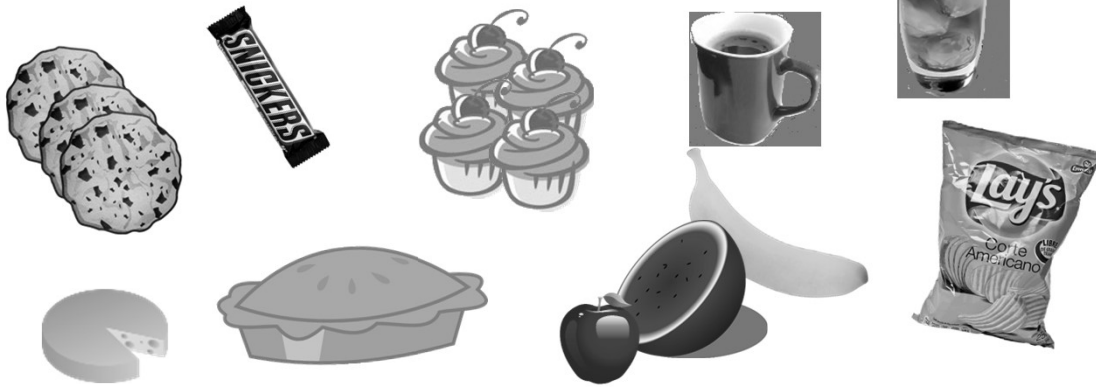
Back to Where We Started!



©2024 GWEN VOLK INFOCUS, Inc.

30

The Key to Resident Participation



©2024 GWEN VOLK INFOCUS, Inc.

31

Resident Participation

- Service programs must be marketed
- Don't be discouraged by low attendance
- Persistence pays and attendance will grow
- Always get resident feedback on programs
- Resident needs and wants may change – continue to survey them annually
- Decide whether to allow non-residents in the neighborhood to participate in service programs (some service partners will want this)

©2024 GWEN VOLK INFOCUS, Inc.

32

Space

- Adequate to the needs of the residents
- A clubhouse, a meeting room, a converted storage room, or an apartment taken off line.
- Must be inviting – decorations, furnishings



©2024 GWEN VOLK INFOCUS, Inc.

33

If You Have No Available Space

- Find service partners who have off-site facilities and free programs that meet your resident's needs and wants
- If possible coordinate transportation with the same or another service partner and/or
- Provide opportunities for residents to connect with one another about transportation issues
- Promote the programs to your residents
- Track participation

©2024 GWEN VOLK INFOCUS, Inc.

34

Other Issues

“Those things we don’t like to talk about”

- Staff dos and don’ts
- Liability



This Photo by Unknown Author is licensed under [CC BY-SA-NC](#)

©2024 GWEN VOLK INFOCUS, Inc.

35

Staff Does and Don’ts

- Do check in on and periodically observe what the service partners or their designees are doing.
- Don’t develop and conduct service programs – unless you are specifically a qualified service coordinator
- Do use resident volunteers to assist with and/or provide service programs when appropriate
- Do not engage residents to provide youth programs unless they are under the supervision of a service partner.

©2024 GWEN VOLK INFOCUS, Inc.

36

What about liability?

- Obtain an authorization/permission slip from the parents for any one-time or on-going program their child will attend.
- Request proof of insurance from the service partner (consult your attorney about any concerns you have).
- Ensure the service provider is screening, training and providing supervision to the person or persons who are doing the youth programs. Consult your attorney about any additional screening you may want to perform.
- It is a good idea to have children list a check-in and check-out time on the sign-in sheet.

©2024 GWEN VOLK INFOCUS, Inc.

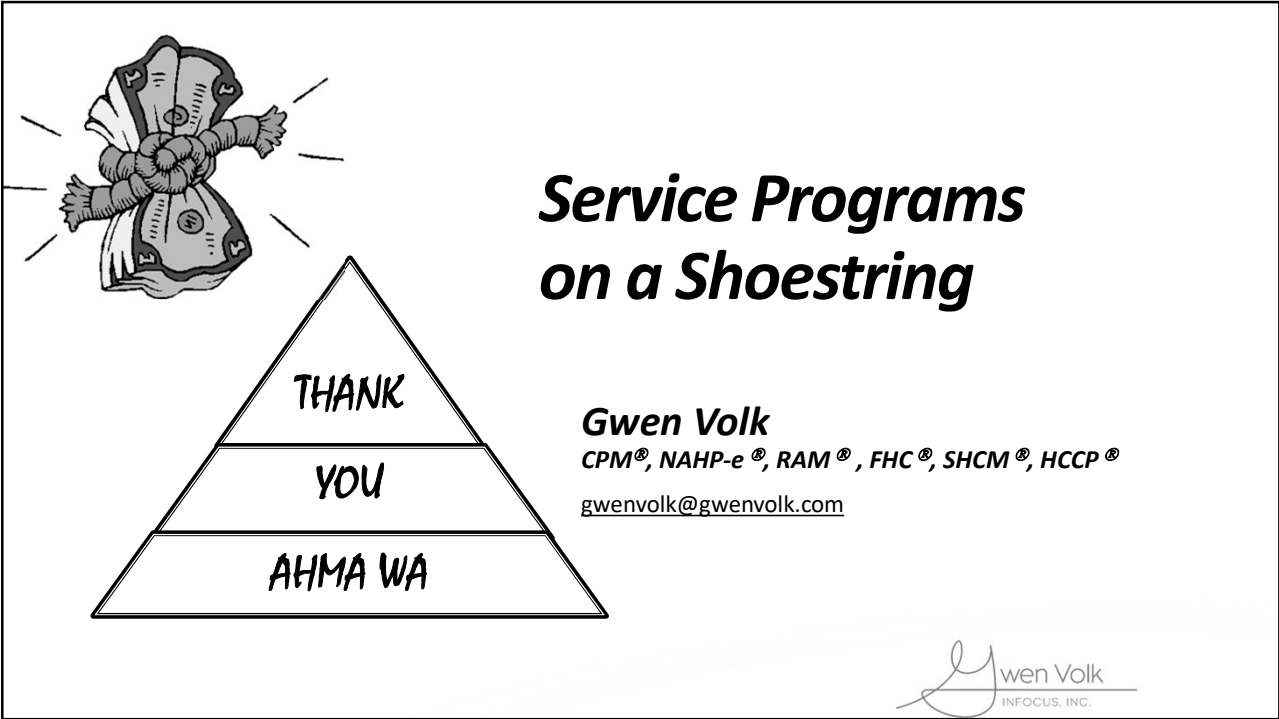
37



©2024 GWEN VOLK INFOCUS, Inc.

This Photo by Unknown Author is licensed under CC BY-NC

38



**Service Programs
on a Shoestring**

Gwen Volk
CPM®, NAHP-e®, RAM®, FHC®, SHCM®, HCCP®
gwenvolk@gwenvolk.com

THANK
YOU
AHMA WA

Gwen Volk
INFOCUS, INC.

39