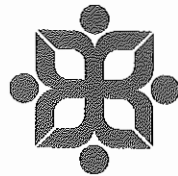


Fairhill

Institute for the Elderly



1993 Annual Report



**FAIRHILL
INSTITUTE
FOR THE
ELDERLY
1993
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*In addition to the above,
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Stephanie J. FallCreek, DSW
Executive Director

* Deceased

Dear Friends,

Nineteen ninety-three was a good year on the Fairhill campus. Steady growth in direct services, education, and research activities among campus organizations was combined with capital improvements such as parking expansion and additional building renovation. Several agencies began strategic planning activities, while others completed them. These efforts will assure an informed response to the ever-changing needs of older people and caregivers and the growing opportunities they have to contribute to this community.

Fairhill's Lifetime Enrichment programs continue to expand, particularly those that promote healthy aging. The concept of lifetime vitality—wellness of body, mind and spirit—dominates new program offerings in Lifetime Enrichment. A Fitness Center with exercise groups and individual workout opportunities, the Wake-Up Call health and wellness seminar series, and Friday morning movies are a few additions this past year. The Golden Age Hobby Show celebrated its fiftieth anniversary at Fairhill and joined forces with the Lifetime Enrichment Program to create the Gift Box—a year-round showcase and consignment sales opportunity for delightful handcrafted merchandise. Chestnuts and Readables, accepting donations of first quality items for resale, completes the 1993 shop developments in Fairhill Lane. All are staffed by volunteers and proceeds benefit the Lifetime Enrichment Program.

The quarterly Gerontology Education Forum, targeted to a multidisciplinary professional audience, was a standing-room-only success all year, suggesting that renovating an area for increasingly large audiences should be high on our future renovations agenda! A steady stream of first-time visitors to the campus contributes to growth in participation and also demonstrates the need to further improve the visibility of the campus in the community.

Thanks to the generosity of our donors, Fairhill's second annual fund campaign showed growth in both the number of donors and the total amount contributed. In the operating budget this year, revenues were modestly increased in terms of lease receipts, fees, and individual and charitable donations, while costs were well contained. The ongoing financial and in-kind support offered by Fairhill's two founding partners, The Benjamin Rose Institute and University Hospitals Health System, Inc., funded the difference between revenues and costs and facilitated Fairhill's ability to make much needed capital improvements. The continuing and excellent services and support provided by Fairhill staff and dedicated campus volunteers enhance our ability to make the most of our financial resources. The guidance, support and energy offered to Fairhill by the Development Council members, the Community Council members, and the Fairhill Board of Trustees assure that excellence remains the standard for service, education and research activities on the campus.

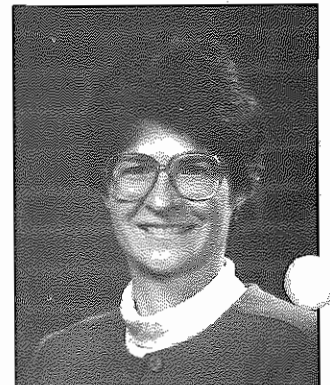
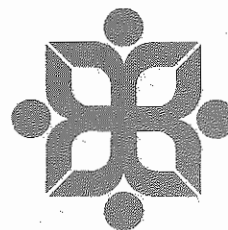
As the campus grows with the dynamic Greater Cleveland community, we invite your help in shaping Fairhill's future. Our effectiveness in serving the community depends on responding to you—the neighbors, friends, volunteers, donors, and participants of Fairhill—today and tomorrow.

Ruth B. Fiordalis

Ruth B. Fiordalis, President
President

Stephanie J. FallCreek

Stephanie J. FallCreek
Executive Director



.....
*This annual report is dedicated
to the memory of
Kay Williams*

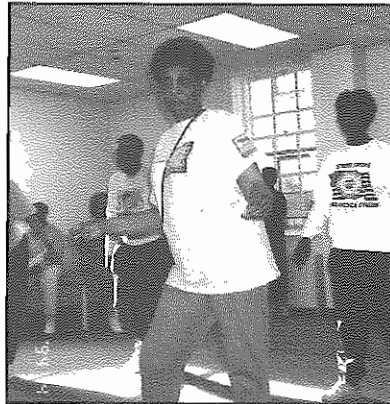
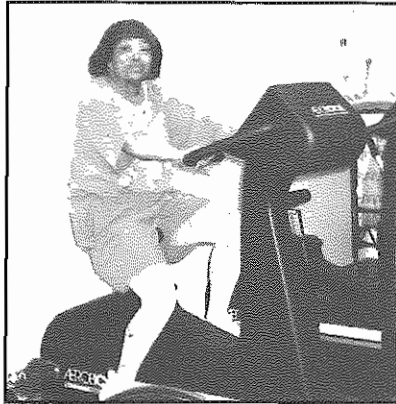


Linda Butler

Friend
Neighbor
Donor
Mentor

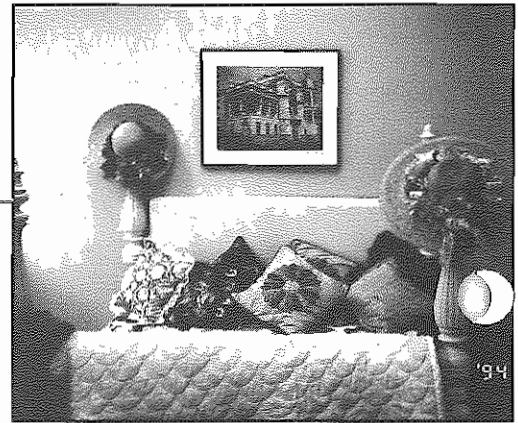
*Whose active community involvement
and generous giving of herself
throughout her entire life
exemplify the spirit of this report.
A true model of successful aging.*

Fairhill Highlights in 1993

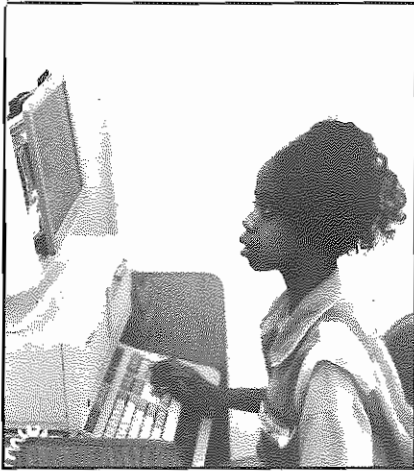


Fitness is for Every Body Center opened for use by older adults in the community and employees of the Fairhill Campus. The Center provides several machines and offers step aerobics classes, all volunteer led, designed to promote health and well being. Liz Shelton (*left*), leader of Yes, We Can! exercise group, tries out the stationary bike.

The Shops at Fairhill Lane opened for business! The Gift Box at Fairhill sells beautiful handcrafted gift items while Chestnuts and Readables offers resale collectibles and once-read books. Two efforts totally run by volunteers such as Lily and Minette Simkin.

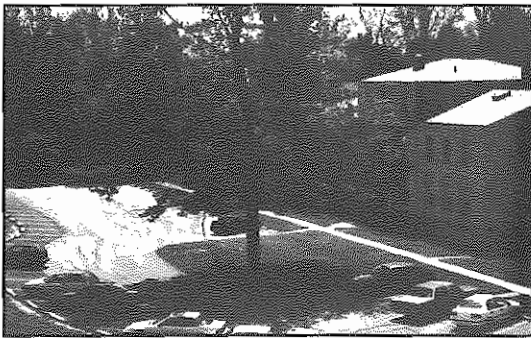
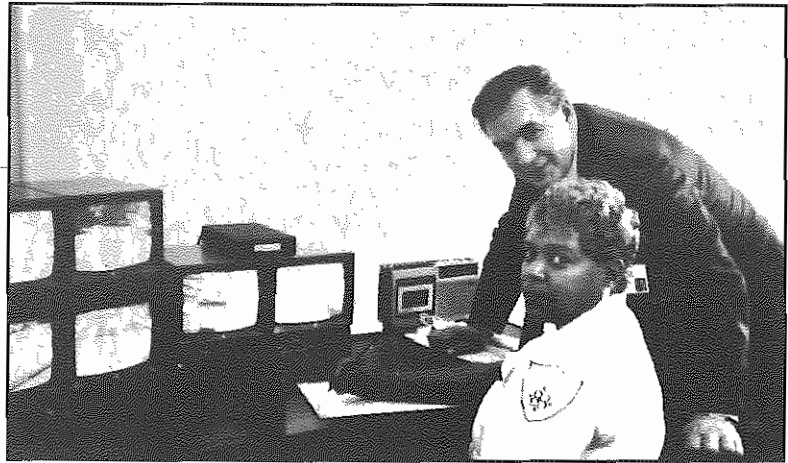


Summer barbecue, prepared by Clarence Gullatt and staff, provided one of many networking opportunities for campus employees—another value-added benefit of co-locating at Fairhill.



The first "Take Our Daughters to Work" day was a campus-wide activity. Shayla, daughter of Janice Scott, works at a computer station.

Fairhill Protective Services Corps was implemented in October, under the leadership of Sergeant Shirley Newton and with technical assistance provided by consultant George D. Phillips of University Hospitals.

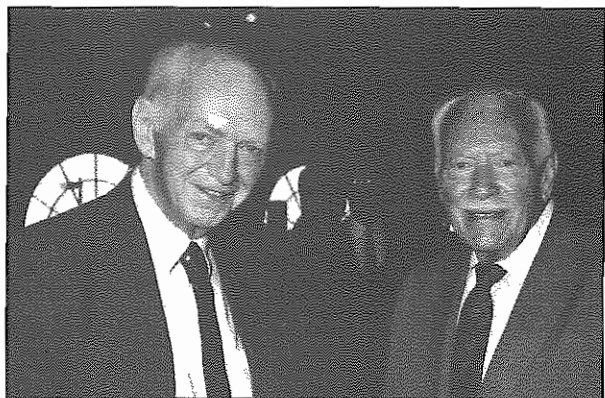


Expanded Parking to meet the demands of increasing numbers of visitors to the campus for services, programs and professional development. In the summer, Fairhill redesigned the parking loop and added 50 extra parking spaces.

Continued Renovation of Interior Office Space. Newly painted and carpeted space is available for organizations serving the elderly that wish to move to the Fairhill Campus and become part of the collaborative model of excellence. Shown in RSVP's new office is Alison Roberts.



Highlights from Fairhill Campus Organizations



Golden Age Centers of Greater Cleveland (GAC) comes to its 40th Anniversary with a new strategic plan. With funding by the Cleveland Foundation, GAC engaged the services of Marlene Stoiber to mobilize board, staff, and members to move the agency to the year 2000. A radical restructuring of the 15 centers will see Cluster Teams manage groups of centers in various neighborhoods of Cleveland. To meet the "aging in place" phenomenon, each cluster will have a licensed social worker on staff. To maintain the socialization nature of the centers, trained activity workers will be assigned to each team.

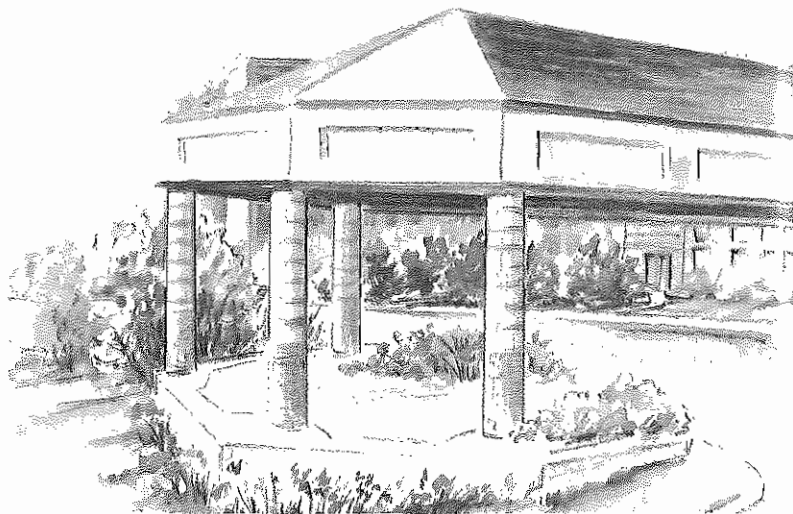
Also in 1993, the GAC initiated the Golden Achievement Awards to honor outstanding older adults from a variety of fields. Dr. Joseph Foley and Viktor Schreckengost, shown above, are two of the 1993 Golden Achievement Award recipients.



During 1993, 3500 Retired and Senior Volunteer Program of Greater Cleveland, Inc. (RSVP) volunteers like Martha Sibul (left) donated an average of 191 hours each. Even calculated at the low rate of minimum wage, that is a gift to the community of \$2,843,407.

RSVP received an award from ACTION for initiating Join Action in Community Service (JACS) in Greater Cleveland. RSVP volunteers serve as counselors for young men who participated in Job Corps training but who have not yet found employment or completed their high school educations.

With consultation assistance from Harvard Business School Club and a grant from Thompson, Hine & Flory, RSVP embarked upon a strategic planning process to address such critical issues as a waiting list of 86 agencies requesting RSVP volunteers.

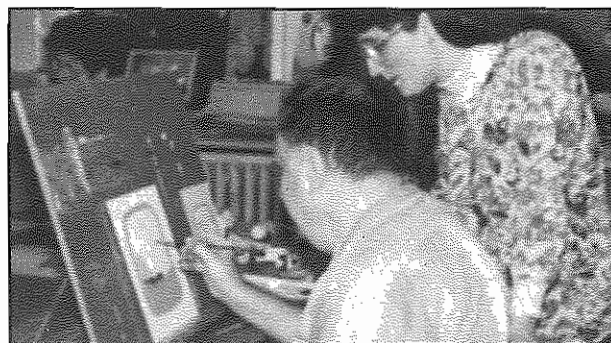


The Benjamin Rose Institute Fairhill Community Office. The year 1993 saw many changes occurring within the Benjamin Rose Institute and the Fairhill Community Office. In order to provide these much needed services to older populations, the Institute entered into a health contract with the Fairhill Community Office. Doris Matthey, former Director of the Fairhill Community Office, was appointed as Director of Mental Health Services. In October, Semanthe Brantley was appointed as Director of the Fairhill Community Office. One of Semanthe's goals is to become familiar with the Fairhill Community Office and work collaboratively with other directors to create and improve services to individual clients.



The Women's Community Foundation (WCF) in 1993 made grants to 12 organizations serving women and girls in Cuyahoga County, including See Jane Build (a joint project of Hard Hatted Women and Habirat for Humanity), the Cleveland State Poetry Center, Children's Support Rights, the East 93rd Street Club and the Freedom of Choice Cleveland Coalition.

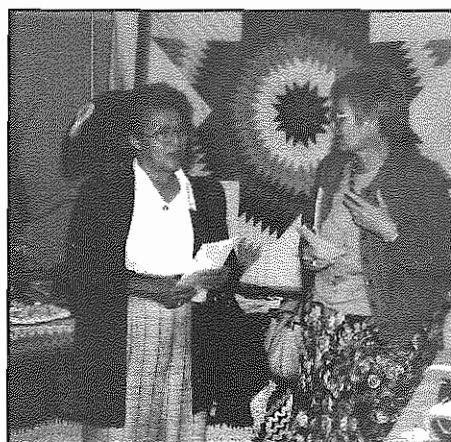
Other highlights included the presentation of the seventh annual Creative Philanthropy Award to Jane Peirce Kirkham and the "How to Apply for a Grant Workshop" for potential grantees.



The Art Studio, Center for Therapy Through the Arts. In 1993, the community-based Art Studio at Fairhill increased arts therapy services by 17 percent due to grant support from the Cleveland Foundation and the Bruening Foundation. Fifteen groups per week meet at the Fairhill Campus or at off-site locations, providing therapeutic art experiences for those interested in discovering the healing power of the arts. Groups focus on using art, music, dance and movement in an atmosphere where discovery, recovery and sharing find expression through artwork.

Approximately 95 people per week participate in the Art Studio's Discover the Artist Within You program at Fairhill.

and progressive changes
 use to receiving a mental
 use to receiving a mental health case
 Fairhill Community
 became the new Director
 Fairhill campus organizations
 making Fairhill as a resource.



Fiftieth Anniversary, Golden Age Hobby Show, showcasing fine handcrafted work of talented seniors.



In 1993 the University Foley ElderHealth Center experienced additional growth with an increase in the number of patients being assessed and treated. To meet this demand improvements to the physical plant included the addition of four fully equipped exam rooms, making a total of 10.

Also in 1993, Jack Twersky, MD, shown above with Social Worker Lauren Somple, was appointed acting medical director. Dr. Twersky is a graduate of Hahnemann University and received internship and residency training at Georgetown University Hospital. Dr. Twersky is board certified in internal medicine and is a member of the American Geriatrics Society.

The Alzheimer Center of University Hospitals of Cleveland and Case Western Reserve University was awarded a five-year renewal of its National Institute on Aging Alzheimer's Disease Research Center grant. Designed to address both the basic biological issues and the functional importance of the symptoms of Alzheimer's disease, the Alzheimer Center is one of only 14 Centers nationwide to receive this prestigious designation. One of the highlights of the renewal application was the approval of the Caregiver Core. This Core is the first in the nation to provide ongoing measures of the quality of life of the caregiver in the context of the changing needs of the family member with Alzheimer's Disease.

The first drug approved for general use in treating Alzheimer's disease, Tacrine, was approved in 1993; the Alzheimer Center was one of the initial testing sites for the clinical trials of this medication.

More Highlights from Fairhill Campus Organizations

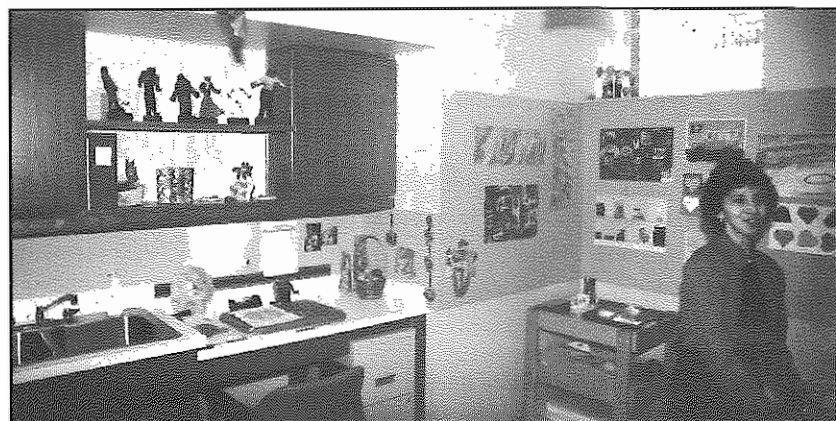


During 1993 Access To The Arts (ATTA) sponsored performing arts activities for over 9000 elders who would not have otherwise been able to attend such programming. This represented an increase of 66 percent over 1992.

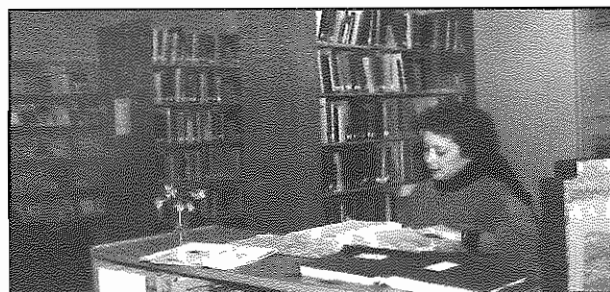
The highlight of the year occurred when ATTA orchestrated performances by 22 of the competitors in the Robert Casadesu International Piano Competition, held at the Cleveland Institute of Music, at 11 senior centers and nursing homes such as The Eliza Jennings Home, and at Fairhill Institute for the Elderly.

Western Reserve Geriatric Education Center (WRGEC). In August 1993, Julia H. Rose, PhD, assumed the position of WRGEC Program Director. Dr. Rose saw her position as opening up new opportunities, particularly the challenge to identify and develop future directions in gerontology as well as provide for the training needs of area professionals in the field of aging.

Action for Health: A Wellness Program expanded into two new initiatives in 1993. The first, funded by the Western Reserve Area Agency on Aging through the Golden Age Centers of Greater Cleveland and the Neighborhood Centers Association, took *Action for Health* to 20 sites during the fall of 1993. A once-a-month follow-up series on wellness was also designed to be implemented at these sites. The second initiative was translating *Action for Health* materials into Spanish and making them available to Spanish-speaking seniors.



The year 1993 was one of expansion and growth for the **Benjamin Rose Institute Adult Day Program**, according to Linda Eliotr, shown in the Art Therapy Room. The facility extended its hours and diversified its services. Through a grant from the Cleveland Foundation, the program initiated a care model. A registered nurse now provides health monitoring and nutritional guidance while nursing assistants offer bathing and grooming services. In addition, the ADP was awarded a grant from the Fox Foundation to design a safe, aesthetic outdoor garden area. Participants will have the opportunity to enjoy horticulture, picnics, and other activities in the great outdoors.



Benjamin Rose Institute Library. Librarian Karen McNally Bensing received the Golden Image Award from the Association of Ohio Philanthropic Homes and Housing for the Aging (AOPHA). Presented at AOPHA's 56th Annual Conference and Trade Show, the award was given to Ms. Bensing for her well-researched weekly column, "Coming of Age: Beyond Midlife," in Cleveland's *Sunday Plain Dealer*. The award recognizes outstanding media coverage that promotes a positive image of the elderly. By providing information on medical and social topics affecting older people and their families and friends, Ms. Bensing's column is useful to people of all ages.



Three chapters of the Cleveland Congress of Bridge Clubs meet regularly to test their skills, learn new techniques and enjoy friends. Shown are William Bassett, Florence Deadwyler and Eleanor Bassett. Over the Labor Day weekend, the Congress held a Grade A game in their own clubhouse at Fairhill. Over 100 enthusiastic players from the Great Lakes Region attended.

The Woodmere Club continues to contribute food and clothing to the Zelma George shelter for battered women.

In June 1993 four Geriatric Center for Clinical Assessment, Research and Education (CARE) fellows graduated after completing the two year fellowship program. In July, four physicians and three dentists began their first year of the medical/dental fellowship while seven physicians and one dentist became senior fellows. This program continues to be one of the largest fellowship programs in the United States.

The Geriatric CARE Center's Older Americans Independence Center is one of eight "Pepper Centers" supported by the National Institute on Aging, and in 1993 began the second year of a five year program. It is dedicated to advancing the independence and preventing the functional decline of the elderly through research and training. This year the center approved seven new pilot projects: Adrenic Acid Content of the Aging Brain; Life Threatening Illness and the Independence of Older Adults; Diagnosis and Management of Dementia Symptoms by Primary Care Physicians; Type X Collagen Transcription as a Marker of Human Osteoarthritis; Process and Outcomes of the ACE Unit's "Prehab Program of Patient-Centered Care" for Primary Informal Caregivers; Monitoring of Oxygen Saturation in the Elderly Patient; Amino Acid Transmitters in an Animal Model of Parkinson's Disease.

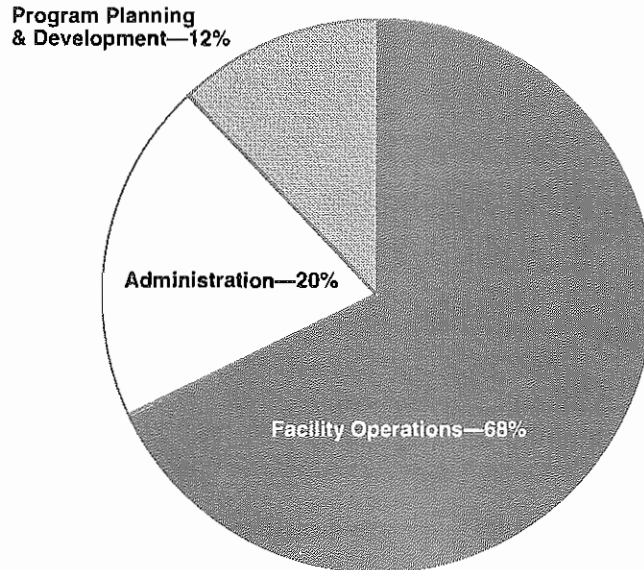
Alzheimer's Association. The Association initiated a new family-focused service called Getting Started. The family meets with Joan Scharf from the Association to help identify their needs, to examine available solutions, and to develop a short-term plan to move them forward toward resolution. The goal is to get the entire family together at one time so they can share a common understanding and vision of the challenges and can participate in the formulation and implementation of the plan. This program is currently funded through a grant from the Health Resources and Services Administration and the Ohio Department of Aging.

Families now have access to the information and sharing of a support group 24 hours a day, 365 days a year, through the Cleveland Free-Net, a public access telecomputing system. The Association and the Alzheimer Center at University Hospitals established an Alzheimer's Disease Support Center with a Caregiver Forum. A grant from the Cleveland Foundation funds training led by Susan Kacerek, Free-Net project coordinator, as well as computer terminals and modems to caregivers at no charge.

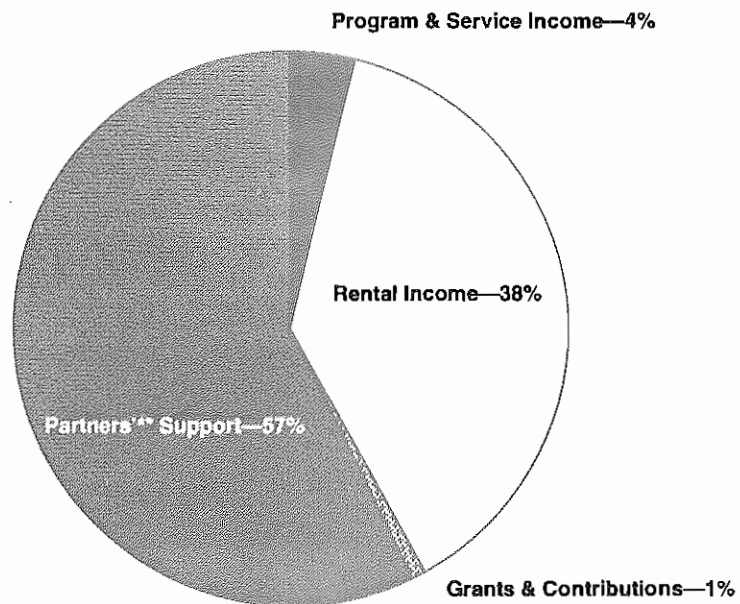


Operation and Support

1993 Operating Expenses*



1993 Sources of Support for Operating Expenses



* Does not include capital improvements

** The Benjamin Rose Institute & University Hospitals Health System, Inc.

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Fairhill wishes to express its continuing appreciation for the generous financial and in-kind support provided by The Benjamin Rose Institute and University Hospitals Health System, Inc.

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Fairhill's many volunteers provide untold and extremely valuable contributions, as well as their visible talents and financial gifts. As always, thank you, volunteers, and thank you, R.S.V.P.

*Thank you, Kay—
 You were with us
 from the Beginning*



Kay Williams and Myrna Peterson at the 1988 celebration of the transfer of the Fairhill property title from the State of Ohio to the Fairhill Institute for the Elderly.

Guide to Programs and Services of the Fairhill Campus Organizations

Many activities, organizations and services are located on the campus, including:

- **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
 - **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 Case Western Reserve
University School of Medicine 844-7246
 - **Lifetime Enrichment of Fairhill Institute For the Elderly**
Access To The Arts (ATTA) 231-6500
Chestnuts and Readables—Resale Collectibles 421-1350
Cleveland Congress of Bridge Clubs 791-5244
The Gift Box—Handcrafted and other new gift items 421-1350
Fitness Is For Every Body Center 421-1350
Golden Age Centers of Greater Cleveland 231-6500
Lifetime Enrichment Center Programs and Activities 421-1350
Retired and Senior Volunteer Program (RSVP) 721-5030 or 721-5065
 - **Living-At-Home Programs**
The Benjamin Rose Institute—Fairhill Community Office 791-0600
 - **Resource Center**
The Benjamin Rose Institute—Gerontological Library 231-7230
 - **Self-Help Programs**
Alzheimer's Association 721-8457 or 1-800-999-8457
 - **Foundations**
Women's Community Foundation 229-5001
 - **Conference Services**
Fairhill Institute for the Elderly 421-1350
- Need more information? Call 421-1350

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Fairhill Institute For the Elderly
12200 Fairhill Road
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