

# 40



Celebrating 20 Years • 1991 - 2011



**Mission Statement** Hearth is a non-profit organization dedicated to the elimination of homelessness among the elderly. This mission is accomplished through a unique blend of prevention, placement, and housing programs all designed to help elders find and succeed in homes of their own.

**For 20 Years Hearth has led the**

To this end, all housing operated by Hearth provides a creative array of supportive services that assist residents to age with dignity, regardless of their special medical, mental health, or social needs. Hearth believes these goals are best accomplished through respect for elders and staff, with the desire to see both achieve their highest degree of potential.

**Dear Friends** As we move into Hearth's 20<sup>th</sup> Anniversary year, we're reflecting on not only our achievements of this past year, but on all that we have accomplished throughout the organization's history. The Committee to End Elder Homelessness was formed with a clear mission – to end elder homelessness – and Hearth continues to pursue that goal with the same focus, commitment, energy and belief that our mission is achievable.

Over the years, Hearth has developed a proven, award winning, cost-effective model for service-enriched housing that addresses the unique needs of homeless elders. The model, which began with our Bishop Street House in 1992 (see page 8), has evolved through the years with the addition of six more residences. Over time hundreds of elders have called Hearth's residences their permanent homes. We continue to raise awareness and share our proven model both locally and nationally, most notably at *The Rising Tide* panel held at the Boston Foundation this past spring (see page 3).

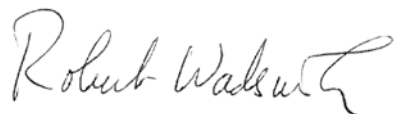
Since its inception, Hearth has placed an estimated 1400 elders into housing. Over 1000 of these older adults were placed into permanent affordable homes by Hearth's Outreach Program. This past year has seen the expansion of Hearth's Outreach Team (see page 4) which will enable Hearth to work with even more of Boston's homeless elders each year.

## fight to end elder homelessness.

As you know, this program was recognized as a Social Innovator in 2009, and expanding its important work is another key part of the strategy to end homelessness among the elderly.

We expect that one of the highlights of 2011 will be the construction of Hearth at Olmsted Green, and believe the completion of this project will be a fitting way to demonstrate Hearth's forward motion in our 20<sup>th</sup> Anniversary year! Hearth's achievements would not be possible without the consistent and generous support of individuals, corporations, foundations, and religious organizations; the partnership of other non profits; our public partners in the City of Boston and the Commonwealth; Hearth's dedicated staff; the Board of Directors and Board of Visitors; and hundreds of volunteers. We are confident that when we all work together, ending elder homelessness is a mission that can be accomplished.

Thank you for your support.



Robert Wadsworth, *Hearth Board Chair*



Mark Hinderlie, *Hearth President & CEO*



## The Growth of Elder Homelessness

Homelessness among the elderly is increasing. This increase reflects both demographic shifts in our country's population and the rate of deep poverty experienced by many older citizens, according to a report released by the National Alliance to End Homelessness (NAEH) in April 2010. The NAEH projects that homelessness among the elderly in the U.S. will increase by 33% between 2010 and 2020, and will more than double between 2010 and 2050.

In the NAEH's report, they stated, "In the coming years, the United States will experience a monumental societal shift as baby boomers become senior citizens. Meeting the needs of this population, particularly the economically vulnerable portion of the population, will be one of the greatest domestic policy challenges in our lifetime."

**Homelessness among the elderly is increasing.**

There is very limited recognition of the problem. As far as we know, despite the need, Hearth remains the only organization in the country with a sole focus and comprehensive approach to ending elder homelessness. Hearth has built a strong foundation of advocacy to end elder homelessness which is nationally recognized. We have observed the growth in elder homelessness first hand through the increased demand for our housing and placement services, as well as through growing numbers of requests for assistance from organizations across the country who are seeing an increase in numbers of homeless elders, and who are looking for proven strategies and solutions.

Hearth remains the only organization in the country with a sole focus and comprehensive approach to ending elder homelessness.



## "The Rising Tide: The Rapid Aging of Boston's and America's Homeless: Policy Implications and Solutions."

On April 27, 2010, Hearth, Inc. hosted a Panel at The Boston Foundation called **The Rising Tide: The Rapid Aging of Boston's and America's Homeless: Policy Implications and Solutions.**

The panel was comprised of experts on housing, elderly issues and homelessness who talked about the growing crisis of homelessness in older adults, its policy implications, and models that represent proven, cost effective solutions.

Geeta Pradhan, Director of Programs at The Boston Foundation welcomed everyone and kicked off the discussion, and Richard A. Walega, HUD New England Regional Director, made opening remarks.

The panel was moderated by Deborah De Santis, President and CEO of the Corporation for Supportive Housing; and panelists included:

- Dennis Culhane, Professor at the School of Social Policy and Practice, University of Pennsylvania
- Aaron Gornstein, Executive Director of CHAPA (Citizens' Housing and Planning Association)
- Mark Hinderlie, President and CEO of Hearth, Inc.
- John O'Brien, New England Regional Coordinator for the United States Interagency Council on Homelessness
- Laura Henze Russell, Founding Director of the Elder Economic Security Standard Project and Hearth Board Member

Dr. Culhane, a recognized leader in the study of homelessness and housing policy, discussed his recent research on the aging of the homeless population. In his opening remarks, he noted that the results of his study are fairly alarming, and that they require a sense of urgency on all of our parts. He also noted that this was the first conference he had attended where elder homelessness was the main topic, and felt that there would be many more in the very near future because there is something important going on. He went on to discuss the aging cohort of the homeless population, the causes and implications.

Mark Hinderlie discussed Hearth's model and distributed Hearth's report called, *Ending Elder Homelessness: The Importance of Service-Enriched Housing* which was released in November 2009, and done in collaboration with Drs. Judith G. Gonyea and Sara S. Bachman of Boston University School of Social Work who conducted research and helped write the brief. The goal of this report is to not only shine light on the complexities and challenges of elder homelessness, but to offer research based strategies for ending elder homelessness. (report can be found on Hearth's web site at [www.hearth-home.org](http://www.hearth-home.org))

Over 115 participants attended the panel, with many other requests for additional information. Following the Panel, Hearth, Inc. and the Corporation for Supportive Housing, decided to join forces with a goal of furthering a national dialogue on providing permanent supportive housing for frail elderly persons who are either aging in existing supportive housing or who are homeless or exiting institutional settings.

Have you ever walked by a homeless person and wondered what you could do to help?

## Hearth Outreach Program

Beyond Hearth's own service-enriched housing, Hearth's Outreach Program works with hundreds of homeless elders each year to connect them with other affordable housing opportunities and the services critical to their long-term success. The Hearth Outreach Program began in 1995 with a three-year grant from The Department of Housing and Urban Development. Over the past fifteen years, Outreach has placed over 1,000 elders in permanent housing and assisted over 3,000 elders.

### Hearth Outreach: A Clear Path to a Home.

In 2009 Outreach developed long-term goals while participating in the Social Innovation Forum. In 2010 Outreach has focused on achieving those goals, including expanding the program to add two new case managers, including one at-risk case manager who is focusing on preventing vulnerable elders from becoming homeless.

“All programs that serve the homeless in this city are overwhelmed with demand,” said Adrienne Beloin, Director of Outreach. “We have been at maximum capacity and still have had to place some of the neediest elders on our waitlist. Adding Outreach staff will not only enable us to serve more homeless and at risk elders, but it will enrich our team with diversity, expertise, and support.”

With the additional staff, the Hearth Outreach Program plans to increase the number of elders it serves from 250 to 350, including 50 elders at-risk of homelessness, and to connect at least 80% of clients exiting the Outreach Program with a community care provider.

“The Social Innovation Forum focuses on innovative, results-oriented nonprofits poised for growth and increased social impact. Hearth’s Outreach Program is committed to their vision of social change, and it’s wonderful to see them pursuing – and achieving – their goals,” said Susan Musinsky, Executive Director of the Social Innovation Forum.

The expansion is being funded by a two-year grant from Jane’s Trust. Rachel Pohl, Philanthropy Advisor to the trust, noted that the trustees are very impressed with the strategic planning and excellent leadership guiding the expansion of Hearth’s Outreach Program. “The opportunity to offer integrative supports while providing housing to many vulnerable elders is a difficult challenge,” she said. “Hearth’s Outreach Program demonstrates the potential to achieve impact and scale a successful program through valuable partnerships.”

## Winter Walk to End Elder Homelessness:

Have you ever walked by a homeless person and wondered what you could do to help? In the fall of 2009, that is a question that Hearth’s Outreach Team set out to answer for members of youth programs who participated in the first annual Winter Walk to End Elder Homelessness in Weston, Massachusetts. The Winter Walk, which was started by Devon Kinkead in Holliston, Mass., was designed to help end homelessness by engaging communities in spreading the message and raising funds for programs that are making a difference.

Hearth’s Outreach Team met with students from St. Peter’s Episcopal Church, St. Julia Parish and First Parish Church, several weeks prior to the walk, and facilitated activities designed to give them a deeper understanding of the causes of homelessness; what it is like to be homeless especially for the elderly; and the challenges to finding and succeeding in permanent housing. The students then set out to share what they learned with friends, family and neighbors and to collect sponsorships for their December walk.



*On December 6, 2009 members of St. Peter’s Episcopal Church, St. Julia Parish, and First Parish Church in Weston gathered for the first annual Winter Walk to End Elder Homelessness. The students raised more than twice as much as their original fundraising goal of \$4000.*



On a cold and snowy December afternoon, students and adults embarked on their 5K walk through Weston. Carol Ritter, a member of St. Julia Parish, talked about her experience: “My boots were leaky. Ten minutes into the walk, my feet were wet and cold. I could only imagine the misery of a homeless woman, continuing to walk the streets with numbing pain from the cold, longing for a place to warm herself, let alone sleep for the night.” Students more than doubled their original goal of \$4,000, the approximate cost of a year of case management for one homeless elder with a Hearth Outreach Case Manager to find and succeed in a permanent home.

To learn more about the walk please visit: [www.winterwalk.kintera.org](http://www.winterwalk.kintera.org), or to learn how you can set up a Winter Walk in your community, call Hearth at 617-369-1550.



# Thank You Hearth Volunteers for 20 Years of Dedicated Service.

From Hearth's beginnings in 1991, dedicated volunteers have helped us grow from a seven-women-volunteer committee to what we are today. And as we plan for our future, volunteers continue to be an integral part of the Hearth community.



(Above) Members of Temple Beth Avodah in Newton delivered about 100 tote bags filled with food and kitchen supplies for Hearth's Outreach clients.



(Above) A group of AmeriCorps volunteers from Boston Health Care for the Homeless spent an afternoon at Ruggles very thoroughly weeding the flower beds. They also helped reorganize the library at Ruggles Street.

(Center) Employees from Boston Private Bank cleaned up the Ruth Cowin House inside and out, planting flowers, scraping paint off radiators, and washing walls.





(Top) In July, students from the Tokyo University of Social Welfare visited at the Anna Bissonnette House. They learned about Hearth and spent time visiting with the residents and practicing their English, and teaching them how to make origami animals.

(Bottom) At the 2010 Volunteer Reception, Marion Martochio and Eileen Calvey accepted the Outstanding Corporate Volunteer Award on behalf of Genzyme Corporation. Ed Bordas, Site Director of the Anna Bissonnette House, presented the award in recognition of the generous support Genzyme employees give to Hearth residents during the winter holidays.

(Top) A group of alumni from Boston College visited the Bishop Street House on a sunny day in September to spruce up the yard and plant some flowers.

(Bottom) Members of First Parish Church in Brookline braved a chilly March morning and did some thorough spring cleaning inside and out at the Bishop Street House.

(Above) For the second year, Harvard Pilgrim Health Care employees ran a food drive for the Outreach Food Pantry. They delivered the food full of holiday spirit (Mark Hinderlie with HPHC employees). Harvard Pilgrim Health Care collected so many boxes of food that they needed a small truck to deliver it all.

## Hearth at Bishop Street

On a cold, rainy Wednesday morning the ladies of Bishop Street, Hearth's first site, sit around the cozy kitchen table. They are enjoying a cup of coffee with program staff Bob, Corey, and Sue while holding their monthly house meeting. Besides discussing flu shots, an upcoming trip to Salem, and the importance of voting in the election, these meetings help build a feeling of belonging to a caring community.

Without Hearth, most of these women would be homeless, or in long-term care with an average annual cost of \$106,000 per person in Massachusetts. Sue, Corey, and Bob are here to assist the elderly women to live as independently as possible by addressing their physical health, mental health, and social needs. According to Corey, one of the staff's biggest responsibilities is to be upbeat, calm and stable—helping the ladies feel confident that, despite the challenges they face, things are going to be OK. Sue, who has worked at Bishop Street since 1993, feels trust is essential. “I find that if the residents trust you, then naturally they are going to trust what you are advising ... in spite of the fact that many have mental health issues that make it especially hard for them to trust institutions.”

In a sense, Sue, Bob, and Corey, who divide their time between multiple Hearth sites, do what so many people do to support an aging parent or grandparent. They help them navigate things that can be overwhelming for all aging people: coordinating medical, mental health and dental care; managing medication and any crises that arise; sorting through mail; and accessing benefits like health insurance, social security and food stamps.



*(Left to right) Back row: Sue, Program Nurse; Corey, Social Worker; Bob, Site Director; Elaine; Freda; Dottie; Jackie, Resident Assistant; and Paula. Front row: Drina, Etbel, and Susie.*

“Sue goes to the doctor with me,” said Freda, “which is nice for moral support.” Paula is grateful to the staff for helping her to advocate for herself. Recently Corey accompanied her to a psychiatrist appointment; Paula wanted to change one of her medications. “I don’t think I would have gotten my way if she hadn’t been there.”

The ladies also help each other. On Wednesdays, Freda and Dottie cook dinner for everyone with help from a volunteer. Dottie, who has lived at Bishop Street since moving from the City Hospital Shelter in 1993, picks up medication for other residents who can’t go out. Says Dottie, “I like to work.” Both have volunteered at other Hearth sites.

When you consider the challenges associated with aging and also the financial, mental health and physical challenges these ladies have faced, their success is extraordinary. They are safe at Hearth, with a home and people who care enough to make it work, even when things get tough.



# Hearth Financial Statement

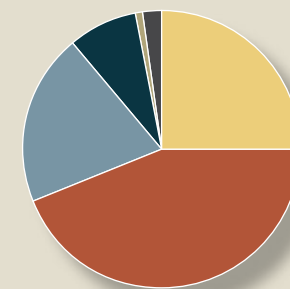
## January - December 2009

### STATEMENT OF ACTIVITIES

| Revenues   | Total<br>in Dollars | % of<br>Total |
|--|---------------------|---------------|
| Government Grants<br>and other contracts             | 972,994             | 25            |
| Rental Fees and<br>Program Revenues                  | 1,744,959           | 44            |
| Donations & Funds Released<br>from Donor Restriction | 778,008             | 20            |
| Recovery of Affiliate Advances                       | 333,525             | 8             |
| Unrealized Gain and Investments                      | 39,130              | 1             |
| Other  | 77,874              | 2             |
| <b>Total Revenues</b>                                | <b>3,946,490</b>    | <b>100</b>    |
| <b>Expenses</b>                                      |                     |               |
| Institutional Advancement:                           |                     |               |
| Fundraising  | 205,137             | 6             |
| PR and Volunteer Management                          | 36,000              | 1             |
| General Administrative                               | 458,783             | 14            |
| Housing/Supportive Services                          | 2,171,303           | 68            |
| Outreach Program                                     | 269,760             | 9             |
| Property Management                                  | 66,123              | 2             |
| <b>Total Expenses<br/>(before depreciation)</b>      | <b>3,207,106</b>    | <b>100</b>    |
| <b>Net Surplus/(Deficit)<br/>before depreciation</b> | <b>739,384</b>      |               |
| Depreciation/amortization                            | 143,311             |               |
| <b>Net Surplus (Deficit)</b>                         | <b>596,073</b>      |               |

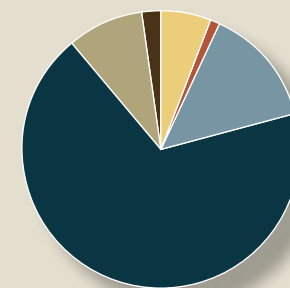
### STATEMENT OF FINANCIAL POSITION

| Assets  | Total<br>in Dollars |
|---|---------------------|
| <b>Current Assets:</b>  |                     |
| Cash and Equivalent   | 1,080,778           |
| Receivables   | 193,744             |
| Funds Held in Trust   | 43,166              |
| Prepaid Expenses and Deposits   | 98,762              |
| <b>Total Current Assets</b>   | <b>1,416,450</b>    |
| Property and Equipment  | 3,380,249           |
| Other Assets  | 1,601,385           |
| <b>Total Assets</b>   | <b>6,398,084</b>    |
| <b>Liabilities and Net Assets</b>   |                     |
| Current Liabilities   |                     |
| Long-term debt, deferred<br>interest and payables   | 300,110             |
| Net Assets  | 2,502,522           |
| <b>Total Liabilities and Net Assets</b>   | <b>3,595,452</b>    |
| <b>Combined Statement of Activities and Operations</b>  |                     |
| Hearth, Inc. partly owns and fully operates two for-profits: The Ruggles Assisted Living Limited Partnership facility and the East Concord Street Limited Partnership supportive housing facility. These limited partnerships are designed to create managed operating losses which the original investors use to offset operating profits in their general operations under the Federal Low Income Housing Tax Credit program (LIHTC). The combined activity fully represents the financial condition of Hearth, Inc. and related parties. |                     |
| Hearth, Inc. Net Surplus (Deficit)  | 596,073             |
| Ruggles Assisted Living Limited<br>Partnership Net Income (Loss)  | (103,336)           |
| East Concord Street Limited<br>Partnership Net Income (Loss)  | (240,550)           |
| <b>Combined Net Surplus (Deficit)</b>   | <b>252,187</b>      |



#### REVENUES

- Government grants and other contracts
- Rental Fees and program revenues
- Donations & Funds released from donor restriction
- Recovery of Affiliate Advances
- Unrealized Gain and Investments
- Other



#### EXPENSES

- Institutional advancement:
  - Fundraising
  - PR and Volunteer Management
- General and administrative
- Housing/Support services
- Outreach program
- Property management





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