

## Young volunteer brightens doors and hearts of Kethley House residents *by Heather Young*

After school, when backpacks and homework assignments have been put away, and third-graders everywhere are melting their minds into a television trance, Madelaine Mavec is hard at work pasting, coloring and trimming the door decorations she has made for her friends at Kethley House at Benjamin Rose Place.

This soon to be nine-year-old volunteer has been thoughtfully designing and laboriously creating 20 to 30 door ornaments for the

residents of the Benjamin Rose Institute nursing home, every holiday since Easter of last year.


The home now buzzes with excited anticipation as each occasion nears and the residents look forward to seeing what colorful creation the petite artist will fashion next.

After inscribing each piece with her name and age, Madelaine and her mother, Ellen Stirn Mavec, *(continued on back page)*




*Madelaine Mavec displays a sample of the art that will hang on residents' doors.*


### In This Issue ...



See how we're putting families at ease *page 3*



Meet our new board president! *page 6*



Check out our revamped web site! *page 7*

## Library turns 30; still unique in its collections

*by Karen McNally Bensing, MSLS*

The Benjamin Rose Institute Library this year celebrates 30 years of service to those seeking information about all aspects of aging.

One of only a handful of libraries in the country devoted solely to aging, the Benjamin Rose Library is also the only library in a social service agency in this area that is staffed by a full-time professional librarian.

Such ongoing support of the library testifies to the Institute's recognition of the importance of providing both its staff and the community with high quality

information sources and professional services.

Thirty years ago, the Library consisted of small collections of books and journals housed in the Institute's social work, research, and administrative divisions.

Dorothy Schur, now a research analyst for the Margaret Blenkner Research Center, acted as de facto librarian for the research collection—acquiring, cataloging and processing new materials.

In 1980, the three departmental collections were consolidated and Ricki Israelowitz was hired as the

*(continued on page 7)*

## Research will help give consumers in residential facilities a voice

Two projects of the Margaret Blenkner Research Center will



Dr. Farida Ejaz

result in annual satisfaction surveys for residents in Ohio's

nursing homes and their family members. The first, "Conducting a

State legislation mandates the survey of all residents in Ohio's long term care facilities. Dr. Ejaz was invited to submit a proposal because of her extensive work in this area. She was a co-author of the book, *Satisfaction Surveys in Long Term Care*, released in 2000.

"Historically, the field of gerontology hasn't paid attention to what nursing home residents think, but

**"Historically, gerontology hasn't paid attention to what nursing home residents think, but that's changing."**

Family Member Survey for Ohio's Long Term Care Facilities," is funded by a recent grant from the Ohio Department of Aging.

Dr. Farida K. Ejaz, senior coordinator for residential care research, received the \$148,000 award to develop a satisfaction survey for use by families of all residents in the more than 1,000 long term care facilities in Ohio.

A companion grant was awarded to Miami University's Scripps Gerontology Center to develop the resident survey. The state will eventually post survey results on a specially designed web site for long term care consumers.

that's changing," she says.

In preparing surveys, Dr. Ejaz says attention must be paid to every aspect that impacts satisfaction, such as a resident's physical and mental health and whether or not they have family who visit.

Dr. Ejaz is also working on a project that measures the satisfaction of people who live in 12 Continuing Care Retirement Communities in northeast Ohio. The communities are a part of the HealthRays Alliance, a consortium of non-profit, long term care providers. "It is so important to put value on what the consumer thinks," she says. ■

## Benjamin Rose sponsors column in *Sun Newspapers*

Starting April 26, a monthly column sponsored by The Benjamin Rose Institute will appear in the Living section of all *Sun Newspapers*, the area's weekly community paper.

Tentatively titled "Successful Aging," the column will be researched and produced by well-known local freelance writer Eileen Beal.

Ms. Beal has taught in the Cleveland Public Schools and has been assistant editor of the *Cleveland Jewish News*.



Eileen Beal

A full-time writer for the last 10 years, she now wants to zero in on aging as the focus of her work. "Aging is a full spectrum topic, from birth to death," she explains. "It affects health, emotion, spirit, family and monetary matters."

She hopes the column will motivate two groups: older adults and their caregivers. "I want to get them thinking and acting in a positive manner toward the aging process."

Ms. Beal holds a master of arts degree in history/museum studies and has completed some work toward a doctorate in curriculum and instruction. She is in the process of becoming certified by the American Medical Writers Association. ■

## Ference appointed as new development director

Ruth Ann Ference is The Benjamin Rose Institute's new director of development. She will be responsible for donor relations, including helping create a formal Planned Giving Program (see page 5), securing program grants, and overseeing fundraising campaigns.

Mrs. Ference was most recently director of foundation and agency relations with the YMCA

of Greater Cleveland and director of grants with INTEGRIS Health

Foundation of Oklahoma City. A certified fund raising executive, Mrs. Ference holds a master of arts degree in government and politics and a master of business administration. ■



Ruth Ann Ference

## Orienting families at Kethley House

● **Benjamin Rose in "A History in Motion" ...** The Benjamin Rose Institute is one of several great organizations featured in "Cleveland: A History in Motion," a new book published by Heritage Media and edited by John Grabowski and Diane Ewart Grabowski. The 600-page, hardbound book highlights the powerful corporate, arts and social institutions that make Cleveland such a vibrant city. Benjamin Rose's profile may be viewed online at either Benjamin Rose's web site at [www.benrose.org](http://www.benrose.org), or on Heritage Media's site at [www.bookofbusiness.com](http://www.bookofbusiness.com).

● **Attention, caregivers! ...** Are you overwhelmed by the juggling act of work, parenthood and caregiving for an older relative? We have help. Senior Solutions is a program of Benjamin Rose's Community Services Division designed for you. Through the fee-based program, you can receive information and referral for services for an aged relative. For more information or a brochure, call Intake Services at (216) 791-8000.

● **Staff "complementing" care ...** Staff from Benjamin Rose's Kethley House and Community Services Division formed an interdisciplinary Complementary Care Committee. The committee seeks to alleviate stress and improve health for both clients and staff. The techniques utilized complement medical care, but do not replace it. The committee has been busy. The CSD Mental Health Program received a \$10,000 grant from The Woodruff Foundation to develop a community-based stress management program. The project, to be implemented in April, will involve recording relaxation tapes for homebound clients. At the Adult Day Program, relaxation training has been incorporated into weekly group therapy sessions for partial hospitalization clients. At Kethley House, Reiki (a method of natural healing based on the Japanese principal of Universal Life Force Energy) and aromatherapy are sometimes used to provide comfort and relief to hospice patients. Reiki is also used with long term residents if they wish. The committee helped start weekly staff relaxation, breathing, visualization and meditation sessions at the nursing home. "Staff have to feel comfortable with complementary care techniques before they share them with clients," says Doris Matthey, mental health program director. Both Ms. Matthey and Kethley House social service director Rosemary Mirrotto participated in a Complementary Care panel at the national American Society on Aging conference in March. Watch for more on complementary care in the Summer issue of the *Bulletin*.

Finding the right nursing home is an arduous process, one often accompanied by guilt and worry. But once your parent/spouse/loved one is there—what next?

To address the concerns of family members of new residents, the social service staff at Kethley House at Benjamin Rose Place formed an orientation program. The first session was held in January.

"We wanted to have families meet the staff and ask questions," explains Tangela Woods, social worker for the dementia and medium skilled nursing units at the 184-bed home.

Phyllis Wise recently transferred her husband to Kethley House from another facility. "I had been through the process of placement, but I still found this to be informative. I could see it helped

put other families there at ease."

Mrs. Wise and others were introduced to people from the different departments, ranging from dietary to activities, who'd be responsible for her husband's care.

"The goal is to offer education, support and socialization for the families," says Ms. Woods.

At least one new resident's family member is thrilled with Kethley House. "I was scared to put Dad into a nursing home," says Karen Bernardo. "But every person I have encountered treats him with the utmost respect."

Ms. Woods says the social service department plans to expand the family orientation group so that Kethley House's various units can offer more specialized orientations. ■



*Karen Bernardo shares a moment with her father, Herb Bass, a retired bus and rapid transit driver. Mr. Bass has made many friends at Kethley House, putting his daughter's initial worries at ease.*

# Memorial and Tribute Gifts

We are pleased to acknowledge the continued generosity shown through the Memorial and Tribute Gifts, which provide ongoing support for the Institute's direct service to clients, regardless of their financial resources. Following are gifts received between November 1, 2000, and February 15, 2001.

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## The would-be donor: He would if he could!

We were thrilled to hear from Jack Gretta, a sixth grader from Rocky River.

Jack chose The Benjamin Rose Institute as his beneficiary for a



Jack Gretta

project in his honors math class. He was given a fictitious amount of \$1,050 to spend on

presents for his family.

One part of the project involved researching and donating 15% of the remaining amount to a charitable organization. Jack chose Benjamin Rose, because, as he put it: "...my Grandma and Grandpa are among the growing population of elderly people in Cuyahoga County and your mission is to improve the quality of life for older people and their families through services, research and education.

"I am sorry for not having the real

15% of the money to donate to you.

"I wish you the best in helping the elderly and hope that someday soon I will be able to donate some real money to your agency. Thank you for all you do for all the Grandpas and Grandmas in Cuyahoga County."

With young people like Jack, it looks like Benjamin Rose *will* be around to serve future aging populations.

Thank you, Jack! ■

# 1908 Legacy Society:

Planned Giving benefits both donors and agency *by Gretchen Smith*

The board of trustees has established a formal planned giving program. This, we expect, will help Benjamin Rose meet our financial goals while supporting our mission.

In 1908, a man of great vision recognized the need for older men and women to live their lives with dignity and as much self-sufficiency as possible. To that end, Mr. Rose left his entire estate to establish the agency that bears his name.

His was our first planned gift.

Since that time, additional bequests and planned giving commitments have had a significant impact on the programs and services we provide.

These generous and far-reaching gifts make it possible for Benjamin Rose to continue to help older individuals live healthful, independent lives. Our efforts today to secure planned gifts for Benjamin Rose have a compelling effect on our mission in the years to come.

There are many instruments available in planned giving which may result in significant tax savings to our donors. A planned gift may be a bequest or a contribution

to a lifetime income plan such as a charitable remainder trust or a charitable gift annuity.

Donors can make a gift commitment now that will give them the joy of knowing that they have created a lasting legacy to help us carry on our vital work.

Donors should consult their attorneys or financial advisors for details related to their individual circumstances.

For information about how you can make a planned gift to Benjamin Rose, or inform us of a planned gift you've already made, please call Ruth Ann Ference at (216) 621-0823 ext. 322, or fill out and return the form below. ■

## Smith leads Legacy Society

Gretchen Smith joined the Benjamin Rose board in 1985. Being an active veteran trustee made it seem natural for her to help establish a planned giving program, The 1908 Legacy Society.



Gretchen Smith

"The single most important expression of support I can give to The Benjamin Rose Institute is to make a planned gift," explains Mrs. Smith. "Saving taxes is not my motivator—it's knowing that Benjamin Rose will continue for at least another 90 years to care and advocate for the

frail elderly in my community. I can ask for no better legacy."

Mrs. Smith will work with development director Ruth Ann Ference and planned giving consultant Diane Spring in the Society's formative stages.

## The 1908 Legacy Society

### Planned Giving Information Form (Confidential)

I have included Benjamin Rose in my estate plan in the following way(s):

I would like more information about including Benjamin Rose in my estate plan in the following way(s):

Will                       Life Insurance                       Trust  
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Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please return to: Ruth Ann Ference, Institute Advancement Division,  
The Benjamin Rose Institute, 850 Euclid Avenue, Suite 1100, Cleveland, OH 44114.

## Izant new chairman

As of February 12, 2001, Mary R. Izant is the new chairman of the board of trustees for The Benjamin Rose Institute, a two-year post.



Mary Izant

Ms. Izant has a long history with Benjamin Rose. Her great-great aunt, Mrs. Harvey Dudley Goulder, was a founding board member in 1908. Her mother, Virginia Root Izant, was a trustee for 16 years and a past president, serving as president from 1973 to 1974.

“The organization continues to look at how we can better provide programs and services, including additional housing opportunities, for the elderly,” she says. “It’s an exciting time to be involved with The Benjamin Rose Institute.”

Ms. Izant is a vice president of Goldberg Companies, Inc., a local owner/developer/manager of commercial and residential real estate where she is director of commercial leasing. She is a graduate of Laurel School in Shaker Heights and St. Lawrence University. ■

## Welcome to our two new members

### Joyce Ann Lee

Nurse practitioner Joyce Ann Lee brings a wealth of health care experience to the Benjamin Rose board of trustees.

Mrs. Lee is president of the Greater Cleveland Health Education and Service Council. An acknowledged expert on African American health issues, Mrs. Lee was appointed by Gov. Celeste to serve on the Ohio Commission on Minority Health from 1987 to 1992.

She has also been a consultant for the United States Dept. of Health and Human Services and the Center for Disease Control and Prevention.

“I believe my years of experience from working in Cleveland’s urban communities will be an asset to the board,” she explains.

Mrs. Lee holds a master of arts degree in community health from Kent State University and a nurse practitioner certificate from the Frances Payne Bolton School of Nursing at Case Western Reserve University.

### Margaret Wheeler

Margie Wheeler left the board in 1991 because she began working in the field of philanthropy. She was

the co-founder and vice president of Foundation Management Services, Inc., a grants administration company serving six independent foundations.



Joyce Ann Lee

“I’m excited to be returning to the board to again have the opportunity to work with and to learn from Alice Kethley, a

visionary and leader in her field, as well as the other outstanding staff and board members of The Benjamin Rose Institute,” she explains. Mrs. Wheeler has served as assistant to the director of Leadership Cleveland. Holding a master’s degree from the Mandel School of Applied Social Sciences at Case Western Reserve University, she has also worked as a psychiatric social worker, director of a crisis intervention center, and a psychology instructor as well as serving on several community boards. ■



Margaret Wheeler

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President/CEO



## Web site revised and e-x-p-a-n-d-e-d!

We reorganized our web site, just in time to celebrate two years of being online! Changes include:

- easier navigation, so you can find what you're looking for, whether it's a MythBuster or a map!
- downloadable tips and pamphlets on aging issues
- an ever-growing photo gallery, so you can *see* what Benjamin Rose does, rather than just read about it
- ample opportunities for securely donating online.

## Library aging successfully at age 30

*(continued from front page)*

Institute's first professional librarian. Under the auspices of the Margaret Blenkner Research Center, Ricki integrated the materials from each division, set up a cataloging system, and offered a full range of professional services to all Benjamin Rose staff.

To offer its collections to a wider audience, the Library moved to the Fairhill Center in 1990. At this time a membership program was insti-

tuted to offset some of the costs of library operations.

Special collections focus on elder abuse, caregiving, spirituality, Alzheimer's disease, gay and lesbian aging issues and mental health. Documents relating to the history of Benjamin Rose are also available.

*Karen Bensing has been the Institute's librarian twice — from 1981 to 1983 and from 1990 to the present. ■*



*Books at the Benjamin Rose Library span the spectrum of topics relating to older people.*

## Quick Reference

**Located:** The Benjamin Rose Library is located at the Fairhill Center for Aging, 12200 Fairhill Rd. in Cleveland, near Shaker Square and University Circle.

**Hours:** Monday through Friday from 8:00 AM to 4:30 PM.

**What's available:** Currently, the Library's collection includes about 1,600 books and more than 90 subscriptions to journals and newsletters.

**Services:** The library offers a full range of information services including Internet and online database searches.

**Funding:** Most support comes from The Benjamin Rose Institute. Yet the Library receives other funds such as the recent \$1,000 bequest from the estate of Edna Wasser, the Institute's director of social work during the 1970s, and contributions from The Hermes Foundation to create a collection of materials on gay and lesbian aging.

**Cost:** \$20 for seniors; \$35 for students; \$50 for individuals; \$200 for organizations. The Library is open to the public; however, you must be a member to borrow materials.

**Contact Info.:** New users or those with specific information needs are asked to make an appointment with Karen Bensing by phoning 216-231-7230, or e-mailing her at [kbensing@bbs2.rmrc.net](mailto:kbensing@bbs2.rmrc.net).

## Young volunteer brightens residents' hearts with art *(continued from front page)*

spend hours delivering and hanging the decorations on the residents' doors at Kethley House.

When they stop in to visit, a brief 'hello' becomes a social call as residents invite them in to share a story or the puzzle they have been working on. The pair is pleased to find Madelaine's past creations have often become treasured keepsakes.

Madelaine, who says she may want to become a teacher one day, says her favorite door decoration project was making American flags for the Fourth of July. Coloring

the red strips and pasting the stars, "took the longest."

Not to be outdone in October, she dressed in her princess Halloween costume for the delivery of her hand-crafted holiday treats.

Both Madelaine and the residents benefit from her visits.

"The residents enjoy having young people around," explains Gloria Litwinowicz, director of volunteer services for The Benjamin Rose Institute. "Also, younger people learn a greater respect for and enjoyment of older

adults. It's nice to have people like Madelaine to brighten the atmosphere at Kethley House."

Mrs. Mavec reports that her daughter's volunteer work has helped her to make unforgettable memories and learn valuable life lessons.

Madelaine says she does it simply because, "it makes me happy."

This caring child is leading by example and teaching all of us about the true spirit of giving.

*Heather Young is a volunteer writer for The Benjamin Rose Institute. ■*

**In honor of 2001 being International Year of Volunteers, we'd like to say:**



**You make a world of difference!**

## Did you know...

... The annual staff retention rate for The Benjamin Rose Institute's Administration, Community Services Division and Margaret Blenkner Research Center is 81%. The number is considered high for health and social service agencies.

The *Bulletin* is produced three times a year by the Institute Advancement Division of The Benjamin Rose Institute, 850 Euclid Avenue, Suite 1100, Cleveland, OH 44114, (216) 621-7201, [www.benrose.org](http://www.benrose.org). The *Bulletin* is published within corporate compliance guidelines that state The Benjamin Rose Institute maintains honesty in its marketing efforts.

Polly Clemo ..... Vice President for Institute Advancement  
Ruth Ann Ference ..... Director of Development  
Gloria Litwinowicz ..... Director of Volunteer Services  
Maryanne Lutjen ..... Fundraising Specialist  
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