



Heartland Board News

Upcoming Events:

- **December 16**
Medicare 101 Public Forum, HSS, 6:30-7:30PM
- **December 18**
Legislative Forum, Mary Gree-ley Hospital, 11:00AM.
- **December 18**
Holiday Dinner, HSS, 11:30-1:00PM
- **December 25 & 26**
Closed
- **December 31**
New Year's Eve Party, HSS, 1:00PM
- **January 6**
New! Tai Chi for Seniors, HSS, 8:30AM (Tuesdays and Thursdays)
- **January 12**
Winter Wonderland Dance, HSS, Music by Lonesome Fugitive Band, 7:00-10:00PM, \$3.
- **January 13**
"From Pearl Harbor to V.J. Day," program by Harry Weiss, HSS, 1:00PM.
- **January 14**
"Smart and Safe Seniors," program by Stevens Memorial Chapel, HSS, 10:00AM
- **Scrabble Tournament**
HSS. 1:00PM, \$1 entry fee.

For more information on any of these programs, please contact Deb Hoyt (233-2906). All events open to the public

A Letter from the Director

Dear Heartland Supporter,

For thirty years, through its unique combination of service areas, Heartland has worked to help older adults in Story County maintain the quality of life and independence they desire. In FY 2003, Heartland touched the lives of over 4,000 older adults over the age of 60—nearly one of every two seniors. Only through the support of our community has Heartland been able to reach this lofty number.

As a leading resource for older adults and their families, Heartland provides mobility and independence, nutrition and health care, reduced isolation, and links to community services. Heartland offers inter-generational programs and reaches younger individuals and adults. Heartland also makes a difference in the lives of our older adults.

Last year, Heartland provided over 130,000 individual service contacts, which includes an increase of 30% in the number of individuals served. These numbers will only grow. Today, in Story County, there are 7,940 older adults over the age of 65. By 2010, this will increase to 8,560; by 2020 this number will reach 11,300—a 42% increase from today.

We are already experiencing growing pains. Transportation rides are up 50% over 2 years ago. Meals have increased. Our adult day care is full. There are more requests for our Outreach pro-

gram. And we are running out of space for our activities programming. As local, state, and federal funding face reduced resources, community support will play an even more important role in meeting Heartland's \$1.5 million budget. For example, for the first time, state funders are advising us to tell "no" to families and caregivers that need adult day care. Heartland will not simply accept that as the only option.

To lower costs, we have already undertaken an agency-wide examination of all expenses and increased our efforts to receive donated items. (Note our newly redesigned living room as vivid proof of the contributions of volunteers, businesses, and Ames High School.) To increase revenues, we have increased rental rates and other fees and explored ways to expand services. We have applied for grants. We have instituted focus groups and surveys to improve our accountability. And we are increasing the intensity of our annual fundraising campaigns.

At this time of the year, we do ask that you keep Heartland in mind. And that you consider Heartland as a source of investment and volunteer efforts. Please also let us know what you think Heartland should be doing to meet the current and future needs of Story County residents.

Sincerely,
Ralph Rosenberg

Updates from Heartland:

- ♥ On December 16, Heartland is hosting a Medicare Forum at 6:00PM at our center. Presentations will be made by a Medicare Rights group; community stakeholders and elected officials have been invited and will be in attendance. The forum is open to the public.
- ♥ Our annual Holiday Meal at Heartland will be held on Thursday, December 18.
- ♥ Ralph Rosenberg spoke to the Ames Lions Club on Monday, December 15.
- ♥ On Thursday morning, December 18, there will be a legislative forum at Mary Greeley Hospital from 11:00 -12:00. Five local legislators will be in attendance. The forum is sponsored by an ad hoc coalition of senior groups, started by Vicki Newell and Ralph Rosenberg.

We're on the Web!
www.heartlandseniorservices.com

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If you have suggestions or questions about this newsletter, please contact Mary Ross at: maryross50010@msn.com



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