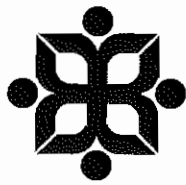
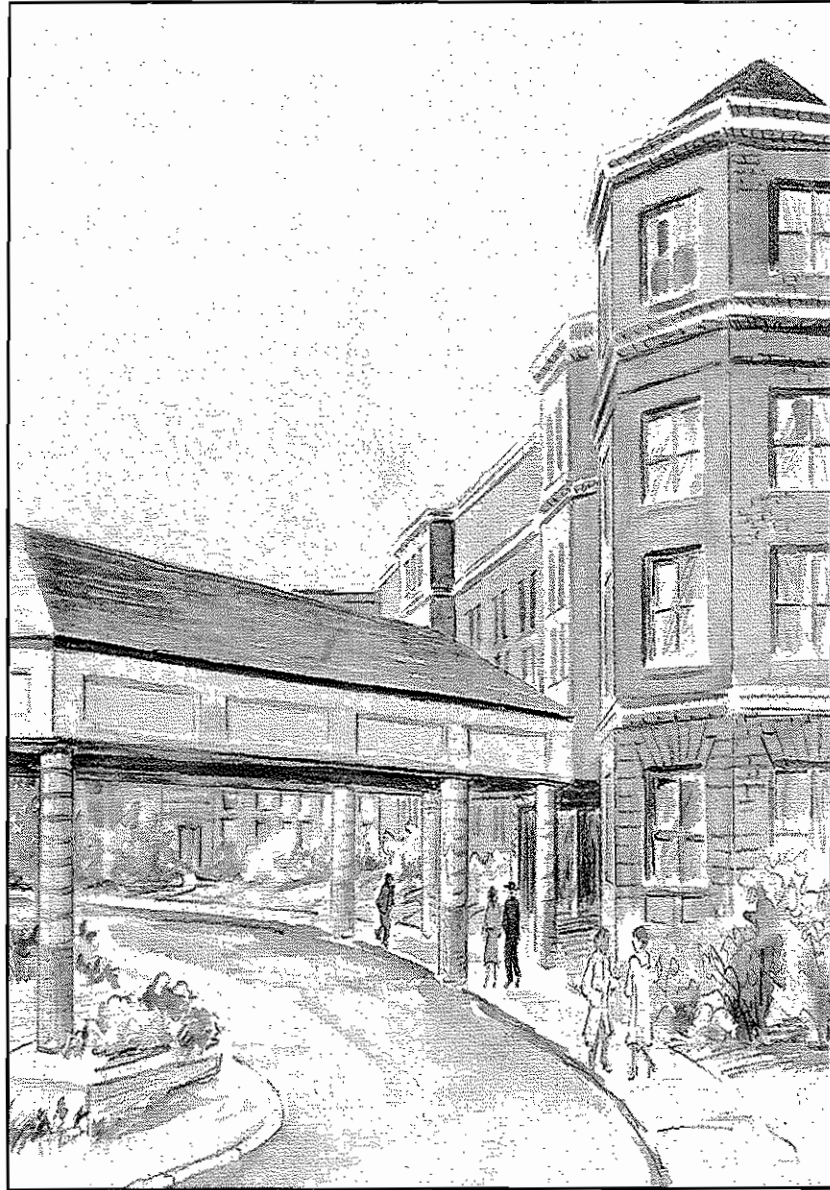


Fairhill Center for Aging



1994 ANNUAL REPORT

Fairhill Center For Aging

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Fairhill Development Council

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Stephanie J. FallCreek, D.S.W.

Associate Director

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12200 Fairhill Road, Cleveland, Ohio 44120
(216) 421-1350

In 1994, each campus organization addressed its own mission independently, yet also collaborated to pursue a campus vision of becoming the best address for gerontological programs and services in Greater Cleveland. It was an important year of progress in planning, marketing, service delivery and program development for the campus, strengthening Fairhill's network of care and support.

The Fairhill Board of Trustees focused on strategic planning. Consultants, trustees, staff, professional and volunteer leadership participated in a process leading to a name change, a vision statement and a reaffirmation of Fairhill's commitment to serving a broad constituency. This vision requires ongoing creativity and commitment beyond that possessed by any individual or organization. The Fairhill dream becomes real through the shared energy, resources, and inspiration of all those who are part of its network of care and support.

Vision Statement

- Mission** Create and nurture an environment to make the best possible use of individual, organizational and community resources for successful aging.

- Those We Serve** Older adults, caregivers, others who need our services, and the organizations and staff who serve these populations.

- Primary Partners** The Benjamin Rose Institute, University Hospitals Health System, Inc., Other Campus Agencies and their Key Foundations and Donors.

- Key Assets** Our campus, employees and professional staff, trustees, other volunteers, donors, neighborhood, and a growing reputation.

- Values** Collaboration, Innovation, Empowerment, Integrity.

- Assumptions** Older adults have much to offer their friends, families, and communities. Communities and families want to respond to the needs of vulnerable populations, including older adults.

 At all levels of health, there are many opportunities for lifetime enrichment -- recognizing that physical, mental, and spiritual health are interdependent aspects of health and wellness. Practicing informed self-care and making wise health care choices are a responsibility of, and an asset to, older adults and caregivers.

 There is value in collaborating to create environments that serve diverse constituents.

 Fairhill strives for self-sufficiency, and also recognizes that serving vulnerable constituencies may require us to seek support beyond that generated by fees. Fairhill will receive respect and support in proportion to the benefits received by those we serve.

- The Vision** By 1999, Fairhill Center for Aging will be a national model of comprehensive services and opportunities for older adults and caregivers offered on a campus of allied yet independent providers.



*Nancy G. Rome
President*



*Ruth B. Fiordalis
Immediate Past President*



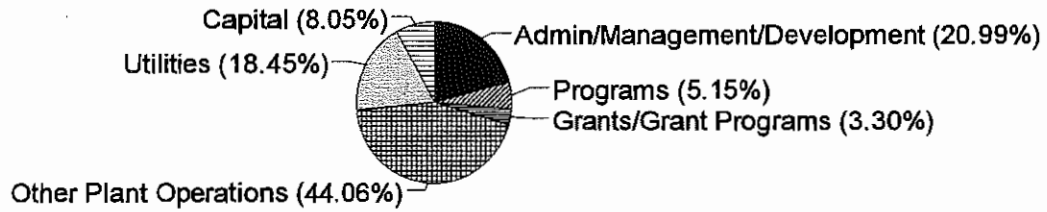
*Stephanie J. FallCreek
Executive Director*

1994 Financial Information

1994 Expense

| | |
|------------------------------|--------------------|
| Admin/Management/Development | 248,590 |
| Programs | 61,043 |
| Grants/Grant Programs | 39,087 |
| Other Plant Operations | 521,767 |
| Utilities | 218,500 |
| Capital | 95,314 |
| Total Expenses | \$1,184,301 |
| (without depreciation) | |

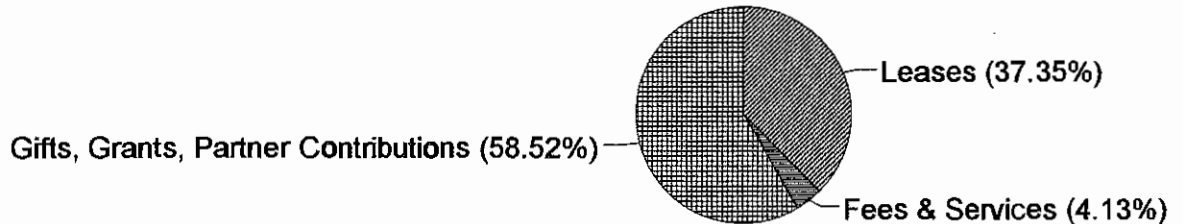
1994 Expense Allocation



| | Dec. 31, 1994 | Dec. 31, 1993 |
|---|--------------------|--------------------|
| Assets | | |
| Total Current Assets | 278,254 | 222,223 |
| Property and Equipment | 2,099,360 | 2,028,223 |
| Less Accumulated Depreciation | 503,902 | 390,521 |
| | \$1,595,458 | \$1,637,702 |
| Total Assets | \$1,873,712 | \$1,859,925 |
| Liabilities and Fund Balance | | |
| Total Current Liabilities | 182,670 | 175,892 |
| Fund Balance | 1,691,042 | 1,684,033 |
| Total Liabilities and Fund Balance | \$1,873,712 | \$1,859,925 |

1994 Financial Statements audited by Ernst & Young are available in the Office of the Executive Director.

1994 Income Sources



1994 Income

| | |
|--------------------------------------|--------------------|
| Leases | 444,573 |
| Fees & Services | 49,134 |
| Gifts, Grants, Partner Contributions | 696,637 |
| Total Income | \$1,190,344 |

Fairhill Center for Aging is a not for profit 501C3 and depends significantly upon gifts, grants and contributions.

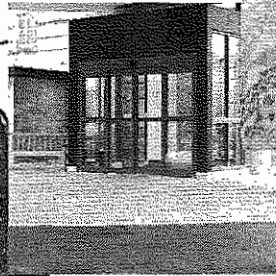
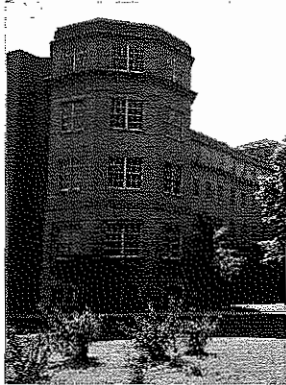
1994

Highlights from the Fairhill Campus

Fairhill's family of campus organizations had a very good year! Selected highlights from several programs suggest the breadth of activity and growth during 1994. One important development at Fairhill was the change in name. Feedback from participants, donors, staff and volunteers during the strategic planning process made it clear that the campus was due for a modest identity shift. While a variety of very creative suggestions were offered for re-naming the campus, it seemed important to keep "Fairhill" the historic location and successful "Aging" the primary focus of interest as part of the image conveyed in the name. Discussion and debate ultimately led to selecting the new name for our organization:



Fairhill Center for Aging



The Benjamin Rose Institute (BRI)

During 1994, BRI's Fairhill Community Office aggressively pursued its objective of strengthening its collaborative relationships with the diverse communities it serves.

In addition to business as usual - serving hundreds of homebound older persons - the Fairhill Office reached out to others. They developed a new agreement with the City of Broadview Heights for outreach services and negotiated an arrangement with Parma Elder Center South to provide caregiver support group services to families using the Adult Day Program facility for their elder family members. They also began work on a satellite agreement with East End Neighborhood Center and continued services to Chippewa Place.

In addition to these collaborations, the Fairhill Community Office staff worked with approximately twenty-seven other community agencies, facilities, or organizations.



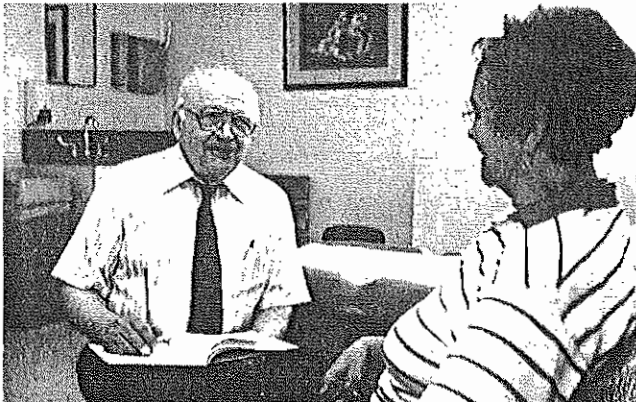
The BRI Adult Day Program expanded its hours of operation and served 5,065 units of service to a total of 85 unduplicated clients.

The BRI Library continues to be an integral part of Fairhill's collaborative environment and is a valuable resource to the community as one of the few libraries in the country that specialize in the materials on aging. The library's audio-visual collection added videos to its offerings.

In addition to the wealth of information available at the library, librarian Karen McNally Bensing faithfully provides newsworthy and informative updates about the field of aging through her weekly Sunday column in *The Cleveland Plain Dealer*.

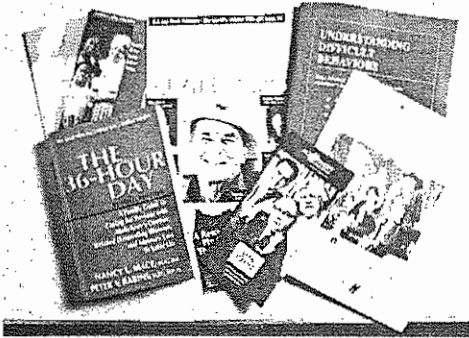
University Hospitals Health System Elder Health Services

In 1994, the Foley Elder Health Clinic, the Geriatric Care Center and the Alzheimer Center of University Hospitals continued its commitment of patient care, research and education for older adults and their families in the Greater Cleveland community. The reach of these services further extends into residential sites and non-residential sites.



A nationally recognized leader in geriatric care, University Hospitals Health System provides an integrated network of services that includes well care, prevention, acute and long-term care, as well as the personal and social service support that the elderly often require. The unique Fairhill setting facilitates a collaborative approach to interdisciplinary care.

Alzheimer's Association



The telephones began ringing after former President Ronald Reagan's proclamation, "I have recently been told that I am one of the millions of Americans who will be afflicted with Alzheimer's disease...I now begin the journey that will lead me into the sunset of my life." His courageous statement helped many other people acknowledge their concerns about their own or a loved one's memory loss and reach out for further information. The Association's new brochure about the 10 warning signs helps people assess the validity of their concern.

The Alzheimer's Association produced the first known videotape to feature persons in the early stages of Alzheimer's disease. *Alzheimer's Disease: Inside Looking Out* and has received rave reviews. The videotape has been distributed to all Alzheimer's Association chapters and 150 local libraries in the five counties of Northeast Ohio served by the Chapter. It will be marketed nationally by Terra Nova Films, Inc.



The Cleveland Area Chapter of the Alzheimer's Association held its most recent successful Memory Walk on a beautiful October day at the Cleveland Metroparks Zoo. Two thousand participants came out for a fun day at the Zoo and raised over \$140,000 in the battle against Alzheimer's disease. Many Fairhill campus organizations actively supported this effort. The Cleveland Area Chapter was the second most successful walk in the country.

Golden Age Centers (GAC) of Greater Cleveland

1994 represented the 40th Anniversary of *The Golden Age Centers of Greater Cleveland (GAC)*. The year was distinguished by continued growth and an emerging vision. The *Strategic Plan*, adopted in 1993, was implemented in 1994 when 12 smaller centers were organized into four "area clusters." Each cluster, served by a director, licensed social worker and a certified activity worker focuses on serving all the elders in a defined section of the county, rather than on serving just those residing in select apartment buildings.

GAC's newly expanded *Home-Delivered Meal Program* entered a new phase, in a new location. Making use of existing kitchen space at Fairhill Center for Aging, the new Home-Delivered Meal Program expanded by 20%, agreeing to deliver additional meals in the Downtown and St. Vincent Quadrangle areas of Cleveland. Work was also completed toward certifying the Home-Delivered Meal Program to provide meals for the emerging PASSPORT Program, a statewide program designed to help frail elders avoid institutional care by accessing appropriate "in-home" services for them.

The second annual Golden Achievement Awards, celebrated the achievement of six extraordinary individuals from the fields of business, community affairs, education, gerontology, medicine and the arts. In recognizing the outstanding achievements of the award recipients over a productive long life, the Golden Age Centers seek to highlight the gifts of all older persons to the Greater Cleveland community.



Western Reserve Geriatric Education Center (GEC)

Western Reserve Geriatric Education Center (GEC) continued its tradition of sponsoring and offering a wide variety of excellent education, training, and community outreach programs. Hundreds of scholars from N.E. Ohio gathered at CWRU last Fall for a "Research Day 1994" with a focus on current research in geriatrics and gerontology.

The GEC, working in collaboration with other staff and advisors of the Senior Care community-based demonstration project sponsored by the Hartford Foundation, played a leadership role in curriculum development and training for Physician's Assistants. This training, that took place in Fairhill's environment promoting "wellness and wisdom", was designed to orient the PA to the aging population in the community context- with an emphasis on promoting healthy aging and proactive management with chronic conditions.

Action for Health, the GEC's own health promotion and wellness program continued to reach into new communities, focusing on responding to the needs, interests and abilities of hundreds of elders at six sites in Greater Cleveland serving a predominantly minority population. Their "train the trainer" approach leaves senior leaders in their own settings after the initial education program is completed.

Retired and Senior Volunteer Program of Greater Cleveland, Inc. (RSVP)



Retired and Senior Volunteer Program of Greater Cleveland, Inc. (RSVP) is proud to have recruited and supported more than 3,500 volunteers during 1994, serving more than 190 non-profit agencies with over 650,000 hours of service. Sixty-two placements were located at Fairhill Center for Aging, ranging from telephone volunteers to Medicare claims counselors.

At Fairhill and several other locations in Greater Cleveland, RSVP initiated the "Summer of Safety" program working hand-in-hand with Americorps participants to increase safety and prevent crime throughout the city. RSVP is proud to have focused energy this year on strategic planning for the organization. This multi-year effort will result in developing plans to address critical organizational issues, such as the list of over 70 agencies that are still waiting for volunteers!

Fairhill recognized some of RSVP's wonderful volunteers in the Volunteers of the Month Program and at Fairhill's own volunteer recognition luncheon which was attended by more than 70 persons. RSVP leadership also participated in developing the Intergenerational Resource Center (IRC) at Fairhill and is represented on the Intergenerational Management Team of the IRC.

Women's Community Foundation (WCF)

The year 1994 was an unusually momentous one for the Women's Community Foundation. The year marked a major change in administration; the allocation of grants totaling nearly double the amount distributed in 1993; the completion of a strategic plan outlining long-range organizational goals and objectives; and acquisition of financial support for five additional years. Listed are highlights from 1994:

- With the assistance of the Business Volunteerism Council, WCF completed a comprehensive strategic plan that will further
- Following a national search, Jane Petroff was selected as the new executive director of WCF and started her work on December 1, 1994. Formerly director of community outreach for WVIZ-TV/Channel 25, Petroff had a long career in public television programming related to social issues, and also has worked in public information for major educational and legal organizations.
- Fundraising events in 1994 were so successful that WCF was able to more than double its grant allocations from the previous year. A total of \$85,000 was distributed to 20 organizations and programs serving women and girls, up from \$40,000 allocated in 1993. Among these awards, monies were given to fund "Sisters in Crisis Program" providing a "Grandmothers/Caregivers Support Group", in-home crisis intervention counseling, advocacy and resource referral services.



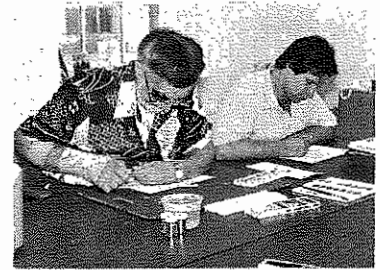
its mission of "investing in the dreams of girls and the power of women through grantmaking, education and philanthropy."

- The Roulston Family Foundation awarded \$25,000 to WCF for the continuation of its "Women Managing Money" workshops, designed to educate and inform women more thoroughly about investments, philanthropy and general management of their personal resources.
- An important new committee was created, charged with complete re-evaluation of the grantmaking and technical procedures. Named the "Grantmaking Review Committee," the new task force is making recommendations to the WCF Board of Trustees regarding policies and procedures related to grants, funding guidelines and educational programs for women interested in applying for WCF grants.

The Art Studio, Center for Therapy Through the Arts

The Art Studio's "Discover the Artist Within You" program conducted at Fairhill experienced a 30% increase in participants in 1994, providing over 6,000 hours of direct expressive arts services to the community. The program, designed for people of all ages with an emphasis on those 55 years of age and older, focused on wholeness/wellness issues and the power of art as a means of stress reduction and personal growth. Clients experience a supportive atmosphere where discovery, recovery and sharing find expression through artwork.

The Art Studio's Professional Education Series "Making a Creative Connection" and "Healing Power of the Arts," held on campus four times a year, attracted 417 professionals in 1994, a 50% increase over the previous year. This training program strengthens the staff/client relationship, and offers alternative, non-stressful ways for professionals to interact and work with the people they serve.



Other Campus Members:

Access to the Arts

Under the dedicated direction of Graham Grund, Access to the Arts continued to provide opportunities for students and performing artists to share their talents with older adults throughout Greater Cleveland in area nursing homes, senior centers and other public venues. Linkages with artists through the Cleveland Institute of Music and other fine arts institutions ensure quality performances wherever ATTA is able to offer them.

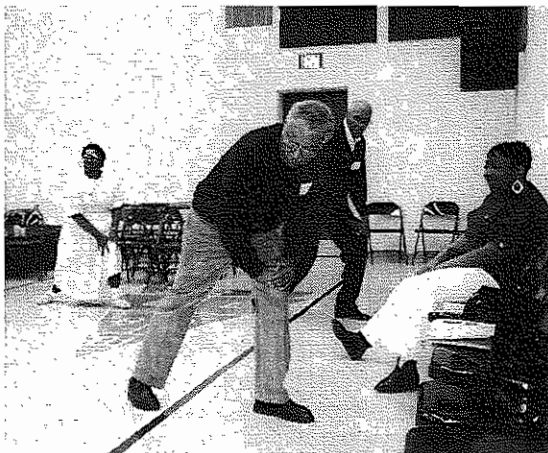
Cleveland Congress of Bridge Clubs

The Cleveland Congress of Bridge Clubs meets faithfully at Fairhill every week and enjoys the wide participation of many fans. Not only do its members play bridge locally, but also in national tournaments in other parts of the country.

Donna Drozda Kate Hoffmeyer

Artists-in-residence Donna Drozda and Kate Hoffmeyer continued to create, to express and to share their own special talents with older adults and the community-at-large. Their presence on the Fairhill campus lends to the diversity of service providers housed under one roof.

Fairhill Center for Aging Highlights



The Art Studio and Fairhill Center for Aging collaborated to bring a new conference to the campus. The "Art of Healing" workshop for seniors brought over 100 people to the campus to experience art, music, poetry, tai chi, massage and exercise as inspiration. Many of the participants were first time visitors to the campus.

Fairhill's Program Division worked closely with several organizations such as The Benjamin Rose Institute, Western Reserve Geriatric Education Center, University Hospitals Alzheimer Center, Claude D. Pepper Older Americans Independence Center, and the Center on Aging and Health of Western Reserve University to plan and deliver the quarterly Gerontology Forums. The sessions attracted diverse aging and health network professionals and advocates to learn more about a variety of critical issues and hot topics!

More Highlights from Fairhill Center for Aging

New Staff Fairhill welcomed new Associate Director, Mr. Robert Skeist, R.N., M.S., to Cleveland and the campus. Mr. Skeist was, for the past 15 years, the Executive Director of the White Crane Wellness Center in Chicago, and brings a wealth of experience with older adults to Fairhill.

Summer Fest '94 A health, wellness and entertainment fair created a busy and festive environment on the campus during mid-summer. Several hundred older persons from Greater Cleveland visited the campus for a day of food, fun, health screening and education. More than 45 organizations from both on and off the campus participated in planning and delivering the SummerFest'94.



Intergenerational Resource Center In collaboration with a wide range of community-based organizations Fairhill responded to a competitive request for proposal circulated by the Federation for Community Planning. Fairhill's collaborative proposal was selected by the Federation to establish an Intergenerational Resource Center (IRC) for Greater Cleveland. The IRC is advised by an Intergenerational Management Team which includes representatives from sponsors and advocates of Intergenerational programs such as the BRI Library, Cleveland Public Schools, Cuyahoga Community College, Friends of Shaker Square, the Grandcaring Connection, Judson Manor, Lakewood Department for the Aging, Menorah Park Center for the Aging, RSVP, and others. With start-up funding from Fairhill's operating budget and several local foundations, the IRC began planning in spring of 1994. Mrs. Jane Outcalt, a dedicated volunteer in Intergenerational programming for many years, was selected as a consultant and first director of the IRC. A grand opening celebration at Fairhill was kicked off in September with a keynote speech by Ms. Tess Scannell, Executive Director of Generations United in Washington, D.C. who shared her perspective on Intergenerational programs and the national prospects for building bridges and bonds between the generations.

Initial activities of the IRC have included a community-wide workshop, planning for grandparent caregiver support programs and "Grandma, Please," a telephone reassurance program connecting latchkey children with homebound elders. The Governor's Intergenerational Initiative selected the IRC as a statewide resource center and partially supports its newsletter, The Intergenerational Connection which has a statewide circulation of 900 advocates and providers of Intergenerational programs.

State Representative Jane Campbell joined Fairhill staff and friends in a benefit luncheon to support Lifetime Enrichment programs and the IRC in November. Representative Campbell's keynote address emphasized the many contributions that the different generations make to each other.

Caregiver Resource Center Fairhill is pleased to be participating as one of several organizations in an initiative sponsored by the Federation for Community Planning to develop a Caregiver Resource Center serving Cuyahoga County. With leadership from Dr. Terry Hokenstad from the Mandel School of Applied Social Sciences-CWRU, a diverse group began meeting in October as the Caregiver Initiative Task Force. Among campus organizations represented on the Task Force are the Alzheimer's Association, Golden Age Centers of Greater Cleveland, the BRI Library and Fairhill Center for Aging itself. Some of the off-campus participants include the Federation for Community Planning, representatives from BRI Community Services Division, The Margaret Blenkner Research Center, Cuyahoga Community College, Cuyahoga County Department Senior and Adult Services, Case Western Reserve University, Cleveland State University, the Western Reserve Area

Agency on Aging, and the Long Term Care Ombudsman Program.

National Visibility Fairhill continued its partnership in program planning and development with the Benjamin Rose Institute and University Hospitals as part of the National Chronic Care Consortium (NCCC). In September, BRI, UH and Fairhill hosted the national meeting of NCCC, showcasing the partners' progress toward integrating services for older persons. Dr. Alice J. Kethley, President of NCCC and Vice-President of the Fairhill Board of Trustees welcomed the conference to Cleveland. Tours of the Fairhill campus and the ACE unit at UH, as well as guided exploration of the Cleveland Institute of Art and a dinner event at the Cleveland Botanical Garden, followed by an evening at the Cleveland Symphony, were among the highlights of the conference.

In Appreciation for Our Supporters

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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Robert G. Wright
Faye Yarbrough

Fairhill many volunteers provided untold and extremely valuable contributions, as well as their visible talents and financial gifts. We also recognize the countless persons who, without mention, give to Fairhill. As always, thank you, volunteers, and thank you, R.S.V.P.

Guide to Programs and Services of the Fairhill Campus Organizations

Many activities, organizations and services are located on 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 Educations 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 Center for Aging**
Access ToThe Arts (ATTA) 231-6500
Chestnuts and Readables—Resale Collectibles 421-1350
Fitness Is For Every Body Center 421-1350
Golden Age Centers of Greater Cleveland 231 -6500
Intergenerational Resource Center 421-1350
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 Insititute—Fairhill Community Office 791-0600

- **Resource Center**
The Benjamin Rose Insititute—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 Center for Aging 421-1350

- Need more information? Call 421-1350**

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