

Grant Proposal

Residential Care Home for the Elderly

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Cover Letter

To [Company Name],

This request is made on behalf of Jonsies House Residential Care Home for the Elderly for a grant of \$50,000 for our senior care home services.

In our senior care home in Chesapeake, where we serve four seniors, we are aware of the changes in demographics in our community. As a senior care home, we are committed to growing and adapting to meet emerging needs. The Senior Care Home Services program will allow us to pilot a one-year program to determine whether our senior care home is effective at:

- Providing facilities to elder people to provide care for them.
- Ensuring that the Jonsies House Residential Care Home board, staff, and volunteers are culturally competent.

The elderly require a great deal of attention and care. They are entitled to fair treatment regardless of how we feel about them. Some people may think that they are weak, useless, and of no use. Therefore, it is important to provide them with the necessary care and love that they require. Our board of directors is keen on this program and is eager to launch it. If this program proves successful at the end of the pilot year, our board has devoted to including a portion of its annual expenses in our annual operating budget. Hence, the program becomes a part of our core services after the pilot year ends.

It is our pleasure to present our proposal to you. I will contact you next week to answer any questions you may have and determine whether we may meet with you to discuss its merits. In the meantime, for any questions or concerns, please contact our Director of Development at (Contact information).

Sincerely,

Executive Director

(Contact information)

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EXECUTIVE SUMMARY

A country's elderly population constitutes an integral part of its population, which deserves respect and attention equally as any other section. The elderly population is, however, experiencing inevitable challenges in living their lives respectfully due to changing family structures and modernization. Elder adults' most serious challenges are loneliness, negligence, reduced sense of importance, illness resulting from aging, and a lack of treatment.

There is a rapid change in the world's demography, and soon there will be more elderly than children and a greater number of elder adults. As a result of the longer lives people lead, the number of elder people is on the rise (WHO, National Institute on Aging 2011). The factors contributing to demographic change include advances in medical care, higher living standards, advanced technology, and low birth rates, particularly in developed nations.

It is important to note that an aging population comes with unique conditions and considerations. The following data will overview Chesapeake's aging and elder adult population. Compared to Virginia and the US averages, Chesapeake elder adults were generally less likely to be disabled or experiencing other difficulties.

It is estimated that [twenty-five percent](#) of Chesapeake's population comprises seniors 55 years and elder. These include long-time residents of Chesapeake, recently transplanted retirees, and many others. To help our thriving senior community live a fulfilling life by remaining active, engaged, and social, we provide them with information and resources through our social media platforms, i.e., Facebook and Instagram.

The elderly need to be assisted by others because of their reduced mobility and debilitating disabilities. It is becoming increasingly difficult to care for elderly persons in a society where

nuclear families are increasingly prevalent and with fewer children. Therefore, we must safeguard elder adults who are severely neglected, ill-treated, and vulnerable. An effective method of addressing this problem would be establishing a caregiving facility dedicated solely to the needs of the elderly.

This grant will enable Jonsies House Residential Care Home to become handicap-friendly and wheelchair-accessible, as well as enable Residents to interact with others in the community outside of the home. Our Jonsies House Residential Care Home for the Elderly has established a caregiving facility for four elderly individuals. We all acknowledge that an elder adult requires special support. It has been found that the number of elder adults who are neglected is rapidly increasing. Therefore, an intervention is greatly needed to address the issues that the elder adults are experiencing today.

Our Mission

- To minimize residents' inconvenience and ensure their safety, we desire to remodel the half bath and the full bath, using one-day remodels to make them handicapped and wheelchair accessible.
- Update the utility room/laundry room and create storage space. Remove the current flooring and install new flooring throughout the house. Flooring should be done over the weekend when there are no medical visits (traffic in/out), as there are during the week.
- Create outdoor allowance spaces in front and back of house.
- Remove large acorn tree.
- Purchase a van that will allow residents to participate in community events and outings.

Our Goals

Short Term Goal:

- The bedroom and entry/exit doorways should be widened to accommodate wheelchairs, the flooring throughout the house should be replaced with hardwood, laminate, or vinyl flooring, and wheelchair ramps should be installed at the main entry/exit doors to assist with easy access in and out of the house.
- Renovation of the utility/laundry room and creation of a storage area inside the residence.
- Improvement of the current full bathroom to be handicap accessible with grab bars and easy access to the shower/tub area.
- The existing half bathroom needs to be renovated or enhanced to be wheelchair/handicap accessible with grab bars and a shower area that is easily accessible for shower chairs and wheelchairs, as well as a bathtub area that is easily accessible for both.
- Repair the drywall, and paint the entire house.
- Repave the driveway and make it a two-car driveway.
- Removing a large acorn tree from the front yard
- Obtain a wheelchair-accessible van to transport residents to and from desired locations individually and for group activities.

Long-term Goal:

- The project consists of replacing the central air/heat unit, the roof, and the gutters around the whole house, repairing or replacing vinyl siding as necessary, cutting down a tree in the front yard, and landscaping the front and backyard so that residents may sit outside and enjoy the views.
- Establish a seating area and a lounge area in the front and backyard.

ABOUT US

This business concept aims to safely accommodate mobile and bedbound individuals' needs by accepting both. In addition to providing every resident with the highest quality of life/care possible, we will also offer opportunities to socialize with fellow residents and/or family members and friends at any time.

Our residential care home is designed to accommodate and support each resident personally with their ADLs, including medication management and administration. Unlike a traditional group home, it offers a homelike atmosphere 24 hours a day, seven days a week. Also, my residents are carefully selected to fit the household dynamics well. Even though it is stated explicitly that the caregiver is not responsible for transporting the resident to any location, the caregiver will provide transportation to community events, social events, church services, and physician appointments whenever possible. Currently, I do not have a vehicle accessible by a wheelchair.

In the community, residents have so far enjoyed attending movies, dining out, sitting by the pool, going to parks and casinos, and even visiting friends and family's houses. In many cases, residents are satisfied with the ability to take a car trip with the window down for approximately an hour.

STATEMENT OF NEED

The number of Virginians over the age of 50 is approximately 3 million. It is more than the entire population of all ages living in Chicago. The life expectancy in Virginia is a few months longer than the national average, and seniors tend to have a higher standard of living. Seniors in Virginia have a median household income of \$52,594, the seventh highest in the country and almost \$10,000 higher than the national median household income for those 65 and older.

As indicated by the Old Dominion State's housing index of 107, the cost of living in the state is higher than the national average. As a guide, a one-bedroom apartment in Virginia costs approximately \$990 a month, while a similar apartment in the country costs approximately \$825. The average monthly cost of two bedrooms in the state is \$1,170, whereas the average monthly cost of two bedrooms in the United States is \$750.

Knowing Virginia's monthly living costs for seniors is essential before committing to a place for retirement in the state. The average cost of receiving home health care is \$3,787 per month, which includes housekeeping, errands, and meal preparation assistance. Since seniors can continue to live comfortably at home, home health care is a more cost-effective alternative to assisted living and nursing home care.

It costs an average of \$1,471 a month for adult daycare in Virginia. In addition to participating actively in social activities to keep busy during the day, seniors could also access therapeutic and health services when staying in a supervised facility during the day. Since adult daycare does not include extensive nursing home care, it is not a substitute for assisted living or nursing home care.

PROBLEM STATEMENT

In Chesapeake, insufficient full-time assisted living facilities provide skilled and respectful care to residents. Additionally, there are inadequate short-term care facilities that provide medically professional care.

Several issues affecting seniors in Chesapeake have been identified. A number of participants indicated that the population is maturing, in line with the national trend. With this comes an increase in cognitive impairments such as Alzheimer's and dementia, which will require additional resources. In addition, a respondent stated that the number of elderly individuals with chronic conditions is increasing and that more education and prevention could help reduce this trend.

Additionally, many reported that even with Medicare insurance, prescriptions are too expensive, and many are incapable of paying for it and/or co-pay. There have been discrepancies in the care provided to the elderly. Many do not have access to a caregiver or a clinical champion. The elderly also need to be educated about managing their illnesses at home, where to go when they encounter problems, and how to manage their medications. It is also essential to check on their well-being.

With the \$50,000 grant, we will make the house handicap accessible and remodel and update the bathrooms to accommodate all residents, including those who are wheelchair-bound. With an accessible van, every resident will be able to participate in community events (including the church) and feel included in society. Ramps must be provided at all three entry/exit doors of the house. Without any of these factors, the residents won't be able to maintain a sense of emotional, mental, spiritual, and physical well-being.

GOALS AND OBJECTIVES

This grant will enhance the functionality of my business/residence, enhance resident care, and ensure resident safety.

Establishing sustainable transitional living as an option for individuals to maintain independence.

To provide a friendly residential setting within a care home environment in the year 2023-2024 to four elderly people.

To provide a quality of life which enables residents to retain their independence, identity and a sense of value.

We strive to provide an assortment of vital services that enrich social relationships, foster physical health, encourage educational interests, and promote self-reliance.

We offer more resident-oriented, small-scale, home-model care than our competitors.

Our fair wages and team structure lower dissatisfaction, and thus turnover rates among our staff.

To make profit through the quality of care that we provide.

THE TARGET POPULATION

The target audience would be the adult children of elderly individuals who need assistance with their day-to-day activities at this stage of their lives, either due to their age or due to a medical condition that has made them need 24x7 assistance. Adult children tend to have their own families and responsibilities, and they are unable to provide physical care for their parents, and/or they do not want to be the caregiver. They just want to be their family.

Most residents have one adult child who lives within an hour's drive. There are sometimes residents who do not have children and do not have family support; they are supported solely by social workers.

Despite not being critically ill, these residents still require basic assistance with their Activities of Daily Living, including Medication Management and Administration. It is expected that this segment will enjoy the company of others and currently live alone or with family but would like to become a member of the elderly adult community. We will also include residents in need who may be suffering from Alzheimer's and dementia and require continuous supervision as part of our target market.

PROJECT METHODOLOGY

We expect to use the funds to renovate our elderly care home, provide more intensive care to post-operative and recovering temporary residents, and provide additional care to our residents as needed.

ON THE INSIDE:

Renovate the utility/laundry room and create inside storage; widen the entry/exit doorways for wheelchair access; remodel both the half bath and the whole bathroom in one day (ensuring both bathrooms are handicap accessible and widening doorways); repair drywall and paint throughout entire house; replace the flooring with hardwood, laminate, or vinyl throughout the entire house.

ON THE OUTSIDE:

The front and backyard should be provided with seating and lounge areas.

Resurface the driveway to make it a two-car parking area and remove a large corn tree from the front yard

IN THE BACKYARD:

A Gazebo will provide residents with shelter and lounge time outside, allowing them to relax and socialize, regardless of the weather conditions; create a grill area so staff/residents can grill year-round as needed; replace the central air/heat unit; replace the roof; replace the gutters around the entire house; repair/replace the vinyl siding if necessary; remove a tree in the front yard; landscape the front and backyard by removing bushes and planting flowers and plants that residents may enjoy while sitting outside.

EARNING STRATEGY

The business will generate revenue if individuals request to move in due to the many features it offers that are not available in other residential care homes. Products and services include wheelchair-access and handicap-accessible homes.

LOCATIONS AND FACILITIES WE REQUIRE

It would be possible to charge even more per resident (\$6000.00) if I purchased two more ranch-style houses located in Virginia Beach (prime real estate). People who are in a position to afford to pay will pay. We followed the pattern of my first Residential Care Home and remodeled the second and third homes to meet the residents' needs. These modifications/additions will occur within the first few years.

We will provide recreational games in our facility: board games, puzzles, cards, lounge areas, and socialization areas, as well as puzzles and coloring books from 11 am – 12 noon. Lunch and hygiene will be available from 12-2 pm. Staff will be available to interact with residents individually from 2 pm – 3:30 pm.

THE COMPETITION

Elder care facilities are chosen for a wide variety of reasons by families. Their decision is primarily influenced by factors such as distance from their home(s), affordability, staff quality and facilities, and the type of medical specialties their family member requires. Families will usually choose the highest level of care available within 45 minutes to one hour of their homes to facilitate visits to their family members.

Competitors include other residential care facilities located within the City of Chesapeake and other residential care facilities in other areas offering lower rates. The residential care home we are developing is unlike any other facility available in the area. Our facility will be customized to meet the needs of everyone, while remaining in a convenient and central location.

With Jonsies House Residential Care Home, we envision a new approach to supporting our elderly members as they transition through a new phase in their lives by uniquely assisting them. In

recognition that their home is theirs and belongs to them rather than the medical staff, we have created a facility that meets their medical and physical needs and nurtures their social connections, individual dignity, and personal preferences.

MARKETING STRATEGY

It is anticipated that people will learn about the business through social media, such as Facebook and Instagram, door-to-door sales, and word-of-mouth referrals. Our business will speak for itself because of our staff's respect and medical skills. As a result, we do not require much marketing. In addition to word-of-mouth marketing, we will offer tours Monday through Friday. Also, to show off our beautiful facilities, these tours will hopefully attract more potential residents. Moreover, we plan to develop a website to serve as a marketing tool for our more technical residents and to promote our tours.

SALES PROJECTION

We do not have enough space, especially for full-time residents, so potential residents will need to go through an application process. You can apply at our main office in person, or you may apply via email. As soon as the application has been approved, we can discuss with the family the resident's specific needs and when the resident will be able to move in.

We have proposed/projected that we could comfortably charge \$5000 per resident per month for a total of four (4) residents, resulting in a Gross Monthly Income of \$20,000.00 and an Annual Income of \$240,000. One resident will cover the entire salary for one month to cover my additional staffing needs.

RISK AND MITIGATION STRATEGY

Risks	Mitigation
Discontinuation of CSR funds or donations	The organization can sustain the cross-subsidization model where the fees collected from the residents will be 40%, and the organization will take care of the rest of the 60%.
Rare medical conditions	Regular visits by specialized doctors. If the treatment is not in the region, additional staff for routine hospital visits for this condition is provided and will be covered under their insurance.
Occurrence of abuse to the elderly people	Strong code of conduct, CCTV monitors, and policies for strict actions.

MONITORING AND EVALUATION STRATEGY

Activities	Expected Outcome	Means of Verification	Frequency
Micro-Planning	Planning document prepared Roadmap for project implementation Planning document	Planning document	Once a year
Team recruitment and training <ul style="list-style-type: none"> • Conducting 1st round of interviews of candidates • Shortlisting a few based on criteria • (Qualification, Experience, Interest, Skill set) • 2nd round of interviews • Final selection • Orientation and Training 	Capacity building of team for effective and efficient program implementation	Job Description and appointment letter	Once a year
Infrastructure set up Setting up recreational corners Another setup	Secured environment	Basic amenities in the Nursing home	Once a year
Admission/Intake process Application of beneficiaries Home visit of the beneficiaries The admission process for elderly	Enrollment of beneficiaries	Admission forms Home visit forms Details of the beneficiaries	Once a year
Daily/Monthly/Yearly activities	Creation of a homely environment Retained independence, identity, and sense of value	Photos Activity reports Visitor's register	Ongoing
Monitoring and Evaluation Monthly review meetings Monthly and overall project report Session/activity report with photos and feedback	Effective and efficient program delivery	Reports generated Minutes of monthly meetings	Ongoing

OUR TEAM

Mr. David Alston

The assistance in this project will be provided by Mr. David Alston, Superintendent. His experience in construction includes 30+ years of supervision in Chesapeake, and he has been a Superintendent for over 25 years. He has supervised the construction of dozens of hospitals, medical facilities, supermarkets, and fast-food outlets.

He is responsible for ensuring the health and well-being of all residents and visitors. Nursing and caregiving staff members, who are knowledgeable about residents' physical, social, and mental well-being, are expected to observe, discuss, and recommend action for all residents who, in their collective opinion, need assistance.

A substantial amount of value will be added by Mr. David Alston since he has developed relationships with vendors and contractors over the years and has practical experience. To ensure that projects are completed at reasonable prices and on time, Mr. David Alston will refer the best of the best.

Lisa Fraser

Responsibilities

- Recruit, select, orient, train, coach, counsel, and discipline managers to increase management efficiency. Also, communicate values, strategies, and objectives; assigning accountabilities; plan, monitor, and evaluate job results; developing incentives; create a climate for expressing information and opinions; provide educational opportunities.
- Lead the development and implementation of the organization's overall strategy, including creating, communicating, and implementing the organization's vision and mission, while setting a direction.

- Ensures that company checks and documents are signed on behalf of the company
- Assesses the organization's success
- Check stock levels and expedite orders; evaluating new products; maintain office supplies.
- Complies with preventive maintenance requirements and calls for repairs to ensure equipment operation.
- Manages the recruitment and interview process by defining job positions
- Performs inductions for new team members

FINANCIALS

Renovation Costs

<i>EXPENDITURE</i>	<i>COST</i>
Central Air/Heating unit	\$ 5,400
Exterior Brick/Tin Refurb	\$ 4,400
Bathrooms	\$ 6,800
Exterior Seating/Stage	\$ 6,000
Removal of Tree	\$ 800
Vans	\$ 5,500
Flooring	\$ 6,000
Enter/Exit Doorways	\$ 2,800
Grill Area	\$ 1,500
Pavement	\$ 1,800
Exterior lighting	\$ 1,500
Front and Backyard	\$ 7,500
Total	\$ 50,000