**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.

“Life was never meant to be fair—but we need to make it more fair than it is. I hope as people who care, you will care enough and do everything in your power to make sure that the work of Iona continues.”

Diane Rehm, host of The Diane Rehm Show
“Raise the Bar” is the theme of this year’s Annual Report. We’ve all heard the phrase before, but why are we using it here? What does it mean to Iona Senior Services at this moment in our long history? For one thing, we are facing more complex challenges than we’ve ever faced before: waiting lists for people who need home-delivered meals and subsidized care management; 30% more hours spent to assist each person we served with care management than the previous year because of the complexity of the issues and waiting lists for other available supports; a 40% increase in the number of calls to our Helpline; a food crisis when the District’s long-term vendor for congregate and home-delivered meals went bankrupt. In addition, the economic challenges of the past year have brought budget cuts for all DC Office on Aging grantees.

So, why “Raise the Bar?” Because we need to do better, as individuals, as an organization and as a community to support older adults and caregivers who need us, to engage those individuals who have the skills to help us, to give back to the community that we are all a part of and to demand that our local government does better for its most vulnerable citizens.

At the same time, our challenges are also our opportunities, as we continue to raise not only the bar but the profile of the work we do by creating best practices, advocating on behalf of the older residents of our area and developing new partnerships with both local and national organizations such as AARP and LeadingAge.

On the following pages, you will meet members of the Iona family who are raising the bar: Rose Clifford, Deborah Rubenstein, Edna Barber, Susan and Brian Rodgers, and Richard Snowdon.

As we look back on our 36th year and ahead to our 37th, we are grateful to the many people who are helping us Raise the Bar: our staff and volunteers, board members and member congregations, and especially to the thousands of donors listed on pages 12–15. To you we offer our heartfelt appreciation.

Sincerely,

Sally S. White, Executive Director

Blair H. Kutrow, President, Board of Directors
Iona Program Specialist Lavorn Cryor is a joyful presence in the lives of Wellness & Arts Center participants and families.
The Art of Caring
The 2011 Art of Caring Month tribute to family caregivers kicked off with a free concert featuring Mosaic Harmony Interfaith Choir, thanks to generous support from longtime friends and donors Wes and Carol Carson. The month included a training on working with older people for Wells Fargo Financial Advisors and a brown bag service learning event for human resource professionals from around the region on eldercare in the workplace. At the Art of Caring Luncheon, Mark Shriver accepted Iona’s annual award on behalf of the Shriver family.

Sibley Partnership
Iona’s partnership with Sibley Memorial Hospital, Johns Hopkins Medicine continued. Two Sibley internists who see clients in Iona’s Breckinridge building accept Medicare, Medicaid and all insurances accepted by Sibley.

Compass Partnership
This year, Iona was selected as a client of Compass, a 10-year-old organization that strengthens the capacity, effectiveness and sustainability of Washington area nonprofits through pro bono strategic consulting provided by volunteers from the business community who are offering strategic alliance support to Iona in the coming year.

The Arts at Iona
Arts programming at Iona continued to grow, through partnerships with Washington Concert Opera and the Playwright’s Forum, which drew large crowds to Iona’s Breckinridge building for lectures and play readings. Arts classes expanded to offer Memoir Writing and Laughter Yoga. Liz Nichols, certified Time Slips facilitator, was profiled on WAMU 88.5 as she worked with participants in Iona’s Weinberg Wellness & Arts Center.
Advocacy
The reach and impact of the DC Senior Advisory Coalition (S.A.C.) continued to grow in 2011. S.A.C. members provided expert testimony before the City Council on budget, transportation and community-based long term care issues; developed a successful call-in and write-in campaign to save senior services from budget cuts during emergency budget hearings and continued to campaign for a comprehensive needs assessment for older adults in the District. S.A.C. members were called upon by District officials to provide input and issue education for the city’s leadership and members pulled together to advocate for the needs of seniors through the food crisis last summer and ongoing food shortages for homebound seniors.

Young @ Heart
For the third year, nearly 1,000 people attended the Young@Heart performance of rock classics.

Comprehensive Services
Iona’s core programs are built around the needs of those who are facing difficult times, transitions or health issues. Through the Consultation, Care Management and Counseling programs, compassionate and highly trained social workers and a registered nurse provide intensive, one-on-one support to seniors and families, helping them navigate challenges associated with aging. In addition, Iona offers mental health counseling and support groups to help people deal with grief, loss, depression, chronic illness such as Parkinson’s, low vision or other disabilities, and major life transitions. Last fiscal year, Iona provided direct care, support and volunteer assistance to 1,226 seniors and their families.

Iona’s Harry and Jeanette Weinberg Wellness and Arts Center offers engaging daily programming to those with cognitive or physical impairments, including art therapies, wellness programs and socialization in a beautiful and inviting space. In fiscal year 2011, Iona served 87 seniors and their caregivers through this program.

More than 40% more calls were logged into the Questions and Answers Helpline at Iona in the past year for a total of 7,500 and an estimated 10,000 people accessed information through our website, our bi-annual Resource Guide, now in its 19th edition, and through community presentations.

Community programming, targeted to people who are independent and looking to remain socially engaged and healthy, offers exercise programs and educational workshops, events through The Gallery at Iona, volunteer opportunities at the Breckinridge Center and a mid-day exercise and lunch program at St. Alban’s Episcopal Church, serving 200 individuals in 2011.

Transportation to and from grocery stores and weekend meal and commodity food delivery helps those who are homebound remain at home for as long as possible. In the past year, Iona coordinated the home delivery of over 23,000 weekday and weekend meals.

Iona became the official convener of Young@Heart fans from all over the metropolitan area, hosting a concert in October at the Warner Theatre.
Iona extends a special thank you to the hundreds of people who donated shelf-stable groceries during the food crisis of June 2011 and to the hundreds of volunteers who deliver meals to homebound seniors every weekend, Thanksgiving and Christmas.

(See page 9 for more information about senior food insecurity in the city.)
Building on its history and experience serving the Greater Washington community for nearly four decades, Iona’s staff, board members, donors and other partners are raising the bar even as our region faces new challenges including changing demographics, an ongoing economic crisis and declining resources. That is why there has never been a more important time for us all to Raise the Bar.
Deborah Rubenstein: The Learning Never Ends

Deborah Rubenstein’s journey to her work at Iona began with a chance encounter with a senior in need. On her way home from work as a government attorney in the early 1990s, she passed an older woman picking through belongings piled on the curb in front of an apartment building on 16th Street. Something told her to turn around and offer to help. That is when Rubenstein learned the clothing, furniture and photos belonged to the woman, who had just been evicted from her apartment. Rubenstein invited Mabel to stay in her home that evening as she made phone calls trying to find shelter and other services. “Mabel changed my life,” says Rubenstein. She left her legal job and enrolled in the National Catholic School of Social Service, among the best programs in the country. She trained with Dr. Barbara Soniat, nationally known for her groundbreaking approach to working with vulnerable older adults. After earning a master’s in social work in 1993, Rubenstein joined the staff of Iona. Nearly two decades later, colleagues consider her expertise, compassion and leadership to be the gold standard of care for seniors.

“I am a great admirer of Deb’s constancy in her devotion to fostering better lives for older adults, of her clinical skills and competence, and of her ability to mentor a new generation of geriatric clinicians,” said Daniel W. Wilson, who worked with Rubenstein at Iona and through National Catholic School of Social Service’s intern program and Iona’s eldercare program at the World Bank and the International Monetary Fund.

Today, as Iona’s Director of Consultation, Care Management and Counseling, Rubenstein guides a team of social workers and nurses who provide care management to older adults in their homes; oversees a counseling program and numerous support groups for both seniors and caregivers; partners with employers to provide eldercare counseling in the workplace; and leads public forums on topics ranging from memory loss to aging at home to caring for someone who does not want help. Rubenstein was part of the team that developed Iona’s private pay care management and consultation services. These services assist families from throughout the metropolitan area and generate critical financial support to subsidize the care Iona provides to low-income clients.

“At Iona, we are ethically and morally obligated to do our best work and are always asking ourselves how we can do even better,” she says. “That means not only working directly with clients to ensure that they have the best possible quality of life but also working with colleagues and local government to improve systems.”

In addition, she is increasingly aware of the need for hard data to evaluate Iona’s work and to determine how the organization can have an even greater impact. “In order to best serve our clients and our community, we need to continue to put best practices in place and tap into the latest research,” she says. “In other words, we have to have both an open heart and a fully engaged mind. We care deeply about our clients—that will never change—but we must also ask how we can be as effective as possible, especially in a climate of declining resources.”

With that in mind, Rubenstein recently returned to the National Catholic School of Social Work where she is raising the bar by pursuing a PhD with a focus on how to improve the well-being of older adults who are having difficulty living independently. “It’s wonderful being in school, but my best teachers continue to be the seniors we are privileged to serve.”
Edna Barber: A New Phase of Life

Edna Barber was about to be evicted from what she calls her “dream home” when she placed a call to Iona last winter looking for legal help. The social worker staffing Iona’s Helpline listened as Barber, a 72-year-old retired government worker, confided in him about the financial crisis that led her to lose her home. In turn, Iona’s team jumped into action, quickly helping Barber transition to a shelter while social worker Deborah Rubenstein walked with her every step of the way as she struggled with legal, financial and health challenges and the stress of homelessness.

A graduate of Howard University and the University of North Carolina at Chapel Hill with a master’s in public health, Barber says Iona “helped me deal with some thorny issues. Most importantly, they helped me get into a safe place.”

“It’s hard to imagine what it means to go from being a middle class person living in a neighborhood with manicured lawns and a good salary to being knocked down to abject poverty—until you’ve experienced it firsthand,” she says. Barber adds that she is surprised by how many people she has met at the shelter who have lost their jobs, lost their homes and simply had nowhere else to go.

Beyond guiding Barber to shelter and helping her get services and benefits, Iona “has helped keep me balanced,” she says. Most importantly, Iona “helped me navigate this new phase in my life and set goals for the future.”

Deborah Rubenstein likes to quote something that Edna once said to her: “Everyone has needs, wants and desires—all wrapped up in the fabric of dreams.”

“It is such a privilege,” adds Rubenstein, “to work with our older adults, to be inspired by their courage and learn from their wisdom.”
“I love food and I love science,” says Rose Clifford, a registered dietician with an MBA in business marketing. “My work is an intersection of the two.”

Four years ago, Clifford began working with older adults. At Iona, she works one-on-one with individuals who face unique nutritional challenges, provides nutrition education to groups in the community and works closely with the nutritionist at the DC Office on Aging to improve the quality of the meals served to older adults in the District.

Food security tops the list of concerns. “We are seeing more and more older adults who are ‘food insecure’—that is they don’t know where their next meal will come from,” says Iona’s Executive Director Sally White. That may be because of rising food costs, lack of transportation to the grocery store, or physical or cognitive challenges that make even opening a can and remembering to eat difficult, if not impossible.

Unintentional weight loss is another common problem Clifford encounters. The dietician recalls one client with an extremely poor appetite who weighed 69 pounds when they first met. “The nutritional supplement Ensure was critical to her well-being and independence in the community,” Clifford said, reporting that this client has slowly gained five pounds since they first started working together.

When Clifford and other Iona staff learned that the DC Office on Aging’s food vendor was going bankrupt and the homebound seniors Iona served would not be receiving any meals, the group jumped into action.

The crisis had a silver lining—one that illustrates Iona’s role as a compassionate and caring community. Iona’s supporters, friends and neighbors arrived en masse with bags and boxes of shelf-stable groceries. National partners, LeadingAge and Sodexo Senior Living, came through with donated cases and nutritional supplements. More than 400 pantry kits were assembled and delivered to seniors throughout the city and Iona staff worked closely with the DC Office on Aging to secure new vendors.
“I can’t think of another organization that does what Iona does as well as it does. I know when I make a contribution to Iona, I get a lot of bang for my buck.”

Richard Snowdon: Bang for Buck

“I’ve watched Iona grow from being a provider of geriatric services to being the leader in geriatric services in the Washington region and beyond,” says Richard Snowdon, an estate planner by profession who is also involved in the Hill-Snowdon Family Foundation. “I can’t think of another organization that does what Iona does as well as it does. I know when I make a contribution to Iona, I get a lot of bang for my buck.”

A longtime resident of the District with deep roots in the community, Snowdon and his family are generous with their money and their time. He has seen philanthropy from several different perspectives.

As an inaugural member of Iona’s advisory committee on the arts, Snowdon was there at the birth of Iona’s arts programming. “It’s hard to understand how important arts stimulation is for older people until you see it firsthand,” he says. “Then it seems obvious.”

At age 69, Snowdon says he has “an enlightened self-interest” in Iona’s mission—and its success. “The scary thing is, when you look at the numbers, the population is getting older at the same time the number of caregivers is declining. If the people are not there to provide those services, we’re looking at a train wreck.”

To do their part, Snowdon and his wife drive older neighbors to doctors’ appointments through the local aging in place village organization forming in their Georgetown neighborhood. “Hopefully there will be someone coming up behind us to drive when it’s our turn,” he says.

“Everyone I talk to says they want to age at home,” he says. “That is what the growing village movement is all about. Many people don’t realize that Iona is the original village, the oldest and best of the aging in place groups. You want to support the best because they create best practices for others to emulate.”
Capital City Nurses President Susan Rodgers was destined to be a nurse and determined to work with older adults. In high school, she volunteered at a hospital near her home in Providence, Rhode Island. Inspired by that experience, she went to nursing school. That passion eventually grew into her Chevy Chase-based business, Capital City Nurses, which provides geriatric care, care assessment, post-operative care, medication management, meal preparation and more.

A financial supporter of Iona for many years, this year Capital City Nurses raised the bar by becoming a leadership partner in 2011. “As a business, we want to donate to the community where we live and work,” says Susan. “As a good corporate citizen, we want to know our contribution is going where it can do the most good. With Iona, we get both.”

Seven years ago, Susan’s son Brian joined the family business as Vice President of Operations. Brian had grown up around older adults—not only grandparents, but the clients his mom would frequently bring home for the holidays, barbecues, even family weddings.

This is the lens through which he originally came to know seniors. “In our business, by the time we get a call for help, it’s late,” Brian said. “Families are waiting too long to tap into local resources that exist in the community. They are waiting too long to get help for their parents, and waiting too long to plan for their own future.”

“We frequently refer families to Iona which provides them with the first step on the path that lies in front of them” says Susan. “The way I look at it, if you want to be in control of your life down the road, you need to make some decisions now.”

Adds Brian: “Iona makes a tough conversation easier. When you hear someone with both credibility and credentials say, ‘here’s where you need to start the conversation,’ people feel much more confident in the decisions they are making.”

“As a good corporate citizen, we want to know our contribution is going where it can do the most good.”

Family is what it is all about for Susan and Brian Rodgers and the Capital City Nurses’ staff—helping families navigate the challenges of aging with Iona as an essential partner.
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$100 or less
Over 600 individuals and organizations gave under $100 to support Iona’s mission. For a full listing of these donors in 2011, please go to www.iona.org/publications/annual-report.

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. Please consider making a donation. 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.
Tribute Gifts
Gifts paying tribute to a family member, friend or colleague are listed below.
In Memory of Sherry Arnstein
George Arnstein
In Memory of Marjorie Axler
Ms. Elsa M. Friedman
In Memory of Sally Colette Barden
Mr. Charles S. Barden, Jr.
In Memory of Joseph Bauer
Ms. Judith Bauer and Mr. Richard Koretz
In Memory of Rolande Benoit
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In Memory of Felicity McDonald Blandford
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In Honor of Wendy Feldman Block
The Goldstein Corvasce Family Foundation at the Community Foundation for the National Capital Region
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Mr. John and Mrs. Jane Cripps
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Ms. Joyce Friedman
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Ms. Diane Cornell and Ms. Margaret Finner
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In Memory of John William Coffey
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Institute of Management Consultants, DFW Chapter
In Honor of Trevor Goodyear’s birthday
Mr. Robert and Mrs. Ruth Williams
In Honor of Al Gordon
Mr. and Mrs. Arnold H. Leibowitz
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In Honor of Diane Greenspun
Mr. Wes and Mrs. Sandy Scagetti
In Honor of Sarah Haight
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Mr. Jacob and Mrs. Roberta Kaplan
In Honor of Iona’s social work and nursing staff
Dr. Barbara Siemens, MSW, Ph. D
In Honor of the Staff at Iona
Mr. Robert and Mrs. Mary Chaparro
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Raise the Bar 2011 ANNUAL REPORT 15
Although Iona was able to balance the 2011 budget despite another 5% cut in government funding, the Board of Directors and staff know that, in the long-term, this is not enough to meet the growing demands. In order to serve the increasingly complex needs of an aging population in the greater metropolitan region, Iona’s leaders are looking at ways to raise the bar on funding to allow for continued proactive growth and innovation in the future.
Thank you to our volunteers who provided thousands of service hours — delivering meals, visiting homebound seniors, supporting Iona’s activities — and are absolutely essential to Iona’s mission and work.