



VILLAGE RESEARCH UPDATE

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-Mather LifeWays Institute on Aging

-VtV Research Committee Chair



Acknowledgements

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Center for the Advanced
Study of Aging Services



VILLAGE
to village
network®

2016 Organizational Survey

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Andrew Scharlach, UC Berkeley

Carrie Graham, UC Berkeley

Village Characteristics

- 115 Operational Villages Completed Surveys (75%)
- Median number of members: 115
- Geographic location
 - 36% Urban
 - 35% Suburban
 - 13% Rural
- 85% Freestanding, 14% agency based

Services Offered by Village Staff & Volunteers

- ◉ Services offered by >90% of Villages
 - Transportation
 - Companionship
 - Village-sponsored classes or educational events
 - Village-sponsored social events or outings
- ◉ Services offered by >80% of Villages
 - Shopping
 - Providing information, advice or referrals to outside service providers
 - Technology assistance
 - Home repair or maintenance

Village Staffing and Volunteers

○ Staffing

- 80% of Villages had paid staff
- Average of 1.8 paid staff members
- Average paid FTE 1.2
- Ratio of 96 Village members to each paid staff person

○ Volunteers

- Average number of volunteers = 60
- Average ratio of members to volunteers = 1.9 to 1

Membership Types

- Average Annual Membership Cost
 - Individual: \$410
 - Household: \$601
- 47% offer **tiered** memberships
 - Less expensive social or “no services” membership options for those who do not yet need/want services
- 72% offer **discounted** memberships
 - 62% use standardized criteria
 - 38% judge case-by-case

Village Finances

- ⦿ Average annual expenditure: \$103,861
 - Range: \$0-716,000
- ⦿ 42% have endowments or reserve funds

<u>Sources of Revenue</u>	
Membership dues	44%
Individual donations	22%
Grants from private foundations	12%
Fundraising events	9%
Business or corporate donations	6%
Government grants or contracts	5%

Village Cooperative Efforts



- ◎ 96% of Villages were part of VtV
- ◎ 46% of Village were part of a regional coalition of Villages



Tiered Membership Findings

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VtV Network Research Committee Chair

Types of tiered memberships

- Social Membership, n=28
 - ⦿ only attend social or educational events

- Social Plus Membership, n=6
 - ⦿ can only attend social or educational events plus some limited services

- No Services Membership, n=11
 - ⦿ a membership for people who don't participate in Village events or services, but who want to support the Village

Confidence in Sustainability

“On a scale of 0-100, how confident are you that your Village will be in operation 10 years from now?”

- Average Overall Rating: 77

Tiered Villages	Non-Tiered Villages
82	72

Confidence & Village Age

	Opened 2013-2015 n=37	Opened 2010-2012 n=36	Opened 2009 or earlier n=29
Tiered	84	75	85
Non-tiered	58	79	81

Membership Characteristics

- Tiered Villages show significantly higher proportions of members between 65-74

Tiered Villages	Non-Tiered Villages
39%	31%

Membership Dues

- Tiered Villages had higher dues for standard memberships

	Tiered Villages	Non-tiered Villages
Individual Dues	\$465.17	\$356.38
Household Dues	\$661.32	\$543.21

Village Finances

	Tiered Villages	Non-tiered Villages
Total Revenue	\$131,858	\$88,901
Total Revenue (excluding dues <\$50)	\$131,858	\$101,422
Revenue Per Member	\$982.15	\$613.97
% of Revenue from Dues (excluding dues <\$50)	39%	54%
% of Revenue from Fundraising	12%	6%

No and Low Dues Villages Study

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Services Offered

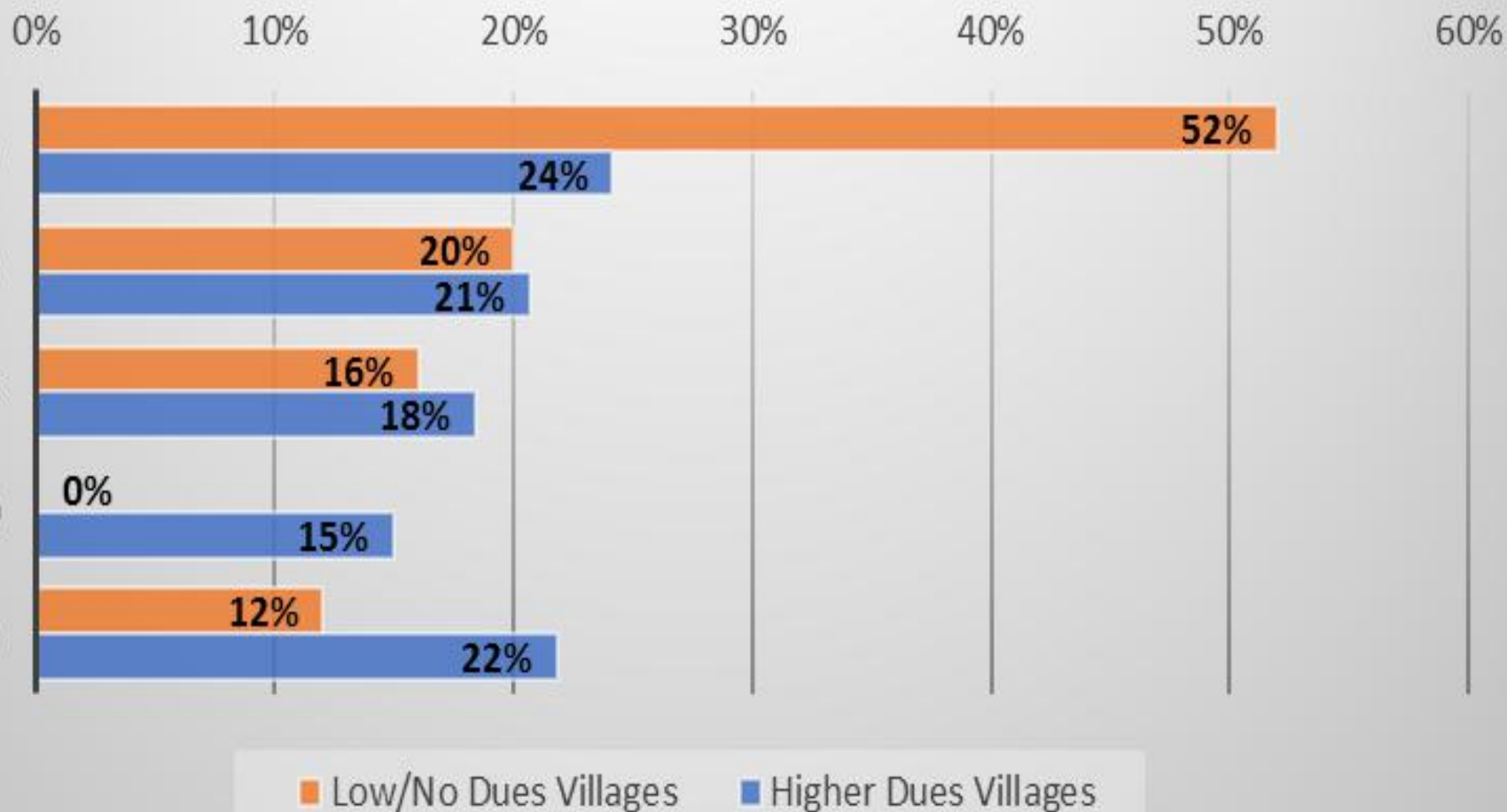
- The only service less likely to be offered by No and Low dues Villages was **technological assistance**.
 - ⦿ 70% of Low or No dues Villages offered this service, compared to 91% of Higher Dues Villages.
- No significant differences in the average number of service types offered by No and Low Dues Villages (7.95) and Higher Dues Villages (8.35).

Services Offered

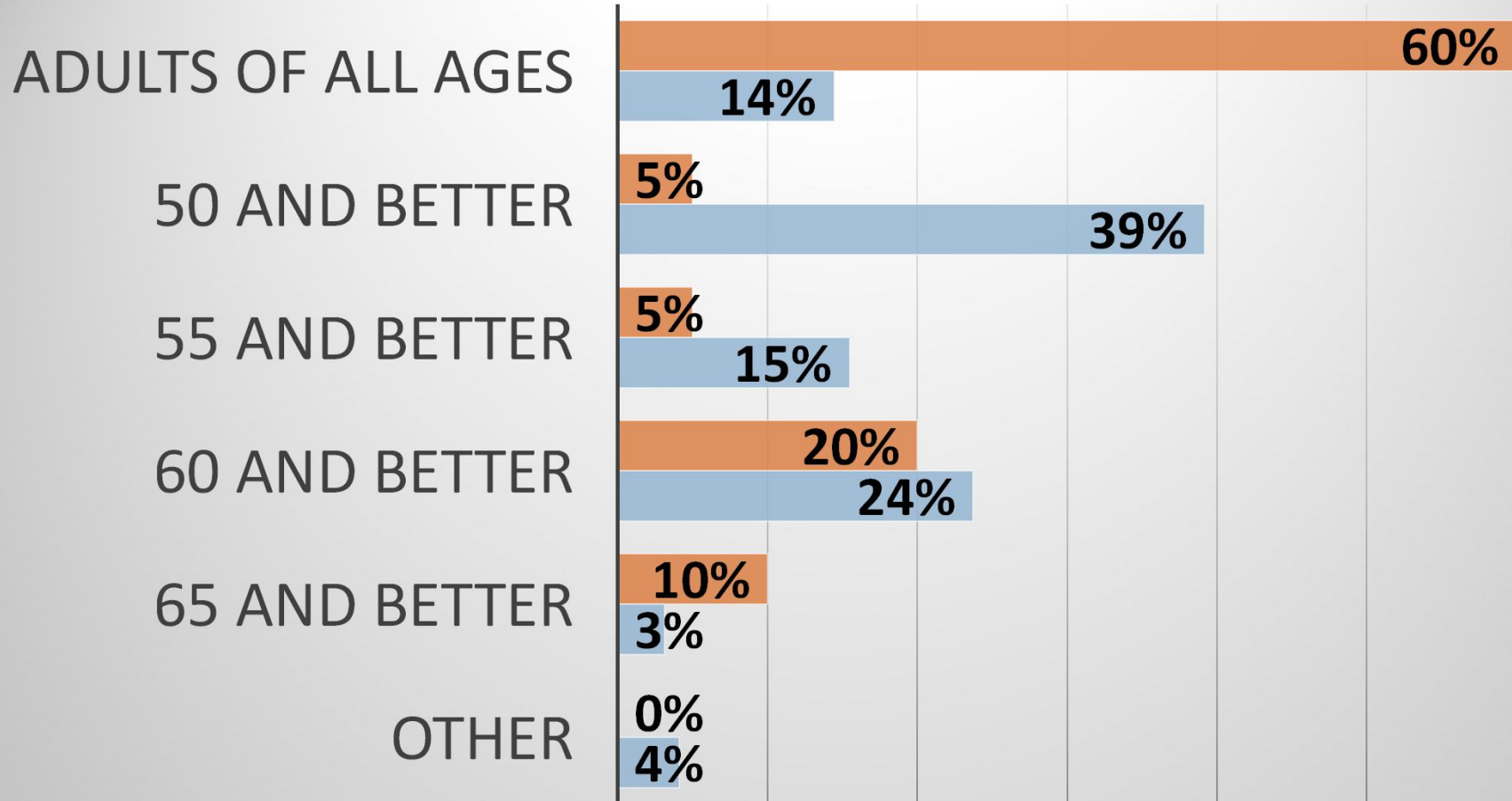


- Only 35% of No or Low Dues Villages had a preferred providers list, compared to 86% of Higher Dues Villages

Village-organized Social Activities Per Month



Ages Served



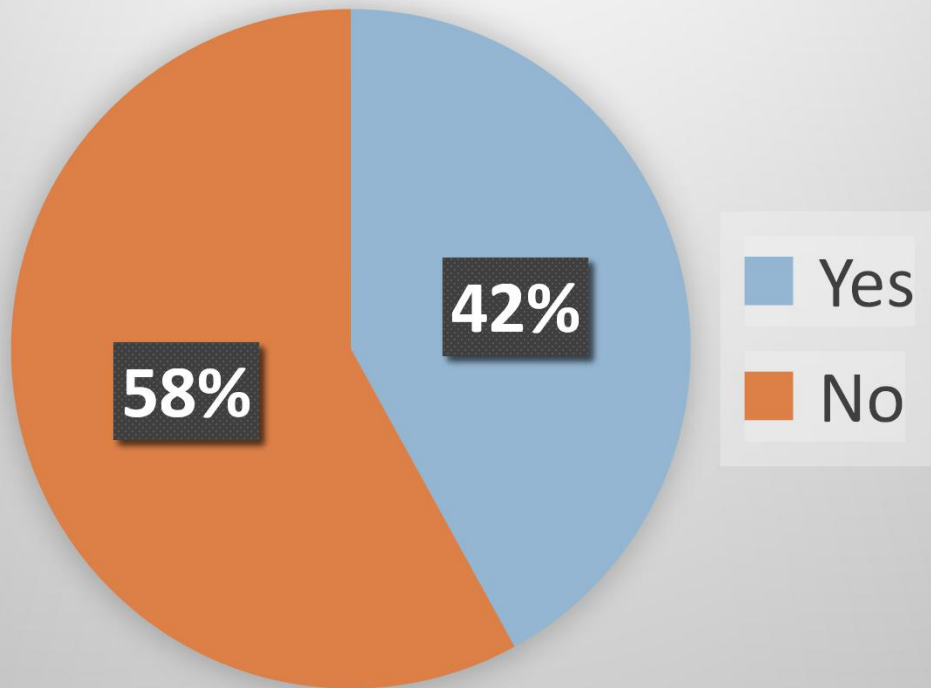
Low and No Dues Higher Dues

Membership Characteristics

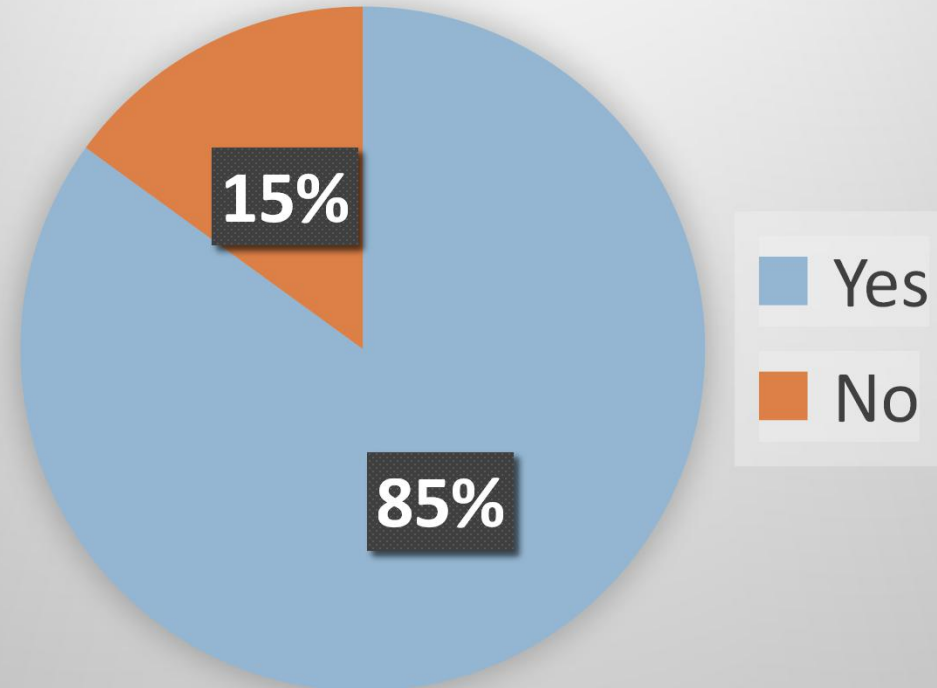
Membership Characteristics	No/Low Dues	Higher Dues
Members 64 and younger	29%	10%
Members ages 65-74	35%	35%
Members ages 75-84	29%	37%
Members ages 85 and better	18%	23%
Impoverished members	17%	8%
Economically vulnerable members	21%	11%

Paid Staff

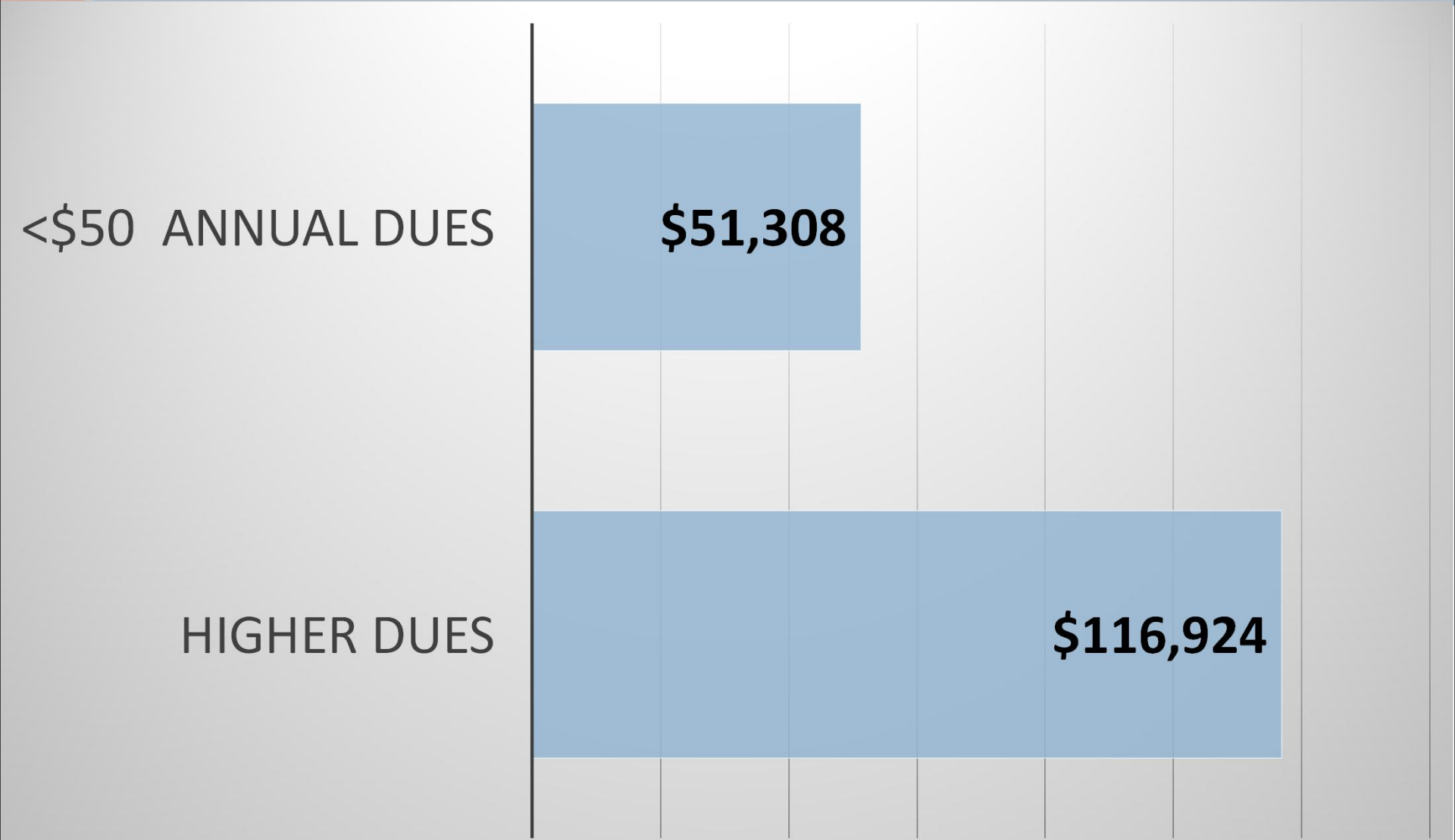
No and Low Dues



Higher Dues



Average Annual Revenue



Revenue Sources

	Low/No Dues	Higher Dues
Dues	25%	46%
Government Grants/Contracts	7%	4%
Private Foundation/Business Donations	14%	12%
Fundraising Events	10%	9%
Individual Donations	36%	20%
Other	8%	9%

Other Characteristics of Low/No Dues Villages

- **“Piggybacking”**: Village emerged out of an existing organization, such as a homeowners association or similar civic group (n=7).
- **Pairing with Other Community Resources**: Other community organizations played a major role in providing services often offered by Villages, such as social opportunities or transportation (n=11).

Other Characteristics of Low/No Dues Villages

- **Small Service Areas:** Many No and Low Dues Villages had a service area that consisted of a neighborhood or a few neighborhoods(n=13).
- **Finding Alternative Fundings Sources:** As a result of finding sufficient funding/resources from sources such as foundations, grants and governments, some Low and No Dues Villages resemble Higher Dues Villages in funding, staffing and resources.

Low/No Dues Village Organizational Features

- **Informality:** No and low dues Villages on average appear more informal than higher dues charging Villages.
- **Greater Reliance on Volunteers:** Dependence on volunteers for creates challenges such as burnout, leadership transitions and difficulty finding individuals for coordination and administrative tasks.

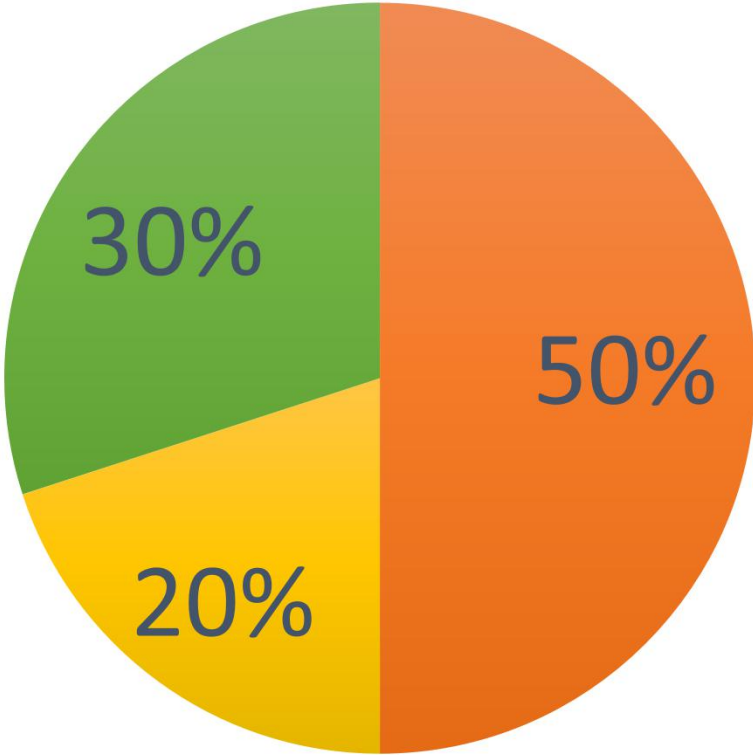
Village Non-Participation Study

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Duration of Former Members' Membership



■ 1 Year ■ 2 Years ■ 3 or More Years

Former Members' Reasons for Joining

Interest in social engagement	51%
To support Village movement	42%
Interest in receiving volunteer or general support	31%
Concern about potential future needs	19%
Interest in specific Village events or programs	16%
Referral from family/friends	14%
Transportation assistance	13%
Interest in volunteering opportunities	11%
Information referral service	10%

Service Usage

	Former	Current*
Social or educational events	54%	67%
No services used	27%	
Information referral	22%	35%
Transportation	17%	27%
Home repair/safety assessment	15%	

*Current Member Service Usage from UC-Berkeley Impact of Village Membership Survey

Former Members

- People who join Villages but “don’t currently need services,” or who are only seeking protection against possible future service needs, are at risk for dropping out.
- Similarly, at risk for dropping out are those who need more intensive services that are not available through the Village

Former Members

- A desire for more or different social engagement is a primary motivation for interest in Village membership.
- And yet, dissatisfaction with the social activities provided by the Village was a major reason for dropping out or not joining initially. Not liking the events that were offered, or feeling that they didn't "fit in" with the Village social group, were commonly reported among former members.

Former Members

- Another common reason for non-participation was operational aspects of the Village.
- Grassroots organizations such as Villages often run on small budgets with over-extended staff or rely on volunteers as the primary service providers.
- Some former members mentioned that their calls went unanswered or that the Village didn't follow through with promised services.

Non-joiners Reasons For Interest in Village

Interest in social engagement	51%
To support Village movement	51%
Concern about potential future needs	25%
Interest in volunteering opportunities	15%
Referral from family/friends	11%
Interest in receiving volunteer or general support	11%

Non-Joiners

- Many non-joiners said they simply weren't ready yet, were too busy, or had other commitments, but may consider joining later when their needs were greater or when they had fewer other commitments.

What the Future Holds



- Former members and non-joiners may still end up becoming Village members in the future. About half of both groups say they might consider becoming members of the same Village or a different Village in the future.



For further information, contact:

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