

Project Proposal

Section 1. Indicate the overall goal and objectives of the multi-year project.

The goal of *Kaboom!* is to challenge our assumptions, our language, and the way in which we organize adult and senior library services to find new and engaging methods to address an emerging “third life” phase in transformational ways. *Kaboom!* will provide new ideas and help inform the creation of a distinct specialty within adult services, focusing on active, engaged older adults during this two-year library demonstration project of leading-edge work to serve and engage boomers. The project’s six objectives are to: 1) fund a library-based part-time Program Coordinator (using a Life by Design NW grant in year one) to work with a team of library staff to explore, create, test, and implement new community-wide services for active older adults; 2) contract with an Adult Services Consultant to share the latest library research, provide specialized training, and increase the capacity of library staff to test and deliver innovative library programs and services; 3) recruit 25 advisors from among a diverse group of active older adults for service on the project’s voluntary advisory council; 4) contract with a Third-Party Evaluator to create and conduct a comprehensive project evaluation; 5) promote the project’s activities to inform the public, recruit volunteers, and attract program participants; and 6) secure 24 speakers (voluntary and paid) to offer the first in a series of programs, etc., specifically designed to engage people over 50 in active community life.

Section 2. Describe the progress accomplished in the current grant year to date and justify the need for continued funding.

In September 2008, Bess Piñón was hired with funds from a grant awarded to Life by Design NW to serve as the half-time Life by Design NW Coordinator for Multnomah County Library. A work plan for the schedule of community outreach contacts and public programs to be held during 2009 was completed in October. In November, a partnership activity with Hands on Greater Portland was held, called *Books-to-Action* (a book discussion and volunteer project). A project website was designed and launched in December, and promotional materials for January-February 2009 programs were created. Other progress accomplished in the current grant year to date includes: 12 community outreach contacts made for *Helping Your Aging Parent* speaker series; 10 community outreach contacts made to explore programming partnerships; 2 volunteers recruited (a librarian for resource lists and an artist for flyer design); participation in the OASIS 50+ Education Fair; and the creation of 4 book lists for the *Books-to-Action*, *Helping Your Aging Parent*, and upcoming program series. Excellent progress continues to be made, including the co-branding of materials and development of appropriate messaging vehicles for this project’s many partners. Continued funding is needed to support: ongoing written content for and resource sharing via the project’s website; community outreach activities; two new public program series called *Perspectives on Positive Aging* and *Creating Connection & Community* (started in late March 2009); the ongoing work of our volunteer advisory council (slated to convene by June 2009); and the support of project personnel to handle the successful resolution of challenges inherent in any collaborative partnership, such as communicating relevant information, while navigating the complexities of a joint effort by library and community nonprofits to attract community members to library programs and co-sponsored community events.

Section 3. Indicate the project goal for the next year. List the quantified objectives that will be used to measure whether the goal is accomplished. Describe the specific activities that will be undertaken to meet each objective.

Appendix D - Brief Proposal for Continuing Projects

The goal of *Kaboom!* for next year remains the same, with all but one of this year’s objectives continuing next year. There are three concurrent stages within this two-year proposed project to develop and implement a comprehensive library-based service program to reach and involve adults over the age of 50 in life-planning and community engagement opportunities: Discovery, Design, and Engage (e.g., assessment activities; a plan for targeted action; and proactive and strategic connections to library staff, our target audience, and other community partners). Next year, we will continue to move through each of these three phases as we apply lessons learned during year one to inform our work in year two. Activities for next year include: ongoing work by 25 advisors serving on the project’s voluntary network; an ongoing contract with a Third-Party Evaluator to conduct a comprehensive project evaluation; ongoing promotion of the project’s activities through the use of purchased media, attractive flyers, and mass-mailings in multiple languages; and ongoing booking of speakers (voluntary and paid) for a series of programs, service-learning activities, training opportunities, and facilitated issues forums; and beginning in July 2010, funding the half-time position of Bess Piñón for her ongoing work with a team of library staff to explore, create, test, and implement new community-wide services for active older adults

Section 4. Provide specifics about this proposed year’s project’s budget. Identify any additional resources obtained for the project.

The proposed year’s project budget is \$132,530. We are seeking an LSTA grant of \$52,335 to pay for six months of Salary and Fringe Benefits (\$18,911) for the half-time Program Coordinator (July-December 2010); Supplies (\$19,500) that include purchased print and radio media, as well as promotional items to recruit volunteers and program participants; Contractual Services (\$12,400) to contract with third-party evaluator and translation services (in 4 languages), and to pay speaker fees and honorariums; and Indirect costs (\$1,524) calculated at 3%. Additional secured resources of \$80,195 include: a Life by Design NW grant from Atlantic Philanthropies (\$16,864); 1,140 combined hours of in-kind contribution in personnel time and fringes by 6 library staff members (\$52,231); 400 volunteer hours contributed by volunteer project advisors, calculated at Independent Sector’s rate of \$19/hr (\$7,600); and Supplies (\$3,500) that include refreshments at advisors’ meetings, postage, and promotional items.

Section 5. Proposed project budget summary (Use this format – do not alter it):
(Double click on the table to enter data. Before closing the table, be sure to scroll to the top of it)

Item	Local Cash	Local In-kind	LSTA	Total
Personnel	\$20,376	\$39,568	\$14,326	\$74,270
Benefits	\$4,088	\$12,663	\$4,585	\$21,336
Travel	\$0	\$0	\$0	\$0
Equipment	\$0	\$0	\$0	\$0
Supplies	\$3,500	\$0	\$19,500	\$23,000
Contractual	\$0	\$0	\$12,400	\$12,400
Library Materials	\$0	\$0	\$0	\$0
Total Direct Charges	\$27,964	\$52,231	\$50,811	\$131,006
<i>Indirect Charges</i>	\$0	\$0	\$1,524	\$1,524
Total Budget	\$27,964	\$52,231	\$52,335	\$132,530

Proposed third year LSTA amount: N/A