

American Rescue Plan Act (ARPA) Funding Application

[Print](#)**Submitted by:****Status:** Open**Priority:** Normal**Assigned To:** Jonathan Storage**Due Date:** Open**Attachments**

- [WVALZ Revenue FY21 vs FY20.pdf](#) - 2021-11-16 03:24:11 pm



**American Rescue Plan Act (ARPA)
Funding Application
Non-Profit, Community Groups, Neighborhood Associations, and Businesses
APPLICATION DEADLINE: December 15th 2021**

Application must be completed in full to be considered. Submit completed application and enclosures/attachments by email to ARPA@cityofcharleston.org, or mail to City Manager's Office, 501 Virginia Street East Charleston, WV 25301.

All requests for funding **must be directly related to COVID-19 mitigation or recovery efforts** and must fall within the parameters of at least one of the goals set by the treasury department along with other requirements listed within this application.

GENERAL INFORMATION

*** Name of Project/Program:**

Care & Support of Families Navigating Alzheimer's & Dementia in COVID-19 Environment

*** Organization Name:**

Alzheimer's Association, WV Chapter

*** Address:**

1601 2nd Avenue, Charleston, WV 25387

*** Primary Contact Person:**

Sharon M. Covert

Title:

Executive Director

*** Phone:***** Email:**

304-389-7089

smcovert@alz.org

Federal Tax ID:

13-3039601

If applicable: DUNS Number:

53445532

To obtain a DUNS number please visit <https://fedgov.dnb.com/webform> After obtaining, please register your organization with the System for Award Management at <https://sam.gov/SAM/>

List the organization's owner(s), Board of Directors, senior staff members, and other key members:

Sharon M. Covert, Executive Director Kelli Lewis, Office Manager Teresa Morris, Program Director David Zielonka, Public Policy Manager Craig Daniels, CPA - Board Member Wallace Suttle, CPA - Board Chair Todd Swanson, Esq, Board Member Jeffrey Velepec, CFA - Board Member Angela Vance, Board Member

Describe any partner organizations, their roles, and your relationship with them:

CAMC, Thomas Health Systems, WV Caring, AARP, Encova Insurance, Harmony at Southridge, Stonerise, Hospice WV, Braley Care Homes, AARP of WV, United Way of Central WV, Right at Home, Children's Dentistry, Advanced Physical Therapy, Pilot Club of the Greater Kanawha Valley, First Choice Services of WV, BB&T, Enterprise, Village Caregiving, University of Charleston, Mountain Health Network, WV Bureau of Senior Services, Charles Ryan Associates (CRA), Kanawha County Health Department, Hospice of the Kanawha Valley, BridgeValley Community & Technical College, WV Ombudsman Advisory Group - Currently, more than 39,000 West Virginians are living with Alzheimer's disease, and over 85,000 family and friends are providing care for no fee. The Alzheimer's Association, WV Chapter is headquartered on the west side of Charleston, and is the premier source of information and support for West Virginia residents living with dementia and their families and caregivers. We offer free programs, support groups, care consultations and other support services and materials. We are committed to advocating for the needs and rights of those facing Alzheimer's disease and advancing critical research toward methods of treatment, prevention and, ultimately, a cure. The Chapter hosts early stage social events in the Charleston office as well as community trainings and other events. Our constituents are at-risk due to age, limited access to specialists, race, and geography. The Chapter's annual Advocacy Day, Reason to Hope Mission Breakfast and Charleston Walk to End Alzheimer's take place in the city. We have 4 full-time staff members in the Charleston office and over 150 volunteers Charleston who are involved with support groups, education programs, Walk to End Alzheimer's, The Longest Day, Advocacy, and other activities. We provide a free 24/7 Helpline at 800.272.3900, at wvinfo@alz.org or 304.343.2717.

BUDGETARY OVERVIEW - Must match Budget Worksheet

* Funds Requested	* Total Program/Project Cost	Annual Organization Budget
\$20,000	\$40,000	\$900,000

Request Summary

1. Provide a narrative overview/summary of the request.

Topics that may be included but not limited to:

- Purpose and anticipated outcomes
- Individuals, entities, or communities served
- How the pandemic has necessitated this request
- Amount of any estimates and bids received to date
- Timeline for project completion

According to the Alzheimer's Association's 2021 Facts & Figures report, more than 39,000 people in West Virginia are living with Alzheimer's or another dementia, and more than 85,000 of their family members and friends are providing them with unpaid care valued at close to \$2 billion per year. Over 72% of caregivers in West Virginia have chronic health conditions of their own and 25% live with depression. Compared to the rest of the country, caregivers in our state report the 9th highest average number of hours per week providing unpaid care for their loved one with dementia. The number of individuals providing care at no charge in Charleston was reduce by approximately 21% in 2020 due to COVID-19 quarantine and it's larger repercussions. We found that fewer people were available to provide in-home care to people with dementia, and some families were reluctant to have individuals in-and-out of their homes regularly for fear of exposure to COVID-19.

Age is the highest risk factor for developing Alzheimer's, and we have an aging population in our state. By 2025 we project the number of people in Charleston living with Alzheimer's will increase by 12% and will continue to climb at a staggering rate, impacting not only those living with dementia but their friends and family as well. The toll this disease takes on those living with dementia as well as their loved ones is catastrophic. Additionally, the pandemic has been particularly devastating for families impacted by dementia. The increased pressures that may be caused by COVID-19 have overwhelmed families already strained by the substantial financial, emotional, and health impacts of caring for a loved one with dementia. During the pandemic, caregivers have suffered from stress and increased isolation, and Alzheimer's and dementia deaths in Charleston have increased by 18%. Given the magnitude of the Alzheimer's crisis and the added challenges of COVID-19, we must continue working to increase our reach to more families across the state and in Raleigh County. An investment of \$20,000 from the Carter Family Foundation would help us in our goal to work more closely with our community partners, mobilize more volunteers, collaborate with physicians and health systems, and drive awareness of programs through advertising. The Alzheimer's Association is a global leader in providing and promoting high-quality care and support for every generation touched by dementia. To maximize quality care and support for all affected, the West Virginia Chapter of the Alzheimer's Association offers education programs that cover all aspects of the disease for people with dementia, their caregivers and healthcare professionals. Education on living well with dementia can improve quality of life for a family facing Alzheimer's and reduce the likelihood of a crisis. We also provide essentiALZ®, an online certification program that recognizes individuals for knowledge of quality dementia care practices. We host caregiver support groups, where people learn about dementia and discuss their feelings and concerns in a confidential and supportive environment with a trained facilitator. Oftentimes, caregiving responsibilities cause caregivers to become isolated from opportunities for social engagement, and these groups help them feel less alone. To help families prepare for the dementia journey we provide care consultation services. Rated by caregivers as our number-one offering, care consultation is a free-of-charge care navigation service offered to families at any stage of the disease process. In a care consultation, a person living with the disease and/or a caregiver meets with an Association care consultant to develop a customized plan of care to help guide their journey. Families receive a thorough assessment of their needs, discuss available resources and support, and learn about legal and financial plans, end-of-life decisions and more. It also includes a safety assessment, in particular to address potential wandering concerns. Online programs — People living with or caring for someone with dementia can visit www.alz.org/help-support for information and resources on living with dementia at any stage. They can also access online resources such as ALZConnected®, a free online community for people living with dementia and their caregivers, and Alzheimer's Navigator®, an online assessment tool in which people create personalized action plans for managing the challenges of Alzheimer's. The aging of older adults in rural areas like our state creates unique challenges in access to health care, timely diagnosis and additional burden on caregivers who may provide support from a greater distance. Through targeted physician outreach, office visits, education sessions and special events, we engage healthcare providers across West Virginia and in the City of Charleston to increase the number of families that connect to our care and support programs. We have developed tools that provide clearer paths for physicians to navigate resources, diagnose cognitive impairment early and accurately and refer families to us for free resources for support and training in preparing for the progression of the disease. To dramatically expand access to quality care and support, we are working to engage more health systems to offer proven solutions for improving health outcomes and more effectively managing the cost of care for people living with dementia. Our work in this area promotes an increase in early detection, accurate diagnosis and care planning by facilitating health systems' adoption of proven quality-improvement models. Early detection and accurate diagnosis are essential to ensuring that individuals living with dementia receive the most benefit at the earliest point possible, including access to aducanumab when appropriate. Early detection and accurate diagnosis also empower individuals to prepare legal and financial plans, seek support and participate in clinical studies, among other benefits. Additionally, we know that recruiting and training volunteers is key to our ability to reach more people with our resources and programs. By mobilizing and training a volunteer force we are able to scale our work significantly. Volunteers' personal experiences, professional skills, local networks and unique insights into their communities' special strengths complement our staff's ability to provide their neighbors with valuable programs and resources, close to home. Currently a total 150 volunteers are active with the Association in the City of Charleston. 100% of our support groups are led by volunteers and a little over 60% of our monthly education programs are delivered by volunteers. Recruitment is ongoing, and collaborative conversations are being held to increase volunteers. Due to COVID, the Association has experienced a large turnover in volunteers. Continued outreach, recruitment and follow-up is necessary to maintain consistent volunteer support of the mission. All programs and services are on-going.

Attach any additional information such as bids, concepts, designs, letters of support, etc. If submitting electronically the documents must be in PDF, Excel, or Word format and total file size must not exceed 10 megabytes.

Program/Project Details

* 1. The funding will be used to:

- Start a new program/project
- Maintain an existing program/project
- Expand an existing program/project

* 2. If funded, will the program/project be completed within FY 2022?

- Yes No

If no, when is expected completion year?

3. Which eligible ARPA Expenditure Category does this program/project represent (See <https://home.treasury.gov/system/files/136/SLFRF-Compliance-and-Reporting-Guidance.pdf> for further details)? Please check all that apply:

*

- Public Health**
- Negative Economic Impacts**
- Services to Disproportionately Impacted Communities**
- Premium Pay**
- Infrastructure**
- Other**

4. Briefly describe the program/project funds are being requested for:

During COVID-19 and as an on-going issue, friends & family caregivers have provided 20% more hours of care and are more isolated than prior to the pandemic. The Alzheimer's Association's free care & support services, 24/7 Helpline, and support efforts are more vital now than ever in reaching families navigating the disease. Deaths from Alzheimer's increased by 16% during quarantine, with 15% of Hospice patients having Alzheimer's disease as a primary diagnosis. The Association successfully transitioned education and support groups to online access and conference call formats, which are still available for those not comfortable attending in-person events. Free care consultations and referral to services continue to provide interventions for those who do not have access to adequate respite relief and those in crisis.

5. Describe the need for this program/project:

The Alzheimer's Association is the premier provider of free care & support services for individuals with the disease and their caregivers. Individuals in our service area do not have access to an adequate number of qualified specialists, have median household incomes that are almost \$19,000 below the national average, and have limited access to respite services. The COVID-19 pandemic has presented additional barriers to service due to families taking precautions to limit exposure to COVID and the workforce providing care experiencing on-going challenges to maintain appropriate staffing levels.

6. List other Charleston organizations in Charleston that address this need:

n/a

7. Describe the level of collaboration with other organizations on this program/project:

The partners listed above & other community employers and organizations are vital for promoting Alzheimer's Association services and sharing our free resources.

8. How will duplication of services be prevented?

We are the only provider of 24/7 Helpline & support.

Program Requirements and Objectives

1. Identify the target recipients of proposed services. Specify the number of City residents the program will serve during the fiscal year and explain the basis upon which this number is calculated.

The target constituents for services include individuals with Alzheimer's and dementia, their caregivers, family members, friends, and professionals. There are approximately 1,028 individuals in Charleston with the disease and over 3,000 friends & family members providing care at no cost. Our constituents include everyone with a brain! The Association will provide information & referral services to approximately 750 individuals in Charleston. Support group and education program attendance is estimated to be around 350.

2. List any eligibility requirements the program has with respect to age, gender, income, or residence.

The Association's services are free and available to everyone.

3. If this is a continuing activity, describe a measurable outcome of the previous year's work regardless of funding source.

In Charleston, the WV Chapter distributed over 1,000 "You Are Not Alone" flyers, 100 Caregiver Manuals, 500 Information Packets, and hosted 24 support groups meetings and 150 education programs. We performed outreach to 50 physicians and providers in the city and recorded numerous media engagements through local television interviews, radio shows, and newspapers.

4. If this is a new program describe two anticipated measurable outcomes for the proposed program.

This request is for support of on-going care & support services.

Budget*** 1. Has the organization received funding from the City of Charleston in the past for a similar program/project?**

Yes No

*** 2. Has the organization requested funding from other Federal, State, or Local government entities for any program/project support related to COVID-19?**

Yes No

3. If yes, explain from which entities and the amounts requested for each program/project.**4. List any other Federal, State, Local, or private funding or grant awards received in the last three years and the amount and status of each award.**

No restricted funding designated for the City of Charleston was received over the last 3 years. The following funds were awarded for statewide efforts that included Charleston, WV. 1. WV Bureau of Senior Services: \$45,000 annually (2020, 2019, 2018) - These funds designated for statewide use and are designated for care & support services. 2. The Greater Kanawha Valley Foundation: \$40,000 (2020, 2021) - These funds are designated for use in the six county foundation service area with emphasis on rural outreach in Clay, Boone, Fayette, and Lincoln counties. 3. Bernard McDonough Foundation: \$20,000 (2020, 2021) - These funds are designated for use in all 55 WV counties.

5. Briefly summarize project revenues and expenses related to this request. This should coincide with the budget worksheet.

Revenue: Approximately \$7,500 of the restricted funding listed above was used for outreach in Charleston specifically. In 2020, the Charleston Walk to End Alzheimer's raised 38% of 2019 fundraising, or \$45,000, (2019 Charleston WTEA raised \$119,000.) These funds are subject to 50% revenue share with the Alzheimer's Association Home office to support national concern & awareness campaigns, investment in research, and care & support development. The 50% used by the Chapter is used to absorb Walk expenses and support local services throughout the Kanawha Valley. Expenses: (50% requested from ARPA funding & 50% provided from other sources) \$10,000 in salaries represents .02 FTE for the Chapter Executive Director, Program Director, Support Staff, and Public Policy Director and benefits calculated at 25%. \$5,000 Program materials includes caregiver manuals (\$5 each); Brochures & informational materials (packets \$5 each with postage). \$1,000 Marketing includes paid advertising such as boosted Facebook posts for education programs and services. Contract services include professional cleaning/sanitation of offices twice per month at \$130/visit. Supplies are estimated at \$2,000 - items necessary for in-person events such as masks, personal protective equipment, cleaning supplies and sanitation products. Other expenses include 12 months rent + internet at \$1,500/month. (Current rent is \$2,100/month and internet is \$100/month. However, the Chapter is working with Hospice of the Kanawha Valley to reduce rent and consolidate rent in our existing space to lower cost and accommodate remote work where appropriate.)

6. If this request is not fully funded, what adjustments to the program/project is the organization prepared to make?

The Chapter continues to seek out restricted funding to support free services. We are currently in discussions with our landlord, Hospice of the Kanawha Valley, to reduce rent and office space in order streamline overhead and allow for remote work where effective. However, maintaining office space in the capitol city is a priority for us.

7. Describe the plan for sustainability of the program/project or initiative after the requested award has been exhausted.

On-going identification of restricted program funding through state and federal sources, private foundations, individual donors, fundraising activities, etc.

8. Briefly describe the organization's fiscal oversight / internal controls to minimize opportunities for fraud, waste, and mismanagement.

The Alzheimer's Association has a designated internal audit process that oversees all expenditures to remain in compliance with state and federal regulations. Oversight measures are in place at the local, regional and national levels.

9. How does your agency plan to separate ARPA funds from other agency funds for purposes of identification, tracking, reporting and auditing?

Funds are designated by an internal code that is also used to record time spent on the project and all expenses associated with its implementation.

REQUESTED BUDGET WORKSHEET

Revenue Source Projections

List all Estimated Funding for this Program/Project

*** Proposed City ARPA Funding**

Internal/Self-Funding

\$18,000

\$0

Donations/Other Fundraising

Government Grants/Other

\$10,500

\$7,500

*** TOTAL REVENUE**

\$36,000

Expenses Projections

List all Estimated Expenses for this Program/Project

Salaries/Wages

Amount Requested from City

Amount from Other Sources

Total Estimated Expenses

\$4,000

\$4,000

\$8,000

Benefits & Matchings

Amount Requested from City

Amount from Other Sources

Total Estimated Expenses

\$1,000

\$1,000

\$2,000

Contracted Services

Amount Requested from City

Amount from Other Sources

Total Estimated Expenses

\$1,560

\$1,560

\$3,120

Program Materials

Amount Requested from City

Amount from Other Sources

Total Estimated Expenses

\$2,500

\$2,500

\$5,000

Marketing

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
\$500	\$500	\$1,000

Supplies

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
\$1,000	\$1,000	\$2,000

Other

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
\$9,000	\$9,000	\$18,000

Total Expenses

* Amount Requested from City	* Amount from Other Sources	* Total Estimated Expenses
\$18,000	\$18,000	\$36,000

NOTE: Revenues and Expenses must balance, and the use of requested funds must be directly related to COVID-19 recovery efforts.

Organizational Details

1. Describe the history of the organization and its current programs and activities.

Headquartered in Charleston, with regional offices located in Parkersburg, Martinsburg and Morgantown, the Alzheimer's Association West Virginia Chapter is the premier source of information and support for West Virginia residents living with dementia and their families and caregivers. The WV Chapter of the Alzheimer's Association is a merger of 3 separate non-profits that previously existed in Charleston, Parkersburg and Morgantown and combined to form one 501(c)3 in the 1980s. In 2017, the WV Chapter merged with 74 other chapters across the country to become one Association. We offer free programs, support groups, care consultations and more, and we are committed to advocating for the needs and rights of those facing Alzheimer's disease and advancing critical research toward methods of treatment, prevention and, ultimately, a cure.

2. Provide the organization's mission statement/purpose.

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

3. List any third-party references that can verify the organizations qualification or prior grant experience.

WV Bureau of Senior Services The Greater Kanawha Valley Foundation

COVID-19 Impact

1. Explain the impact of the COVID-19 pandemic and how it relates to your request. For example, reduction in services, closures, increased costs, community impact, etc.

COVID-19 severely impacted the Chapter's annual fundraising. Revenue generated through events like Walk to End Alzheimer's, Reason to Hope Mission Breakfast, and The Longest Day was reduced by 30%. COVID effects isolated our constituency and created barriers to outreach despite increased need.

2. If funds are being requested to replace revenue lost due to COVID-19, provide details, and attach supportive documentation.

See attached

3. If awarded, how will ARPA funding aid in the recovery from the COVID-19 pandemic?

Funding will provide our organization an opportunity to "reset" fundraising activities and revenue to pre-COVID amounts while maintaining a community presence in Charleston that includes office space and program materials.

THE APPLICANT UNDERSTANDS:

*

1. This application and other materials submitted to the City may constitute public records which may be subject to disclosure under the West Virginia Freedom of Information Act. Documents containing sensitive information may be marked as "confidential."

*

2. Submitting false or misleading information in connection with an application may result in the applicant being found ineligible for financial assistance under the funding program, and the applicant or its representative may be subject to civil and/or criminal prosecution.

THE APPLICANT CERTIFIES THAT:

*

1. I have reviewed the US Treasury guidelines regarding the eligible uses of American Rescue Plan State and Local recovery funds. <https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-fund/request-funding>

*

2. By submitting this request, I represent that I am an authorized officer, or member of the organization for which I am submitting, and the information contained in my submittal is true and correct to the best of my knowledge and belief.

*

3. The information submitted to the City of Charleston ("City") in this application, and substantially in connection with this application, is true and correct.

*

4. The applicant is in compliance with applicable laws, regulations, ordinances and orders applicable to it that could have an adverse material impact on the project. Adverse material impact includes lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory action by a governmental entity or inadequate capital to complete the project.

*

5. The applicant is not in default under the terms and conditions of any grant or loan agreements, leases or financing arrangements with its other creditors that could have an adverse material impact on the project.

*

6. I understand and agree that I must disclose, and will continue to disclose, any occurrence or event that could have an adverse material impact on the project.

*

7. I certify that the requested funding is needed to ensure this program/project will occur within the City limits of Charleston West Virginia.

*

8. The Board of Directors or governing body of the organization has approved submission of this application. Please attach a copy

6. The Board of Directors or governing body of the organization has approved submission of this application. Please attach a copy of the authorizing resolution or meeting minutes using the file upload.

*** Signature**

*** Date**

/Sharon M. Covert/

11/16/2021

Authorized representative of Applicant/Organization

Format: MM/DD/YYYY

*** PRINTED NAME:**

Sharon M. Covert

*** TITLE OF APPLICANT:**


Executive Director

*** ORGANIZATION NAME:**

Alzheimer's Association, WV Chapter

Upload a File

Choose File No file chosen


alzheimer's association®
STATEMENT OF ACTIVITIES
 Chapter(s) Statement of Activities
 West Virginia
 Jun 30, 2021

	FY21		FY20
	Actuals	Budget	Actuals
Contributed Revenue			
Direct Marketing	153,331	95,927	116,845
General Development	102,038	54,657	46,193
Major and Strategic Gifts	71,531	39,459	120,485
Constituent Events	3,561	23,023	16,253
Walk to End Alzheimer's	371,689	362,476	503,663
The Longest Day	20,452	36,111	22,200
Corporate Initiatives & Cause Marketing	38,254	15,501	43,616
Foundation Relations & Member Organizations	12,118	27,233	41,028

