

Cultivating Vital Partnerships from a Senior Center Without Walls Perspective



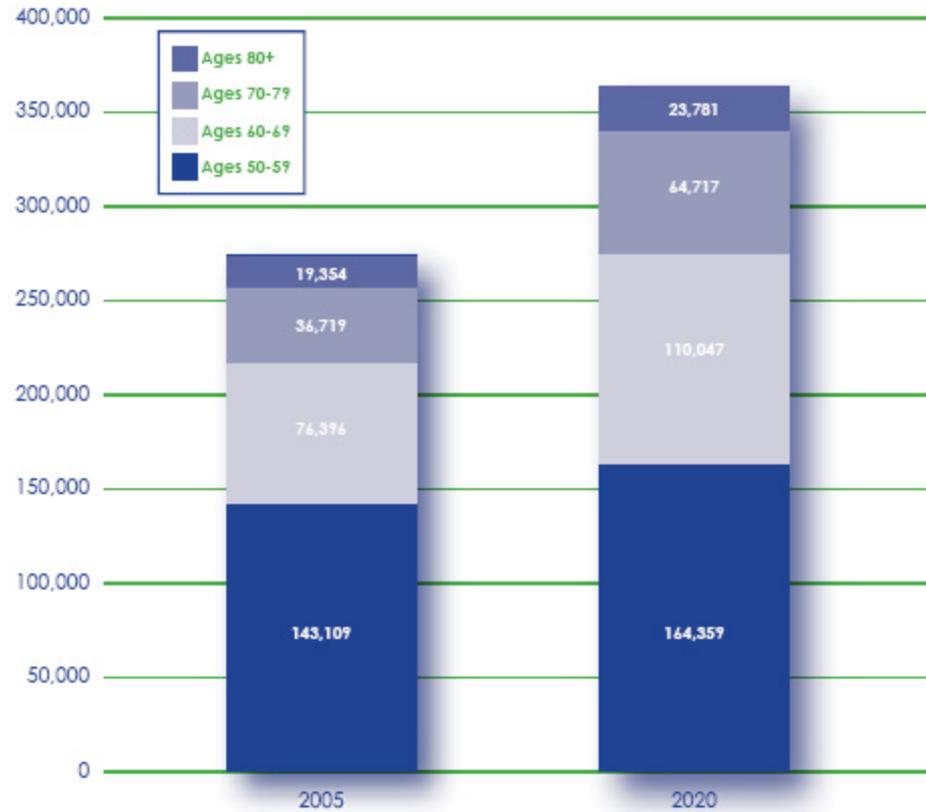
Aging In Place Symposium
Phoenix, AZ

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Overview Statistics

- ▶ Fairfax County Population: 1,100,692
 - ▶ Average Median Income: \$103,000
 - ▶ 407 Square Miles
 - ▶ There is an estimated 10,000 older adult members (65 and over) living in Fairfax County. By 2030 there will be an estimated 158,000.
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Fairfax County Forecast for Ages 50-80+



Center Without Walls History

- ▶ Formed in 2009
 - ▶ No brick and mortar facility in a designated part of the county
 - ▶ Budgetary issues
 - ▶ Opportunity for a different service delivery model
 - ▶ Community-Based model
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What is the Center Without Walls

- ▶ Utilizes existing facility space within the community (donated)
 - ▶ Participants serve as volunteer room monitors to support programs and services
 - ▶ Over 20 different activities are offered per session (4 sessions per year – each session is 8 weeks)
 - ▶ Majority of activities promote physical fitness and health
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Center Without Walls Results

- ▶ Over 800 participant mailing list with 350 – 500 participating per session
- ▶ Over 20 different organizations providing in-kind facility space for free (\$54,000)
- ▶ Over 3,000 volunteer hours (\$66,000)
- ▶ Are they better off? (Customer Satisfaction Survey)
 - 100% increase in physical activity
 - 98% increase in socialization
 - 100% “very good” or “outstanding” satisfaction reports

Cost–Benefit Analysis

- ▶ Brick and Mortar Senior Center costs around \$100,000 to operate
 - ▶ Center Without Walls costs around \$22,000 to operate (\$12,000 for instructors/\$10,000 staff support)
 - ▶ \$5 charged per the eight week session
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Cultivating Vital Partnerships

Tell the Story –
Planning and data is
important



Cultivating Vital Partnerships

Be strategic in who
you select to be
around
the table



Cultivating Vital Partnerships

Build Relationships



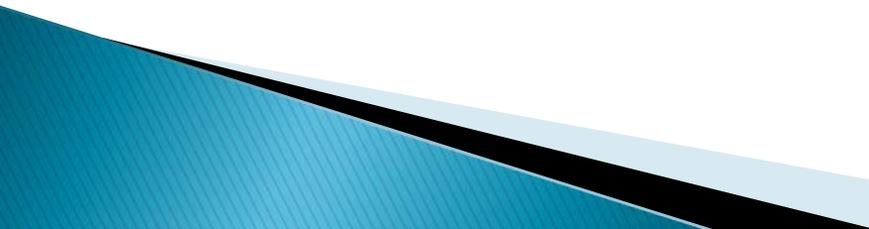
Cultivating Vital Partnerships

Find Community
Champions



Cultivating Vital Partnerships

Bring Partners around
the table early and let
them be part of the
planning process



Cultivating Vital Partnerships

Listen, Listen, Listen
Be open to feedback
and new ideas



Cultivating Vital Partnerships

Ensure that one person or organization doesn't dominate the group – make sure everyone has a voice



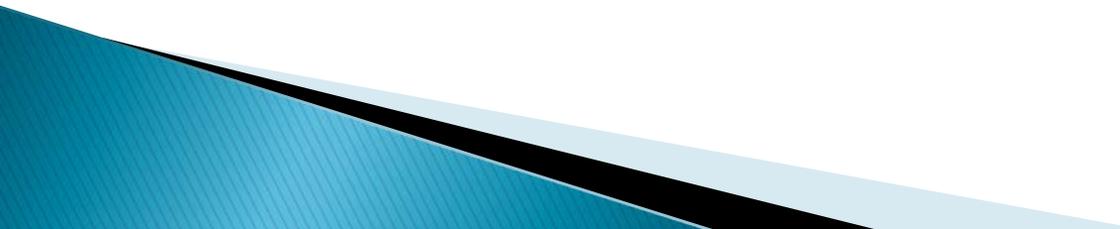
Cultivating Vital Partnerships

Define roles and
responsibilities
(put it down on paper)



Cultivating Vital Partnerships

Start Small To Build Big



Cultivating Vital Partnerships

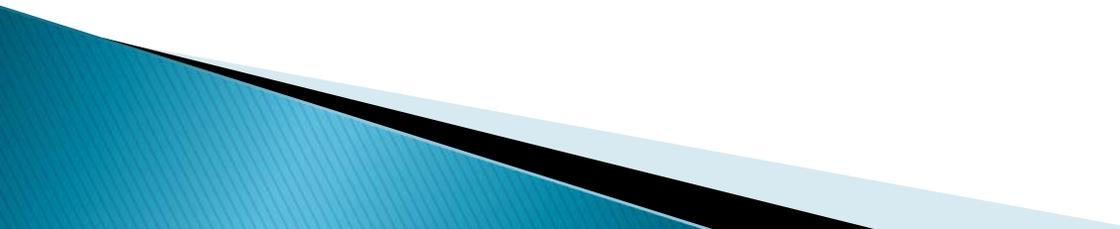
**Build Trust
Deliver on
commitments**



Cultivating Vital Partnerships

Celebrate Success

**Recognize and thank
your partners for their
contributions**



Cultivating Vital Partnerships

Build in on-going
communication strategies –
keep partners up-to-date



Cultivating Vital Partnerships

The Process Takes Time



Questions?