

## Through Collaboration, Heartland Supports All Aspects of a Senior's Life

HSS Outreach and MGMC Home Health partner to provide exceptional services in Story County



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— Laurie Yocum,  
Director of Adult Day Center

Rhonda Smith, MGMC, Caitlyn Lien, HSS, and Laurie Yocum, HSS, play Uno with Terry Taylor in the Adult Day Center at Heartland Senior Services.

Terry Taylor connected with Heartland six years ago when a friend from his church realized that Terry’s living conditions weren’t acceptable, and he wasn’t getting the type of support he needed. Terry’s friend helped him enroll in Heartland’s Adult Day Center which immediately led to a healthy environment three days a week and vast connections to other resources in the community.

Once Terry began participating in the Adult Day Center program, he was introduced to Caitlyn Lien, an Outreach Specialist at Heartland.

“The primary role of Outreach is to connect seniors with existing resources that supports them living independently as long as possible,” says Caitlyn. Mary Greeley Medical Center (MGMC) was one of the first services Caitlyn collaborated with on Terry’s behalf.

“Our two organizations communicate so well that one service often leads to another,” says Caitlyn. “Seniors benefit greatly from our partnership.”

“Our Home Health Services nurse was able to go into Terry’s home and set up a daily medication plan for him,” says Rhonda Smith, Health Care Aide Supervisor at MGMC Home Health Services. “Supporting Terry in this manner is critical to his ongoing health and well-being.”

Throughout the years, Heartland has connected Terry to many other important resources including Salvation Army, which provides assistance in managing his finances; Regency Apartments, a low-income independent housing option in Ames; and Meals on Wheels, a home-delivered meal service of Mary Greeley Medical Center and Heartland.

“Many organizations serving seniors in Story County have the same goals,” says Nancy Carroll, Executive Director of Heartland Senior Services. “We all want to help seniors live independently for as long as possible. To accomplish this we need to be knowledgeable about all the services within Story County, truly understand the issues our clients face, and then connect them to the right service at the right time.”

“We all work together to make sure seniors are being well cared for,” Caitlyn says. “It’s easy for us to collaborate with MGMC because we’re one-minded on providing care for the whole person and we’re already linked to so many of their services — not just the Meals on Wheels program.”

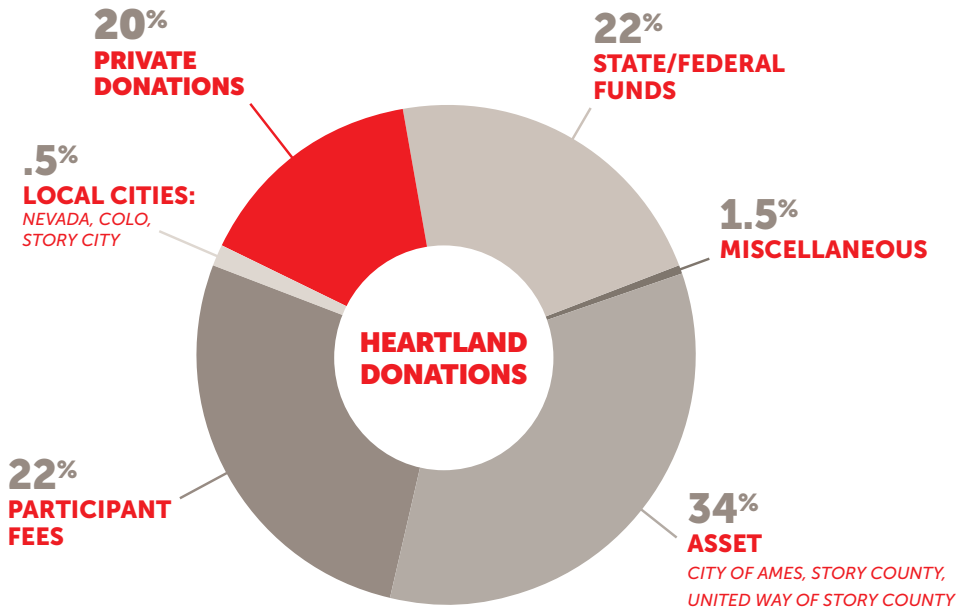
“Heartland is a lifeline for Terry,” said Laurie Yocum, Heartland’s Adult Day Center Director. “We were his first connection to services - I can’t imagine where Terry would be without the resources that Heartland, Mary Greeley Medical Center, and other agencies in Story County provide him. What is so important to understand about Heartland and the services we provide is that we truly care about the whole person...not just one specific need. We support seniors well because we collaborate with all the other service providers in Story County.”

**To support seniors’ independence, please complete and return the enclosed envelope. You can also give by visiting [HeartlandSeniorServices.com](http://HeartlandSeniorServices.com) or by calling 515-233-2906. Thank you!**

# Why Your Donation Counts

Donations comprise 20% of Heartland's annual budget. They are critical to ensuring we meet pressing needs of seniors in Story County.

"Private donations are needed so we can continue to support seniors like Terry Taylor," says Nancy Carroll, Executive Director of Heartland. "Private donations play such a critical role in helping Heartland support all aspects of a senior's life."



## A Giving Opportunity Worth Knowing About

The IRA Charitable Rollover provides donors age 70½ or older a unique opportunity to make tax-wise gifts to the causes they care about.



### What is it?

Donors age 70½ or older can transfer up to \$100,000 of IRA assets to public charities without being subject to federal income taxes on the distribution.

*Please think of Heartland with your tax-wise gift giving.*



# EACH YEAR

DONATIONS ACCOUNT FOR  
**\$200,000**

or APPROXIMATELY

**20%** of Heartland's budget.

# Thank You

for your support in meeting this annual goal. Your generosity enables Heartland to continue its important work.

## Thank You for Your Support!

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*Your support is needed and appreciated.*