Today’s Agenda

• **Vital: A Fugue on Aging** – performance by Limelight (40 min. w/ discussion)

• Exhale caregiver ideation session highlights (20 min. – Teresa Lawrence)

• Exhale Marketing 101 from Crowley Webb (30 minutes)
  – Shannon Vogel and Tricia Barrett present on planning and budgeting for respite program marketing to caregivers

• Exhale grant opportunity - recap & next steps (20 minutes – Lisa Simon)

• Team Time to work on your Exhale project plan, LOI, budget (90+ min.)
  – TA available TODAY during team breakouts:
    • Proposal development TA from Lisa Simon: 510-453-4633
    • Creative problem solving TA from Teresa: 716-536-4848
    • TA on Exhale marketing (planning, outreach and budgeting) from Shannon Vogel and Tricia Barrett: 716-435-3956
    • Contact Sharon for help w/ online LOI or reaching TA: 508-216-3299
Exhale Grant Opportunity - Recap

• **Goal of Exhale grants**: To increase the supply, range of, and access to respite opportunities for family caregivers of older adults in WNY and Washtenaw County
  – Funded projects can be new ideas or improvements to existing respite strategies/services
  – Seeking respite opportunities that address caregiver needs/interests and access to respite

• **Grant seekers may submit up to three different respite project ideas**
  – Teams may submit up to 3 different LOIs (3 unique projects/budgets)

• **Grants will be awarded to support a wide range of projects**
  – Maximum allowable award is $300,000
  – Only a few (3-5) projects will be funded at the maximum amount
  – Smaller projects, pilots, experiments are encouraged!
  – Project duration can be up to 3 years (or less)
Exhale grant opportunity - Recap

Successful teams will meet all 5 Exhale eligibility criteria:

1. Exhale workshop participation (lead agency required)
2. Lead agency based in any of the 7 Exhale 2022 counties
3. Form collaborative teams (2+ orgs working together)
4. Incorporate caregiver input (any form) in project design
5. Apply creative problem solving

Exhale funding is intended for respite programs & services

- Building capital & space renovation requests not eligible
- If a funded project demonstrates need for additional or renovated physical space, increased or new caregiver participation must be shown for 1 year before funding for space will be considered.
Exhale Grant Opportunity: Activities & Timeline

• Development of collaborative teams and project ideas (happening now!)
  a) Identify your project team (who you’ll partner with)
  b) Select your team’s lead agency. Role of lead agency:
     – Submit all LOI & Application forms on behalf of team
     – Administer the grant and budget on behalf of team
     – Coordinate team communication & grant reporting
  c) Gather caregiver input to inform your idea and project plan
  d) Apply creative problem solving

• Teams complete LOI form and budget template by April 12 - Lead agency submits LOI materials online. REMINDER: Links to the online LOI and budget forms can be found at www.ExhaleforCaregivers.org

• Lead agencies notified of Final Application eligibility (sent link) by 5/16

• Invited teams complete Final Application and final budget by June 24 - Lead agency submits materials online

• Lead agencies notified of grant awards by August 15
Other Exhale LOI guidelines

The Exhale evaluation is designed separately

- You do not need to design your project evaluation
- Ideas about how to assess the impact of your program are encouraged/requested
- Do include (in your project budget) lead agency staff time for evaluation activities and grant reporting

Complete the Exhale budget template with your LOI

- Download budget template – links provided in online LOI Form & at www.ExhaleforCaregivers.org
- Complete budget template - modify as needed
- Save your budget – put lead agency name in file name
- Upload your budget to the online LOI form
Plan for today and next steps

**TODAY & next steps**

- TODAY: Team time to work on your Exhale project plan, LOI, budget
- TA available from Lisa, Teresa, Sharon, Crowley Webb
- Next: For each proposed project, complete the online LOI Form and budget, and submit by April 12 at 5:00pm

**Questions after today? Contact:**

- Lisa Simon at lsimon@tpi.org (for questions about the LOI or Final Application)
- Sharon Rajadurai at srajadurai@tpi.org (for questions or support with online LOI/Application submission)
QUESTIONS?

We look forward to your Exhale LOI and Application!