

# NJFA 2007 IN REVIEW

*NJFA works to improve and expand new and innovative approaches to the delivery of services that enable older adults to live in the community with independence and dignity through grantmaking and increasing society's awareness to influence public policy.*

Ten years into the mission, we'd like to share with you a look back at the past year and keep an eye toward where we're headed for 2008 and beyond.



# NJFA 10 YEARS of Grantmaking and Services to Benefit Seniors

The New Jersey Foundation for Aging (NJFA) was established in 1998 to create ongoing financial support for aging services in New Jersey. Its mission is to improve and expand innovative approaches in the delivery of services that enable older adults to live in the community with independence and dignity.

The Foundation is unique because it is the only state-wide planned effort in the nation established to: Engage private philanthropic and corporate leadership as well private citizens in addressing the needs of older adults in New Jersey; Establish grantmaking procedures to support innovative, priority programs that complement public supported services; Raise the political and societal will to advance civic engagement necessary for active aging.

As background, the Foundation grew out of the Area Agency on Aging (AAA) Network which recognized the need to address the changing demographics of aging with a change in strategy and development of services to match. The Foundation's founding trustees were established leaders in the local, state and national aging networks. The trustees have represented New Jersey at several White House Conferences on Aging and served on the Governor's Commission on Aging. Their leadership has provided the vision and the impetus for the great strides the Foundation has made in a short period of time. The more recently appointed Trustees represent a broad area of expertise, including the knowledge of corporate culture, financial management and medical research.

Since its genesis, the Foundation has stimulated conversation, stakeholder forums and policy work on hard hitting issues, such as the older driver and road safety, caregiver needs, medical transportation and employment for the mature worker.

## UPDATE ON 2007 ACTIVITIES

### COMMUNITY GRANT PROGRAM

#### 2006 GRANT AWARDS (2007 GRANTEES)

#### TOTAL GRANT MONIES AWARDED: \$28,000

These grants are made – to create or enhance innovation in services for older persons in local communities and encourage sustainability through public-private partnerships.

**Jewish Renaissance Medical Center (\$10,000):** The funding was used to support the Perth Amboy Center for the Elderly (PACE) which is housed within the Wesley T. Hansen Apartments. This grant is to enhance access to primary care for the impoverished elderly, with a particular focus in better serving the number of Latino seniors.

**Paterson YMCA's "Active Adult Fitness Program" (\$10,000):** The grant monies were used for a unique partnership between the Housing Authority, the YMCA and transportation. In addition to education classes on site at the housing location, a set number of Y memberships were to be dedicated to residents of public housing so they could use the Y facilities. The "Active Adult Fitness Program" reaches out to seniors, and provides them with the opportunity to exercise without having to leave their public housing development. "Active Adult Fitness Program" offers weekly fitness, training and nutritional classes to seniors.

**Princeton Senior Resource Center (PSRC) "Engaged Retirement" Program (\$5,000):** The funding was used to help "re-image" retirement to include active and mean-

ingful involvement/engagement in both employment and community volunteering. The Program will connect new retirees to meaningful community service and employment opportunities by enhancing volunteer linkage programs and through educational programs for young seniors, the community and employers.

**Westfield Area YMCA's "Across The Decades" Intergenerational Program (\$3,000):** The funding was used to promote active interaction between children and senior citizens. Seniors will assist children with home

Society on Aging of NJ (SANJ), focusing on civic engagement and opportunities for seniors and boomers.

### COLLABORATIVE INITIATIVES

During 2007 the Foundation partnered with the Princeton Area Community Foundation for a project that explored "Engaging Older Adults for Civic Good in Mercer County". The project, supported by a grant from the Atlantic Philanthropies, produced a demographic snapshot of older adults over 60 years of age in Mercer County, their level of engagement and barriers to



work, act as mentors and share their experiences and talents in small groups. Children will work with seniors in the computer lab to teach them new technology skills and to work on cooperative genealogy projects.

### PROFESSIONAL EDUCATION

The Foundation hosted its annual conference in June 2007. Key speakers addressed the topic of The New Face of 60 in New Jersey. Dr. Tom Perls from Boston Medical School joined NJ leading geriatricians, including Dr. Tom Cavalieri, to discuss the health and wellness lessons from his work with centenarians. Dr. Robert Like discussed issues related to cross-cultural health, Dr. John Heath discussed the priorities for change with our communities to promote maximum wellness; and Dr. Roger Fielding presented the role of exercise and physical activity. More than 220 participants attended breakout sessions on healthy environments; municipal-sponsored programs; nutrition and healthy food choices; and brain health. Hosting partners for the conference included the NJ Department of Health and Senior Services, Rutgers University Cooperative Extension, the NJ Association of Area Agencies on Aging, the Mayors Wellness Campaign and the NJ State League of Municipalities. The Foundation also co-sponsored a fall conference with the

same. A selected resource list was also produced in the Project Report. One important output of the Study was the need to prioritize connecting older adults to the appropriate civic resource. More than 50 organizations and stakeholders were involved in the process. The Foundation's Executive Director delivered the keynote speech at the Public Issues Summit (sponsored by this project with PACF) which was held at the College of New Jersey in February 2007.

The Foundation continued to work with the Aging Affinity Group of the Council of NJ Grantmakers. This is a group of funders who regularly commit funds, technical assistance and other resources to programs that address the needs of NJ seniors. The Foundation convened the Affinity Group in partnership with the Healthcare Foundation of New Jersey. The Affinity Group has been discussing collaboration in giving to affect health and wellness of older persons and a growing interest in an age inclusive approach to address issues in local communities. The Foundation has reached out to several new 'conversion' foundations resulting from the sale of nursing homes or hospitals. Brian Duke also wrote an article published in the Council of NJ Grantmakers' Newsletter (on the value of collaboration in philanthropic activity).

The Foundation collaborated with the NJ Association

of Area Agencies on Aging (NJ4A) to host the June 2007 conference. In September 2007, the Executive Director provided an extensive update to NJ4A's membership regarding the Foundation and mutual interests.

Working with the Alan M. Voorhees Transportation Center at the Bloustein School, the Foundation reconvened the Senior Safe Mobility Implementation Committee in June 2007. Attendees recognize this forum as one of the only opportunities to connect with key stakeholders to discuss the important issue of transportation and mobility for the older citizens of New Jersey.



*Tom Perls interviews centenarians at the 2007 NJFA Annual Conference.*

The forum included a public education program that was first used in Missouri to raise the visibility of community alternative transportation programs.

The Foundation brokered communications between NJ DOT, the Greater Mercer TMA and the Independent



*NJFA President, Rosemarie Doremus (right) with Mary Thompson of Hunterdon County.*

Transportation Network (ITN) to maintain and replicate the ITN America model. The strengths of the volunteerbased transportation system were recognized and a new model 'RideProvide' was launched without service interruption.

The Foundation joined the NJ State Senior Art Show by saluting senior artists in September 2007. More than 160 professional and amateur artists participated from across the state. This is a wonderful opportunity to showcase senior artists and their abounding talent. You can see a two-page pictorial account of the event and a colorful array of the artists' work on pages 8 and 9.

### **PUBLIC AWARENESS**

The Foundation maintains a website that received more than 144,000 hits in 2007. The website page includes information on aging issues, resources and lists of events. Six issues of Renaissance Magazine were produced in 2007, reaching more than 100,000 readers in 14 counties in New Jersey. Lead articles focused on emotional, nutritional, physical, and mental wellness and/or health topics. Renaissance provides this information in a format that is not only educational but also enjoyable for the reader. Through satisfaction surveys readers have expressed their appreciation for the local focus of the magazine, the objectivity of the articles and the variety of topics covered.

### **FUNDRAISING**

The Foundation relies on donor support to advance a core element of the organization which is to support innovative programs that enable older adults to live in the community with independence and dignity.



In 2007 the Foundation participated in a series of workshops organized by Partners in Philanthropy (PIP). The board and staff attended several sessions regarding board development, organizational infrastructure and fund development. This work is strengthened further by a consultancy PIP awarded to the Foundation. Through this effort the case statement and key tools for educating potential donors have been revised and updated.

The tools will be unveiled in 2008 and will include a direct mail solicitation targeted to *Renaissance* Magazine readers and donors who have supported the Foundation over the years.

Relationships continue to grow with institutional and family foundation donors. Significant gifts have been forthcoming from The Robert Wood Johnson Foundation, Johnson and Johnson Company, The Fannie and Morris Sklaw Foundation, The Theresa and Thomas Berry Foundation and the Silver Century Foundation. The Board, Senior Executive Council members and private donors provided a strong response to the annual fall appeal for financial support.

Development plans for 2008 include working with PIP for a direct mail appeal, development of new contacts with institutional/corporate donors and outreach to newly established family foundations. This outreach effort is the highest priority as it enables the Foundation to delve into policy work, to provide professional education and grants in order to support innovative community programming.

In 2007, Brian Duke served at the Executive Director and guided the work and the accomplishments of the year. Brian left in November to serve in the directorship position at the Bucks County Area Agency on Aging. Through his leadership, the Foundation's mission and networking efforts for relationship building were successfully advanced as designated in the Strategic Plan.

## NEW JERSEY FOUNDATION FOR AGING LEADERSHIP 2007

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## Highlight/Overview of 2007 Renaissance Articles

In a January 2007 article entitled *The Hide & Seek of Happiness*, noted author, psychologist and speaker, Dr. Dan Gottlieb discusses the "falsities" and "myths/generalizations" about what we think happiness really is; and ultimately says that "happiness is in how well we love others."



*A Guide to Taking Care of Yourself*, authored by the Family Caregiver Alliance in the April/ May 2007 issue, acknowledges that "the easiest thing for someone to say and the hardest thing to accept is the advice to take care of yourself as a care-giver." The article reaffirms the importance of taking the necessary time, and the appropriate steps to being a healthy caregiver.



In her June/July 2007 article, *Eating Healthy as We Age*, Dr. Karen Ensle explains to readers that although "eating for health can be a challenge as we experience many body changes, eating well is also one factor that is important to staying mentally sharp, emotionally balanced, and energetic." Dr. Ensle reminds readers of the benefits of striving for a healthy diet.



Osteoporosis is a condition that affects 44 million Americans. Most importantly though is the fact that early prevention and treatment can make a big difference. In her August/September 2007 article, *Help Yourself to Healthy Bones*, Sharon P. Blase, MA, CFCS not only outlines potential risk factors attributable to osteoporosis, but she also shares tips and suggestions for prevention.



## THE PARISH NURSE PROGRAM

# Encourages Confidence



One of the functions of the Parish Nurse Program at Cape Regional Medical Center is to facilitate health screenings in the faith communities of Cape May County. Volunteer parish nurses conduct screenings for high blood pressure, high cholesterol, high blood sugar and risk of fractures and have the advantage of seeing their congregants on a regular basis for follow-up and education.

Taking advantage of screening and monitoring, keeping your blood pressure under control, following your physician's advice for medications, diet and exercise and participating in health education programs can change risk factors for heart disease. Parish nurses

partner with congregants to help them maintain a healthy weight, get and stay active and watch their diet.

One example of a lifestyle change was with a woman living with osteoporosis who was also taking medications for high blood pressure and a high cholesterol level. She attended Project Healthy Bones, a weekly education and exercise class, for two years. She reduced her cholesterol level to normal and per her doctor's orders was able to stop taking her blood pressure medication. The education about and compliance with a healthy diet along with an exercise program made a definite improvement in her lifestyle. Best of all - she feels so much better and has more confidence in her ability to manage her chronic conditions.

## SWAT - THE SENIOR WELLNESS ACTION TEAM

# Helps to Promote Lasting Vitality

The Senior Wellness Action Team (SWAT), is a successful senior citizens community outreach program, currently serving 36 sites within Essex and Union counties. It is located in and supported by the Center for Geriatric Health Care at Newark Beth Israel Medical Center, an affiliate of the Saint Barnabas Health Care System.

SWAT's vision is improving the quality of life for low income senior citizens by empowering them to maintain good health, decrease acute illnesses and manage chronic illnesses. This goal is accomplished by educational programs and screenings, focusing on the importance and benefits of engaging in proactive health prevention and wellness activities.



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**The NJFA supports policy and program development related to the older persons of today and envisions ways to assist and engage the baby boomers who are tomorrow's seniors.**

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**INTERFAITH CAREGIVERS**

# Fosters Caring

Interfaith Caregivers of Trenton (ICT) is a coalition of 25 member congregations and AARP dedicated to promoting the independence and dignity of homebound elderly and people with disabilities by matching them with volunteers who assist with the tasks of everyday life.

ICT provides non-medical services beyond the scope of most home health agencies and social service providers but are nonetheless critical to maintain-

ing community living. ICT programs offer transportation services for shopping and errands, friendly visiting,

clerical assistance, chore services, repairs, short-term Respite, and Telephone Reassurance.



**AMERICA-NEW HOME PROGRAM**

# Promotes Life-Long Learning



NJFA funding provided English as a Second Language (ESL) and fostered cultural exchange activities for new immigrant seniors in Middlesex County.

**INTERFAITH HEALTH AND SUPPORT SERVICES IN OCEAN COUNTY**

# Maintains Health

The most requested of Interfaith Health and Support Service's nine volunteer services is transportation. When you can no longer drive, finding a way to get to a doctor's office can be a major task.

As the population advances in years, most desire to "age in place." Providing non-emergent medical trans-

portation for those in need allows them to receive preventative health-care they would otherwise not have access to. We may all grow old, hopefully we will do it gracefully and remain in good health. The interaction of volunteer and care receiver seems to fulfill the Proverb, "A merry heart doeth good like a medicine."

# Your Support Matters

The Foundation is reaching out to private residents for support, as well as to corporate and philanthropic leaders of New Jersey to partner on these issues. The Foundation recognizes that we are all stakeholders and future beneficiaries.

The Foundation works to widen awareness through meetings, press releases, reports, conferences and other public forums, through grantmaking we are addressing local needs through direct services, we are challenging

current limits and perceptions through our policy work. The Foundation will continue to serve as a catalyst for local partnerships providing or expanding innovative services which enable persons to age well in their communities.

As a state-wide public charity, the Foundation will look for support from donors to build upon its successes as a convener of partnerships to effect change, and as a service provider through the community grant program.

**PLEASE FILL OUT THE FORM BELOW.** Your generous tax deductible contribution is appreciated and will support innovative programs for older persons throughout New Jersey. Please help us continue this important work.

**Mail the form along with your contribution to: New Jersey Foundation for Aging, 176 West State Street, Trenton, NJ 08608.**

- I would like to make a gift of:
- \$ 25    \$50    \$100    \$250
- Other \$ \_\_\_\_\_
- I would like this gift to be in memory of:

Relation: \_\_\_\_\_

- I would like my gift to be anonymous.
  - Please contact me to discuss other giving opportunities.
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**The New Jersey Foundation for Aging is a tax deductible charity.  
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# 2007 SENIOR ART SHOW





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