

Xilin Association Community Service Center Business Plan



Linda Yang
Executive Director
1163 E. Ogden Ave. Suite 301
Naperville, IL. 60563

Tel : 630-355-4322
Email : lindayang@xilin.org
Web : www.xilin.org

Table of Contents

1. Business Description

- 1.1 About Xilin
- 1.2 A One-Stop Multi-Social Service Center
- 1.3 Purchasing Facility and Modification to the Building
- 1.4 Goals and Objectives
- 1.5 Critical Success Factors
- 1.6 Xilin Association's Governing Body
- 1.7 Xilin Association's Operating Chart
- 1.8 Exit Strategy

2. Services provided in Xilin Association in Arlington Heights

- 2.1 Adult Day Service Center
- 2.2 In-Home Care Service
- 2.3 General Social Services
- 2.4 Chinese Language Training Lab and Test Center
- 2.5 Asian Performing Arts and Music Instruments Learning Classes

3. Absence of a comprehensive non-profit social services organization in the area

- 3.1 lack of a linguistically and culturally appropriate services center in the area
- 3.2 Fast growth of minority population in the area
- 3.2 A New Service Model

4. Marketing and Outreach Plan

- 4.1 Reach out Xilin Association's Current Clients
- 4.2 General Marketing Plan

5. Program Development

- 5.1 Development of the programs
- 5.2 Development timeline

6. Operations

- 6.1 Daily Activities
- 6.2 Emergency
- 6.3 Book Keeping
- 6.4 Inventory and Supplies

7. Financials

- 7.1 Start-up Funds
- 7.2 Lender – Illinois Financial Fund
- 7.3 Financial Forecast
- 1. Appendix

1. Business Description

1.1 About Xilin Association

Xilin Association, a well-known 501C (3) non-profit social service organization established in 1989, serves more than 10,000 disadvantaged and underserved ethnic individuals a year.

Xilin Association stands out not only because of its sensitivity to clients' needs, but also because of its capability of providing culturally and linguistically appropriate services for clients.

Since its inception in 1989, Xilin Association's programs have been evolved from one-day Chinese learning classes to become a community based, client needs driven, multi-social services organization. Currently, Xilin Association's programs include: 2 senior congregation meal sites in Schaumburg and Arlington Heights, 2 Adult Day Service Centers in Naperville and Arlington Heights, 10 Chinese Language Sunday schools throughout city of Chicago and northwestern suburban areas, on-going community health screening and outreach programs, general information and referral programs for low income, low English proficiency individuals, Chinese folk dance and other performing arts program, and a Xilin Art Institute in Chicago Chinatown which provides and trains performing art teachers and students.

Xilin Association's business has been booming tremendously in the last 26 years, inasmuch as the increasing needs of low income, low English proficiency and underserved population. Furthermore, building a holistic one-stop services center is always the mission and direction that leads Xilin Association. Hence, Xilin Association is in the process of getting a certificate from Illinois Department on Aging to provide In-Home Care service for the vulnerable ethnic seniors who either currently receiving Xilin's programs or are in the catchment of Xilin Association's service.

Xilin Association has a great management team and outstanding governing board of directors, who provide strong support and directions. Their wisdom and dedication are the driven force of Xilin Association's success. Xilin Association's slogan serves the needy and sustains the able.

1.2 Building One-Stop Multi-Social Service Center

Xilin Association is petitioning for a land variation of 1B (the vacant half of the Building on 145 East Algonquin Road, Arlington Heights, IL. in the Lincoln Atrium Plaza), which is in the process of purchasing with the contingency of Approval from the Village of Arlington Heights.

Xilin Association, a one-stop multi-social service organization, headquartered in Naperville, has experienced the necessity of expanding its services to northwest suburban areas, such as Arlington Heights. According to the census 2010 and Xilin's client assessment in previous years, about 16% of Asians in Illinois live in northwestern suburban areas and many of them are seniors live alone in the senior

housing buildings. For example, a senior housing building in Barrington composed almost 1/3 of Chinese seniors.

Xilin Association is very grateful that the Adult Day Service Center in Arlington Heights has been up running and well accepted by the neighborhood since June 2014. Therefore, Xilin Association strongly believes that brings in a multi-social service agency in Arlington Heights will not only enrich lives of fragile needy individuals in the area, but also will bring in more job opportunities and help the local economy growth as well.

Xilin's Asian Community Service Center in Naperville is well-known among Asian communities and governmental officials and is a critical part of the development of the city. It provides linguistic and cultural capacity to the governmental entities, and brings information and services back to Asian communities from the governmental entities. She streams the gap in between the government and the Asian communities. She is also a language bank and culture competency training center for staff of hospitals, County Sheriff's office, townships, public school system, Case Management Units, Department Family and Human Services, etc. Xilin Association hopes that the Village of Ariling Heights will give Xilin Association an opportunity to play a similar role and to be an asset as it is in Du Page County.

1.3 Purchasing Facility and Modification to the Building

Responding to the need from numerous senior residents in the Northwestern of Chicago and a year's worth of research and discussion, Xilin Association's board has approved the purchasing of Unit1B on 145 E. Arlington Heights , IL 60005, which is the vacant half where current Xilin's Adult Day Service is operating. If Xilin Association gets Unit 1B, a comprehensive one-stop social services center will be established and will benefit not only the minority communities, but also the others who are interested. Unit 1B had been well maintained and can be converted into office space without major renovation, except the installation of partition and furnishings.

1.4 Goals and Objectives

The goal is to provide social services to the needy individuals due to age, culture, and language barriers and so on.

The objectives are to:

- Provide daily culturally sensitive social services
- Provide transportation to doctor's appointments or related trips.
- Offer adult day care for fragile seniors
- Provide in-home care service for aging and/or disabled individuals
- Networking with other social service agencies and governmental officials.
- Assist individuals to adjust to the main stream society by referral, workshops, special trainings, etc.
- Be a Resource for the local governmental entities
- Promote Asian cultures to the mainstream

1.5 Critical Success Factors

The critical factor to overall success is financial stability. Xilin Association, under the guidance of the great management team and board of directors, has developed a strong and sound financial structure with a reserve fund of \$300,000 in the last 15 years and expects to be so in the future. As a non-profit organization, Xilin Association's revenue, 85% comes from governmental program reimbursement, e.g. Adult Day Care program, Health Promotion programs, Golden Dining program, In-Home Care service; the other 15% comes either from fundraising events or private foundations.

1.6 Xilin Association's Governing Body

Xilin Association is a 501 C (3) non-profit organization. The governing Body of the organization is our Board of Directors.

1.7 Xilin Association's Operating Chart

Please see attachment.

1.8 Exit Strategy

The Exit plan is to inform work related entities such as: Illinois Department on Aging, the CCU (Kenneth Young and Catholic Charity Arlington Heights), foundations and patrons of the center, about its leaving the area and sells the property.

2. Services

2.1 Adult Daycare Service

Adult Day Service is designed specifically for older people who want to remain in the community but cannot be home alone during the day due to a physical, social, and/or mental impairment. Adult day service provides socialization for isolated seniors, and also provides respite for family caregivers. The services offered in adult day service center include health monitoring, medication supervision, personal care and recreational/therapeutic activities. Nutritious snacks and lunches are served and special diets are provided. Since its opening in June 2014, current daily census is 40-50 per day. It is expected that the attendance will reach 100 in the next year.

2.2 In-Home Care Service

In-Home Care Service provides house chores, personal hygiene care, cooking, shopping, running errands, escorting and companionship, to the isolated and fragile seniors who are home-bound. It is estimated by Xilin Association that 800 to 1000 thousand seniors will benefit from this program within the next couple of years.

2.3 General Social Services

This program will help individuals with low English proficiency to access governmental services such as citizenship process, filing personal income tax, finding right schools for children, sorting mails, looking for ethnic culture classes, etc.

2.4 Chinese Language Learning and Test Center

Xilin Association will be an official Chinese language lab and test center certified by China. Also it will be a Chinese language learning center for people interested in Chinese, and a Chinese Culture training center for people who are going to work or do business in China.

2.5 Chinese performing Art and Music Instruments Learning Classes

The facility will also provide Chinese folk dancing classes, Chinese music instrument classes, and Marshall Art classes

3. Building A Comprehensive One-Stop Social Service Organization

3.1 No Comprehensive One-Stop Social Service Organization in Northwestern of Chicago Serves

According to Xilin Association's internal assessment in last few years there is no culturally and linguistically appropriate social service organization in northwestern of Chicago that serves Chinese, Korean and people from Southeast Asian countries.

3.2 In-Home Care Service

Xilin Association is going to start its In-Home Care Service to seniors in the client's homes. The service will cover areas as follows: Barrington, Elk Grove, Hanover, Palatine, Schaumburg, and Wheeling and northwestern of Chicago area. The service will focus on Asian elders who are in need and underserved due to language barrier.

3.3 A New Service Model of Adult Day Service Center

According to the Census Bureau 2005-2009 estimation, Asians are 16.9% of the total population in Schaumburg, the highest next to the Caucasian, which is 74% of the total population. Xilin Association Adult Day Service Center in Arlington Heights currently serves mainly Chinese, Korean and a small portion of other ethnicities. Xilin Association is expecting to serve more non-Asians in our Adult Day Center and will work harder to let our services known in the area.

4. Marketing and Outreach Plan

4.1 Reach out current clients in Xilin Association

Xilin Association serves more than 25,000 clients a year through its programs, such as: Senior congregation meals, Community health outreach program, Arranging 150 slots of mammogram screening for low income women, after school learning center for children of age 6-14, Chinese folk dance classes on weekends, Chinese music instrument classes, and ad hoc workshops...

4.2 Outreach to Churches, supermarkets, restaurants and others

Indian temples, mosques, Korean and Chinese churches, and Chinese Sunday Schools will be reached on a regular basis. Xilin Association will try to advertise their services on various ethnic newspapers and on local township special event calendar. Xilin Association will disseminate service flyers to restaurants, supermarkets, and senior housing buildings.

4.3 General Marketing Plan

Xilin Association will make it known to the local business entities, governmental official and develop a good working relationship. Xilin Association will also use local media, internet social networks and other possible media channels to introduce their services, and hires qualified individuals to join their workforce.

5. Program Development

5.1 Development of the program

Xilin Association's Adult Day Service in Arlington Heights started in June, 2014 and runs very well, clients are growing every week. In presence, our daily census of participants is 25-30. We are expecting other programs will grow steadily as well, once the Unit 1B is available.

5.2 Development timeline

Xilin's Center is planning to open all services in fall 2015 pending on the approval from Village of Arlington Heights and other minor modification needed.

6. Operations

6.1 Daily Activities

Center will be open 7 days a week 7:00am-7:00pm on Monday thru Friday, Weekend 9:30am-5:00pm. Occasionally, there will be a special event, the center could be close 10:30pm.

6.2. Emergency

Xilin will be working with local police department and medical facilities whenever there is an emergency. Xilin Association has an emergency policy and procedures to follow when there is an emergency due to unexpected incidents or natural disasters. Xilin has care workers trained and certified for CPR, and a nurse who can perform first aid procedures once an incident happens. Fire drills will be conducted periodically.

6.3 Book Keeping

Xilin has a centralized accounting and control system. The off-site controller is paying bills, issuing salaries, and monitoring spending. There will be a bookkeeper in the Arlington Heights Center. The controller issues petty cash to the bookkeeper and the bookkeeper reports back to the controller at least once per month. Most of the revenue will be coming from state reimbursement. A small portion is privately paid.

6.4 Inventory and Supplies

The Arlington Heights Center will need to purchase dry goods, and supplies for activities and office. Staff of Arlington Heights Center will follow Xilin Association's purchase procedure and make an inventory list. Supplies and dry goods are stored in the storage room.

8. Financials

8.1 Start-up Funds

Total start-up funds required total at \$200,000 (\$50,000 down payment and closing cost of purchase, \$100,000 remodeling, and \$50,000 for the first three months of operation). \$15,000 will be grant funding from the Chicago Community Trust, and \$185,000 will be from Xilin's own reserve fund.

8.2 Lender – Illinois Financial Fund

The purchase price of building is \$485,000, 10% down payment being \$48,500. Xilin will borrow \$436,500. The lender is the Illinois Facility Fund, a financial institution specializing in lending to non-profit capital projects. More information can be found at <http://www.iff.org>. The loan officer who handles Xilin's case is Mr. Steve Bricker, and he can be reached at 312-629-0060 or sbricker@iff.org.

8.3 Financial Forecast

See attached Xilin Association Budget 2014

9. Appendix