The Georgia Naturally Occurring Retirement Communities (NORC) Initiative

Program Implementation & Collaboration

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Aging in Place & Collaborative Partnerships

- Shift toward developing programs that promote aging in place.

- Surrounding community may not have the infrastructure and resources to support an aging population.

- Challenge for a single organization to provide services that will meet the diverse needs and preferences of older adults.

- Collaborative partnerships essential when developing services during periods of increased competition for fewer resources.
Implementing the NORC Model...

- Needs assessment and outreach campaign (i.e. focus groups, mailed surveys, door-to-door, environmental scan)

- Identify partners early in order to:
  - Build the community’s capacity to support seniors in the process of aging in place
  - Utilize and maximize existing services or by accessing untapped services
  - Limit duplication of existing services

- Engage in outreach to identify seniors and their needs

- Work with partners to develop programs to meet self-identified needs of seniors in NORC community (consumer-driven)

- Seniors involved in setting priorities, governance, program development, outreach, etc.
Six NORC Sites in Georgia’s Initiative

- Atlanta NORC Sites: Toco Hills, East Point, Marian Road, Meyer Balser
- Non-Metro NORC Site: Ardsley Park (Savannah)
- Rural NORC Site: Candler County

Lead agency at each site provides lead coordination of direct services and brings in-kind contribution.

After research, lead partner chosen with strong track record for providing senior services.

Further partnership development and collaboration

Program development as an outgrowth of the needs assessment and partnership development.
Partnerships Important for leverage of funding

Sources of Funding:
- Federal Earmarks
- State Funding
- Volunteer Support
- Private Foundation Dollars
- Membership Fees
- In-kind

Partnerships Provide:
Assistance with fundraising, program credibility, outreach/marketing, innovative program development, coordination, discounts, in-kind services, office space, staff support, referrals
Partner Collaboration Examples

- Universities – OT Services (home safety), home modifications, technology, grantwriting
- Schools – programming space, student volunteers (Summer Angels)
- Home Repair Organizations, Home repair/modification, grantwriting
- Transportation Programs – volunteer driver, discounted services, voucher providers, paid cab service
- Government (i.e. City of East Point, City of Atlanta, DeKalb & Fulton Counties)
- Local Non-Profits (i.e. Georgia Lions Lighthouse, Housemate Match, Culture Connect, One Good Deed)
- Associations/Community Groups – (i.e. Ministerial Association, PEDS)
- Health care Providers - doctor’s offices, Home Care Agencies/Visiting Nurse, hospitals
- Businesses – voucher providers, restaurants, speakers, volunteers, caregiver support
- Congregations – volunteers, outreach services, programming space
Challenges

- Partnership is difficult, especially when have so many different ones involved, each with its own agenda. Important to have formal working agreements (MOUs) to manage expectations and ensure deliverables are met.
- Communication is challenging – regular planning meetings, conference calls, monthly updates with benchmarks met that month and to date.
- Community buy-in essential for success. Sell idea and include primary partners in discussion.
- Consistent branding & marketing from the start. Engage primary partners in discussion.
- Getting partners to track services provided, stats, and administer survey tool to NORC participants.
- Allocation of funding – important to work with an advisory council.
- Mission alignment can be challenged when have fewer public dollars available.
- Despite loss of funding, still have an ethical responsibility to partners. Should always be work toward creating a self-sustaining NORC.
For more information on the Georgia NORC Initiative...

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