

Elders in Action is powered by the experience of more than 150 volunteers, who work to solve problems, tackle important issues and help businesses and communities better serve the older customer. We believe the quality of life should never depend on age and welcome the talent and wisdom that older adults can provide to make communities in Clackamas, Multnomah, and Washington Counties more livable for all.



Visionary Volunteers take on **visionPDX** Project



Elders in Action was excited to be one of twenty-nine agencies selected to participate in Mayor Potter's **visionPDX** project. Our 23 visionary volunteers reached out to 580 area seniors about the **visionPDX** project. We also developed supplemental survey questions designed specifically for seniors living in Portland that focused on issues such as transportation, affordable housing, volunteer opportunities and neighborhood livability. Elders in Action will use this data as an effective tool in helping Portland and other communities prepare for the growing aging population and use the talent and wisdom of older adults in the process.

Pedestrian safety was an important concern for older adults and the Portland Department of Transportation has worked to create "Safe Routes for Seniors" and started a three wheeled reclining bike program to introduce people to this comfortable and easy way to exercise and navigate area neighborhoods.



Elders in Action—a private non-profit—
Mission: *To assure a vibrant community through the active involvement of older adults.*

We've moved!



Elders in Action
1411 SW Morrison St Suite 290
Portland OR 97205
(503) 235-5474 - www.eldersinaction.org
info@eldersinaction.org

BOARD OF DIRECTORS

Tom Daniels-President

OswegoCrest Financial Group, LLC

Dick Feeney-Vice President

Retired/Tri-Met

Ron Garcia-Treasurer

The Realty Network/GMAC

Margo Bryant-Secretary

Portland General Electric

George L. Benson-Past President

Retired/Superintendent-Centennial

School District

Jay C. Bloom-

CEO, Bloom Anew

Ruth Currie-

Retired Clinical Social

Worker

Anne Furniss-

Attorney, Furniss, Shearer et al

Peggi Hawes-

Wells Fargo

Robert Mandelson-

Mediation Consultant

Bob Nelson-

Retired/Attorney

Cheri Stuller- *MS Society*

Vicki Hersen-

Executive Director

From our President:

"I am honored to be the President of Elders in Action. It was the overwhelming support and active involvement of so many volunteers that initially caught my attention and has continued to impress me. So many folks from varied backgrounds who are willing to give so much of themselves to help others. The mission of the organization itself is very encompassing. With so many people in our country moving into a new season of life, it is critical that we have support systems like Elders in Action. The Staff's dedication is unbelievable, everyone involved is genuinely interested in making a difference in people's lives."



Tom Daniels, President

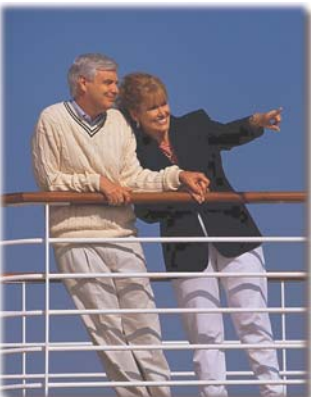
...and Executive Director

This past year has been one of many changes and opportunities. In 2006, the first Baby Boomers started turning 60 at a rate of 8,000 a day. Elders in Action continues to harness the talent and wisdom of older adults who are looking for active and meaningful ways to make a difference in their community. Our 150 volunteers provide programs and services, not available elsewhere else in Oregon, to thousands of residents in Clackamas, Multnomah, and Washington Counties.



Vicki Hersen, Executive Director

We are thankful for the generous support from individuals, corporations, public, and private grantors. As you read a brief glimpse of our work in this Annual Report, I hope you will be enticed to get to know us better. I invite you to meet our talented and dedicated staff and learn about the many ways in which you can get involved. I hope you join our vibrant agency and help us ensure the quality of life never depends on age.



Win 2 Tickets on a 7-Day Cruise

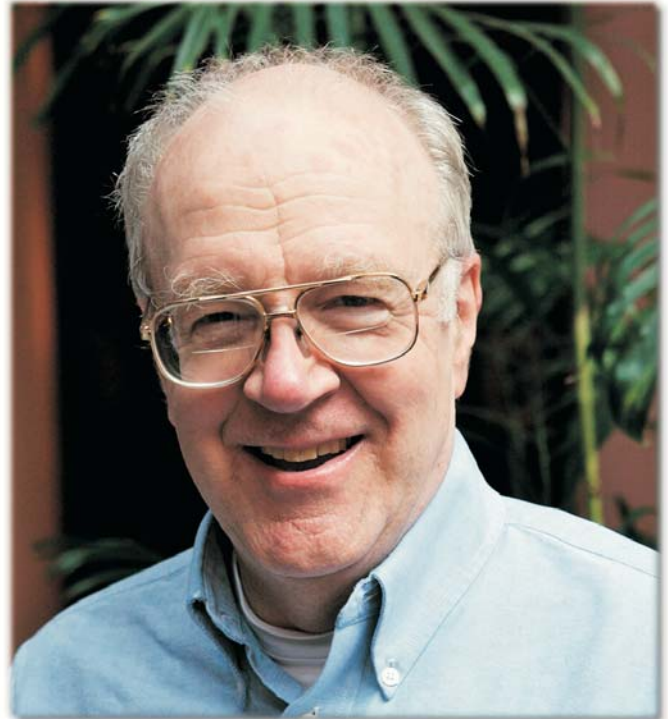
Your choice: Mexico, Alaska, or the Caribbean

Defeat the rainy day blues. Buy a chance to win 2 tickets on a 7-Day Cruise. Drawing April 26, 2007, at Timeless Treasures at the Oregon Zoo at 6:30 PM. Tickets up-gradable and transferable on Holland America Cruise Lines. \$10 per raffle ticket Only 1,000 tickets will be sold. Proceeds support Elders in Action volunteer programs. Need not be present to win.

Elders in Action volunteers benefit thousands of people each year - Will Fuller volunteers because “it feels good.”

Will Fuller has been a powerful voice for Elders in Action since March 2005. Will began working in the Personal Advocate Program and then became an Elder Friendly Business Evaluator, so he could make an impact on helping businesses better serve the older customer. Will enjoys spreading the word about Elders in Action and educating consumers on “How to Avoid being a Victim of Fraud and Identity Theft” at various community events.

Will accepts the hardest cases and has helped recoup nearly \$60,000 for clients due to wrongful billing and other errors. He has assisted 14 local seniors who have had problems with contractors, landlords, healthcare providers and government agencies. Asked why he is an Elders in Action volunteer, Will says “It feels good to be able to make a real difference. I am helping my fellow elders, and they help me to stay involved. I also learn a lot about the issues we elders face, what’s available and how to solve problems. It’s all about action. I am amazed at what the name ‘Elders in Action’ does to get solutions from other agencies and organizations.”



Will Fuller: “Being an Elders in Action volunteer does real good and it feels real good too. I enjoy helping others and learning about new programs and resources available to seniors.” (Photo courtesy of photographer Steve Harmon.)

Gwen Jones was impressed with Will’s action when she was having difficulty with a window company and the installation of her windows. After Will’s advocacy she told Elders in Action “Will took names and phone numbers. He contacted the people in the right capacity. I had the CEO of the window manufacturing company within in a week...I had worked for almost a year without results”.

FAST FACTS

Elders in Action will celebrate 10 years as a non-profit agency in 2007.

Elders in Action Personal Advocates recouped nearly \$100,000 for victims of identity theft and wrongful billing.

We helped 29 seniors save \$25,985 on prescriptions through free or low cost programs.

We are the only agency in Oregon that has trained volunteers to provide one-on-one problem solving assistance for people 60 and over with problems regarding: crime, abuse, housing, and healthcare.

Elders in Action at a Glance Fiscal Year 2006

Thanks to all of the Elders in Action volunteers who have helped us do the following this past year:



Volunteers Harley Sachs and Jim Laughton participate in visionPDX kick off at City Hall

Community Educators participated in 112 Community events, reaching a total of 5,381 local seniors.

Personal Advocates assisted 256 victims of crime, 442 people with Healthcare problems and 368 people with housing problems.

Our senior Tri-Met volunteers encouraged 2,375 of their peers to use the Tri-Met system.



Healthy Changes Group Leaders Terry Walton and Ed Smith share a laugh at a Group Leader Meeting

179 people enrolled in our Healthy Changes™ program made positive improvements in managing their diabetes.

Elder Friendly Evaluators assessed a total of 109 local businesses this year making a total of 192 businesses listed in the Elder Friendly Business Directory.



Elders in Action Commission member Frances Spak shares senior issues with Portland City Commissioner Sam Adams

Elders in Action Commission members spent 2,182 hours advising public officials, community groups, and local agencies on ways to ensure that vital services are funded and delivered to keep seniors safe and living quality lives of their choice.

Our dedicated volunteers donated 8,981 hours of service valued at \$162,017.

State Farm is a great Neighbor!

State Farm Insurance donates \$6,185 to support our Personal Advocate Volunteer Trainings in 2007!

Curt Penrod, Public Affairs Specialist for State Farm presents a check to Leslie Foren, Director of Program Services and Personal Advocate Volunteers, Pat Rieke, and Sharon Rugg.



THANKS to our DONORS...

ABM Janitorial Services
 Adrienne Jensen
 Ainsworth United
 Church of Christ
 Albina Heindl
 Alice Pickard
 Alyce Cheatham
 Ambrose Bittner II
 Anastasia Buchanan
 Anonymous
 Antique Appraisals
 Apolonia Ponce
 Ardeth E. Colliver
 Athena M. Bettger
 Austin Pritchard
 Avamere Health Systems
 B.P. Biehler
 Barbara and Harold Trautman
 Beatrice Kohnle
 Beatrice Parr
 Bob and Gail Nelson
 Brandon Wooters
 Bruce Thompson
 Candace Patten
 Charles Prehn
 CHOICE Advisory Services
 Chris and Dave Larson
 Christina Neigel
 Christine Poole-Jones
 Clarence Streeter
 Claudine and Russell Bauer
 Cliff and Faye York
 Clifton and Evan Black
 Clyde and Leah Brown
 Comm. Dan Saltzman
 Connie Cassady
 Connie Weimer
 Dale Russell
 Del and Louis Greenfield
 Department of Justice
 Diane and Richard Lowensohn
 Donald B. Leamy
 Dorothy V. and Philip Roberti
 Edwin Srebnik
 Eleanor Miller
 Elena Efoli
 Elise Swan
 Elizabeth Weiman
 Engelbert Maganelli
 Fairy B. Miles
 Freya Kelsey
 Gaynor Moynihan

George L. Holman
 Geraldine and Craig Coover
 Harry Bruton
 Helen M. Abramovic
 Helen Stacye
 Henry L. Downing
 Henry Sanders
 Hildaaura M. Parker
 Howard Purvis
 Hugh Moore and Marj Cannon
 Imogene and Eugene Huffine
 Jane and John Kleinheinz
 Jane Walgren
 Janet Sheets
 Janet. F. Vaillancourt
 Janice Orloff
 Jean A. Mitchell
 Jean Crownover
 Jean F. Moore
 Jean Scott
 Jeanne Mackie
 Jeanne O. Pulliam
 Jennifer Bohlin
 Jim and Julia Duncan
 Jon W. Springer
 Joseph Beemer
 Joy C. Samuelson
 Joyce Leahy
 Joyle Dahl
 Judy Hayes
 Kate J. Clinton
 Kenneth Eschbach
 Kiwanis Club of
 NE Portland Fdn.
 Kon Kheng Goh
 Larry and Sara Mason
 Laura J. Orr
 Laurel D. Morrow
 Lawrence Woelfer
 Leaf, LLC
 Lendamai and J.R. Poole
 Les Schwab Tire Centers
 Leslie and Eric Foren
 Lilac L. Ashley
 Linda M. Anderson
 Lloyd & Pauline Anderson
 Lois M. Bonner
 Lorraine Chapman
 Lorraine Griffey
 Lorraine Stoudt
 Louis Simpson
 LtC Ret. Leslie J. Swope

Mabel M. Henry
 Mardell Lewis
 Margaret Anderson
 Margaret Blanchard
 Margaret J. Nowak
 Margo Bryant
 Marianne Dugan
 Marjorie Hicks
 Marjorie Saltzman
 Marsha Katz
 Mary Ann Schlegelmilch
 Mary Bennett
 Mary Minamoto
 Mary Sikorski
 Marybee Hubbard
 McCormick & Schmick's
 Mildred Joyce Hulse
 Millicent E. Naito
 Minna M. Ostlind
 Mitchell and Elaine Heinemann
 Morey and Marilyn Kaufman
 Mr. and Mrs. Kirk Hamann
 Mrs. Harold J. Miller
 Nancy and David Elliott
 Nancy Goldsmith
 Natalie Griffin
 Nathan D. Sanders
 and Roberta A. Siegel
 Patrick and Karen LaCrosse
 Patrick and Susan Ahern
 Patty Brost
 Paul G. Fatooh
 Peggi Hawes
 Peter and Suzanne Thompson
 Philip Heid
 Philip Leon Grubaugh
 Phyllis & Warren Oster
 Portland General Electric
 Portland Nursery
 Ralph A. Vranizan
 Richard "Deke" Olmsted
 Richard Lodewick
 Richard Sanders
 Robert Magee
 Ronald J. Spuhler
 Rose and Phil Hamilton
 Rosemary
 and Marshall Barnard
 Ruth and Joe Matarazzo
 Sally McCracken
 Sandra and Stephen Norcross
 Sarah Rowley Chaplen

Shari's Restaurants
 Sheila C. Cullen
 and Peter M. Cullen
 Shirley Schumann
 Shirley Vanelli
 St. Andrews Care Center
 State Farm Insurance
 Sue Donora
 Susan A. Brickey
 Susan Schwemberger
 & Robert Dreyer
 Tektronix Foundation
 Teresa Barnard
 Terry and Esther Katayama
 Theresa Enderle
 Tom and Lisa Daniels
 Tri-Met
 Union Bank of California
 Verna Porter
 Vicki and Michel Hersen
 Walter R. Kirsch
 Wells Fargo
 Will Fuller
 Willamette Moving & Storage
 William and Erlene Jackson
 William E. Henry
 Yoichi Kitayama

IN MEMORY:

Richard and Diane Lowensohn
In memory of Allene Martin
 Matj Cannon and Hugh Moore
In memory of
William Karlovitz

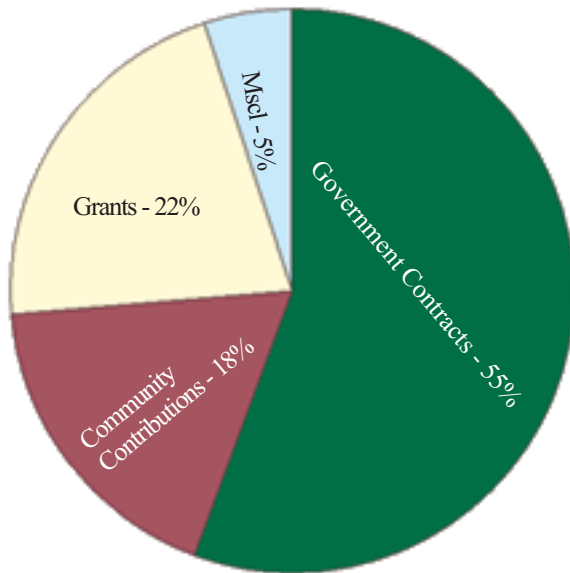
Thanks, Steve!

Over the years, S. J. Harmon has donated his tremendous skills as a photographer to provide EIA with wonderful images of staff and volunteers. (S. J. Harmon Photography). He's also a pleasure to work with.

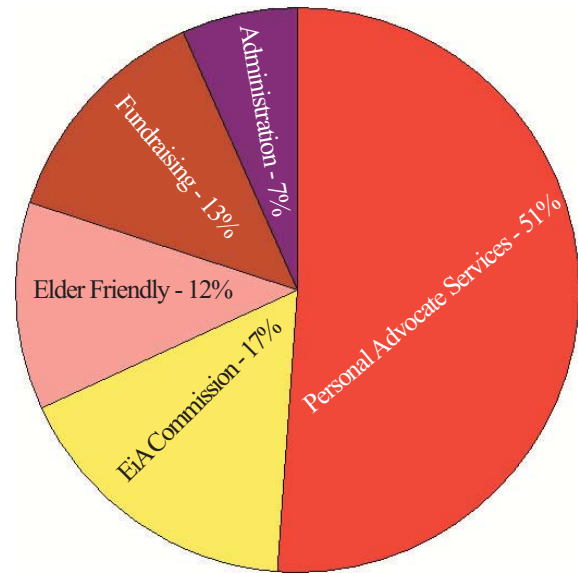
Thank you, Steve!

2005 – 2006 Financial Summary*

Revenues 2005 – 06



Expenses 2005 – 06



Revenues 2005 – 06

Government Contracts	\$360,819
Community Contributions	118,311
Grants	138,723
Program Fees, Interest Income, and Miscellaneous	<u>32,197</u>
Total Revenue	\$650,050

Expenses 2005 – 06

Personal Advocate Services	\$303,938
EiA Commission	101,120
Elder Friendly	70,375
Fundraising	79,139
Administration	<u>39,728</u>
Total Expenses	\$594,300

Assets, Liabilities, and Net Assets

Assets	FY 2006	FY 2005	Liabilities	FY 2006	FY 2005
Cash	\$371,946	\$345,028	Accounts Payable	\$11,437	\$25,048
Contracts Receivable	51,324	20,072	Accrued Payroll and related taxes	13,667	8,770
Prepaid Expenses	3,623	9,521	Accrued Vacation	<u>5,215</u>	<u>4,015</u>
Furniture and Equipment	<u>4,967</u>	<u>9,003</u>	Total Liabilities	\$30,319	\$37,833
Total Assets	\$431,860	\$383,624	Total Net Assets	<u>\$401,541</u>	<u>\$345,791</u>
			Total Liabilities and Net Assets	\$431,860	\$383,624

* Financial data is from audited report dated 9/15/06
FY 2006 July 1, 2005, until June 30, 2006

Funded through generous support from Portland General Electric, City of Portland, Oregon Department of Justice, Oregon Community Foundation, U. S. Administration on Aging, Tri-Met, and Multnomah County.

Elders in Action—a private non-profit—
Mission: To assure a vibrant community
through the active involvement of older adults.

**We've
moved!**

→ 1411 SW Morrison St Suite 290
Portland OR 97205
(503) 235-5474 - www.eldersinaction.org
info@eldersinaction.org

Elders in Action

A Benefit Supporting Elders in Action's Volunteer Services...



Thursday,
April 26, 2007, 3-7 p.m
Oregon Zoo



Ticket Prices: \$35.00 seniors, \$50.00 non-seniors

Day of Event: \$35.00 seniors, \$55.00 non-seniors

Call today to purchase your tickets—503-235-5474

An Afternoon with the Best of Yesteryear!

The 7th **Annual Timeless Treasures** antique appraisal benefit for Elders in Action's Volunteer Services will take place on April 26th and promises to be an afternoon filled with collectibles and memories. Your ticket purchase includes:

- An appraisal of your favorite antique or collectible. *Please bring an antique or collectible that will be easily carried to the event with you. (No storage provided)*
- Restoration Specialists on hand to give expert advice
- A delicious buffet dinner.
- Join us in honoring the person to receive the 2007 "Timeless Treasure" Award
- Beautiful gift baskets and silent auction items provided by Elder Friendly businesses.
- Option to donate a tax deductible antique or collectible valued at \$50+

For information, contact Kate or Nancy (503.235.5474).

2006 Timeless Treasures Awardee ...

recognized for more than 12 years of dedicated service to improving the lives of thousands of older adults in our community.



Kirk Hamann



Volunteers Tomie Schmidt, Jim Duncan, and Suzanne Webster Reel in Raffle Tickets at the 2006 Timeless Treasures Event!

Elders in Action's Elder Friendly® Business Certification hits it big in Boston and sweeps through Kansas!

Boston, Massachusetts and the whole state of Kansas are the latest areas to adopt Elders in Action's successful Elder Friendly® Business Certification program. These two locations are the 11th and 12th sites to replicate Elders in Action's nationally recognized program that helps businesses better serve the older customer.

The Mission Hill Main Streets, Boston Main Streets, and the Boston Partnership for Older Adults purchased and replicated the Elder Friendly® Business Certification Program in Boston Massachusetts this past year. Their creative partnership has been working on creating an elder friendly business district for Boston residents and visitors. The program has taken off with great success, and it is the first

time the business community and aging service organizations have joined forces to adopt the program.

Another inaugural event was the adoption of our Elder Friendly® Business Certification program by the entire state of Kansas. They have eleven Area Agencies on Aging providing services throughout the state. Representatives from nine of them attended a training on January 17-18, 2007 conducted by Leslie Foren, Elders in Action's Director of Program Services. This energetic group is looking forward to helping communities across Kansas prepare for the age wave that will be sweeping across Kansas in the coming years.

News Flash! The National AARP Bulletin will have an article about our Elder Friendly® Business Certification program in their March 2007 issue! They'll describe how our program has expanded to nine states and why it is good business to become Elder Friendly® Certified.



Leslie Foren, celebrates the completion of the training with leaders from Kansas senior service agencies.

Seeking *Silver!* 2008 Nominations!

Send in your suggestions to:
info@eldersinaction.org

We are seeking nominees for our May 2008 *Silver!* Lifetime Achievement Event. Do you know a person who should join the company of past Elders in Action *Silver!* Lifetime Achievement Award Winners? Oregonians who epitomize our vision of a community that:

- Promotes opportunities for all older adults to be active and involved, and to contribute in meaningful ways to the health and vitality of our communities.
- Strengthens the link between the generations, emphasizing the interconnectedness of youth, adulthood, and age.
- Views aging as positive and older adults are valued as important resources in their communities
- Provides coordinated and accessible health care and social service systems and whose marketplace is hospitable to the special needs of older consumers and where services, products, and design take this into account.

Our last *Silver!* Event in Fall 2005 honored...

Al and Sue Corrado... for their decades of generosity for Portland education, arts and social service organizations.

LeRoy Ellis.. an original member of the 1970-71 Portland Trail Blazers team, who continues to inspire young children and make a positive impact in their lives.



Jean Moore.. who has changed countless lives for the better through her work with victims of domestic abuse and with children as a CASA volunteer.

Les Schwab.. an outstanding businessman whose philosophy of service is legendary and his community support well recognized.

Ron Tonkin.. a leading figure in the Portland automotive industry and an avid supporter of worthy community projects.

Yes! Count me in!

Your financial support helps Elders in Action provide well-trained community volunteers who donate their time and energy to assist local seniors. Providing funds for volunteer support while helping others is a great way to leverage your donation! There are many convenient ways to give:

- *Monthly donations by electronic funds transfer are easy to arrange and help us stabilize our income throughout the year;*
- *Sign up for monthly credit card donations and increase your airline miles at the same time;*
- *Call your broker and make a gift of appreciated stock;*
- *Contribute to the Elders in Action Endowment fund, a gift that keeps on giving.*

For more information, contact Kate in the Development Office at 503.595.7531.

ELDERS IN ACTION

1411 SW Morrison St Suite 290
Portland OR 97205-1912
(503) 235-5474

NON-PROFIT ORG
U. S. POSTAGE
PAID
PERMIT NO. 3785
PORTLAND OR

WELCOME!

Elders in Action would like to welcome those new to receiving our newsletter. It is our hope that you will enjoy reading about elder issues and how Elders in Action is working to assure a vibrant community through the active involvement of older adults.

We've moved !

...and we want to show off
our new home!

Please join us...

**March 22, 2007 for our
Open House 2pm -5 pm**
1411 SW Morrison St.
Suite 290 Portland, OR
97205 503 235-5474

Learn about our powerful
programs ... meet our
volunteers and staff

We'd love to see you!

Elders in Action powered by Experience!



Courtesy of photographer Steve Harmon

This newsletter printed courtesy of

Fred Meyer