

# exhale

## THE FAMILY CAREGIVER INITIATIVE

Workshop #5 - March 28, 2022



# 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](http://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](http://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](mailto:lsimon@tpi.org) (for questions about the LOI or Final Application)
- Sharon Rajadurai at [srajadurai@tpi.org](mailto:srajadurai@tpi.org) (for questions or support with online LOI/Application submission)

QUESTIONS?

**We look forward to your Exhale LOI and Application!**