

A LITTLE HELP



Member Survey Results

Summer 2015

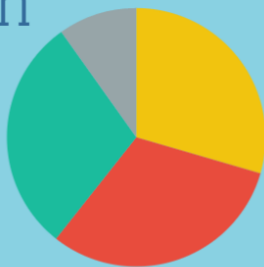
A Little Help distributed a survey to older adult members in the summer of 2015 to evaluate our current programs and the satisfaction and involvement of our members. We chose 102 of our active members and distributed a survey to them in one of three ways: an email link to SurveyMonkey, a paper copy in the mail, or a paper copy in person with our intern conducting the survey. We had a response rate of 59.8%, as 61 members completed the survey. Our survey consisted of 28 questions divided into 6 sections: demographics, community, programming, reciprocity, impact, and recommendations.

Mission

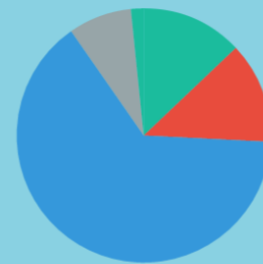
Connecting neighbors to help seniors thrive

DEMOGRAPHICS

Education



Age



High School (30%) Bachelor's (31%) Master's (30%)
Doctorate (10%)

60-70 years (13%) 71-75 years (13%)
76-95 years (65%) 96-100 years (8%) No answer (2%)

The profile of an average member of A Little Help is an 81-year-old married Caucasian female, whose income is between \$20,000-\$34,999 a year. The majority of members surveyed have attained a Bachelor's degree, worked in a business profession, and have been members of A Little Help for about a year.

Out of the 61 members we surveyed, the mean age is 81 years old. The majority of our members surveyed (64%) are between 76-95 years old. 77 percent of the members surveyed are female. 33% of our members are married, 26% are widowed, and 21% are divorced.

The majority (92%) of members surveyed identified themselves as Caucasian.

31% of members attained a Bachelor's degree, 30% completed high school level education, and 30% completed a Master's degree. The majority (33%) previously worked in a business profession. The majority, 21%, of members have an income between \$20,000-\$34,999 a year.

COMMUNITY

We asked our members to rate the importance of connection and the amount of connection and community that A Little Help has provided them. 80% of members agreed that connection is important to them, 28% of which strongly agreed.

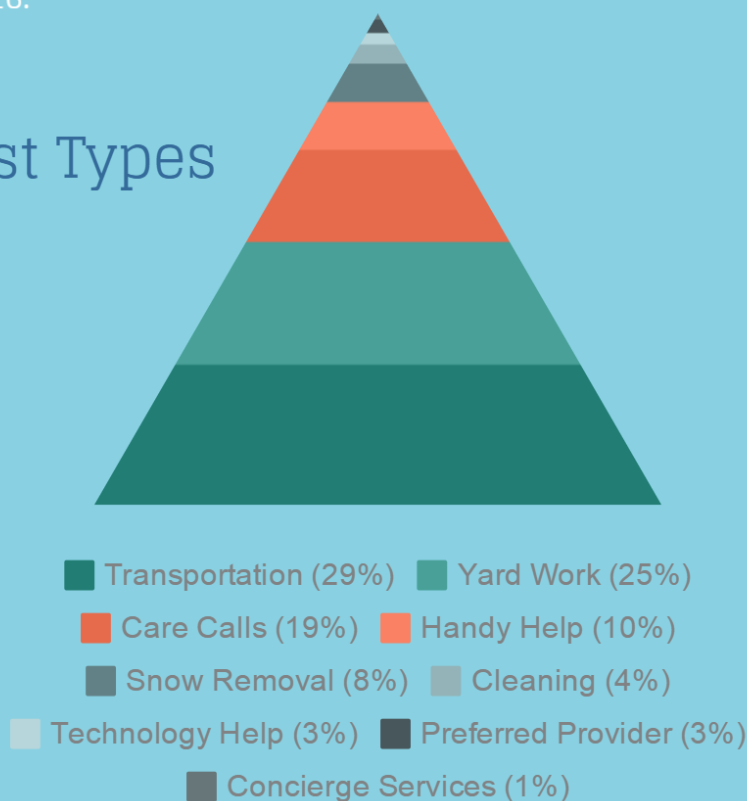
A Little Help thrives on intergenerational connection, as we believe it is important for elders to feel connected to people of all ages. This type of connection creates reciprocity, as elders feel that they can offer their knowledge, experiences, and wisdom to a younger generation. Our members agreed (61%) that being a part of A Little Help has provided them with the opportunity to connect with people of all ages.

In addition to providing services such as transportation, running errands, and Service Saturdays!, A Little Help offers social events and programs aimed at connecting members and neighbors in a social setting. 43% of our members agreed or strongly agreed that we have provided them with more social interaction.

PROGRAMS

Our most frequently attended social events and programs were: summer picnics, the monthly book club, and Tough Talks. Tough Talks feature speakers and panels on some of life's tougher, but important topics. The series is designed to provide a forum to discuss and learn more about difficult subjects. Members were provided with an opportunity to suggest future programs. Their responses included computer classes, memoir-writing classes, and conversational group activities. From these suggestions, we are creating new programming in 2016.

Request Types



Most of the members surveyed (52%) made between 1-9 volunteer requests in the past six months. The types of requests members were most likely to make were: transportation (29%), yard work (25%), care calls (19%), and handy help (10%). Other types of requests members frequently make include technology help, light cleaning, snow removal, preferred provider referrals, and concierge services.

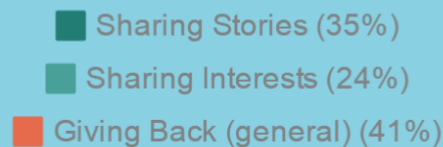
Service Saturdays! are twice-yearly events providing volunteer assistance for our members with various home maintenance jobs, cleaning, organizing, raking, and other household tasks. According to our survey results, 62% of members surveyed received services on Service Saturday! in the past 6 months. As one of our largest events, it is important to know that the majority of members are utilizing this great opportunity.

We offer a preferred provider referral service, which allows members to call trusted local providers who can give them a discount. Although we include this information in our member handbook and on our website, the majority of members (61%) said they have not used a preferred provider. Some answered that they did not know what this is. This is an opportunity to reach out to our members with more information on this valuable program. We will be featuring these services in early 2016 newsletters.

RECIPROCITY

We asked our members to rate how strongly they feel that they've been able to give back, as we believe in reciprocal relationships between our members and volunteers. Although some members did not feel that they had been able to give back as much as they could, 62% answered with ways in which they would like to give back in the future. Their answers included sharing stories or pictures with volunteers, or sharing some of their skills and interests including crocheting, painting, and board games. Of the members who expressed interest in giving back, below is a chart that represents the areas in which they'd like to reciprocate.

Ways to Give Back

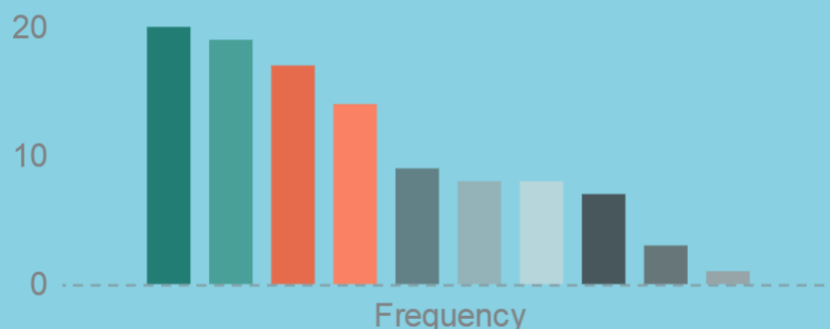


IMPACT

To understand the impact that A Little Help has had in our members' lives, we asked a few questions about what life was like before they became members.

Members paid for various services before they joined A Little Help, especially transportation (34%) and yard work (29%). Other services included snow removal, handy help, and caregiver services.

Who Did Members Rely Upon Before ALH?



A Little Help strives to provide members with volunteers so that the primary caregivers they rely upon (e.g. family members and friends) have time for respite. Before joining A Little Help, members relied most upon their adult children (19%), neighbors (18%), and friends (16%). Now that they are members, our volunteers can relieve family and friends of some of that responsibility.

We also asked our members which services they would most miss if A Little Help no longer existed, to better understand our most popular and vital services. Members responded that transportation would be missed the most (34%), followed by having help (generically) (15%), the people at A Little Help (10%), and having yard work completed (10%). Other answers included care calls, concierge services, snow removal, and Service Saturdays!

We then asked our members how they would access services if A Little Help no longer existed. The majority of answers (42%) included finding other available resources, like a paid caregiver, senior resource centers, searching the Internet, or asking for references to other service providers. Members also answered that they would rely on friends, family or neighbors (18%), or transportation services like the lightrail, taxis, or RTD (15%).

RECOMMENDATIONS

85% of our members said that they will be renewing their memberships with A Little Help, and 89% of them said that they would refer a friend to our services.

When we asked our members what their favorite thing is about A Little Help, they responded “knowing that it’s there” (33%), and the people at A Little Help (33%). The other answers included transportation, care calls, and A Little Help’s social events.

When asked if we could make any changes or improvements to A Little Help, 41% of members said “no” or responded with positive feedback. Responses of things we could change or improve included getting more volunteers and continuing to do surveys.

We provided our members with space to tell a story about A Little Help at the end of the survey. Some members wrote about specific volunteers that they loved, or services that we provided that were helpful to them:

“Each week I looked forward to my ‘care’ person who comes to help. And because of them, I only ride in the best cars!”

“My life would become more stressful without A Little Help around.”

“One of your volunteers is a near neighbor, and I truly appreciate her offers for me to ‘call her anytime.’”

“Kathie’s help with my Mac has taught me the importance of perseverance. She’s taught me not to quit- I’ll always be grateful to her. She’s a wonderful teacher and a wonderful person.”

“I’m amazed by the skills and knowledge of peers and by the willingness of younger folks to become involved as leaders for the organization.”

“You all have given me somewhat of a sense of security and independence. Thank you very much!”