

Title **Circle Center Adult Day Services** 07/18/2025
id. 51108606

by **DarrylLee VanOudenhove** in **Impact 100 Richmond Grant Application (2025)**

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Original Submission 07/18/2025

Score	n/a
1. Name of Organization	Circle Center Adult Day Services
2. 501C3 Number	54-0991287
3. Geographic Area(s) Served:	Chesterfield County City of Richmond Goochland Hanover Henrico Powhatan
4. Application Contact Name:	Ellen Thornhill
5. Application Contact Phone Number:	+18043555717
6. Application Contact Email:	ethornhill@circlecenterva.org
7. Organization Website (if applicable):	circlecenterva.org
8. Organization Executive Director/CEO Contact:	Heather Turbyne-Pollard

9. Organization Executive Director/CEO Phone Number:	+18043555717
10. Organization Executive Director/CEO Email:	hpollard@circlecenterva.org
11. What is your highest rating on GuideStar (we recommend at least Gold):	Gold
Provide a link to your GuideStar organizational profile, if applicable.	https://www.guidestar.org/profile/54-0991287
12. Please confirm that the following grant criteria are met by the applicant:	Organization has an annual operational budget above \$250,000. Organization has been in existence for 36 months or longer, and is currently in good standing in the state where the entity was formed. Project will serve needs in the City of Richmond and/or the surrounding counties (Chesterfield, Goochland, Hanover, Henrico, and Powhatan). Funds will be utilized within 12 - 18 months, and the program/project has demonstrated sustainability following the use of Impact 100 Richmond funds.
13. Select ONE of Impact 100 Richmond's focus areas where your proposed work best aligns:	Health & Wellness
14. Summary: Provide 1-2 sentences that summarize your specific funding request and the goal of this project or program effort?	We seek \$100K to expand Joy Circles—a network of adult day programs providing respite for caregivers and engagement for early-stage dementia patients.

15. Organization: Briefly describe the history and mission of the organization.

At Circle Center we believe helping caregivers is just as vital as caring for older adults. For 50 years our Center has made it possible for family caregivers—most often women balancing work, children, and aging parents—to continue working, stay healthy, and pursue their interests. In addition, their loved ones who attend our daily program experience community and activities that help them feel valued.

Founded in 1976 by 5 area churches, we were among the first adult days in the U.S. We've since grown into a licensed, nationally respected model of community-based care. As a secular nonprofit with a team of 31, we serve more than 100 older adults weekly with consistent operational excellence and financial stability.

Most those we serve have moderate to severe dementia & can no longer remain alone. With us they benefit from friendships, renewed purpose, & a routine that enhances or maintains their health & well-being. Participants enjoy programs like music therapy, art, movement, emotional support, physical therapy, health monitoring, & nutritious meals.

Caregivers tell us we are nothing short of their lifeline. They gain peace of mind, & precious time to fulfill other life roles & refuel for evenings & weekends of caregiving. They can access our support groups, educational programs, & other services avoid burnout & navigate care.

In surveys, 97% of caregivers say the Center helps them maintain other life roles and 100% say we improve their loved one's quality of life.

16. Community Need: Describe the community need(s) that the program/project will address.

Every day, desperate caregivers visit Circle Center saying, "We both need help," but their loved ones with early-stage dementia respond, "I'm not that bad off." Those who are newly diagnosed struggle to see themselves in our medical model. This heartbreaking gap leaves families without support when they need it most—they come to us desperate for help, yet we have nowhere to send them. The need is especially acute in African American and Hispanic communities where dementia incidence is twice as high as other populations.

Richmond faces a caregiving crisis. For the first time in U.S. history, more households care for older adults (23 million) than preschoolers (21 million). Most caregivers are women who sacrifice careers and health. Also, Richmond's Alzheimer's diagnosis rate (15%) exceeds the national average (11%).

Our enrollment surged 40% this year, but it's rare that those newly diagnosed choose to attend. They want and need social rather than medical adult day programs where they can feel comfortable and find peers. Without trusted respite care, caregivers experience depression and burnout. In fact, caregivers of loved ones with dementia are twice as likely to suffer from depression as those caring for someone without dementia.

Joy Circles fill this critical gap, providing hope and support when families need it most.

17. Community Need: Describe how a \$100,000 Impact 100 Richmond grant for this program/project would be transformational for your organization and/or the community.	Imagine trying to grocery shop with a toddler in the midst of a meltdown. Now, imagine doing it with your parent or spouse who suddenly forgets where they are & insists on going home. That's daily life for so many caregivers. This grant will transform their lives. Currently, these caregivers have nowhere to turn—existing programs feel "too medical" while their need for respite grows. Joy Circles will provide immediate relief for 250 caregivers—mostly women—allowing them to bring a sense of balance to their lives. For their 250 loved ones, it offers community and purpose during a frightening time when they're losing independence and identity. Beyond direct impact, we're creating a replicable model. Faith communities want to help but lack expertise. On our own we're establishing 5 Joy Circles in churches across RVA this year. With this grant, we'll further develop our comprehensive launch kit & training to empower 20 more churches to serve their communities meaningfully, leveraging their greatest assets—buildings & caring members. This positions RVA as a national leader in aging services innovation, creating sustainable solutions rather than waiting for crisis management. Richmond can lead the way in building a vital aging society. Furthermore, let's acknowledge that we're addressing a women's issue as much as an "older adult" issue. Women take on more tasks than their male counterparts, they quit work to provide care, & most report needing individual counseling or respite care.
18. Program/Project: Provide a high-level description of the program/project for which you are seeking funding.	Our project will create a network of 25 Joy Circles which will provide respite and support for caregivers and socialization and engaging programming for older adults living with early-stage dementia. As one caregiver in a similar program told us, "For the first time in months, I saw my husband smile and laugh. We both now have hope." DETAILS: Each Joy Circle site will be open at least one day a week, for a minimum of 2 hours to start, following the schedule of other social models around the country. Many churches will consider this a ministry and not charge a fee. Others may decide to charge a nominal fee to cover expenses associated with hosting a Joy Circle. A part-time coordinator, employed by Circle Center, will oversee all Joy Circles. They will also identify host sites in communities that need it most like African American and Hispanic communities where the incidence of dementia is twice as high as other populations. The coordinator will partner with Kristie Faison, who has run a social adult day at St. Mark's Church in Chesterfield for two years. Kristie is a former nursing home activities director and caregiver and well understands the need for a social adult day network across RVA. The host sites will supply volunteers from their congregations to assist in

running their Joy Circle. If host sites need volunteers, Circle Center will recruit via our established volunteer network. We will also partner with VCU's Schools of Social Work and Gerontology for training, evaluation, and graduate student interns to support Joy Circle sites as needed.

While Joy Circle members enjoy their time with others who share their diagnosis, their caregivers have the option to participate in a support group at the same location. VCU graduate-level interns and/or qualified volunteers will facilitate the groups.

This grant will also support the creation of a comprehensive launch kit for each site that includes:

- Easy to follow reference and step-by-step activity manuals, caregiver/volunteer agreements, intake and assessment forms, site requirements and expectations, marketing materials, and volunteer recruitment templates.
- Activity supplies including dementia-friendly art materials, games, and music.
- Volunteer T-shirts to build identity and pride.
- A USB drive with additional training videos and digital resources.

OVERSIGHT & ADMINISTRATION:

Circle Center will serve as the administrative arm of Joy Circles, providing professional staff support, training, and other tasks like planning and data collection. We will have a Memorandum of Understanding (MOU) with each site, developed in partnership with site leadership, that addresses their unique needs while following adult day guidelines.

We will launch Joy Circles at 5 churches this fall, and, with Impact 100 support, we will launch 20 additional Joy Circles by December 2026.

19. Program/Project: What challenges are you likely to encounter? How will your organization address them?	We anticipate four primary challenges: Host site outreach: We have already had success overcoming this with the 5 churches launching this fall. That process has enhanced our outreach strategy & guided us on necessary resources and support. Our comprehensive toolkit and training will remove barriers for the 20 faith-based organizations we seek to recruit. Public awareness: Outreach is essential so families know Joy Circles exist. We will rely on our aging services network to promote Joy Circles & use grant funds to market them. Host sites will also advertise within their networks with our existing reputation adding credibility. Volunteer recruitment: To address this, we'll supply strategies, FAQs, and training. We will rely on churches to recruit volunteers from their congregation, and are prepared to recruit volunteers through our established network, if needed. We will also partner with VCU to engage graduate students in gerontology and social work to supplement volunteer efforts. Program quality and consistency: We will establish monthly check-ins and quarterly evaluations, using a structured checklist based on adult day standards and shared community standards. Our Center has a proven track record of data collection and analysis, and we will ensure the same systems apply to this project. We will integrate best practices from the adult day sector.
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20. Program/Project: Will you collaborate with any other organizations? If so, who will be your partners, and what will they contribute?

Circle Center will collaborate with established community partners:

- The Span Center (formerly Senior Connections), our local Area Agency on Aging, for referrals and volunteer support through their extensive network, as well as training.
- The Alzheimer's Association of Greater Richmond will offer dementia-friendly education and specialized training for volunteers and staff across all Joy Circle sites.
- Local church councils and associations will help reach and recruit churches to participate. The ALTER Program, an educational program for African American faith communities and families facing dementia, and the Middle District Baptist Association have already been tremendously helpful in securing our first five site commitments.
- Dr. Andrea Price, who specializes in dementia-friendly design, will help make space recommendations to ensure optimal environments for participants.
- VCU's Schools of Gerontology and Social Work will provide student volunteers, program support, and evaluation expertise. VCU School of Social Work Evaluation Lab has offered help with program evaluation.
- Lead volunteer and trainer, Kristie Faison, who runs a successful social model program at St. Mark's United Methodist church in Chesterfield, will partner with us to ensure quality programming and share best practices across all sites.
- Matt Thornhill, consultant & expert on church demographics, has been instrumental in presenting to our first 5 churches and will help with outreach to the additional 20 sites.

21. Program/Project: Using metrics appropriate for your program/project, describe your goals, indicators of success, and plan for achieving success (i.e., people served, dollars raised, community outcomes, etc.).	GOALS: 1. Establish 25 Joy Circles by December 2026 (including 5 launching pre-award period). 2. Serve at least 250 caregivers, 250 older adults with dementia, & engage 200 volunteers by December 2026. 3. Achieve 30% reduction in caregiver stress as measured by validated assessment tools. INDICATORS OF SUCCESS: - 20 Joy Circles launched within 12 months of grant award - 90% of caregivers attend Joy Circle support groups regularly (twice monthly) - Consistent participation, defined as 80% or better weekly attendance - 1:1 participant-to-volunteer ratio maintained with 85% volunteer satisfaction - Measurable improvements in caregiver well-being, stress levels, & participant quality of life PLAN FOR ACHIEVING SUCCESS: Circle Center will track attendance per site and total numbers served across all sites. We will measure program satisfaction through various assessment tools and quarterly surveys measuring caregiver stress and volunteer satisfaction. Our coordinator will hold monthly check-ins with each Joy Circle to ensure quality and consistency. Quarterly network meetings will gather all sites to evaluate outcomes, share best practices, and strengthen programming. These meetings will be led by the Circle Center coordinator with Kristie Faison from St. Mark's & Matt Thornhill ensuring continuous improvement & community building among sites. Data collection will follow our established protocols, ensuring reliable measurement of transformational impact for both caregivers & participants.
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22. Program/Project: Is there a specific timeline for your program/project, or will it be ongoing? If ongoing, describe the metrics used to evaluate it in the long term.	SPECIFIC, IMMEDIATE TIMELINE: -Fall 2025: Launch 5 Joy Circles (already committed) -Grant award to December 2026: Launch 20 additional Joy Circles -Ongoing: Monthly site check-ins, quarterly network meetings, continuous evaluation Long-term Vision: After successful launch of 25 Joy Circles, Circle Center will support this program as a key ongoing initiative. Our longer-term plan includes engaging additional faith-based and community organizations to expand the network further. The first step is one-day-a-week social programming, but we anticipate sites evolving to meet community needs—multiple days, half- and full-day programs as demand grows. Critical Focus Area: Ensuring Joy Circles are accessible in targeted communities serving African American and Hispanic populations, who face twice the dementia diagnosis rate. We will work with community leaders to develop plans that are inclusive and culturally appropriate for these targeted communities. ONGOING, LONG-TERM METRICS: -Improvement in caregiver wellness and stress reduction -Participant engagement and improved quality of life -Awareness of continuum of dementia services -Faith-based organization serving older adults -Sites in targeted, high-need communities While the Impact 100 grant-funded portion concludes 12/2026, we will continue expanding Joy Circles in response to increasing older adult population, dementia diagnoses, and caregiver burnout. . The sustainable model ensures lasting community impact beyond the grant period.
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23. Funding:
Describe your organization's financial position, including current financial state, cash flow, endowments, annual fundraising, and goals related to revenue.

Circle Center is financially stable and focused on growth. Our current \$2.3M operating budget reflects strategic investments in people, programs, and infrastructure to meet rising demand with excellence and compassion.

We do not have an endowment but plan to launch one as part of a capital campaign tied to our 50th anniversary in 2026. We maintain positive cash flow and operate with strong financial controls and reserves.

Our annual fundraising goal for FY25 is \$554,000 from foundations, corporations, faith-based groups, civic organizations, and individuals. This marks continued growth—our 2024 annual fund surpassed \$500,000 for the first time in our history, thanks to focused donor stewardship and expanded development staff capacity.

In addition to philanthropy, we generate earned revenue through program fees paid by participants and Medicaid reimbursements, which together account for over 65% of total revenue.

The current year budget includes a planned, strategic deficit driven by inflationary cost increases and key internal investments:

- Workforce compensation to remain competitive
- Expanded program staffing to serve our growing census
- Technology upgrades to protect data and enhance operations

We will undergo strategic planning in August 2025 to shape a robust multi-year financial sustainability roadmap.

24. Funding: What is the total program/project budget request?	PROJECT BUDGET REQUEST: \$100,000 for year one to launch 20 Joy Circle sites across the Richmond metro area. Total project budget is \$170,000.
Have you raised any other funds to date to support the program/project? If awarded, how will a \$100,000 grant from Impact 100 Richmond be used?	FUNDING SOURCES: -Impact 100 Richmond grant request: \$100,000 -Circle Center fundraising (underway): \$70,000, with \$15K already secured USE OF IMPACT 100 GRANT FUNDS: The \$100,000 will fund the critical infrastructure for sustainable success, which are: -Staff (58% of grant): A part-time coordinator reporting to the CEO will oversee all 20 sites; a consultant to help drive connections with faith-based communities; and, paid trainers if needed. The coordinator position provides the backbone for network success and sustainability. -Site Launch Materials (42% of grant): Each of the 20 sites will receive comprehensive launch support that includes: - Site modifications - Training materials - Marketing and awareness-building - Volunteer recruitment and recognition - Launch Kit This funding ensures immediate impact while building long-term sustainability. Circle Center's additional \$70,000 investment demonstrates our commitment and covers evaluation, training, and ongoing support systems. With 50 years of dementia care expertise, Circle Center is uniquely positioned to create this innovative network. Community support for early-stage dementia services is central to our strategic plan, making this grant a catalyst for transformational community impact.

25. Funding: How will you fund ongoing expenses associated with the program/project if awarded the Impact 100 Richmond grant? If funding is for a capital project, what are the anticipated ongoing expenses (maintenance, utilities, etc.), and how will you sustain these expenses?

FUNDING ONGOING EXPENSES:

Each Joy Circle's ongoing expenses after December 2026 will be managed by host sites, ensuring sustainability without further grant funding. Many churches view this as ministry & commit to covering operational costs. Sites charging nominal fees will cover their own expenses.

CIRCLE CENTER'S INVESTMENT:

Circle Center will provide ongoing support & oversight through the part-time coordinator (0.5 FTE), funded through annual fundraising efforts & program partnerships. We will also leverage current staff positions (recreational therapists & social worker) to provide expertise where needed. For resource-limited sites serving high-need communities (particularly African American & Hispanic populations), Circle Center will commit additional resources through designated fundraising efforts to ensure equitable access.

LONG-TERM SUSTAINABILITY:

The model creates organic growth as successful sites inspire others to join the network. Partner organizations (VCU, Alzheimer's Association, The Span Center) provide ongoing support at no additional cost.

LASTING IMPACT:

This approach ensures Impact 100's investment creates lasting, self-sustaining community impact for years to come, with Circle Center serving as the backbone organization maintaining standards and support.

Upload PDF Format Only: Organizations 501c3 Letter

[**501c3_Determination_Letter.pdf**](#)

Upload PDF Format Only: Organization Budget for this Current Fiscal Year (showing annual budget of \$250K or greater)

[**Budget_FY25.26_Summary-ONE_PAGE.pdf**](#)

OPTIONAL Upload PDF Format Only: Partner Budget for Current Fiscal Year (showing annual budget of \$250K or greater), if applicable

Upload PDF Format Only: Detailed Program/Project Budget in a template of your choice (limit one page)

[**Project_Budget-FINAL2.pdf**](#)

Upload PDF Format Only: List of Organization's Board of Directors

[**SHORTER_Board_Roster_2024-25.pdf**](#)

OPTIONAL Upload PDF Format Only: Letter of Commitment or MOU from Partner Organizations (if applicable)

[**MOU-and-Letters-Of-Support.pdf**](#)

Thank you for taking
the time to apply for
the Impact 100
Richmond grant!
Once you submit you
will receive a
confirmation email.
