

## Elder Friendly is on the move...

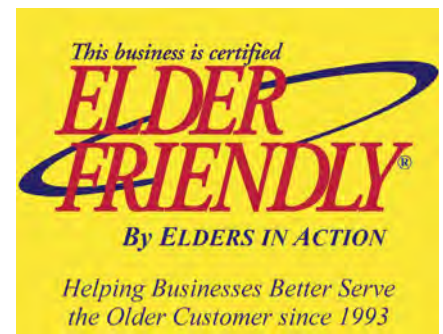
### New Staff... New Focus...New Directories!

This is an exciting time for our Elder Friendly® Business Certification program. Everyday we see news stories about the growing need for business to better serve our aging population. At Elders in Action, we have been working with businesses to do just that since 1993 and now we are planning to do even more.



Recently, the Elders in Action board was presented with a marketing plan created by 3 members of the George Fox University Master of Business Administration project team. As a result, we are expanding our Elder Friendly® program through targeted branding, marketing and offering customer service tips and training workshops. We hired Joan Corella as our Elder Friendly® Program Manager to implement the expansion. Joan brings great skills and experience that will show businesses how Elder Friendly® certification is a smart way to increase growth while better serving the mature customer.

With over 50 trained volunteer evaluators we are able to provide a business with a unique perspective on how their business is received by the older consumer. Our goal is to develop a positive relationship with businesses to better support the older customer. Elder Friendly® volunteer evaluator Karen Moffett makes the point that “Elder Friendly® is people friendly.” With individuals over 50 making up 42% of all consumer demand, this is a group that is important to business.



“What a smart idea” – that is the phrase we keep hearing when we describe our Elder Friendly® Business Certification program. For more information, or if you would like a 2011 directory of the 258 currently certified businesses, contact Joan Corella at [joan@eldersinaction.org](mailto:joan@eldersinaction.org) or 503-235-5474.

*Elders in Action - a powerful voice of older adults, is an innovative non-profit working to create a vibrant community for all ages.*

**Elders in Action**

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## Mastery of Aging Well Goes on the Road! A Program for Healthy Living

Elders in Action staff and volunteers were delighted to have Sharon Johnson, Associate Professor at Oregon State University provide her training on the interactive **Mastery of Aging Well** series on January 11, 2011.



*Sharon Johnson*

Leslie Foren, Director of Operations, attended a training session in Spring 2010 that was held by AARP in partnership with Oregon State University Extension on the Mastery of Aging Well program. It was clear that this powerful program should be shared with a wide audience.

The five-module series provides easy-viewing, practical, research-based information on health and age-related issues. It is focused on need-to-know information for aging adults and their family members. The topics include 1) Memory Difficulties: Should I be Worried? 2) Depression in Later Life, 3) Medication Jeopardy, 4) Food as Medicine and 5) Physical Activity and Exercise.

Elders in Action hosted a Mastery of Aging Well series in the Fall of 2010 and it was received with an overwhelming response. We had a waiting list of participants who were interested in attending these facilitated “video-book clubs” and requests from other community organizations and long-term care facilities to repeat this series. To meet this demand we invited Sharon Johnson from Oregon State University Extension to come and train our Speakers Bureau volunteers on this remarkable program. We now have seven volunteers who are certified to facilitate the Mastery of Aging Well Video Book Clubs in our community.

If you are interested in learning more about the Mastery of Aging Well series, please contact Leslie Foren at 503-235-5474 or by email to [leslie@eldersinaction.org](mailto:leslie@eldersinaction.org). Elders in Action is offering the 5 module series to community groups for a fee of \$500.00 or \$125.00 per module.

## From Our President...Bob Mandelson

It has been my privilege to be involved with Elders in Action for these past six years. It is with enthusiasm that I have seen the tremendous growth of our agency and I can feel “The MO.” I feel this momentum, this positive energy whenever I walk into Elders in Action office. Last year I was honored that people donated nearly \$4,000 to Elders in Action for my 425 mile bicycle ride of the Montana section of The Great Divide Mountain Bike Route. Being away for that time, looking up at the star studded luminescent night sky gave me time to reflect about the services provided by our volunteers and dedicated staff. 2011 promises to be an exciting year for the staff and volunteers of Elders in Action. The biggest change is the expansion of our nationally recognized Elder Friendly® Business Certification program with a dedicated staff person. Have some fun! Become involved with this incredible agency. I’m sure you will be as rewarded as I am. Yes, Elders in Action has The Big MO!



## From Our Executive Director...Vicki Hersen

The unique and innovative services that Elders in Action provides to the community are needed more than ever. 10,000 people are turning 60 every day in the U.S. We look for innovative ways to capture the talent and wisdom of older adults who are looking for active and meaningful ways to make a difference in their community. In 2011, we will offer two **Encore Action Team** projects for people who want an active, time-based service learning experience. Our 164 volunteers provide programs and services, not available anywhere else in Oregon, to thousands of residents in Clackamas, Multnomah, and Washington Counties. In October we were awarded the 2010 Governor’s Volunteer Award for our Personal Advocate program.



We are thankful for the generous support from individuals, corporations, and public and private grantors. As you read a brief glimpse of our work in this newsletter, I hope you will be enticed to get to know us better. I invite you to meet our talented and dedicated staff and find out the multiple ways you can get involved. I hope you join our vibrant agency and help us to ensure that the quality of life never depends on age.

In FY 2010, Elders in Action volunteers provided 13,401 hours of expertise in advising public officials, educating community groups, assisting individuals, and helping businesses, raising funds, and helping our office run smoothly. Their time is valued at \$271,370.

## Camera - Ready - Action - Lifetime Reflections 2011 is here!

“A good snapshot stops a moment from running away.”

If you enjoy taking pictures, you will want to participate in our third annual photo contest—Lifetime Reflections! When photos begin to arrive in our office, we frequently hear the comment “wow - look at this!” Running from February 1 to April 15, hobbyists and serious photographers may enter up to 3 photos for \$12, and compete to win one of seven generous prizes donated by Pro Photo Supply and SunMan Media. First place winner receives a \$600 gift certificate to Pro Photo Supply.

This year’s three categories are: **Perspectives on Aging, Elders & Inspiration, and Vitality.** The contest is open to Portland metro residents and photographers nationwide. We accept color photos or black and white, and any size up to 8x12. The contest is a benefit for our Personal Advocate program. Since Elders in Action is unique in the state of Oregon, we want our entrants’ photos to be as unique as we are!

Lifetime Reflections is our way of encouraging the use of creativity to celebrate the diversity of life experience among older populations. When you take a picture, you are noticing something special; for a brief moment, you see something exceptional that captures your attention. Expressing your own, individual perspective on aging through the art of photography might change someone else’s ideas about growing older. What a gift that is!



(Above) 2009 First Place Winner  
Photographer: LeeAnn Gauthier



(Above) 2010 First Place Winner  
Photographer: Frank Barnett

Winners will receive prizes on May 14<sup>th</sup> at **Voices of Our Elders**, a theatrical performance being held at the Artist Repertory Theater, 1515 SW Morrison Avenue, Portland. See details on our website. For more information, contact Brenda Morgan at 503-235-5474 or [brenda@eldersinaction.org](mailto:brenda@eldersinaction.org).

In less than 20 years 1 in 5 Oregonians will be over 65. Elders in Action wants to assure that the quality of life never depends on age!

## Voices of Our Elders

### An inspiring theatrical performance gives life to cherished stories

We are excited to share this news with you! Elders in Action has teamed up with the Well Arts Institute to bring a heartwarming, entertaining performance to the Artists Repertory Theater in Portland on Saturdays, May 14<sup>th</sup> and 21<sup>st</sup> at 2:00 pm. The show will help raise funds for our widely used Personal Advocate program.

This winter, we conducted an 8-week workshop facilitated by Katy Liljeholm, Executive Director of the Well Arts Institute. During the workshop, 12 elder participants were guided in creating stories and visual art based on their memories and experiences. At the conclusion of the workshop, each member received a book of his or her memories. At the end of the series, participants were paired up with a professional actor from Well Arts and together, they selected one of their life stories that the actor will perform at the May performances.



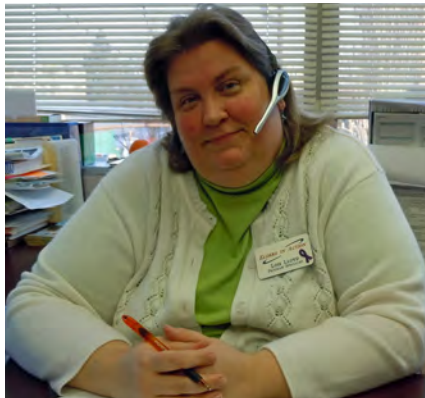
The participants, whose average age is 75, are volunteers engaged in all of Elders in Action's program areas. The workshop participants include a holocaust survivor, an author, an activist, a cancer survivor, a marathon bike rider, among others. Brenda Morgan, Development Director at Elders in Action, says, "We appreciate the way these workshops give participants a new perspective about their



lives. We know how much it means to share stories and life experiences as we age. The relationship between preserving one's legacy of wisdom and feeling like one's life has meaning is imperative as we grow older." We are excited to hear what the people say because rarely do we have the opportunity to truly express ourselves in the way Voices of Our Elders workshops encourage.

The Well Arts Institute is a nonprofit arts-in-healthcare organization located in Portland, Oregon. Its mission is to explore, develop and practice creativity as a means of wellness. For more information, visit [www.wellarts.org](http://www.wellarts.org).

Tickets are \$20 and can be purchased at [www.brownpapertickets.com/event/156977](http://www.brownpapertickets.com/event/156977) or by contacting Brenda Morgan at 503-235-5474 or by email at [brenda@eldersinaction.org](mailto:brenda@eldersinaction.org).



## Just Ask Lois!

**Lois Lloyd**, Program Specialist, provides kind assistance to the thousands of people who call us each year. She shares a few of the typical calls she receives each day.

Lois,

My Oregon ID expired and I went to DMV to get it renewed and they said they need my birth certificate along with other documentation. I was born at home in Arkansas and as far as I know there was no certificate. I have my mother's bible and it's in there but they want real proof. What can I do? Where do I go? I need help.—Thanks, Sadie

*Dear Sadie,*

*This actually happens quite often so don't feel like you are the only one. The generation from the early 30s and 40s had their children at home all the time with no actual documentation other than a baptism certificate or family bible. Our Personal Advocates can assist you with this situation by helping you negotiate the process step by step of locating any documentation and/or other proof of your birth. If you would like one of volunteers to assist you, please give us a call at **503-235-5474** and ask for the Personal Advocacy program. — Regards, Lois*

Lois,

I am turning 65 years old very soon and I am so confused about my Medicare options. Do you know of any resources that can help me? Thanks, — David P.

*David,*

*The **Senior Health Insurance Benefits Assistance (SHIBA)** program provides free counseling to people with Medicare and those who assist them. You can call their toll-free **SHIBA Helpline at 1-800-722-4134** to receive one-on-one counseling and assistance from state office staff or trained SHIBA volunteers in your area. They can also help you select a Medicare prescription drug plan, compare Medicare Advantage Plans, compare Medicare Supplement Plans, and help you apply for Medicare Savings Programs, including Extra Help with Medicare Prescription Drug coverage. Each county has a number for you to call to set up an appointment with a knowledgeable SHIBA volunteer. The numbers to contact are Multnomah **503-988-3646**; Clackamas County **503-655-8269**; Washington County **503-846-3094**. —Regards, Lois*

Lois,

It's been a while since I updated my Will. Do you know of any low-cost legal resources where I can do this?—Willard J.

*Willard,*

*This is a request asked quite often and a Will is something everyone should have in place regardless of financial status. The Senior Law Project through Legal Aid Services of Oregon helps low-income seniors 60 years of age and older with civil legal issues like Wills, IRA questions and power of attorney. The first 30 minute consultation is free and then they look at income standards. The numbers to contact are: Multnomah County 503-224-4086; Clackamas County 503-655-2518; Washington County 503-648-7163. When calling these numbers please ask for the **Senior Law Project**. —Regards, Lois*

Lois adds: “If you have medical equipment that you no longer need, consider donating it to **Project Access NOW** —contact 503-413-5541 or [www.projectaccessnow.org](http://www.projectaccessnow.org), or the **Senior Citizens Council of Clackamas County** medical equipment loan program —contact 503-657-1366 or [www.seniorcouncilofclackamasco.org](http://www.seniorcouncilofclackamasco.org).

## Our Skilled Volunteers Provide Solutions to Special Requests

Elders in Action works to tap the talent and experience of older adults to help the community in many ways. When Mark Sanford, director of **Multnomah County Public Guardian’s Office** called last summer to find a way to meet the unique needs of their clients by utilizing volunteers in the Public Guardian’s Office, we found a solution. Mark asked Leslie Foren, Director of Operations, if Elders in Action volunteers might be able to help provide a critical service to a very vulnerable population in a government setting. Leslie shared the request with our Personal Advocate volunteers and our partners at Portland Community College and found 3 outstanding volunteers who were very interested in this opportunity. These volunteers have committed a minimum of 10 hours each week to help clients with quality of life related issues. They assist with getting the clients to medical appointments, purchasing personal items, providing a friendly visit and on occasion taking them out for a recreational adventure. These volunteers also assist the deputies with paperwork and documentation. It has been a wonderful partnership with the Public Guardian’s office. The deputies are able to respond to their current case load, the volunteers are enjoying a meaningful opportunity and we get to smile and reflect on how powerful volunteerism is to our community.



*Personal Advocate class with Cleo (left), age 90*

In late fall, we had another unique request from the City of Portland and Multnomah County Aging and Disability Services regarding the **Volunteer Emergency Registry (VER)** Program. The VER is a list of individuals who need help evacuating their home during an emergency, or who would be unable to evacuate without special notification from emergency response personnel. The

registry also includes people who would be unable to remain at home without assistance following a disaster. Information in this list is provided to the **Bureau of Emergency Communication (911)** and other emergency response personnel from the City of Portland, Gresham and Multnomah County. The City of Portland currently manages this list and recognized that it needed to be updated and reorganized. After several meetings and discussions, it was decided that an efficient way would be to have Elders in Action volunteers update the VER list twice a year to ensure accuracy. We have been successful in finding volunteers who enjoy contacting participants, reviewing their circumstances, and updating their information in the data system. This project again shows how volunteers can help maximize public resources with effective solutions utilizing their skills and experience. We look forward to our continued work with the Multnomah County Public Guardian's Office and the City of Portland by helping our community thrive through volunteers.

## Financial Summary

### *July 1, 2009 – June 30, 2010*

#### Revenue 2009–2010

Government Contracts	\$347,384
Community Contributions	41,183
Grants	75,335
Program Fees & Misc.	32,498
<b>Total Revenue</b>	<b>\$496,400</b>

#### Expenses 2009–2010

Personal Advocate Services (56%)	\$287,220
EiA Commission (21%)	102,583
Elder Friendly® (9%)	46,097
Fundraising (10%)	53,119
Administration (4%)	20,646
<b>Total Expenses</b>	<b>\$509,665</b>

#### ASSETS, LIABILITIES AND NET ASSET

Assets	FY 2009	FY 2010	Liabilities	FY 2009	FY 2010
Cash	\$371,697	\$322,555	Accounts Payable	\$1,407	\$1,791
Contracts Rcvble	21,956	57,599	Accrued Payroll & Taxes	17,977	15,234
Prepaid Expenses	10,216	13,565	Accrued Liabilities	8,571	8,623
Furniture & Eqpmt	12,452	7,030	<b>Total Liabilities</b>	<b>\$27,955</b>	<b>\$25,648</b>
<b>Total Assets</b>	<b>\$416,321</b>	<b>\$400,749</b>	<b>Total Net Assets</b>	<b>\$338,366</b>	<b>\$375,101</b>

**TOTAL LIABILITIES & NET ASSETS \$416,321 \$400,749**

*Financial data is from Kern & Thompson, LLC audited report dated October 21, 2010*

Our staff and volunteers helped area elders stay safe last year by:

- Providing phone and follow up support to 1,194 elderly victims of crime referred by the Portland Police Elder Crimes Unit.
- Assisting 54 seniors through the Restraining Order process and follow-up to keep them safe.

## THANK YOU DONORS, PARTNERS AND SPONSORS!

Elders in Action wishes to thank the following who have provided continued support between January 1, 2010 and January 31, 2011. We also thank those who donated goods and services, or purchased items to benefit our programs. If anyone was erroneously excluded from this list, please accept our apologies and contact our office. We will make the correction in our next newsletter.

AARP	Christopher Douma	Programs	Lois Lloyd	Karen Pickthorn	Betty Tarpley
Margaret Anderson	Hank & Priscilla	Ann Hubard	Cindy Long	Jasmine Placito	Gail Taylor
Pauline Anderson	Downing	Marybee Hubbird	Richard & Diane	Christine Poole-Jones	Melvin Taylor
William Andresevic	Jim Duncan	Imogene Huffine	Lowensohn	Por Que No?	Tektronix
Anonymous Donor	Elena Efoli	Shirley Hulit	Robert Ludlum	Portland Business	Foundation
Junius Armstrong	Elite Care	Patricia Hunt	Mary MacKenzie	Journal	Dorothy Ternahan
Cynthia Arnott	Joel Emanuel	Robert Hunt	Jeanne Mackie	Portland General	Terwilliger Plaza
Bill Bakke	Employee's	Nancy Hutchins	Bob Magee	Electric Company	The Oregon Arts
Alain Bally	Community Fund	Sheryl Jackson	Robert Mandelson	Portland Nursery	Commission
Bank of America	of the Boeing Co.	Patricia Jensen	Larry Mason	Portland State	National Endowment
Frank Barnett	Jessica Ensminger	Irene Jimenez	Joe McCarthy	University	for the Arts
Mary Bennett	Dick Feeney	Charles Jochim	Patricia McGarity	Foundation	The Senior Resource
George Benson	Gretchen Fehrenbacher	Ray Johnson	Anne McLaughlin	Providence	wNetwork
Joy Bergstrom	Anna Fisher	Sally Johnson	Eve Menger-Hammond	Health Plan	The Standard
Hazel Bernhard	Gloria Foon	Sher Johnson	Ramona Meyer	Jeanne Pulliam	Insurance Co.
Becky Bilyeu	Leslie Foren	Pearl Jones	Carlee Michelson	Howard Purvis	Peter Thompson
Alvin & Avis Birman	Elaine Friedman	Albert Jorgenson	Alan Miller	Mae Reeves	Chap Bat Tran
Ambrose Bittner II	Will Fuller	Doug & Valerie	Sharon Miller	Marcia Reynolds	Mark Turner
Clifton Black	Mary Gabelsberger	Katagiri	Jean Mitchell	Janice Richards	Tonia Twigger
Bradley Blackburn	Leeann Gauthier	Terry & Esther	Regina Mockmore	Ride Connection	McConnell
Jean Blackburn	Elizabeth Gemmill	Katayama	Karen Moffat	Robison Jewish	Union Pacific
Peter Blanchard	Susan Newman &	Morey Kaufman	Fern Momyer	Health Center at	Foundation
Jay Bloom	Phil Goldsmith	Harriet Kaufman Levi	Jean Moore	Cedar Sinai Park	United Way of the
Naomi Bloom	Betty Graupman	Sivia Kaye	Jill Morgan	Maria Rojo de Steffey	Columbia-
Harry Blythe	Donna Green	John Keith	Brenda Morgan	Linda Ross Swanson	Willamette
Borders Books	Gladys Green	Freya Kelsey	Multnomah Bar	Ray & Norma Rowe	John Vaaler
& Music	Lorraine Griffey	Raymond Kimeldorf	Foundation	Sharon Rugg	Doug Van Fleet
Ed Bowman	Philip Grubaugh	Kathryn Kirkland	Lyndon Musolf	Mary Ruhl	Gerald Vandervort
Maxine Brown	Grubb & Ellis	Lynne Klamo	Multnomah County	SAIF Corporation	Inessa Vitko
Margo Bryant	Marta Guembes	John & Jane	My Heart and	Alice Scannell	Anne Wahr
Anastasia Buchanan	Lavonne Hale	Kleinheinz	Hands, LLC	Cathryn Schabell	George Waldmann
Darlene Byrd	Phil Hamilton	Carolyn Knutson	Christina Neigel	Chester Schink	Jane Walgren
Pamela Cain	Kimi Hara	Kohnstamm Family	Network for Good	Helen Schmitt	Victoria Wallace
Al Campbell	Greg Harestad	Foundation	Mark Noonan	Mike Schmitt	Margie Walling
Richard Carville	Sharon Hawley	Lawrence & Debra	Northwest Bank	Dale Schwartz	Warren Allen, LLP
Sarah Chaplen	Helen Hearing	Korman	Timothy Norwood	Elizabeth Schwartz	John Watson
Lorraine Chapman	Albina Heindl	Tara Krugel	OASIS	Susan Schwemberger	Elizabeth Weiman
Cynthia Chilton	Mitchell Heinemann	Marvin Kuykendall	OCF Joseph E.	Norman Scott	Constance Weimer
City of Portland	Stephana Heitkemper	Kyoto Prefectural	Weston Public	Lois Settlemyer	Jo Wesson
Rhoda Collier	Gwendolyn Hemphill	Assembly	Foundation	Rachel Shaich	Shawn White
John Collins	Motoko Henry	Secretariat	Office of	Nick Shiroma	Willamette Pedestrian
Alyce Cornyn-Selby	Jon & Sue Hersen	Karen LaCrosse	Neighborhood	Steven Siegel	Coalition
Arlene Coudare	Vicki Hersen	Chris Larson	Involvement/	Mary Sikorski	Barbara Williams
Mary Jane Cox	Marjorie Hicks	Jim Laughton	Neighbors West	Jim Simpson	Mike Winer
Brenda Crouser	Myra Himmelfarb	Amanda Lawrence	Northwest	Stacey Smith	Tom Winike
Jean Crownover	Hoa Hoang	William Lawrence	Orvin & Carol Olson	Storm Smith	Wayne Wirta
Ann Crumpacker	Holiday Retirement	David Leahy	Oregon Department	Merri Souther Wyatt	Lawrence Woelfer
Duane Damiano	Holy Cross	Joyce Leahy	of Justice	Jon Springer	Marion Wolf
Tom Daniels	Lutheran Church	Christine Lee	Laura Orr	Bonnie Steele	Ron Wolf
Merle Dell	Laura Hopper	Hal Lee	Minna Ostlind	Annette Steiner	Mae-Jean Yue
Lynne deVries	Jeffery Hotchkiss	Stephen Lee	Barbara Parker	Truett Stolzenburg	Phyllis Zeh
John Dickens	Mary Howell	Joseph Leonti	Christopher Patnode	Sun Man Media	
Suzanne Dolman	HSBC Philanthropic	Judy Litt	Alice Pickard	Larhette Swann	

## Encore in Action at Home and Abroad

### *Re-Visioning Service Learning at Elders in Action*

by Mark Noonan



*Mark Noonan and other Portland volunteers share stories with caregivers at a **hogares** in Jinotepe, Nicaragua*

Recently, I had the privilege of doing a caregiver training with several of our local non-profit partners. Our primary topic was fall prevention but we also opened up the conversation to anything the caregivers wanted to discuss. One woman had questions about the effects of diabetes on her father. Another asked about how to manage a violent dementia patient, and a third was trying to cope with the grief of losing her long-time partner. These are stories you may hear at any Portland caregiver gathering, but this group happened to be in an assisted living shelter called a *hogares* in Jinotepe, Nicaragua. That realization really brought home to me that the issues we face with an aging society are not just confined to Portland or the United States, but impact people in every country around the globe.

My partners in this event were from local non-profits: the Jessie F. Richardson (JFR) Foundation and Life by Design NW. Both agencies sponsored this unique service-learning trip to Nicaragua in January 2011. JFR Foundation has been sending students groups to Nicaragua for the last ten years. They have made significant inroads in transforming eldercare in one of the poorest nations in the world. This is the first time a trip was open to the public, in particular older adults and non-students. It was designed to be an incredible travel experience as well as a rewarding opportunity to “give back” to older adults in need. It is a fast-growing, service-learning approach called *voluntourism*, and it is an emerging trend across the U.S.

Elders in Action was glad to be represented. In Portland, we have been embracing the service-learning approach using our **Encore Action Teams** as a way to create meaningful and rewarding experiences for our volunteers. What is service-learning? It is an educational approach that integrates hands-on community service with pre and post-service education that enhances civic awareness, and ultimately helps strengthen communities.

In September 2010, we completed the service-learning project **Hidden Hunger: Food Insecurity Among Our Elders** in a collaboration with Hands On Greater Portland and AARP-Oregon. This team did a series of service projects that supported local partners, such as Loaves and Fishes, Hollywood Senior Center and Multnomah County CROPS. Afterwards, participants experienced greater awareness about the challenges and issues that have created senior hunger in Oregon. In 2011, Elders in Action will continue to embrace the concept of service-learning by expanding our Encore Action Teams and activities. Our current schedule is:

**April – May, 2011: Hidden Hunger Revisited**

This Encore Action Team will tackle the issues surrounding food insecurity among elders in the Portland metro area. A series of projects are being developed to support local partners while giving the volunteer a better understanding of the concerns and solutions around senior hunger in our community.

**August – September, 2011 Mastery of Aging Well: Dealing With Memory Issues**

In support of the Oregon State University Extension—Mastery of Aging Well Program, we will be doing a series of service-learning projects exploring the challenges, concerns and misinformation surrounding age-related memory difficulties.

If you are interested in being involved in these innovative volunteer opportunities, contact Mark Noonan at 503-235-5474 or mark@eldersinaction.org for details on how to become active in our Encore Action Teams.



*(Above) Team members join Mark Noonan at the September 11, 2010 “Day of Service and Remembrance.” Over 40 people joined us that day in harvesting 1,200 pounds of food at the Multnomah County CROPS farm. All produce was given to Snow Cap Community Charities.*



A few of our Personal Advocate volunteers celebrate our 2010 Oregon Governor’s Volunteer Award

## When the Commission Speaks, Government Acts

Ask four different people, and you will likely get four different answers about what advocacy is and what advocates do. At the Elders in Action office, we have “personal advocates” who help our clients with individual concerns, and we have a group of advocates known as the “Elders in Action Commission” who help to make our community better for all elders. Both types of advocacy are vital for ensuring a vibrant community for older adults. The Elders in Action Commission strives to solve issues facing elders on a systematic level, so that our personal advocates don’t have to continuously try to solve them one-by-one.

The Commission advocates in three different arenas. Locally, the Commission has focused on preserving senior services like in-home care, or home delivered meals that are provided through the Multnomah County Aging and Disability Services (ADS). We work hand in hand with ADS as their federally appointed advisory council, with their staff attending all of our meetings to gather the Commission’s opinions on senior services. The Commission also works directly with city and county government through our liaisons, City Commissioner Nick Fish and County Commissioners Judy Shiprack and Loretta Smith, whose staff attend EiA Commission meetings to report back on issues of interest and take our concerns back to other elected officials. This open line of communication on issues important to elders has led to victories for senior health, housing, transportation, safety, and recreation.



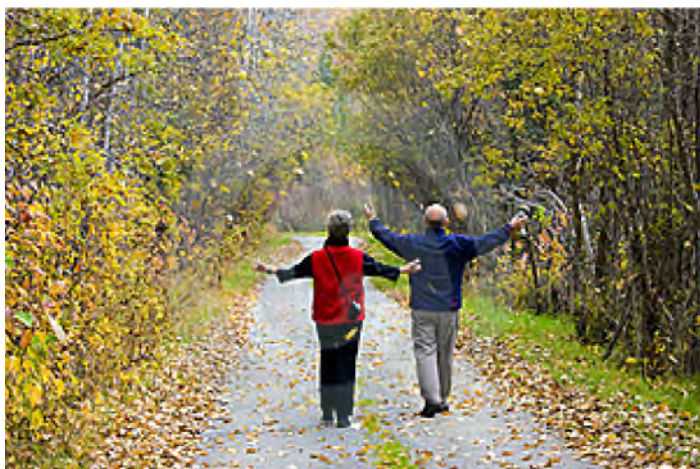
The Commission also advocates for senior interests during the Oregon legislative session in Salem. We remain in contact with our representatives’ offices throughout the session through letter-writing campaigns, frequent calls, and social media tools like Facebook and Twitter. While the Commission’s main focus is the lives of elders in Multnomah County, we understand that many of the decisions and laws being made in Salem directly impact our local services.

Over the years, the Commission has fought hard to preserve Oregon’s exemplary long-term care system, including Oregon Project Independence, as well as advocating around issues of senior hunger, elder abuse, and special transportation.

The last leg of the Elders in Action Commission’s advocacy stool is the federal system that affects the Older American’s Act, Medicare, Medicaid, and Social Security. The Commission works with our Congressional delegation to strengthen, protect, and preserve these vital programs that affect the daily life of every elder in our community. The Commission also participates in letter and call-in campaigns around affordable housing, low income energy assistance, elder abuse, and transportation.

As you can see the Elders in Action Commission is involved on many levels with the goal of making this community better for our rapidly aging population. Though many of our goals feel like David versus Goliath issues, we have proven that a committed citizenry can often impact decisions far above our volunteer “pay scale”. We continue to strive to prove our motto: “When the Commission speaks, Government acts.”

## Join Our Heritage Circle



We know you believe in the work we do. Join our Heritage Circle and consider making a planned gift. Planned Giving provides income and tax benefits for you and allows Elders in Action to continue to provide services and assistance to the increasing older adult community. Determining what gift is right for you is just as important as making the gift.

### Planned Giving Options

Many have joined our Heritage Circle to make a lasting gift. So can you!

#### **Name Elders in Action in your will**

It's easy to accomplish and will help ensure that our programs last well into the future.

#### **Charitable Trusts**

Charitable Trusts are designed to reduce the estate tax burden on your heirs. Donors may utilize a Charitable Lead Trust or Charitable Remainder Trust. A Charitable Lead Trust pays income to your chosen charity for a certain period of years after your death. Once the period is up, the trust principal passes to your heirs. A Charitable Remainder Trust is the opposite; trust income is payable to your heirs for a period of years after your death, then principal goes to your designated charity.

#### **Gifting Appreciated Assets**

Make a gift of appreciated investment such as stocks or other securities. This can be a rewarding way to leave a legacy.

#### **Charitable Gift Annuity**

This program can provide an immediate tax deduction, a lifetime of income for you and your family and a donation to Elders in Action.

#### **Life Insurance**

Often, life Insurance empowers donors to make a much larger gift than they could any other way. This can be done by creating a new policy, or gifting an existing insurance policy.

#### **If you have named Elders in Action in your will but haven't told us, please let us know!**

This way we can be sure to honor you as a Heritage Circle donor.

### Next Steps

Making a planned gift requires a thoughtful process. Our Gift Planning staff is dedicated to assisting donors and their advisors in finding a gift plan that will achieve their philanthropic goals in the most tax-wise way possible.

Contact Brenda Morgan, Development Director, at 503-235-5474 or [brenda@eldersinaction.org](mailto:brenda@eldersinaction.org)

In FY 2010, Elders in Action Personal Advocate volunteers recouped \$318,984.67 for seniors due to fraud, wrongful billing and other problems.

## Volunteers are the Heart and Soul of Elders in Action

Call us at 503-235-5474 to find your niche!

### Personal Advocates

Personal Advocates provide free, personalized problem-solving assistance and support to people 60 and older who are experiencing complicated issues in the areas of housing, health care, crime, abuse, or fraud. Our trained personal advocates typically help someone living independently who needs assistance removing a roadblock or overcoming an obstacle. Become part of a team that is making a difference in the lives of many older adults.



### Commission Member



*Augusta Hayter, Commission Chairwoman*

The Elders in Action Commission is a 31 member committee that provides advice, direction and advocacy regarding issues and needs that affect older adults. As a part of this role, the Commission acts as an advisory body for Multnomah County Aging and Disability Services, the City of Portland, and Multnomah County officials. The Commission also considers and advises on topics at the State and national level. Commission members tackle important issues and are a powerful voice for local seniors. “When the Commission speaks, government acts!”

### Elder Friendly® Business Evaluator

In this nationally recognized program designed to help businesses better serve the older customer, volunteers evaluate local businesses in areas such as phone, web and physical access, store layout, and customer service. As a trained evaluator, you will review the effectiveness of a business to serve an aging population. Your evaluation will provide feedback and positive improvement information to business management. What is good for older adults is good for everyone!

*Joan Corella, Elder Friendly Program Manager*



## Speakers Bureau



Elders in Action’s Speakers Bureau program consists of a vibrant group of volunteers who educate older adults, civic groups, businesses and other non-profit organizations about the work and services of Elders in Action. Our trained volunteers participated in over 101 community and media events last year, reaching over 59,720 people. Speakers Bureau volunteers frequently partner with other organizations such as the Multnomah Bar Foundation on various outreach opportunities on topics affecting older adults.

## Special Event Volunteers

Special Event Volunteers provide help with a variety of activities, depending upon the need. Some special event volunteers work on planning teams and event committees. Others work on individual projects or help with grant research or grantwriting. There are opportunities for group work or independent projects depending upon volunteer interest and experience.



## Student Internships



Student internships provide opportunities for individuals enrolled in a college, university or community program to gain experience in their field of study, determine if they have an interest in a particular career, create a network of contacts, and gain school credit. Interns are asked to commit to at least 6 months service and follow specific requirements.

“As an intern, my time with Elders in Action has been a pleasantly unique volunteer experience. I have the opportunity to lend a hand in both the Personal Advocate program as well as work with the Elders in Action Commission. Advocating for clients in such varied

ways has allowed me to gain a new perspective on the needs of elders and clients with disabilities. It has greatly increased my knowledge of issues related to low-income lifestyle, housing, healthcare, crime and elder abuse. Being part of such a warm and caring environment proves that a small number of people can make a great difference.” — *Grecia Lorca*

## What Builds Community?

**Y**ou do! At Elders in Action, we rely on the time and talent of our volunteers. We thrive on the philanthropy of foundations and businesses, and on your generous donations. Because of you, we stand proud behind our vision to ensure that “Quality of Life Should Never Depend on Age.” There are many ways to make a contribution, and financial donations are tax deductible. Your gift helps us provide our vital programs for older adults and build resources and relationships in our community. With your support, we can continue to help improve the lives of many people. And that’s what it’s all about.

- Mail a check or U. S. money order payable to **Elders in Action**
- Donate through our website at [www.eldersinaction.org](http://www.eldersinaction.org)
- Sign up for monthly credit card donations
- Have a garage sale and donate funds to Elders in Action
- Consider a planned gift or bequest, and leave a legacy that will be paid forward with the deepest appreciation.

Call us for more information at 503-235-5474.



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*What's on your list today?*