



## Request for Proposals

### Background

TimeSlips is a nonprofit organization committed to transforming care for elders by supporting caregivers with training and tools to ensure meaning and connection through the end of life. The organization's bold vision is that creative engagement is infused into all care practices and settings, making creative expression, growth and meaning available to us at every stage of life, no matter where we live or our physical or mental abilities. By teaching professional caregivers, family members, and volunteers to use creative engagement to build relationships, TimeSlips brings elders — including those living with dementia — out of isolation, and improves quality of life and well-being for older adults.

The rapid growth of TimeSlips has to date been built upon its strong evidence-base, the rise of founder, Dr. Anne Basting, in the public eye, and in response to interest from a field in which the “well elderly” are often a focus, with fewer resources or hope for caregivers to those living with dementia. Now, with new staffing and increased infrastructure to support expansion, TimeSlips has reached a critical moment in its history. A plan for expansion that is developed with an eye to the field and collaboration among staff, board, and constituents will help to ensure sustainable and effective growth that better supports meaningful creative engagement for elders and their caregivers.

A February 2021 TimeSlips' board and staff retreat brought the organization renewed clarity regarding the ways in which it could best achieve its vision. Because TimeSlips strives for a moment when creative engagement is fully integrated into all care settings, including, importantly, home care settings, it was determined that the organization must focus on growth that makes its training, resources and tools easily accessible, while ensuring its offerings result in meaningful impact.

TimeSlips is now exploring scaling through the methods of “open source” and “replication” as described in the Stanford Social Innovation Review article, “What's Your Endgame” by Alice Gugelev & Andrew Stern, published Winter 2015. To be successful, TimeSlips must develop a sustainable financial/structural model and explore further foundational work. We are now seeking a consultant who can lead us through the business model and staffing structure planning that will be most efficacious for our desired outcomes.

### Scope of Work

As a small and nimble organization with in-demand services, TimeSlips recognized its need to develop a model for growth and scale. TimeSlips has worked through the testing readiness and basic roadmap aspects of growth and now seeks a business and staffing model that supports our vision.

TimeSlips is seeking to engage a consultant with expertise in business modeling for scale. We

consider this project to have four components:

1. Review historical documentation including financials, training engagement reports, and other relevant organizational documents (strategic plans, etc.) to gain a comprehensive understanding of TimeSlips and our desired growth.
2. Interview key constituents and stakeholders; TimeSlips will share the names of staff, board, a number of constituents, and other relevant stakeholders.
3. Review of field-related materials provided by TimeSlips including current and prospective partners and competitors.
4. Develop a document that offers a scaling plan focused on financial and staffing modeling that will help the organization attain its envisioned goal. Include timeline and relevant steps.

TimeSlips considers this role to be one of thought partner – we seek a consultant who will work closely with the Founder, board and staff to develop a final document that will be easily understood, accessible, and an easy reference to track deliverables.

### **Budget**

\$75,000

### **Profile**

We are seeking a consultant with:

- Prior experience developing business and staffing models for small nonprofit organizations (\$1M) with a bold vision for widespread resource accessibility through replication and/or open source models
- Knowledge of technology resources relevant to scaling
- Experience working in multi-stakeholder environments
- A commitment to diversity, equity, inclusion and accessibility as a driver for impactful scaling
- References from clients with whom they have supported previously on similar projects
- Knowledge of health / social services sector

### **Timeline**

Review of applicants will take place in September 2021. Project kick-off is anticipated for October 2021, with completion expected by April 2022.

**How to Submit a Proposal**

Please email Mary Schuler, Operations Manager, [mary@timeslips.org](mailto:mary@timeslips.org), with:

- A short proposal, including a budget
- Work history and three relevant references for similar projects
- One short writing sample

**Deadline:** August 31, 2021

Only shortlisted candidates will be contacted.

*Additional background on following page.*

## **Additional Background**

### **The Need for TimeSlips Training and Services**

The U.S. Department of Health and Human Services Administration on Aging reports that the older population — persons 65 years or older — numbered 49.2 million in 2016. By 2060, there will be about 98 million older persons, more than twice their number in 2014. People 65+ represented 15.2% of the population in the year 2016, but are expected to grow to be 21.7% by 2040. In 2016, there were 1.5 million elders living in institutional settings, including 1.2 million living in nursing homes.

Social isolation is a significant issue facing the older population and one that will clearly become more prevalent as older people become a larger portion of the population. As we begin to glimpse what we hope will be the last months of the Covid-19 pandemic, it is clear that more than a year of isolation has taken a toll on elders in particular, and this has brought into sharp relief social isolation as a persistent issue for our aging community members. Various studies have found that social isolation increases the risk of mortality, has negative effects on both physical and mental health, contributes to cognitive decline, contributes to serious illness like depression, and increases the likelihood for the need for long-term care. A recent study, *Loneliness and Social Isolation as Risk Factors for Mortality: A Meta-Analytic Review*, showed that the health effects of prolonged isolation are equivalent to smoking 15 cigarettes a day.

For people facing memory loss, social isolation is a greater problem as they often self-isolate due to the stigma, fear, and frustrations related to cognitive decline. Those living with dementia often face much greater challenges connecting with loved ones and feeling like part of their community. Today, more than 5 million elders in the U.S. face some degree of dementia or have Alzheimer's and this number is projected to rise to 16 million by 2050. Caring for people with dementia and Alzheimer's costs the U.S. \$259 billion now and this will be over \$1.1 trillion by 2050.

According to the Centers for Disease Control, 50 percent of individuals over the age of 85 have some form of memory loss and 80 percent of all elders living in care communities have some dementia. TimeSlips offers hope and improves well-being by teaching staff, family, students and volunteers to use the emotional and symbolic language of the arts to invite elders into meaningful connection. We provide simple tools, training, products and services at all levels of need and across home or community settings.

As a well-researched intervention in long-term care settings, we know that TimeSlips has the potential to improve interactions between professional caregivers and elders with dementia. Research published in leading gerontology journals shows that the creative storytelling approach improves: the quantity and quality of engagement between staff and residents in nursing homes (Fritsch 2009); communication of people with dementia (Phillips 2010); attitudes toward aging and dementia of students trained as facilitators (Basting et.al, 2016; George, 2011); and the behavior of people with dementia (George and Houser, 2014). Preliminary studies suggest that TimeSlips improves communication and social connectedness among

people with dementia (Bahlke, Pericolosi, & Lehman, 2010) and that TimeSlips reduces challenging behaviors and has potential to reduce the use of anti-psychotic medicines (Houser & Chincilli, 2014; Sullivan, Sillup & Klimber, 2014). TimeSlips' aim is to increase access to its resources and training so that these benefits can be experienced by all who are aging in need of increased meaningful connection.

### **Founder**

TimeSlips was founded by Anne Basting, PhD. A successful launch for Dr. Basting's book, *Forget Memory: Creating Better Lives for People with Dementia*, led to the expansion of the TimeSlips concepts in the field of elder care. TimeSlips was incorporated as a stand-alone non-profit organization in 2013, and when, in 2016, Dr. Basting was awarded a MacArthur Fellowship for her work, the organization was catapulted squarely into the spotlight. In 2020 TimeSlips hired its first Executive Director to support the organization's growth, and Dr. Basting released her latest book, *Creative Care: A Revolutionary Approach to Dementia and Elder Care*. *The Creative Care Imagination Kit* was released by Harper Collins in June 2021.