



Get **Connected** to
Successful Aging at



Fairhill Center

**Participate.
Volunteer.
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2004 Annual Report

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Founded in 1988 as a collaborative adventure, Fairhill is Greater Cleveland's unique multi-tenant nonprofit campus dedicated to successful aging. The campus is 'home' to more than 25 organizations that share an interest in older persons, intergenerational relationships and community development.

Fairhill welcomes thousands of participants every month. The diverse array of programs offered by the resident campus organizations cover an impressive range of needs - including primary health care, home-delivered meals, art therapy, employment assistance and an intergenerational charter school.

Fairhill's mission - connecting people, organizations and choices to foster successful aging - is fulfilled through the Fairhill Care & Caregiving services, Wellness & Wisdom programs and the opportunities offered by the collaborative campus environment. We thrive through the contributions of time and talent by dedicated volunteers and the efforts of an excellent and committed paid staff.



Dear Friends and Colleagues:

2004 was a good year for those who believe in Fairhill's mission: to connect people, organizations, and choices to foster successful aging. It was also a challenging year.

We met that challenge with increased lease receipts, improved annual fund results and carefully controlled expenses. We were blessed with a generous bequest from the Marjorie Beyers estate that made it possible to "close the gap" between revenue and expense.

At the same time, our diverse Care & Caregiving and Wellness & Wisdom services grew or remained stable – in terms of the number of individuals served and the significance and quality of the programs offered. Fairhill's collaborative spirit was nourished by many organizational partners, but especially with the City of Cleveland Department on Aging, Retired and Senior Volunteer Program, and the Cuyahoga County Department of Senior and Adult Services. The Senior Guest House opened in June 2004 and is serving temporarily homeless older adults who need a place to live while arrangements are made for them to return to their previous home or a new residential setting. Partnering with the Greater Cleveland Access to Benefits Coalition enabled us to reach out to thousands of low income Greater Clevelanders and help them enroll in a transitional prescription drug savings program which was worth as much as \$1,200 per person.

Our volunteer corps remains outstanding, more than 150 service minded individuals – working without salary or wages - are a part of Fairhill's staff team. Without these volunteers, such as members of the Board of Directors, computer learning center tutors and instructors, What's Next! facilitators, telephone reassurance resource persons, administrative support personnel, and "done in a day" facility and grounds clean up crews, we would not have been able to achieve our results.

To advance our mission and meet real community need in Greater Cleveland, we always will need to operate the Collaborative Campus cost effectively. We also will continue to depend on community philanthropy – individual, corporate, and foundation based – in order to serve those who are unable to pay the full cost of the services they need and the programs in which they participate. With the support of the community, Fairhill's unique multi-tenant nonprofit campus continues to thrive and looks forward to the future.

James C. Wallace - Chairperson

Stephanie J. FallCreek, DSW - Executive Director

A

Senior Guest House

became a home in 2004. The City of Cleveland Department of Aging and the Cuyahoga County Department Senior & Adult Services - aware that temporarily needy older adults did not have an appropriate place to



stay - partnered with Fairhill to create a solution. A townhouse on the Fairhill Center campus would serve as guest house and home, with up to six beds available at any one time.

Guests – who can be survivors of fire or overwhelmed by short-term financial or physical problems, but must be over 60 years old – come for a maximum stay of 90 days. The guest house concept is at work in only 12 states, and Fairhill is the first in Ohio. It satisfies the guest's need for privacy – exclusive use of a bedroom is much appreciated – combined with the social interaction of communal food services, kitchen and living areas. The only real friction reported arises in choosing TV channels!

Act One for the Guest House, started two years ago, was the physical rehabilitation of the townhouse. In 2004, the finishing homey touches were put on the building - paint and other decorating materials had to be scrounged, and furnishings donated. 73 volunteers worked hard to get the house ready for opening day. On June 1, 2004, the attractive, comfortable facility welcomed the first guest.

Mary McNamara, Director of Care and Caregiving at Fairhill, says: "As we reach out to people who might otherwise fall through the cracks, we are learning exactly what mix of services is needed. We started with 24 hours staffing but, the first months of 2004 taught us that with such self-sufficient older adults, we don't need long hours. We have gone to a six-hour day, with someone senior on call off-site as backup." McNamara added: "Our emphasis has shifted from start-up to outreach. We have fairly narrow parameters for guests, so putting out advertising to all-comers is not practical. With our partners at The City of Cleveland Department of Aging and Cuyahoga County Senior & Adult Services, we are reaching out to the police force, hospital social workers and other professionals to make sure we jointly communicate that we have this resource for older adults in our community."

So many people invested in the Senior Guest House. Edna Starr, Fairhill volunteer and retired TRW executive secretary, took on the daily battle of getting the House ready for guests. The Fairhill team deeply mourned Edna's loss in December - but Mary McNamara had a moment of fulfillment for the whole team one morning when her cell phone woke her at 3:00am. "Could an older adult, who had just survived a fire that killed nine others, be accepted by the Senior Guest House?" He could. Mary arranged the transfer. Effective, timely, emergency action for a Cleveland senior in need – a tribute to everyone who made this house a home.

2004 Operations funded by Sisters of Charity Foundation, The McGregor Foundation, Wean Foundation, City of Cleveland Department of Aging, Cuyahoga County Department of Senior & Adult Services & the Fairhill Annual Fund.



Renovation on the **Fairhill Auditorium** was completed in 2004. The improved acoustics – generated by a lowered ceiling and new carpeting – new paint, better lighting, new stage and more comfortable seating for up to 200 people have meant that rentals by community organizations have grown by over 10%.

Michael Gathercole, Fairhill's Associate Director, sums up the change as “shifting from an under-used gym to a room attractive enough to generate rentals as a party room or venue for small conferences.”

Heaviest users are the 25 organizations that call Fairhill home. Every day up to 50 members of the Yes I Can! exercise group meet and coach each other to healthier living. Twice a week in poor weather, students of the Intergenerational School also exercise in the auditorium. But exercise is not the only ongoing activity; every Wednesday and Saturday campus organization Insight 2 Visions sponsors an entrepreneurship class – exercise for the mind if not the body!

While many Fairhill staff, volunteers and campus partners have a soft spot for the annual Kinship Holiday Party, an event that gives all involved an opportunity to give and receive, Nancy MacFarlane, room rental manager, has her favorite auditorium moment. “A Fairhill visitor – client of several of the campus organization – had a particularly hard year – deaths of both parents, and the onset of cancer. She decided to counter fate with a huge 40th birthday party and chose the auditorium as the place to give it. Her private celebration ...and our Auditorium made it possible!”



**Renovation funded by The McGregor Foundation,
& the Fairhill Annual Fund.**



Greater Cleveland Access to Benefits Coalition (GCABC) is the Cleveland-area chapter of a national effort to ensure eligible people get financial support for medication they are entitled to under Medicare. The Coalition is led by the City of Cleveland Department of Aging; Western Reserve Area Agency on Aging; Benjamin Rose; MetroHealth Advantage; RSVP; and Fairhill Center.

In total, 42 local agencies pledged to work together to enroll 4,500 low income Medicare beneficiaries in prescription savings programs. This will bring over \$3 million in real savings to both recipients and as a boost to our local Cleveland economy by the end of December 2005.

“And we are right on target!” explained Stacey Rokoff, Director of Fairhill’s School for Caregivers. “As a team we enrolled 2,500 people in 2004 – which was so important because those individuals got the maximum credit of \$1,200!” Stacey and Mary McNamara, Director of Care and Caregiving at Fairhill, are partners representing and supporting Fairhill’s major role as the coalition’s implementation partner. “The enrollment process is so complicated by choices – 1,450 medicines and 340 programs - so each applicant needs a lot of screening and personal assistance. Often caregivers and individuals may know about the program, but lack the energy or ability to enroll themselves or dependents without the help we give.”

This Cleveland partnership used every kind of screening tool and process – roving screenings conducted in enrollment sessions of 8-15 people, individual one-on-one call-back telephone interviews through Fairhill Center, a 9 to 5 call center at Benjamin Rose, and on-gong on-site enrollment at Metro Hospital.

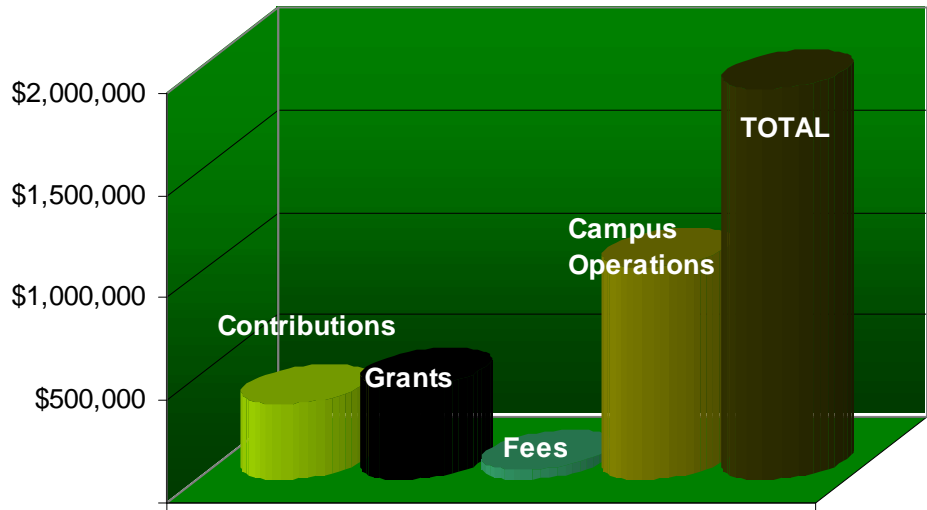
Mary and Stacey partnered with RSVP to train over 37 volunteers to be proficient for one-on-one enrollment sessions, and conducted train the trainer sessions for staff and partners of the 42 partner organizations to further support the outreach effort. The collaborative team was creative – partnerships with WKYC channel 3 for a phone bank and call-a-thon; mailings through utility companies and with publications delivered by the City of Cleveland Department of Aging; and some basic advertising on local buses.

All of these efforts made Cleveland the most productive of the state collaboratives. Jim Firman, Chair of the *National* Access to Benefits Coalition said, “The efforts of the Greater Cleveland Access to Benefits Coalition have been exemplary. Many of our 57 local partners nationwide have benefited from the innovative and effective outreach strategies this coalition has developed.” What a team!

Activities funded by a collaborative effort from The Cleveland Foundation, Sisters of Charity Foundation, the Mt. Sinai Health Care Foundation, and the Lorain Community Foundation.

Financial Summary

Fairhill Center is a nonprofit corporation recognized under Section 501(c)(3) of the Internal Revenue Code. Fairhill depends on gifts, grants and contributions as a critical source of funding for its programs and services.

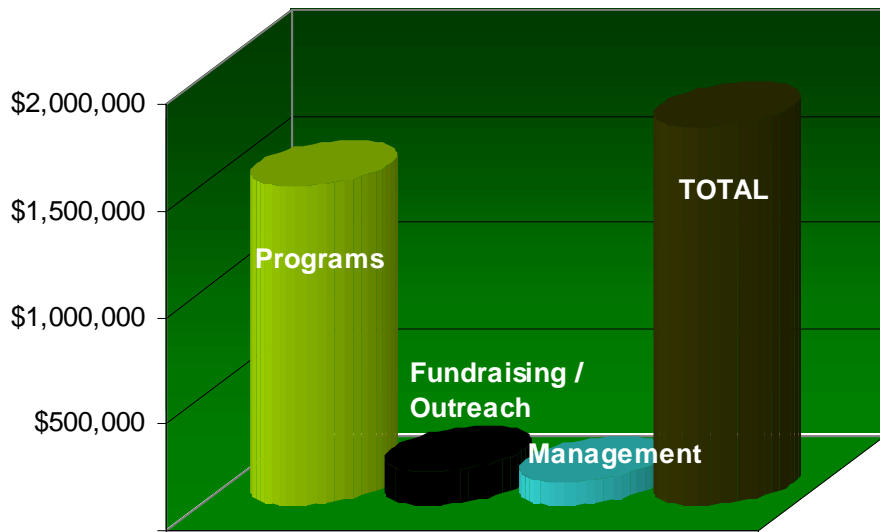


INCOME

*For the first time since Fairhill was founded in 1987, no financial assistance was provided by Benjamin Rose and University Hospital Health System, Inc.

Contributions / Annual Fund*	\$ 369,468	19%
Restricted Grants	\$ 454,325	24%
Program Fees	\$ 48,896	3%
Campus Operations	\$ 1,037,950	54%
TOTAL	\$ 1,910,639	100%

The Wortzman Company, certified public accountants, audited Fairhill Center's financial statements. Copies are available in the office of the Executive Director, Fairhill Center, 12200 Fairhill Road, Cleveland, OH 44120-1013



EXPENSES

Programs	\$ 1,505,102	85%
Fundraising / Outreach	\$ 162,396	9%
Management	\$ 113,544	6%
TOTAL	\$ 1,781,042	100%

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. . . and many other organizations and individuals that rent space at Fairhill for meetings, worship, celebration etc.

This Annual Report is produced and printed at Fairhill by the Fairhill Marketing and Development Team.

Adaora Nzeliibe Schmiedl, Editor /Graphic Design

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