Naturally Occurring Retirement Communities (NORC)

NORC State Funding Efforts

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Five Key Steps

- **Sustainability**: Important to diversify funding sources and build strong community partnerships. Never depend on any one source of funding for the viability of the program in the future. State funding should only be one funding strategy.

- **Prepare the Case**: Develop a case for needing State funding. Why should the State fund your program? Need to have rationale, stats and evaluation results to support case, and prove program is a cost-savings for the State.

- **Grassroots Effort**: Develop a committee of volunteers who have relationships with key legislators who can act as advocates on behalf of your NORC. Politics is local.

- **Research**: Know the budget process and State’s funding priorities.

- **Identify Key Partners**: There may be partners that can work with you to advocate for State funding.
Potential Road Blocks

- Tough economic times now, so may be difficult to get program funded when existing programs in the State budget are getting cut.

- Program may serve a limited geographic area.

- Will be difficult to get funding if cannot show a cost savings to the State.

- Legislative champion is key.
Strategies

Political

- Consider key legislators as part of criteria in determining NORC sites:
  - Ardsley Park in Savannah (Sen. Eric Johnson, President Pro Tempore)
  - Candler County in south Georgia (Sen. Jack Hill, Chair of Senate Appropriations Committee)

- Set-up NORC site to achieve successful results:
  - Community infrastructure in place
  - Good partners
  - Potential for evaluation results (Meyer Balser NORC – health focus)

Advocacy

- Involve NORC staff, NORC participants, and general community:
  - Seniors at the Capitol
  - NORC site visits
  - Attend community hearings hosted by the State Department of Human Resources
  - Letter-writing campaign
  - Legislative Alerts

- Legislative Council – Not necessary; helpful to have someone with connections dedicating time to meeting with legislators.
For more information on NORC

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