More Than a Number
From the President and Executive Director

Sally White Executive Director (left), and Sharon Smith, President

The theme of this year’s Annual Report, “More Than a Number,” reflects both the prevalence and significance of numbers in the work we do. Like many organizations, we throw numbers around a lot – to describe a challenge, make a point, attract attention or emphasize results. For example...

100,000 older adults live in the District of Columbia. When we advocate on behalf of older residents through the DC Coalition for Long Term Care and the DC Senior Advisory Coalition, we are especially aware of those who have the greatest needs and the lowest incomes. Many older adults in our community are living without a safety net. In fact, for many of them, Iona IS the safety net.

37,000 people visited our website in the past year, tapping into information on everything from how to find home care to managing memory loss. Family members find our website invaluable – whether their loved ones live down the street or across the country.

15,000 free Iona Resource Guides were distributed in the community this year. The handbook lists everything from caregiver resources to end-of-life care.

5,500 calls to Iona’s free Helpline were answered by our expert staff who connected families to community resources at Iona and beyond.

1,450 older adults benefited from our hands-on personalized direct services.

1,227 family caregivers found information, education, respite and solace through our direct care and support.

400 particularly vulnerable residents of our community are able to continue living at home thanks to support received through Iona’s Wellness & Arts Center, care management and home-delivered meal programs, therefore avoiding costly institutional care.

100 people regularly attend Iona’s Meet-the-Artist receptions, engaging with exceptional painters, printmakers, photographers, fiber artists and sculptors who are over the age of 60 and celebrate the power of creative expression to help us age vibrantly.

61 percent of people Iona directly serves live alone and have no family support.

55 men and women participate in Iona’s award-winning Wellness & Arts Center, which offers weekday programs including art therapy and health support for individuals with physical and social needs, as well as respite to their family caregivers.

38 is the number of years Iona has been serving older adults and family caregivers with skill, compassion and innovation.

In Memoriam

“Dick England was an amazing mentor to me. I will always remember his encouragement and his dedication to the people we serve. I now have a note on my bulletin board that says ‘What would Dick do?’ to remind me every day to work harder and reach higher.”

Sally S. White, Executive Director

For more about Dick and his legacy, see page 14.

The Iona family also remembers, with love and respect, Carole Cohen.

When Carole Cohen spoke, people listened. Her wit was quick, her mind sharp, her presence commanding, her laugh deep and, most importantly, her heart was made of gold. Carole served on Iona’s Board of Directors and Board of Associates for decades. Her wisdom and sage advice guided Iona through the challenges of fundraising, organizational development and management, and made us stronger. She was proud of Iona and the work that we do. Carole was inspiring and irreplaceable, and we miss her dearly.
20 people benefit from each series of our “Take Charge/Age Well” course for those who are newly retired and want to get the most out of the next decades of their lives.

10 is the average size of our support groups offered for people living with challenges ranging from Alzheimer’s or Parkinson’s disease to low vision.

One is the number we are most focused on. The one older adult who doesn’t know where her next meal is coming from. The one individual who is struggling with whether to take dad’s car keys, or the one person who is caring for a parent with Alzheimer’s and needs to talk to a mental health professional, or another caregiver, about how terribly hard it is. The one person who stops by Iona to talk to someone about how his partner can no longer navigate the steps at their longtime home. The one individual who calls in search of a home health aide, an exercise class, a creative outlet. At Iona, that one person is at the heart of our work, the one person who matters most.

In other words, our work is about so much more than numbers. It is about Darneal Johnson, who is profiled on page 4 of this report. Darneal lives alone and is quick to point out that he enjoys his independence. But he also understands that regular deliveries of meals and Ensure may mean the difference between life and death. And, if he feels isolated, his Iona social worker is only a phone call away.

Or Sam Kilpatrick, who is a numbers person in his day job and serves as Iona’s Treasurer. Inspired by his relationship with his grandmother, Sam has gone out of his way to develop friendships with older adults in our community. Like many of us, he sometimes thinks about his own aging, about the challenges, and opportunities, the future will bring. Sam’s story is on page 11.

Darneal, Sam and thousands of other people who are part of the Iona family are the reason we chose the theme, “More Than a Number.” For as much as we like numbers, it is the men, women and families behind those numbers who inspire the Iona staff and volunteers to serve our community day after day.

As we look ahead to our next year and toward our 40th anniversary, we are grateful to our Board, our volunteers, our staff and to each and every donor who has entrusted us with the support to do the best job possible to meet the needs of older adults and caregivers in our community.

Sincerely,

Sally S. White, Executive Director

Sharon L. Smith, President, Board of Directors
I was born in 1938, which makes me 75. I went to Banneker Junior High and Cardoza High School where I did it all – basketball, football, science club and the boy cadets. At Howard, I studied religion and social science. From there it sort of all happened at once: I was called as a minister in Baltimore at the same time I was offered a job as a chaplain at the University of Maryland Hospital. I stayed there for 35 years. I’m a good listener. Most people don’t like to ask for help. If you listen long enough, they’ll tell you their story. I learned that one person’s medicine is another person’s poison. I loved my work but was forced to retire nine years ago because of some health challenges. That’s when I moved into my apartment on Connecticut Avenue.

I have a pacemaker, arthritis and gout, which limit my mobility. I’m happy with the apartment. It’s a safe location and there is always something going on. I never miss a holiday celebration and I enjoy playing cards in the park next to my building. I follow the Nats and the Orioles, though it’s a real problem for me when they play each other. My sons are 36 and 42 and come to see me regularly. But they have lives of their own. And they don’t have the expertise Iona has. Iona showed up soon after I moved in. They had so much to offer that I needed, including home-delivered meals and arrangements for physical therapy. After I was hospitalized, they arranged for someone to help with the laundry and cleaning. Most importantly, they call to check up on me. If I’m feeling a little down, I call them. I like having my own place. I don’t want someone telling me when to eat, what to eat, when to turn off the television. That’s not for me. I want to remain independent.

Darneal Johnson
Darneal Johnson, with Iona social worker Malika Moore, MSW, LGSW
This is a unique moment in history. For those of us who are Baby Boomers, we are raising our children and, at the same time, our parents are living longer. This puts a lot of pressure on families – families with resources and especially families without resources. When do you ask your parent for the car keys? When is it time for your parents or in-laws to move out of their house? When do you look for support from groups like Iona? These are all questions our family has dealt with. One thing I have learned: every day is different. What works today may be different in a week, a month, a year. Also, you have to be flexible and realize you are not in control. I relied heavily on my sister, my brothers and their spouses. It’s too hard to do on your own. There are organizations to help you through the process. That’s what Iona does extremely well. They’re the experts.

The number of people Iona touches is really impressive, but what is most important is that every person matters to them. Iona treats families like family. It’s that human touch that makes the difference. If you work with a lot of people and treat them all like a number, you shouldn’t be in the business. When I learned my father had Alzheimer’s, I kept hearing one word over and over: “caregiver.” I grew to hate that word. It was belittling and fell far short of the job requirements. You can summon the patience to be an Alzheimer’s caregiver only if you care with all your heart, soul and guts. The demands are relentless; your impulse may be to flail or fall apart. You have to care for that other human being on a primal level, apart from seeing them as your parent. You have to leave your ego and your own needs at the door. You can’t be a caregiver; you have to be a love giver. That is the only way to survive. Iona understands this. I came to understand it too, but it took a long time.

Mark Shriver
When Theresa Bruno had a stroke, a lot of things changed, but thanks to her faith and her family, she has learned to accept the changes. “I’m not going to sit around crying,” she told me as we sat painting together at her dining room table one evening in June. Theresa, who is 63, still has goals – “to be healthy and strong” – she told me. As she paints, she reminisces about when she used to drive her daughter Yolande to school. Now Yolande, who is a high school French teacher, transports her mother to doctors’ appointments, church and to Iona’s Wellness & Arts Center, where she participates twice a week.

In my role as an artist, writer and educator, I have spent eight weeks working with Theresa and her family creating a personalized storybook. The project, which is funded by the National Center for Creative Aging, complements the art therapy that takes place at Iona every week day. Yolande named the Bruno family storybook, “My Rainbow.” In talking to the family, I have learned that Theresa is a quintuple threat: singer, seamstress, poet, actress and painter. She performed in a play called “May All the Lights Be Green” and published a book of poetry called “For Such a Time As This: Devotionals for Daily Living.” In spite of her stroke, Theresa continues to write poems. It’s what keeps her going, she told me. The poems are in the storybook. So are fragments that represent different aspects of her life: a pink satin sash from a dress, shells from Miami, recipes, and a painting of a rainbow.

Sushmita Mazumdar
Sushmita Mazumdar, with Iona client Theresa Bruno
Sam Kilpatrick (right), with his spouse Doug Barker
I grew up in Atlanta, the son of a Baptist minister, and was raised with the belief that you always do for others. As a child, I was especially close to my maternal grandmother, Grandma Uber. I think that’s where my love and respect for seniors comes from. When I first began visiting people in our community who were home-bound, I initially found it depressing but soon realized how rewarding it can be. I began to understand how much it meant to them to know they were not forgotten. I might have been the only person that they would see for days. And, there are so many valuable lessons to be learned from seniors if you take the time to pay attention and listen.

More recently, I joined the board of Iona where I serve as Treasurer. Iona needed someone with both nonprofit and financial expertise. That I have as I have been the controller for the National Trust for Historic Preservation for 37 years. I know quite a bit about nonprofit finance and understand what it means to be a good steward of funds. I have found Iona to be professionally managed and financially sound. They have a wonderful track record of managing their diverse sources of revenue which is important for all nonprofit organizations. I like that Iona provides services to residents in a broad geographic area and from diverse economic backgrounds. Lonely is lonely – whether you are 65 and poor or 90 with financial resources – but with no family or very few friends.

My partner Doug and I got married recently. We don’t have children and occasionally I wonder who will be there to take care of us. I learn a lot from the older adults I have met through Iona and in the community. Are they more than a number? Let me answer by telling you about 103-year old Elizabeth Adcock from Scotland. I was her only friend. Or 96-year-old Lula, who considered me her surrogate grandson. I met 91-year-old Doris waiting for the bus. Each one of them has a history, desires and goals. I’m a numbers person, but when you connect with another human being, it’s not about numbers.

Sam Kilpatrick
Compass Update
Iona completed the first year of its partnership with Compass, which matches business professionals with local nonprofit organizations in order to help them carry out their mission more effectively and efficiently. A team of eight volunteers immersed themselves in Iona’s work for nine months. The average age of the people on our team was 30, yet they could all relate to Iona’s work. “That’s because we all have parents, we all have grandparents,” said Compass team leader Betsy Hanlon, who has worked for many years as a COO and CFO. “We understand the challenges they face and were drawn to Iona because we recognize that aging is one of the most important issues in our country today.” The Compass team researched best practices, identified trends and ultimately presented Iona with recommendations which it is using to create a strategic plan for the next three to five years. “We offered a fresh and objective perspective, with honest and actionable feedback,” added Hanlon.

Tea with Friends
Actress-comedian Julia Louis-Dreyfus revealed her little-known connection to Iona at a donor tea held in February at the home of Jane and Daniel Solomon. “Iona was a huge part of the culture of our family,” Louis-Dreyfus told the crowd. Her mother, writer/teacher Judy Bowles, began working with Iona in 1979, when Louis-Dreyfus was a senior at Holton-Arms School in Bethesda. Judy continued working with Iona through 1992, publishing several volumes of poetry by participants in the Iona Poets Group. Her work at Iona “filtered into our lives,” Louis-Dreyfus told the gathering.

At Iona, Judy taught writing workshops, poetry workshops and exercise classes. Recalling those classes, Louis-Dreyfus recounted a favorite family story: Once her mom was teaching an exercise class at Iona and noticed something on her toe. She bent down to get it and when she looked up noticed the entire class bending down to touch their toes. “She was a great leader,” laughed her daughter. Louis-Dreyfus said her mother’s poetry classes at Iona “had a lasting impression” — both on the participants and on her family.
Advocacy Update
An article by Tara Bahrampour in The Washington Post reported that: “Undaunted by Monday’s rain, about 300 elderly residents from around the District converged downtown to demand more money for senior services. Some wore fancy hats, some used walkers and wheelchairs, some held hand-drawn signs.

 Overflowing out of the budget hearing of the Committee on Workforce and Community Affairs into a second room, they urged the City Council to move $5.8 million from Mayor Vincent C. Gray’s wish list for the D.C. Office on Aging onto the 2014 budget. The proposed budget for senior services is around $30 million, but senior citizen advocates say more is needed to support life in a city where basic necessities have become increasingly expensive.

Turnout was unprecedentedly high for seniors, said Sally White, executive director of Iona Senior Services, a nonprofit service provider that helped plan the rally. She said the large crowd reflected a growing urgency. ‘The people with the greatest needs are the ones less able to speak up for themselves,’ she said. ‘Every grantee program is really at risk.’ Since 2009, she said, seven nonprofit organizations have dropped out of being lead agency providers and at least one has shut its doors.”

Art of Caring
Iona’s annual flagship event, the Art of Caring, honors the devotion of family caregivers, rallies the community to support them on their journey and raises funds for Iona’s core programs and services. At our 2012 luncheon, award-winning radio host Diane Rehm was the keynote speaker and shared her personal story of caregiving for her husband who is living with Parkinson’s disease. At the 2013 luncheon, Mark Shriver, author of A Good Man: Rediscovering My Father, Sargent Shriver, spoke movingly of the painful realities of caregiving, which he prefers to call “love giving.” In both 2012 and 2013, more than 300 community leaders attended the event which raised nearly $200,000.
In April, 2013, Iona joined with hundreds of other members of community-based non-profits in mourning the passing of Richard England. Dick was a good friend to Iona, serving as the chair of a capital campaign that raised money to build our beautiful Breckinridge Center on Albemarle Street almost 17 years ago. In this huge undertaking, he employed his considerable management skills, fierce determination and powerful sense of justice to help others understand the importance of caring for older people in the community in this enormous task. We will always be grateful to Dick for this amazing place, bustling with energy, art and life.

Dick’s large legacy can be seen everywhere in our community and goes far beyond his philanthropy. Dick was a doer. He believed in getting involved, in solving problems and making a difference in small ways as well as large, and in always believing in yourself and your cause. Dick delivered meals to homebound Iona clients on countless holidays over the years and got his family involved as well. He always carried a box of Iona Resource Guides in the trunk of his car, ready to take a stack of them into every doctor’s office he visited. Dick’s voice will always be in my ear, urging me as an individual and us as an organization to do more and to do it better and for that I will be forever grateful. And I give my thanks to all of you who shared in his vision of a community that values, respects and protects the contributions and possibilities of every individual.

Sally

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(Fiscal years October 1, 2011-September 30, 2013)
Every gift supports Iona’s mission to help people age well and live well. We appreciate all of the donors who contributed in 2012 and 2013. Due to space constraints, only those who gave $100 or more in either year are included. While we strive for accuracy, should you find your information to be presented incorrectly or if you prefer your name to be listed differently in the future, please contact us at 202-895-9416 or development@iona.org.

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Iona's Wellness & Arts Center Director, Sharon O'Connor (right) and staff member Christine Oblitas stand in the Center's newly renovated kitchen. Thanks to the Philip Graham Fund, Clark Construction and JP2 Architects, Iona's Wellness & Arts Center has a beautifully renovated kitchen and bathrooms and new flooring throughout.

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**Make a Difference** Iona depends on your support in order to provide assistance for everyone facing the challenges of aging.

**Make a Financial Contribution** Your financial support will assist Iona in providing the best programs and services to older people and their families in our community. An envelope is included in this mailing or you can donate online at www.iona.org or by calling 202.895.9401.

**Make a Planned Gift** A donation through wills, bequests and other charitable trusts is a tremendous way to support Iona’s work. Leaving a legacy for generations to come will truly change the lives of seniors. For information, contact the Development Department at 202.895.9401.

**Volunteer** Iona is an organization that was started by the community for the community, and it can only remain successful with the efforts of dedicated volunteers. We have volunteer assignments for people of all ages, skills and experience. Come to Iona to learn how you can be a part of keeping our organization strong and meeting the needs of older adults in the community. Whether it’s a group project, individual interest or community service requirement, Iona has a place for you. Contact our Volunteer Coordinator at 202.895.9425 or volunteer@iona.org.

**Advocate** Join other consumers, advocates and healthcare providers to work with the District government on long-term care issues. Contact the D.C. Coalition on Long Term Care, 202.895.9435 or jlevy@iona.org. To learn more about the DC Senior Advisory Coalition, contact swhite@iona.org or call 202-895-0246.
FY 2012 Statement of Activities
FISCAL YEAR OCTOBER 1, 2011 — SEPTEMBER 30, 2012

Total Revenue
$3,251,380

Total Expenses
$3,166,068

FY 2013 Statement of Activities (unaudited)
FISCAL YEAR OCTOBER 1, 2012 — SEPTEMBER 30, 2013

Total Revenue
$3,418,265

Total Expenses
$3,239,000

Iona was audited in 2012 by Rogers & Company PLLC. The 2013 audit is pending at press time. For a copy of the most recent audited financial statements, please contact Iona at (202) 895-9416 or email info@iona.org
By the **Numbers**

With Iona, the impact of each financial gift is both measureable and impressive. Together we can build a community that nurtures, protects and respects older adults, especially the most vulnerable.

**For every $10,000** donated, we can provide social work or nurse care management support to 7 vulnerable adults for an entire year and enable these vulnerable adults to stay more safely at home, forestalling expensive institutionalization.

**For every $5,000**, we can offer 3 weeks of daily lunches, engagement, and support at our Active Wellness Program at St. Alban’s, and provide the volunteer management needed to deliver meals on the weekends to more than 90 homebound adults.

**For every $2,500**, we can support one scholarship participant in Iona’s Wellness & Arts Center for a month, giving a family respite, education and solace, and giving their loved one engaging activities, a community of friends and the opportunity to continue to be the unique person that they really are – not someone defined by their disease or challenges.

**For every $1,000**, we can pay for the gas and upkeep of our bus for a month of grocery store shuttles for older adults who can no longer drive.

**Every $500** provides expert nutrition management and counseling for one year for someone who is homebound or malnourished because of disease, disability or isolation.

**$150** provides 8 cases of Ensure for individuals who need the nutrition supplement to gain weight and strength.
Thank you to our volunteers who provided thousands of service hours—delivering meals, visiting homebound older adults, supporting Iona’s activities—and who are absolutely essential to Iona’s mission and work.

**Mission** Iona supports people as they experience the challenges and opportunities of aging. We educate, advocate and provide community-based programs and services to help people age well and live well.

**Vision** We envision a community that celebrates, values, respects and protects the contributions and possibilities of every individual.