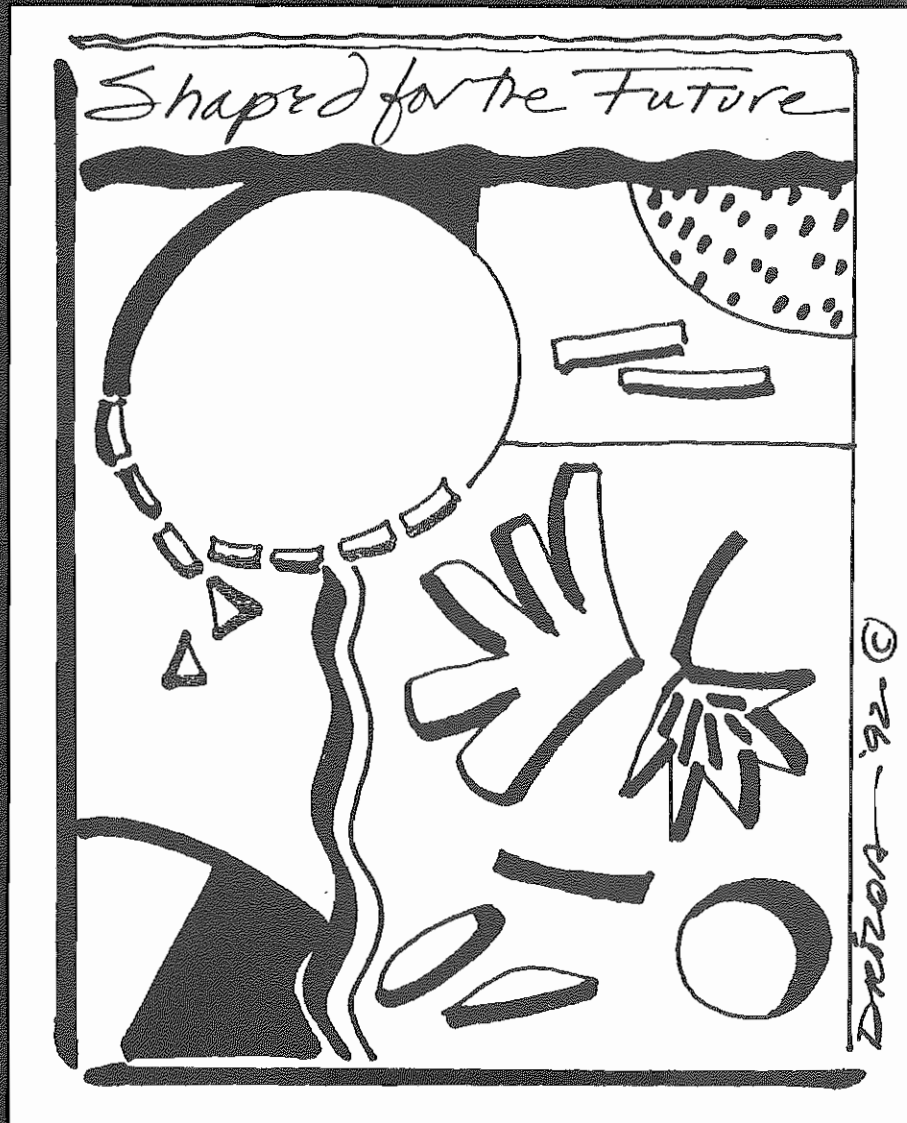


# Fairhill Institute For The Elderly



1992 Annual Report



**FAIRHILL  
INSTITUTE  
FOR THE  
ELDERLY  
1992**

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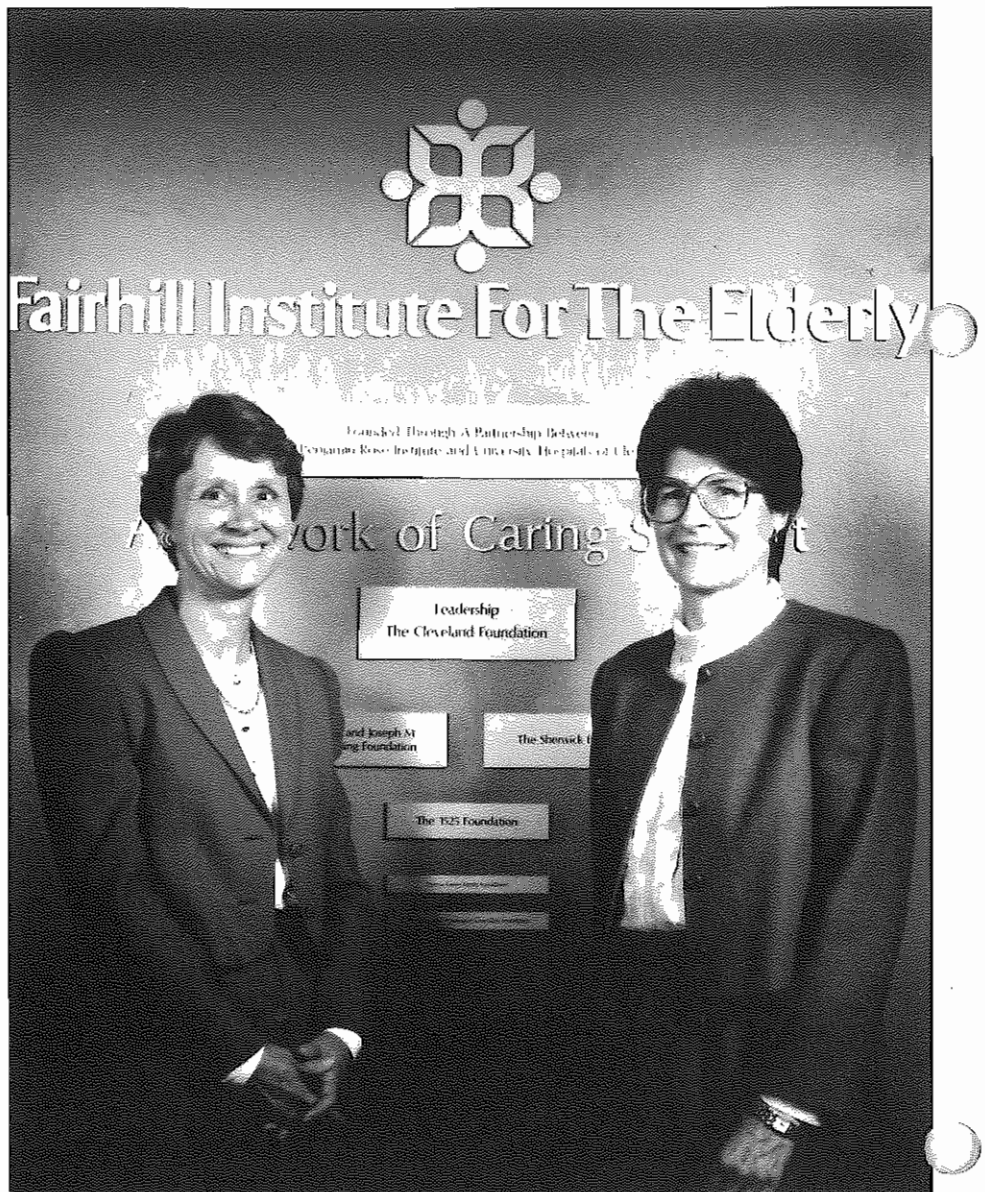
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Stephanie J. FallCreek, DSW  
*Executive Director*



**President Ann O. Pinkerton and Executive Director Stephanie FallCreek**

# Dear Friends,

What an exciting year this has been for Fairhill Institute For the Elderly (FIFE)! Wonderful ongoing participation has been provided by FIFE's founders, trustees, volunteers and other long-standing supporters. Thanks to you, we are enjoying the results of major renovation, new programs, new staff, and new friends. With everyone's help, the network of caring support at FIFE grew stronger during 1992.

FIFE began as a bold experiment, just five years ago, when The Benjamin Rose Institute and University Hospitals of Cleveland came together to bring a dream to life. With encouragement and support from the Cleveland Foundation, the neighborhood, local and state officials, and many organizations, the two partners began the transformation of an abandoned hospital facility to a dynamic campus of collaborating agencies serving older persons and caregivers. Today, FIFE is a busy, attractive campus which enhances the Fairwood neighborhood and Greater Cleveland.

More than 32,000 estimated visits to FIFE by older persons, caregivers, service providers, and the public were recorded during 1992. Clients, students, service providers, and other visitors to campus organizations accounted for about 11,000 visits during 1992. FIFE's Lifetime Enrichment Center programs attracted more than 4,300 visits by older participants to a variety of events, programs, and activities. The Cleveland Congress of Bridge Clubs held about 250 sessions (13,000 visits to FIFE), primarily enjoyed by older participants. In addition, more than 7,000 hours of service to FIFE and other campus organizations were provided by volunteers.

Cleveland's strong tradition of charitable support continues at FIFE. Generous working capital contributions from the founding partners and the Cleveland Foundation made initial renovation and facility planning and operation possible. In 1992, in addition to contributions from the partners for overall FIFE operations, the Eva L. and Joseph M. Bruening Foundation, The Sherwick Fund, The 1525 Foundation, the George W. Codrington Charitable Foundation and the Norma Green Family Foundation provided substantial funding to renovate space needed by The Benjamin Rose Institute Adult Day Program at FIFE. Also, the John P. Murphy Foundation awarded a three year grant to support additional renovation. The Norma Green Family Foundation provided a second grant to expand programming on campus. A first-ever annual fund campaign generated significant support, demonstrating that FIFE's circle of friends continues to grow in number and diversity.

As the older population of Greater Cleveland continues to grow, it is increasingly important for the community to respond to their diverse needs, interests, and continuing contributions to personal and community life. To meet this challenge, we must strengthen existing programs and services at FIFE, bring additional organizations and services to the campus, and design and create new partnerships. Excellence in service delivery, research, planning and education with and for older people is the goal of the FIFE campus.

FIFE's future as a dynamic resource for dealing with the increasingly complex challenges and opportunities facing older Clevelanders and their families depends directly upon the commitment and combined talents and resources of a wide variety of individuals and organizations. We appreciate your support and look forward to working with all of you as FIFE helps to shape the future of aging in Cleveland.

Sincerely,



Ann O. Pinkerton  
President



Stephanie J. FallCreek  
Executive Director

# Shaping the Future

1985

State of Ohio issues Request for Proposal to sell The Fairhill Mental Health and Psychiatric Hospital Property, a nine-and-one-half-acre site on Cleveland's eastern border

Led by Alice J. Kethley, Executive Director of The Benjamin Rose Institute, the Fairhill Coalition forms and develops proposal

1986

State selects Fairhill Coalition's plan to transform the property into a campus of programs and services for elders

1989

*New Organizations Join Campus*

Alzheimer's Association, Cleveland Chapter  
Art Studio, Center for Therapy Through the Arts  
Golden Age Centers of Greater Cleveland  
Retired Senior Volunteer Program (RSVP)  
Women's Community Foundation

1990

*New Organizations Join Campus*

The Benjamin Rose Institute Adult Day Program  
Alzheimer Center of University Hospitals  
Joseph M. Foley ElderHealth Center of University Hospitals  
Geriatric CARE Center of University Hospitals and Case Western Reserve University

1991

*New Organizations Join Campus*

The Benjamin Rose Institute Library  
Access To The Arts (ATTA)

## STAFF

Stephanie J. FallCreek, DSW  
*Executive Director*

Lindell C. Northup  
*Associate Director*

Delaine Appling  
*Transportation Driver*

Josephine Dusek  
*Lifetime Enrichment Coordinator*

Kevin Greene  
*Maintenance*

Clarence Gullatt  
*Maintenance Supervisor*

Janice Scott  
*Campus Relations Coordinator*

McArthur Smart  
*Maintenance*

Len Williams, Jr.  
*Maintenance*

Carol T. Zsulya  
*Executive Secretary/Office Manager*

1987

The Benjamin Rose Institute (BRI)  
and University Hospitals of Cleveland (UHC)  
form partnership to obtain property

Fairhill Institute For the Elderly (FIFE)  
approved as 501(c)(3) nonprofit

The Benjamin Rose Community Office  
relocates to FIFE

1988

Deed to property transferred by State to FIFE

The Cleveland Foundation funds FIFE for  
capital improvements and program planning

Case Western Reserve University moves  
Western Reserve Geriatric Education Center  
(WRGEC) to FIFE campus

1992

Dr. Stephanie FallCreek named  
*Executive Director*

Grand Opening of state-of-the-art center  
for BRI Adult Day Program

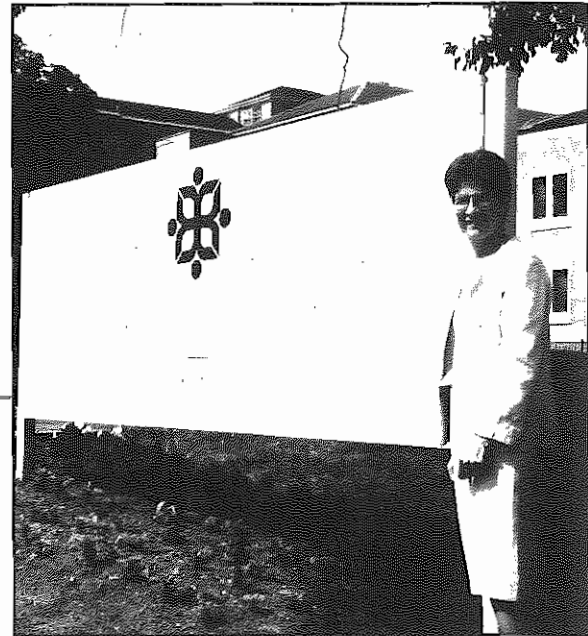
First Annual Fund Raising Campaign  
conducted

# FIFE Highlights in 1992

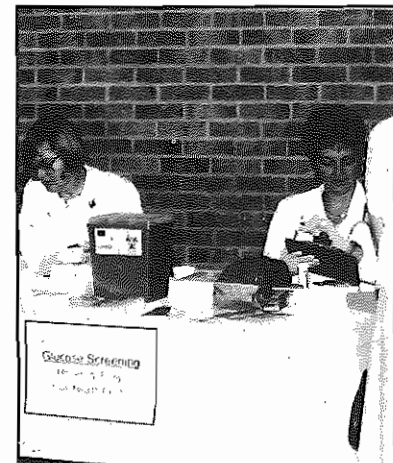
FIFE initiated its first annual campaign as part of a long-range plan to promote financial self-sufficiency. A real success, with many individuals making FIFE a part of their giving plan!

The new home of the Adult Day Program was formally opened with a celebration in September, honoring the foundations that helped to make the center possible. Here, Ann O. Pinkerton recognizes representatives of the Eva L. and Joseph M. Bruening Foundation and The Sherwick Fund.

**New Leadership.** Stephanie J. FallCreek, DSW, is named as FIFE's new Executive Director. In announcing the appointment, President of the Board of Trustees Ann O. Pinkerton stated that "Dr. FallCreek has developed a national reputation in the field of aging and brings to Fairhill extensive experience working in collaboration with service providers, advocates and older adults in the community."



**Health Watch '92** was a true collaboration of the entire FIFE campus to benefit seniors who participated in health screenings, workshops and demonstrations or visited booths of 40 health and self-help organizations that provided information and assistance.





FIFE facilitated the design and renovation of 5000 square feet of previously unused space for the expansion of The Benjamin Rose Institute's Adult Day Program, thus enabling 35-40 daily participants to benefit from social and therapeutic activities and remain in their home environment.



FIFE's Lifetime Enrichment Center offers educational programs, clubs, lectures, special events, consumer assistance and the opportunity to be of service—all designed with a goal of helping older adults to live longer healthy and productive lives. Attendance topped



4000 in a wide variety of activities, such as the FIFE Fit Walkers (at left). New topics, new programs, and new approaches brought in new faces to share the giving and growing.



**FIFE Community Gerontology Conferences** provided professional enrichment for over 500 area health and human service professionals. Cutting-edge topics included "New State Directions in Programming for Older Ohioans;" "Services for Elderly Alcoholics," "Emerging Housing Options for Older Adults," and "A New Vision for Aging: The FIFE Perspective" and provided an opportunity to share knowledge while networking with others in order to better provide services to clients.

Responding  
to the  
Community

# Highlights from FIFE Campus Organizations

Golden Age Centers (GAC) of Greater Cleveland received a grant of \$50,000 from The Cleveland Foundation to continue its strategic planning program. The Board of Trustees began the planning process two years ago. An extensive review of administrative procedures produced annual savings of \$50,000 and much improved response time to external and internal information needs. Accounting system changes were implemented to make maximum use of modern accounting systems. As part of the grant, the Board and staff have been guided by Marlene Stoiber in developing data to help chart future program directions for the GAC. At the conclusion of the planning year, the Board anticipates developing a clear focus on how to continue serving low income elders in the Greater Cleveland area by keeping them in their communities for as long as possible.

During 1992 The Benjamin Rose Institute Community Office was involved in a number of collaborative ventures with other FIFE campus organizations. For example, Jan Bohinc, LISW, a BRI supervisor, and Mary Wilkes, a volunteer for the Alzheimer's Association, co-lead a support group for Alzheimer Disease family members. In addition, BRI Intake Staff are available to professionals, clients and families for a variety of questions, complex to simple, that relate to older persons. As such, they are an important link to locating a variety of resources or helping to recommend solutions to problems.

The Western Reserve Geriatric Education Center published two monographs this year which represent the tenth and eleventh in the series:

- *Legal Issues in the Care of Older Adults: The Magic of Legal Labels*, written by Maria R. Schimer, MPH, JD, and Jeffrey S. Kahanna, MA.
- *African American Aged: Diversity, Health Concerns and Health Services*, written by Zev Harel, PhD., Edward McKinney, PhD, and Michael Williams, PhD, MPH.

Action for Health: A Wellness Program for Seniors, received two grants from the National Cancer Institute. One made the program available to African-American Seniors in six community-based sites, including senior centers and churches. Twelve African-American Senior Trainers were trained to present the eight-session program.

A second grant funds the development of a revised version of Action for Health, entitled *Programma Salud*, for Hispanic seniors in Cleveland. A team of Hispanic health care professionals and seniors reviewed the Action for Health materials and have designed a culturally sensitive program to be presented in 1993. Dr. Stephanie FallCreek is serving as advisor and resource person for this project.

Nineteen ninety-two brought an increase in the number of members of The Benjamin Rose Institute Library. New members include individuals, students, nursing homes and other organizations that provide services to older people. A brochure summarizing Library services and membership categories was produced this year; a campaign to promote the Library using the brochure was planned for implementation in 1993.

Librarian Karen McNally Bensing, who also writes "Coming of Age: Beyond Midlife" for the *Sunday Plain Dealer*, received the 1992 award from the Diabetes Association of Greater Cleveland for two columns she wrote on diabetes.

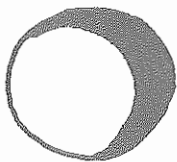


**University Foley ElderHealth Center.** The new year brought the addition of a new social worker, clinical nurse specialist, and neurologist. University Foley ElderHealth Center continues to be responsive to the needs of the community by providing comprehensive assessment and primary care services.

**The Art Studio, Center for Therapy Through the Arts,** is the oldest arts therapy program of its kind in the nation. Celebrations marking 25 successful years of service were held throughout the year and culminated with an Anniversary Benefit at TRW's world headquarters in October.

**The Geriatric CARE Center of University Hospitals and Case Western Reserve University** received a five-year \$4.5 million grant from the National Institute on Aging to establish the sixth national Claude D. Pepper Older Americans Independence Center. The goal of the Pepper Center is to research, develop and implement new methods to promote the independence of older Americans.

One of the **Alzheimer's Association's** greatest challenges is to reach those who face the daily challenges of Alzheimer's Disease without the information and support the Association provides. The Cleveland Area Chapter worked with WVIZ-TV, our public television station, to develop a 90-minute program about Alzheimer's Disease. The Chapter recruited 25 volunteers to answer the telephone during and following the program. The telephones were jammed and rang non-stop until almost 11:00 pm. Volunteers logged in over 600 calls, and WVIZ-TV estimated that another 300 or 400 attempted to call but got a busy signal. This experience is a startling reminder of how many people still need the Alzheimer's Association's help.



In addition to the move into the new state-of-the-art facility at FIFE and the subsequent expansion of the clients served, **The Benjamin Rose Institute Day Program** was selected to participate in Partners in Caregiving: The Dementia Services Program, sponsored by the Robert Wood Johnson Foundation. Almost 400 centers competed for the 50 sites chosen. Those sites serve people with chronic cognitive disorders—particularly dementia—and their families.

The project will emphasize innovative programming, fiscal stability, and caregiver-oriented services that can serve as models for communities throughout the country.

During 1992, cultural sensitivity training and workshops were initiated for all **University Hospitals Alzheimer Center** staff, as part of an African-American recruitment campaign for the Center's research programs. This effort is in conjunction with the National Institute of Aging mandate to better match the demographic profile of the Center's research patient population to that of the Greater Cleveland area. Case Western Reserve University has been fully supportive of this effort; their special assistant to the President, Pat Davis, was instrumental in leading the workshops. Dr. Michael Fain of the CWRU Department of Communication Sciences became Director of this program in 1992 and established a community-based minority issues advisory board to guide the endeavor.

In 1992 the **Women's Community Foundation (WCF)** made grants to 18 organizations and provided training and technical assistance through individual support and workshops. WCF sponsored a training on fund-raising skills in January and a forum on cultural diversity in May. In November WCF sponsored a luncheon featuring Agnes Gund, president of New York's Museum of Modern Art. Afterwards, the annual Creative Philanthropy Awards were presented to Victoria Cargill and Helen Hunt to honor their innovative philanthropy on behalf of women and girls.

Two significant events for **Retired Senior Volunteer Program of Greater Cleveland, Inc. (RSVP)** were:

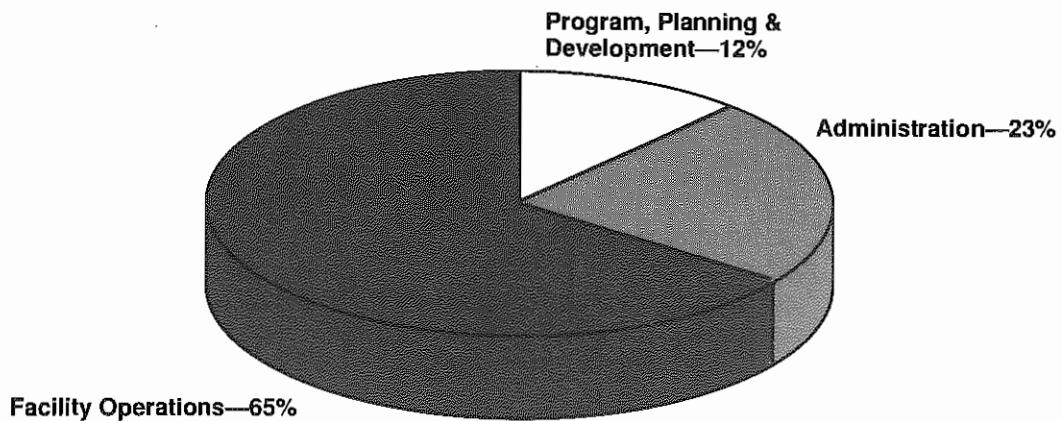
- Edward T. Cunneen, president of RSVP, and Anna Davis, an RSVP volunteer, were the official greeters for President George Bush on his May 21st visit to Cleveland. They were chosen because of the 105th Point of Light award presented to RSVP by President Bush.
- RSVP was awarded a Be Positive grant from Ohio Department of Aging to expand Beginning Alcohol and Addiction Basic Education Studies (BABES), a primary substance abuse prevention program for children, ages four through nine.



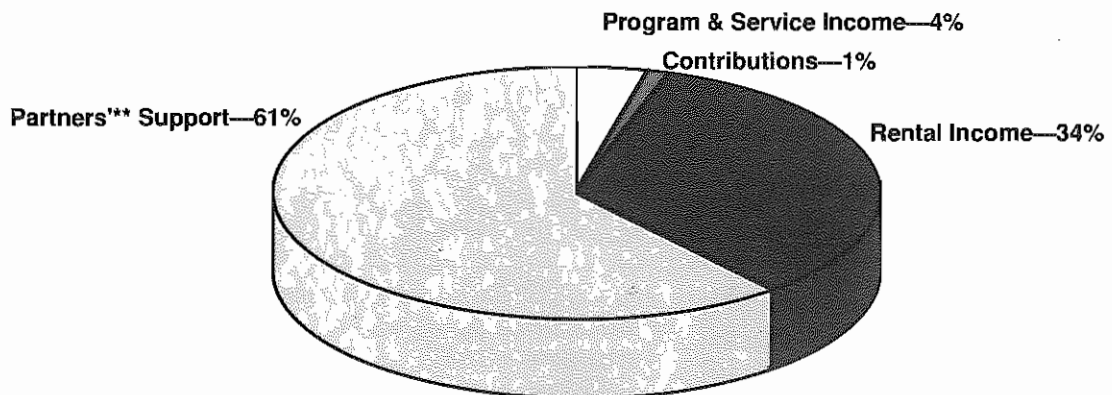
Shaping  
the  
Future

# Operation and Support

## 1992 Operating Expenses\*



## 1992 Sources of Support for Operating Expenses



\*Does not include capital improvements

\*\*The Benjamin Rose Institute & University Hospitals of Cleveland



# In Appreciation

Fairhill Institute For the Elderly is especially grateful to the following foundations that helped to make possible the renovation and programming for state-of-the-art care on the campus.

- Eva L. and Joseph M. Bruening Foundation
- The Sherwick Fund
- John P. Murphy Foundation
- The 1525 Foundation
- Norma Green Family Foundation
- George W. Codrington Charitable Foundation



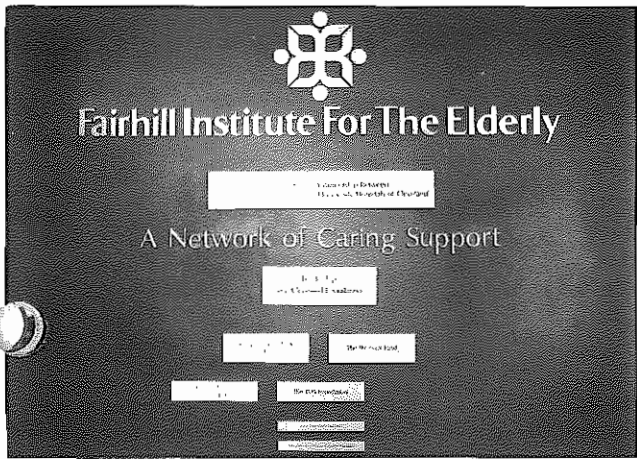
FIFE conducted a first ever annual campaign during 1992. This would not have been possible without the assistance of members of the Fairhill Institute For the Elderly Foundation Board of Trustees. The Trustees also played a significant role in all aspects of FIFE's development activities. Their hard work and dedication was instrumental in launching the annual campaign's message and making FIFE a part of many new friends' charitable giving. Thanks also to all the donors who made this campaign a success.



The Board of Trustees and Staff of Fairhill Institute For the Elderly salute the involvement, support and achievements of the outstanding organizations that are a part of our network of caring support. Their dedication to serving elders, caregivers and professionals has made Northeast Ohio a better place for those in need of their services and for the community in general. We appreciate their efforts to work cooperatively toward the FIFE dream of a model new approach to services for our aging population.



It would not be possible for FIFE and our campus partners to reach as many people without the dedicated assistance of the many volunteers who shared so generously of their time and talent during 1992. More than 7,000 hours of service were provided by volunteers. Help with recruitment came from the Retired Senior Volunteer Program (RSVP), which has maintained a satellite office on the FIFE campus since 1989. We are proud of the women and men who are sharing in making the FIFE dream a reality. We couldn't do it without you!



South lobby wall recognizing the generous financial supporters of Fairhill's first five years.



# Guide to Programs and Services of the FIFE Campus Organizations

- **Adult Day Care**  
The Benjamin Rose Institute Day Program ..... 791-8001
- **Arts Therapy**  
Art Studio, Inc., Center for Therapy Through The Arts ..... 791-9303
- **Geriatric Education**  
Western Reserve Geriatric Education Center (WRGEC) ..... 368-5433  
Cleveland Board of Education, Adult Continuing Education  
Nurse Aide Training ..... 229-0634
- **Health Care**  
Joseph M. Foley ElderHealth Center of University Hospitals ..... 844-7242  
Alzheimer Center of University Hospitals ..... 844-7360  
Geriatric CARE Center of University Hospitals and CWRU ..... 844-7246
- **Lifetime Enrichment**  
Fairhill Institute for the Elderly ..... 421-1350  
RSVP (Retired Senior Volunteer Program) ..... 721-5030 or 721-5065  
Golden Age Centers of Greater Cleveland ..... 231-6500  
Access To The Arts (ATTA) ..... 231-6500
- **Living-At-Home Programs**  
The Benjamin Rose Institute Community Office ..... 791-0600
- **Resource Center**  
The Benjamin Rose Institute Library ..... 231-7230
- **Self-Help Programs**  
Alzheimer's Association, Cleveland Chapter ..... 721-8457 or 1-800-999-8457
- **Other**  
Women's Community Foundation ..... 229-5001
- **Conference Services**  
Fairhill Institute for the Elderly ..... 421-1350

**Need more information? ..... Call 421-1350**