Fairhill Center for Aging

1995 Annual Report

Growing Together
Our Mission

To create and sustain an environment to make the best possible use of individual, organizational and community resources to promote successful aging.
Dear Friends,

Since 1988, Fairhill has experienced steady growth. The founding partners' vision of a "one-stop shop" for gerontological programs and services has become reality for thousands of older clients, volunteers, family caregivers, and professionals who come to Fairhill each year. We are proud of our progress - managing scarce resources, using a collaborative process and sharing the best of what each organization and individual contributes.

A steady increase in the number of elders provides our community with new challenges and new resources. Families face multiple and growing responsibilities caring for children and parents. At the same time, grandparents and other older relatives provide more and more care for young children and adolescents whose parents are unable to nurture them. Many older people pursue full-time careers while others seek work in a downsizing marketplace. Older volunteers serve the community in myriad roles, yet sometimes find it difficult to identify opportunities to put their talents to work.

Fairhill staff and campus organizations responded to these and many other issues. We participated in the 1995 White House Conference on Aging, expanded the programs and services of the Intergenerational Resource Center, and hosted job fairs attracting hundreds of older workers. The Board of Trustees chartered Friends of Fairhill - a membership organization - whose volunteer and financial support we appreciate, and whose collective voice and wisdom will be evident in our future development.

This past year Fairhill was designated a Cleveland Historic Landmark, reinforcing our commitment to preserve the physical assets of our campus. Our northern and eastern street boundaries were beautified with evergreen hedges and volunteers planted hundreds of perennial flowers and bulbs. A new conference area with a large meeting room and breakout rooms was created on the main building fourth floor and a wing of the third floor was renovated and occupied, expanding primary care resources.

We thank those who have fostered our growth and helped bring the Fairhill dream to life. We invite you to continue the journey with us toward "Wellness and Wisdom for the 21st Century."

Nancy G. Rome, President
Fairhill Board of Trustees

Stephanie J. Fullcreek, D.S.W.
Executive Director

Those We Serve:

Older adults, caregivers, other people who need services designed for older adults, and the organizations and staff who serve these populations.
Breaking New

The past year marked significant accomplishments and set new trends in service delivery for older adults, their caregivers and the professionals who serve them.

As leading advocates for older adults, Fairhill campus organizations and their members participated in the 1995 White House Conference on Aging, preceded by the Cleveland-based Summit on Aging and the regional pre-White House Conference on Aging sponsored by the Western Reserve Area Agency on Aging. Fairhill hosted a series of discussions on issues such as health care, economic security, long-term care, housing and intergenerational and cross-cutting concerns. Post White House Conference activities continue to address the recommendations that resulted from the 1995 conference.

"The ability to exercise self-care and personal responsibility for one's own health or for that of one's family depends on having good information, skills and access to clinical preventive services. I believe that we must have a first health-care dollar commitment to health promotion and disease prevention for people of all ages."

- Stephanie J. AlliCreek, D.S.W., as presented at the White House Conference Town Meeting in Atlanta, Georgia

In March, Jetome Kowal, M.D., Medical Director of the University Geriatric CARE Center became the first recipient of the Amasa B. Ford Chair in Geriatric Medicine at Case Western Reserve University School of Medicine. The chair recognizes Dr. Amasa Ford's pioneering contributions of more than 40 years in geriatric medicine. The chair was established by David K. Ford, a prominent Cleveland businessman and lawyer whose family roots have been associated with CWRU for many years and honors Mr. Ford's son, Amasa B. Ford, M.D., Associate Dean for Geriatric Medicine and Professor Emeritus of Epidemiology and Biostatistics, whose professional career at CWRU includes major contributions to research, education and health care delivery to the elderly.

In July, Dr. Kowal also was named the Associate Dean for Geriatric Medicine and the Director of the Office of Geriatric Medicine. In this position, he will play a coordinating role in providing and expanding geriatric medical education for undergraduate medical students, residents and fellows, as well as continuing education for health professionals.
A milestone achievement in advancing the quality of care for older adults was the publication and presentation of the "Fairhill Guidelines on Ethics and Dementia." The Fairhill Guidelines were the result of a nine-month dialogue among health care professionals and other service providers, family caregivers - and even individuals diagnosed with mild dementia - on how best to address the ethical issues related to their care, particularly for those with Alzheimer's Disease, dementia or a related disorder. These discussions culminated in a consensus of various ethical standards and criteria for providing care to these loved ones, in order to maintain dignity and to preserve a high quality of life.

As a model of the collaborative process, Fairhill served as the site for these monthly meetings. With the support of the Cleveland Foundation, the Ohio Humanities Council and Clinical Health Laboratories, Inc., the dialogue was co-sponsored by the Center for Biomedical Ethics at Case Western Reserve University, the Alzheimer's Association Cleveland Area Chapter. The results of these discussions were compiled by Stephen G. Post, Ph.D., of the Center for Biomedical Ethics at Case Western Reserve University, and Peter J. Whitehouse, Ph.D., Medical Director of the Alzheimer's Center at University Hospitals.

The Fairhill Guidelines were presented at the Gerontology Forum, a quarterly educational series co-sponsored by many of the Fairhill campus organizations. Other cutting edge topics in 1995 included presentations on managed care and intergenerational issues.

Key Assets:

Our campus, employees, and professional staff; trustees, other volunteers, donors, our neighborhood and growing reputation.
Recognition for Innovation

While 1995 saw new initiatives at the Fairhill campus, agencies such as the Alzheimer's Association Cleveland Area Chapter and the Alzheimer Center of University Hospitals of Cleveland were recognized for their innovation and also expanded their current programs and services. The Association, together with the UH Alzheimer Center, was the recipient of the First Annual National Information Infrastructure Community Award, for their joint project in providing on-line caregiver information and support on the Cleveland Free-Net via computer terminals in the homes of a wide variety of family members. Community response to this and the Alzheimer's Association's other services such as the Helpline, Getting Started (a program offering help to family caregivers), their family support groups, and educational and volunteer programs resulted in the expansion of office space on the first floor of Fairhill's main building. As one of the original campus organizations at Fairhill, the Association's Cleveland Area Chapter also celebrated their 15th anniversary.

The Alzheimer Center of University Hospitals of Cleveland continued cutting edge research and enrolled its 800th participant in their research registry. At the same time, clinical drug trials were expanded to include a new class of drug (muscarinic agents) that could further expand the range of pharmaceutical therapies available to people with AD, with fewer negative side effects than previous drug classes have been able to achieve. Among its new outreach efforts, the creation and performance of "Eighth Day of the Week", was well received in the community. This play about the experience of an African American family whose mother has Alzheimer's disease was a unique "icebreaker" to allow the often-taboo subject of Alzheimer's disease in black families to be brought forth and discussed in a culturally sensitive and appropriate setting.
Benjamin Rose Institute: Project BRIDGE

In 1995, the Benjamin Rose Institute literally broke new ground for “Project Bridge” on its property adjacent to Fairhill, designed to be the site for a new skilled nursing facility and other senior living options. BRI’s East Side Community Offices were consolidated and expanded at Fairhill, heralding the arrival of new staff and continued quality of care for elders living at home in the community. As “experts in aging,” BRI co-sponsored the Cleveland-based Summit on Aging, together with other community organizations, which attracted hundreds of participants and led to a consensus of recommendations on how best to address aging issues of the future.

Through grants from the Fox Foundation, Murphy Foundation and Robert Wood Johnson Foundation, Fairhill and BRI’s Adult Day Program renovated outdoor community space for therapeutic use by campus participants. The enclosed outdoor area on the Fairhill campus includes walking, recreational and horticultural areas for client use. Flowers and shrubs were planted, outdoor furniture was donated for the space and intergenerational activities were initiated with children from neighboring schools, caregivers and families.

Key Assumptions:

Older adults have much to offer their friends, families and communities.
A Golden Age for Staying Healthy

Concurrent with the momentum of the 1995 White House Conference on Aging, the Golden Age Centers of Greater Cleveland renewed and expanded its commitment "to provide community-based services which support the independence of older persons" under the Older Americans Act. Built on the "road map" of a strategic plan adopted in 1993, the GAC made Fairhill the central base of operations for its home-delivered meals program, and subsequently added 50 new clients in January and 106 PASSPORT clients between May and December. Through PASSPORT, a state waiver program, participants receive supportive services at home, of which the GAC's home-delivered meals add to sustained independence for these older adults. Also on the Fairhill campus, the GAC worked jointly on a Poetry Project with the Poets League of Greater Cleveland. GAC also participated in collaborative efforts with Fairhill for "Easy-Does-It-Yoga" training, thus enabling all GAC senior centers to offer yoga to its clients. As another leading example of collaboration, the GAC entered into an agreement with the City of Cleveland to jointly open Gunning Park Senior Center on the city's far West Side. Additionally, GAC agreed to operate "Home Base Cleveland," a senior center of First United Methodist Church in Cleveland.
Our Roots

University Hospitals of Cleveland

A new initiative directed by Dr. David Geldmacher, neurologist, is the Memory and Aging Assessment Program (MAAP), housed at the Foley ElderHealth Center at Fairhill. MAAP is a program that screens individuals age 50 or older who have complaints of memory problems. The program determines the best approach to the patient's problem. Dr. Geldmacher states that this new program is a way for patients to receive answers to their memory problems.

Mrs. Arlene Rak provided leadership to the growing geriatric initiatives of University Hospitals, serving as the Director of Elder Health Services. In 1995, two physicians joined the faculty of the Geriatric CARE Center and the staff of the Foley ElderHealth Center Lisa Ann Atkinson, M.D. and Sharon E. Washington, M.D.

Dr. Atkinson completed her M.D. at Marshall University School of Medicine in Huntington, West Virginia, and her internship and residency in Internal Medicine at Ohio State University Hospitals. She completed her Geriatric Medicine Fellowship at Boston University Medical Center in 1993. Dr. Atkinson also completed a Master of Public Health Degree in 1993 from the Boston University School of Public Health with a concentration in Epidemiology and Biostatistics.

Maintaining its leadership as “Cleveland’s premier medical center,” University Hospitals’ Executive Vice President Orry Jacobs was a keynote speaker on managed care at Fairhill’s quarterly gerontology series. Mr. Jacobs presented and explained various managed care models of health care service delivery, highlighted current trends and addressed concerns about managed care.

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.
Nurturing Our Growth

Access To The Arts

Access To The Arts allowed creative and performing arts opportunities for young artists to be showcased in venues where older persons might not otherwise enjoy their talents. Fairhill served as a site for the performances of students involved in the Cleveland International Piano Competition, and for a classical guitarist at the Fairhill Fall Festival. ATTA also brought 366 talent-filled programs such as those to a total of 65 nursing homes, senior centers and retirement communities. In 1995, ATTA became a new tenant on the Fairhill campus and now occupies office space on the first floor of the main building.

BRI Library

The BRI Library continued to serve as a collaborative, comprehensive and multi-media resource for ongoing education and research in gerontology and geriatrics. Through her weekly Sunday column of The Plain Dealer, librarian Karen McNally Bensing provides updates on the latest activities and offerings to elders and their caregivers in the community.

Adult Day Program

During 1995, the Benjamin Rose Institute Adult Day Program diversified its client population to include not only individuals with dementia, but persons with mental health problems, mental retardation and developmental disabilities. It entered into an agreement with the Cuyahoga County Board of MR/DD, and was approved as a partial hospitalization program by the Ohio Department of Mental Health. Such client diversification will include increased parallel programming and enhanced quality care. The BRI Adult Day Program's monthly Caregiver Support Group continues to grow and flourish. Held at the ADP the last Wednesday afternoon of each month and facilitated by the ADP social worker, the group provides caregivers of ADP clients the social and emotional help they need to balance stress, achieve perspective and care for their elderly family members with understanding, compassion and healthy self-affirmation.
Retired and Senior Volunteer Program

In its continuing commitment to foster volunteer opportunities for older persons, the Retired and Senior Volunteer Program of Greater Cleveland, Inc. enrolled seven new agencies from a waiting list of 80+ and increased volunteer placements from 5,616 to over 6,000 persons. RSVP also began the implementation stage of an innovative strategic plan with collaborative funding from the Abington, Bruening and Cleveland Foundations. Additionally, they partnered with Cuyahoga Metropolitan Housing Authority Hope VI Central Vision to bring 10 RSVP tutors into two elementary schools where children from King Kennedy and Outhwaite Estates attend. At its Third Annual Benefit held at the Cleveland Center for Contemporary Art, Congressman Louis Stokes was honored. And of course, volunteers to the Fairhill campus were honored at RSVP's Annual Recognition Luncheon. A joint program for Fairhill/RVP volunteers was presented during National Volunteer Recognition Week.

Interdisciplinary Team Training

In conjunction with University Hospitals Health System, Inc. and Case Western Reserve University, the Western Reserve Geriatric Education Center/Claude D. Pepper Older Americans Independence Center was awarded a planning grant from the Hartford Foundation geared to developing interdisciplinary team training programs/shared learning teams across all health care settings servicing the elderly. WRGEC also continued its collaboration with Fairhill campus organizations to co-sponsor the Gerontology Forum series, focusing on current topics for continuing professional education in gerontology and geriatrics.
Lifetime Enrichment Center
Fairhill's Lifetime Enrichment Center was expanded to offer programs and services such as the 'Art of Healing,' a one-day workshop featuring seminars in tai chi, poetry, music and other creative and healing arts; a Black History celebration with over 100 persons in attendance to celebrate and enjoy the rich cultural heritage that African-Americans have contributed to the nation; and the Fairhill Fall Festival, a community health fair highlighting the best of Fairhill's campus services and those of other community organizations.

Massage Clinic
As part of its expanded offerings, Fairhill opened a massage therapy clinic to provide the therapeutic benefits of relaxation massage for older adults, campus employees and the community-at-large.

Resident Artists
Resident artists Kate Hoffmeyer and Donna Drozd continued to create and enliven the campus with their artistry, although Fairhill bid a fond farewell to Miss Drozd, who moved to the sunny shores of Virginia Beach at year's end.

The Art of Healing
The Arts Studio, Inc. Center for Therapy through the Arts continued to foster the creative spirit of collaboration through its joint presentation with Fairhill of 'The Art of Healing.' The Art Studio also worked cooperatively with support and therapy groups of Benjamin Rose Institute, University Hospitals and the Alzheimer's Association. They hosted the annual Golden Age Hobby Show and a clinical training program for graduate students. The Art Studio continues to offer expressive art therapy, dance, music, movement, art and drama to individuals with special needs in order to foster self-awareness and growth. Additional outreach includes activities at MetroHealth Medical Center, Golden Age Centers, Menorah Park Center for Aging and Gates Mills Club.
Job Fairs

In its ongoing collaboration with the community of service providers, Fairhill was established as a host agency of the AARP Senior Community Service Employment Program, and was the site of job fairs to assist older adults for entry or reentry into the workforce. As a host agency of the AARP program, Fairhill sought to enhance and increase job skills and opportunities for AARP workers placed on campus.

Bridge Clubs

The Cleveland Congress of Bridge Clubs continues to bring the enjoyment of its games and tournaments to hundreds of participants on the Fairhill campus. Comprised of four clubs serving the Greater Cleveland area, the CCBC meets at Fairhill four times weekly and even hosts special games for beginners.

I.D.E.A.S.

Innovative Designs for Environments in an Aging Society, which provides architectural consultation and design expertise for user-friendliness by the elderly, completed negotiations and planning to locate on the Fairhill campus in 1996.
Planting the Seeds

Volunteers

Always an integral part of Fairhill's programs and services, volunteers continued to enhance all aspects of campus operations and contributed many hours of effort and hard work to facilitate programs such as the 'Yes, I Can' exercise group and 'Fairhill Fit Walkers.' They handled bulk mailings, provided hospitality for visitors, staffed the Fairhill Lane shops, and assisted with administrative office work. In May, staff and volunteers from campus organizations, area schools and the neighborhood participated in a Spring Planting Day to beautify and landscape the grounds with perennials and border hedges.

Intergenerational Resource Center

As part of the Lifetime Enrichment offerings, the Intergenerational Resource Center shared in many accomplishments, including the facilitation of monthly meetings with the Intergenerational Advisory Team comprised of 21 members of the community interested in preserving the integrity of the IRC and providing guidance to its director. Fairhill has also hosted a grant writing group that includes the IRC, the Cuyahoga County Community Office on Aging, Garden Valley Neighborhood House, Helen S. Brown Senior Center, and the Mental Development Center at Case Western Reserve University. This group has met monthly since October and is in the process of drafting a proposal to fund respite services, education, advocacy and referral for grandparent caregivers.

Partner Organizations: BRI and U.H.H.S.

Fairhill's physical and organizational climate was enhanced by the expanded occupancy of its partner organizations - University Hospitals Health System and the Benjamin Rose Institute. Fairhill also moved its administrative offices to a newly renovated wing of the main building. In keeping with the development of Fairhill's Campus Master Plan, construction for the first phase of a new conference area was implemented. The new Fourth Floor Conference Area will be developed not only to promote continued collaboration among campus organizations, but also to serve the Greater Cleveland community need for prime meeting space. Plans to implement food service at Fairhill also were initiated.
Intergenerational Gardening Project

The IRC and the Cleveland Botanical Garden laid the groundwork for planning an intergenerational gardening project to involve neighboring schools and elders. This program will meet weekly from spring to fall during the growing season and is designed to nurture relationships between the young and old, as well as fruits of the soil.

Grandparent Caregivers

The IRC continued monthly meetings of a support group for grandparents raising their grandchildren, which has fostered the development of interpersonal caring relationships among its participants. Field trips to The Achievement Center for Children and the Rap Art Center have proved beneficial. As advocates for those who are in the same situation, several of the grandparent caregivers have presented to community groups during the year, in addition to writing letters to Congress to support pertinent legislation.

“Intergenerational Connections”

The IRC initiated “Intergenerational Connections,” a quarterly newsletter mailed to over 1,000 recipients in the state of Ohio featuring news of intergenerational issues throughout the state.

“Hello, Grandpa!”

A telephone chat line, “Grandma, Please” linking homebound elders and elementary school children started in 1995 and has been expanding both in calls and volunteers since its inception. The program involves 21 schools, 24 trained senior volunteers, five volunteer operators, and three supervisors. Calls in 1995 totalled 1,695 and 1,419 as of April 12, 1996. Schools and retirement centers are standing in line to become part of the program.
Fostering New Growth

Friends of Fairhill

Since Fairhill’s inception in 1988, what originally started as focus groups to create the Lifetime Enrichment Center evolved to a council of elders interested in and committed to the mission and vision of Fairhill. In November 1995, the Friends of Fairhill was formally launched as a membership organization to promote the many programs and services of Fairhill, and to lend a voice in its future development. The first Executive Council of the Friends of Fairhill includes board members, campus participants, representatives of campus organizations, community and civic leaders. At its official inaugural luncheon, 170 charter members led the initial membership which has since doubled and is still growing.

As the Friends of Fairhill launched its membership at the end of 1995, the new Executive Council met immediately after the Inaugural Luncheon to start planning for the new year.

Featured above are: (front row) Josephine Dzupek; Judith VanKleef; Elsie Day; Carolyn Caldwell, Associate Director of Golden Age Centers of Greater Cleveland; (middle row) Sarah Livingston; Louise Crane; Rollin Davis; Virginia Becker; Phyllis White; (back row) Vincent Francioli; Erlyne Davis-Darant; Condelia Spencer; Lynn Widland, Coordinator of Cuyahoga County Office on Aging; Fairhill Board Member Chester Gray; Convention Editor Chris King; Fairhill Program Committee Chair Howard Brun.
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In addition to the above, the 1995 Fairhill Development Council includes the following:

Fairhill Development Council
Sally Griswold
Joseph P. Keithley
Frances M. King
Anne Ort-Hansen
Gail Schlang
David H. Wainshawskey

Executive Director
Stephanie J. FallCreek, D.S.W.

Associate Director
Robert J. Sleist, R.N., M.S.

Our Vision:

Fairhill Center for Aging will be a national model of comprehensive services and creative opportunities for older adults and caregivers offered from a campus of collaborative yet independent providers.
Fairhill strives for self-sufficiency, and recognizes that serving vulnerable people 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.

1995 Financial information

**Revenue**

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<td>Leases</td>
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<td>Fees, Other</td>
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**Expenditures**

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Change in Cash $60,420

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<td>Other current assets</td>
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<td>Property and equipment</td>
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<td>Less: Accumulated depreciation</td>
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<td><strong>Total Assets</strong></td>
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**Liabilities and net assets**

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Fairhill Center for Aging is a not-for-profit corporation under section 501(c)(3) of the Internal Revenue Code and depends significantly upon gifts, grants, and contributions.

Information presented has been extracted from financial statements audited by Ernst & Young, LLP. Copies are available in the office of the Executive Director at 12203 Fairhill Road, Cleveland, Ohio.

*Includes generous contributions from The Benjamin Rose Institute and University Hospitals Health System, Inc., as well as individual gifts and grants.
In Appreciation of Our Supporters

Fairhill wishes to express its continuing appreciation for financial and in-kind support, provided by:

The Benjamin Rose Institute and University Hospitals Health System, Inc. and to the following individuals, corporations and foundations.

Fairhill's many volunteers provided untold and extremely valuable service, as well as their 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.

Harland and Marjorie Alexander
Americitech Foundation
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and Jerry Tillman
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Elizabeth Torkos
Robert and Margaret Toris
Sister Elizabeth Troha, O.S.U.
Judith van Kleef
Jentette Ventur
Nancy Wadsworth
Kenneth C. Wald, Jr.
Betty Walker
David and Lee Wardlaw
Ruth M. Watson
Lynn A. Welch
Ruth Williams
Mr. and Mrs. Luke Yerger
Carol T. Zanlys

*Includes 1995 Friends of Fairhill Charter members
Many activities, organizations and services are located on campus, including:

**Adult Day Care**
The Benjamin Rose Institute Day Program ........................................... 791-8061
Maple Heights Adult Training Center ............................................. 229-2563

**Architectural Consultation/Design**

**Arts Therapy**
Access To The Arts (ATTA) .................................................. 231-6500
Art Studio, Inc. Center for Therapy Through The Arts ...................... 791-9363

**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 .................................. 844-7300
Geriatric CARE Center of University Hospitals and
Case Western Reserve University School of Medicine .................... 844-7246

**Lifetime Enrichment of Fairhill Center for Aging**
AARP Host Agency Services .................................................. 421-1350
Cherstnus and Readables—Resale Collectibles .............................. 421-1350
Cleveland Public Library Mini-Branch ........................................ 421-1350
Fitness Is For Every Body Center ............................................ 421-1350
Gift Box .................................................................................. 421-1350
Intergenerational Resource Center (IRC) ..................................... 421-1350
Lifetime Enrichment Center Programs and Activities ...................... 421-1350
Massage Clinic ........................................................................ 421-1350
Retired and Senior Volunteer Program (RSVP) ................................. 721-5030 or 721-5065

**Living-At-Home/Community-Based Programs**
The Benjamin Rose Institute—Fairhill Community Office .............. 791-0600
Golden Age Centers of Greater Cleveland ................................ 231-6500

**Resource Centers** (Also see ‘Self-Help Programs’ and ‘Lifetime Enrichment - IRC’)
The Benjamin Rose Institute—Gerontological Library 231-7230

**Self-Help/Support Programs**
Alzheimer’s Association .......................................................... 721-8457 or 1-800-999-8457

**Conference Services**
Fairhill Center for Aging ...................................................... 421-1350

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

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**Fairhill Center for Aging**
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