



On the Move

HELPING ELDERS AT RISK THROUGH HOMES

CEEH is Now HEARTH!

After years of debate, the Committee to End Elder Homelessness has changed its name to HEARTH—Home for Good. The acronym stands for Helping Elders at Risk through Homes and more accurately embodies our work and mission to find and house frail and complex elders in the community. The new name became official on September 12. In the coming months, you will see a vibrant new logo reflecting the energy and warmth of HEARTH. You will also see a change in our letterhead design, website and newsletter.

“Although our name has changed, our mission has not,” confirmed Elisabeth Babcock, HEARTH president and CEO. “You can expect the same resolve and fortitude from us that you have seen through the years as we continue growing and expanding our

innovative service care model for elders.”

With expected burgeoning growth in the next few years, HEARTH decided to tackle the problem that has been a point of contention for years – its name. The concerns associated with being called the Committee to End Elder Homelessness were numerous and varied. First among the most compelling concerns is the fact that the organization is no longer a “committee.” It is permanent and will be around as long as it takes for elder homelessness to be gone for good. Second is the fact that our residents are no longer homeless – they are home for good. And finally HEARTH is quite simply a lot easier to say and remember and sounds better than – CEEH, the Committee to End Elder Homelessness. After months of careful deliberation and work with a volunteer marketing

professional, the Board voted to change our name.

During the short period of the Committee’s existence, five permanent residences with support services have been created for 120 homeless elders. We have learned many lessons about what it takes to move homeless elders, who often suffer from complex physical and mental health troubles, into new homes and have them stay. We have learned that it is a lot more difficult to find homes for homeless elders than it is to prevent them from losing their homes in the first place. We have learned that by having nurses, social workers, case managers, homemakers and other staff close by, our residents’ mental and physical health vastly improve, allowing them to live independently in their own homes. We have learned that, as a result of having this kind of stability and support, many of our residents are able to become once again contributing members of the community through volunteer work or a job. We have also learned that elder homelessness is an ongoing problem.

It has become clear that the elder homelessness crisis will continue to rise. Today 1 in 6 Americans, or 44 million people, are 60 years or older, and, in the next decade the elder population will double in size as baby boomers enter retirement age. Right now, there are 20,000 elders in Boston who live below the poverty line. The homeless portion of that

Harvard’s Geriatric Fellowship Program Will Give World-Class Care to HEARTH’s Elders

HEARTH is pleased to be collaborating with Harvard Medical School’s Fellowship in Geriatric Medicine to train geriatricians, dentists and geriatric psychiatrists in the care of the underserved and vulnerable elderly. This educational and clinical collaboration is supported by a five-year, \$3.5 million grant from the U.S. Department of Health and Human

Services, Health Resources and Services Administration (HRSA) entitled “Geriatric Training for Physicians, Dentists, Behavioral and Mental Health Professionals Program.” Dr. Paul Mazur, a HEARTH board member and a physician with the Urban Medical Group, saw the potential of this collaboration. We are grateful for his vision.

HEARTH Remembers Founder Elsie Frank

by Anna Bissonnette, co-founder

I can still see Elsie on that cold November Day in Boston University's George Sherman Union at the first Boston Area Elder Homelessness Conference. The event brought together the people and the passion that gave birth to The Committee to End Elder Homelessness. Because of Elsie's indefatigable energy and freshness, it was not long after that a committee was established and the foundation was laid for work that would follow.

In our exuberance, we believed that the problem of elder homelessness could probably be solved in five years!

Elsie's stature in the world of elder advocacy provided enormous credibility for our group and its work. She rarely missed the weekly 8:00 a.m. board meetings hosted by Jewish Community Housing in Brighton. Using public transportation, Elsie was one of the most reliable members, showing up even on the coldest

days. And she always wore the most colorful outfits that reflected her inner energy and enormous enthusiasm for the project.

We share this loss with Elsie's family and are ever grateful for all the time and efforts her children Barney, Ann, David, and Doris have made to further CEEH's work. We take comfort in the legacy of human caring Elsie left that will live on in the memories of so many people.

Welcome to Our Home

The house on Bishop Street opened its doors on Tuesday, June 21st, welcoming donors, sponsors, and volunteers to celebrate the Extreme Makeover results.

The new dining room table was laden with cookies lovingly baked by the residents themselves, along with other treats from long-time volunteers. Representatives from Sovereign Bank, the Commonwealth's Executive Committee of Elderly Affairs

(EOEA), the City's Department of Neighborhood Development (DND), and WCVB-TV Channel 5 gathered in the new Great Room to celebrate not only the Extreme Makeover but all the achievements of HEARTH thus far. Founder Anna Bissonnette expressed her amazement of the achievements, and Elizabeth Doyle of DND, Annette Peele of EOEA, and Karen Holmes Ward of WCVB-TV all shared their congratulations on HEARTH's accomplishments.

Fore... Our Elders

The day dawned sunny and hot, but the golfers at the 12th annual golf tournament were eager to get out on the course at Franklin Park. Longtime participants, such as board member Sue Forti, were joined by



newcomers from Boston Help Desk, HEARTH's new IT consultants.

HEARTH thanks the golf committee—chaired by Joanne Garvey—for organizing this year's tournament, as well to all the sponsors and donors, Bob Halloran for emceeding the auction and the Mayor's office for their continued support. To read more about the tournament and to see photos, please visit our new website at www.hearth-home.org.

New Projects Update

Our work to help develop two potential new HEARTH sites, one in Fall River and the other in Mattapan, continues to move forward. In an astounding show of support, HEARTH received \$220,000 in grants to support the pre-development costs of these projects from the following foundations: the John H. and H. Naomi Tomfohrde Foundation, the Charles H. Farnsworth Trust, and State Street Corporation. In the next several months, we expect to have much more to report to you as these exciting projects unfold.

Welcome New Staff and Board Members

STAFF

Carolyn Dunn – Carolyn is the new Activities Coordinator and oversees the residents’ recreational activities.

Jennifer Hibbard – Jenny comes to HEARTH as the Institutional Advancement Assistant, building on two years’ experience as an AmeriCorps Volunteer.

François Hostailier – François joins HEARTH as the new Senior Accountant. He has worked in both the for-profit and nonprofit sectors in France and the United States.

Robert Jordan – Bob joins the team as the site director of the Bishop Street and the Ruth Cowin Houses. Previously, he was a Protective Service Worker with BayPath Elder Services in Framingham.

Carol McPherson – Carol is a new social worker for Uphams Corner and Ruggles Assisted Living Centers, continuing her interest in working with elderly clients.

Joanne Sheridan – Joanne is the new Director of Institutional Development. Before joining HEARTH, she was the Director of Major Gifts at the Northeast Affiliate of the American Heart Association.

Carol Smith – Carol is the new Chief Financial Officer at HEARTH. She has fifteen years’ experience in finance and management.

BOARD OF DIRECTORS

Christopher Colbert – Chris is president and founder of One Eighty Ventures, a management consulting and marketing firm. He has a background in innovation management, direct marketing, advertising, and general business strategies

Bob Halloran – Bob is WCVB’s SportsCenter 5 and News Anchor. He is also the recipient of a New England Emmy Award and two honors from the Associated Press.

Volunteer Spotlight

The staff and residents of HEARTH warmly thank Wil Ricci of Maynard, MA for running an arts-and-crafts supply drive during the month of July. He collected boxes and boxes of yarn, paint, ribbon, paper for the residents. Thank you, Wil and all who donated!

Joyce King – Joyce is an educator who specializes in multicultural training and development. She has an Honorary Doctorate of Education from Wheelock College and was honored by Rosie’s Place as Woman of the Year.

Myrna Putziger – Myrna has been practicing law in the field of commercial real estate since 1975. With a focus on development, her past projects include Copley Place, Rowes Wharf, and the Landmark Center.

All Aboard to Provincetown

It was a hot August morning when the residents boarded the boat to Provincetown. The boat left the dock and everyone gave a happy sigh as a fresh breeze blew over the water.

On the main deck, a DJ entertained passengers with music, encouraging everyone to venture onto the dance floor. Although most of the residents preferred to sit and people-watch, one gregarious woman was eager to dance with “the young folk.”

For many elders, it was their third or fourth year on the trip.



Weeks beforehand, residents could be heard discussing past excursions,

reminiscing about fresh seafood, ice cream and the picturesque town and looking forward to lobster rolls and more ice cream. One creative resident at Ruggles had crocheted hats for her and her friend to wear on the trip.

Residents declared the outing a success as they returned to shore, tired but happy. And although the trip occurred over a month ago, there is at least one resident who will gladly tell of the “young folk” who kept her dancing.



HEARTH

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Mission Statement

HEARTH is a non-profit organization dedicated to the elimination of homelessness among the elderly. This mission is accomplished through a unique blend of prevention, placement, and housing programs all designed to help elders find and succeed in homes of their own. To this end, all housing operated by HEARTH provides a creative array of supportive services that assist residents to age with dignity, regardless of their special medical, mental health, or social needs. HEARTH believes these goals are best accomplished through respect for staff and elders, with the desire to see both achieve their highest degree of potential.

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Wish Lists

- Toasters
- Lamps
- Digital Camera
- DVD Player
- Non-Perishable Food

Mark Your Calander

Annual meeting November 16th at the State House.



Visit our new website at
www.hearth-home.org

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population is over 1,000 and growing at 17% per year. It can cost the state an average of \$66,000 per year per person to provide frail elders nursing home care. Tapping into public and private resources and a unique service delivery model, HEARTH is able to provide permanent housing and services to many of these needy elders at one-third the state's cost.

Therefore, HEARTH's goal over the next few years is to rescue and permanently house 350 elders-at-risk while concurrently enabling other states and organizations to take advantage of its proven methodologies and practices. HEARTH is also the only

community-based elder provider that serves as a fellowship training site for Harvard's Geriatric Training Program, which includes fellowships in medicine, dentistry and psychiatry. This new collaboration will greatly expand our training and research efforts.

We hope you are excited as we are about our new name and the challenging new ventures ahead. Help us spread the good news that we are not just a Committee any more: we are now Home for Good!