



## Supporting Our Mission Ruth Ann Rosenberg

In May the Institute on Aging honored philanthropist and longtime IOA donor, Ruth Ann Rosenberg, with a luncheon and talent show featuring clients at the Ruth Ann Rosenberg Adult Day Health Center. Ruth Ann received a proclamation from the Board, staff and clients of the IOA, thanking her for her significant contributions to the organization. A third generation San Franciscan, whose family dates back to the gold rush days, Ruth Ann has supported the IOA since its inception.



Miss Ruth Ann Rosenberg with Dr. Lawrence Feigenbaum

Photo by Christina Roppo/IOA

A long-time friend of IOA founder, Dr. Lawrence Feigenbaum, Ruth Ann first became interested in the organization when she was caring for her chronically ill mother. She recalls how important it was to help her mother live at home. "When you're caring for someone you love, you want to keep them at home with you for as long as you're able. You want to try to keep them out of a nursing home." When Ruth Ann learned about the IOA's mission to help seniors live as independently as possible, she knew she wanted to be involved. That was nearly 30 years ago when the IOA was still a small program, serving 15 clients a day at Mount Zion, the hospital where Ruth Ann was born and where she has been a dedicated volunteer for the past forty-four years. By the mid 1980's there was so much interest in the

program at Mount Zion that a waiting list was formed. As the need for our programs and services grew, Ruth Ann offered her support with a generous pledge to help match a challenge grant given by The Richard and Rhoda Goldman Fund to establish the Institute on Aging as a separate non-profit organization.

Today, the IOA's many programs serve more than 20,000 seniors and their families each year, with the Ruth Ann Rosenberg

Adult Day Health Center providing services to nearly 80 seniors each day. Seniors at the day center come together in a protective, nurturing environment for nutritious meals, social and recreational activities, health care, and physical and occupational therapy.

Ruth Ann's dedication and generosity have made a significant difference in the lives of seniors served by IOA's programs. Perhaps the impact of these programs is best reflected in the words of the husband of a day center client.

*"I think I speak on behalf of other caregivers who appreciate not having their loved ones nor themselves discarded after years and years of public and professional service in our communities. We wish to be as productive as possible in our golden years. We can do that with the help and support of the Institute on Aging."*

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## A Message from the President

The school year ends in June. For most institutions, and for state government, the year also ends in June. Then the new year, with its hopes and plans and budgets starts afresh July 1<sup>st</sup>. And so it is, as well, for the IOA.

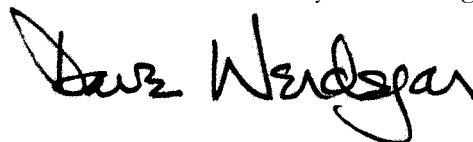
This has been a very productive year for the Institute on Aging, with all its programs operating in high gear, many near to capacity. Newer programs, financial management for seniors; advice and information centers; Alzheimer's evaluation and treatment; and corporate elder care benefit plans have been well received in the community. Two outstanding individuals join the IOA as new program directors. Julia Chu will head Senior Health, our comprehensive health program offered in collaboration with OnLok. Hanne Rasmussen directs Support Services for Elders, our financial management service that had its start in Marin.

While programs have flourished and services have maintained the high quality expected of the IOA, it has not been an altogether easy year. World events have weighed on all of us, and there has been a constant backdrop of concern that the fiscal problems of state and local government will affect funding for the services we provide. A remarkably committed and capable staff accounts for the IOA's continued success in face of these very real strains.

Let me express deep gratitude for the financial support the IOA receives from its many friends in the community. I cannot overstate how much it means to us. The individual gifts, grants, and support of Dinner à la Heart and special fundraising events sustain the IOA in its services to the community. I hope we can count on your continued generous philanthropic support as we enter the new year.

An extraordinarily dedicated and experienced Board of Directors provides steadfast guidance and support. New and returning board members include David Agger, Lisa Chanoff, Libby Denebeim and Ann Halsted. Bob Sockolov serves admirably as Board Chair. While Warren Berl has officially retired from the Board, he remains an honorary member and we will continue to seek his wise council. The staff acknowledges with great appreciation the wisdom, civic spirit, sense of responsibility for older adults, and standards of excellence with which the Board sets policy for the IOA.

We start the new year with high hopes and great expectations.



David Werdegar, MD, MPH  
 President and CEO, Institute on Aging





Photo by Thomas John Gibbons

## *The Spotlight's on . . .* **Richard N. Goldman & Carol Channing**

In October, the Institute on Aging honored Carol Channing and Richard N. Goldman for their remarkable contributions to the community at our Curtain Call event held at the Coronet Theater. Ms. Channing and Mr. Goldman, pictured, entertained the crowd with an impromptu duet.

## **SBC Communications partners with IOA to “Break the Silence” on Elder Abuse**

The Senate Special Committee on Aging estimates that as many as 5 million older Americans may be victims of abuse each year. In San Francisco, approximately 250 incidents are reported each month. Studies indicate that for every case reported, at least four go unreported. To help inform the community of this urgent societal problem, SBC Communications recently awarded a grant of \$10,000 to support the IOA's “Break the Silence” public awareness campaign.

The annual citywide effort uses billboards, bus advertisements, posters and public rallies to encourage use of Adult Protective Services, the city's free resource for ensuring the safety of seniors and disabled adults.

The generous support of SBC Communications will help us make more people aware of free resources available in San Francisco in the hope that we can involve the entire community in ensuring that abused seniors get the help they need. SBC funds will enable the campaign to reach the city's many non-English speaking seniors by translating materials into several

languages, including Tagalog, Vietnamese, Russian, Spanish, Cantonese and Mandarin.

**“Older victims of abuse often cannot seek help themselves or are too ashamed to do so,” explains Mary Twomey, Director of the IOA's Elder Abuse Prevention Program.**

The IOA leads the Consortium for Elder Abuse Prevention, a partnership of over 50 nonprofit organizations and government agencies working together to combat elder abuse in San Francisco. In addition to the “Break the Silence” campaign, the Consortium's vital work in the community also includes counseling for victims of elder abuse, training for professionals in

elder abuse identification and ElderShelter, an emergency housing program specifically for victims of elder abuse. Unfortunately, the number of elder abuse cases threatens to grow as San Francisco's elderly population increases. It is only through the assistance of concerned institutions like SBC Communications that we will get the word out to the community and ensure that thousands of at-risk elders receive potentially life-saving assistance. Shopkeepers, doctors, nurses, mail carriers, bankers, neighbors -- anyone who comes into contact with elderly -- can help break the silence by reporting abuse.

**To report a suspected instance of elder abuse, or to request information about services available to victims, call the 24-hour Adult Protective Services Hotline at (415) 557-5230**

## Warren Berl IOA Honorary Lifetime Director

In February the Institute on Aging honored Warren Berl as he became an Honorary Lifetime Director after twenty-one years of volunteer service to the IOA. A native San Franciscan and the first president of Sutro & Company, Warren was the chairman of the Mount Zion Planning Committee which established the IOA. He served as the IOA's first Chairman of the Board.

Throughout the years Warren has offered invaluable leadership, friendship and support to the IOA. In 1998 Warren received The National Society of Fund Raising Executive's *Outstanding Volunteer Fundraiser Award* for his outstanding fundraising efforts on behalf of the IOA.

To honor Warren, his family and friends recently established the **Warren Berl Senior Service Fund**. This fund creates a legacy to Warren's years of leadership with the Institute on Aging and will be used to support our programs and services.

To learn more about the Fund or to make a donation in Warren's honor, please contact Sara Merrick, Vice President for Development, at (415) 750-4123.

## IOA's Toby Adelman awarded UCSF/Betty Irene Moore Fellowship

At 46, Toby Adelman says she is the age of the "average" nurse. Age may be the only average thing about Toby's nursing career. She is one of ten students recently awarded the prestigious UCSF/Betty Irene Moore Fellowship, an unprecedented initiative of support towards the future of nursing.

In order to alleviate the shortage of nursing faculty and improve the quality of nursing related patient care in the San Francisco Bay Area, the Gordon and Betty Moore Foundation created the \$110 million Betty Irene Moore Nursing Initiative to address these issues over the next ten years. The initiative will support selected students to complete an accelerated Ph.D. in Nursing from the University of California San Francisco (UCSF) School of Nursing by offering a fellowship to cover fees, books, and living expenses for three years.

As a Moore Fellow, Toby has committed to completing the Ph.D. program within three years and agreed to subsequently obtain a faculty position at a Bay Area school of nursing where she will educate a new generation of nurses -- many of whom we hope will eventually become IOA staff.

## Improving the Lives of Seniors through Research



Glenna Dowling, RN, PhD  
IOA Research Center Director

As part of the Institute on Aging's mission to help seniors live independently, the IOA Research Center has been examining questions, providing answers, and spurring further research since 1988. According to Research Center Director Glenna Dowling, RN, PhD, "Our emphasis is on research that

can be directly translated into improving the day-to-day lives of older adults."

The IOA conducts three types of research. The first is expertise-driven research, or studies based on the individual researcher's interests. For example, Dr. Dowling, who is also an Associate Professor at the UCSF Department of Physiological Nursing, focuses on sleep-activity disorders in chronic neurological disorders common in older adults. As the Principal Investigator on two studies funded by the National Institutes of Health, she is investigating the effects of non-drug interventions (e.g., the use of bright light in institutional settings) on sleep problems in people with Parkinson's and Alzheimer's disease.

The second area is agency-based outcomes research that tracks the impact of IOA programs like adult day health care, elder abuse prevention, and participation in professionally conducted art activities on a variety of health and functional outcomes. Outcomes research is fundamental to the IOA, ensuring that our programs provide clients with the very best and most effective programming available.

Generous support from foundations such as **California HealthCare Foundation, The California Endowment, and Retirement Research Foundation**, has been instrumental in these studies.

Clinical trials are the third focus of the Research Center. These studies investigate the safety and effectiveness of new drugs not yet on the market, alternative uses for drugs already publicly available, or new therapies not yet widely used. These trials are funded by pharmaceutical companies and focus on treatments for disorders that are common in older adults, such as depression, Alzheimer's and Parkinson's diseases, and diabetes.

While research studies at the IOA can be sorted into three

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## A Warm Thank You to Kumquat Art and Home Accessories

In June, Kumquat Art and Home Accessories at 9 Clement Street held, for the second year in a row, a month long fundraiser for the Ruth Ann Rosenberg Adult Day Health Center. Owner Keverne Tuomey donated 5% of her June profits to the Center. Since Kumquat carries such wonderful art and home accessories, the donation will support art related projects at the Center, such as art supplies and outings to local museums, to hear the symphony, or to see the flowers in bloom at Golden Gate Park. Thanks to Keverne's generosity, seniors at the Center will be able to enjoy more of these trips throughout the year. We extend a special thank you to all who shopped at Kumquat Art and Home Accessories during the month of June.



Photo by Rebekah Eppley/IOA

Kumquat owner Keverne Tuomey (right) with Cindy Kaufman, Director, IOA Adult Day Health Center.

## IOA Auxiliary Sponsors it's 21<sup>st</sup> Annual Dinner à la Heart

It was an evening of delicious food and fine wine served by some of the best Bay Area restaurants at the IOA's 21<sup>st</sup> annual Dinner à la Heart fundraiser. Nearly 800 IOA supporters dined at fifty restaurants, raising \$80,000 for our programs and services. We offer a warm thank you to Event Chairs, **Roan Iscoff** and **Sandra Simon**, Underwriting Chair **Melanie Burk Adler**, and everyone who helped to make the evening such a success -- especially the following sponsors.

### King and Queen of Hearts (\$10,000+)

Gwen and John Kerner, MD

### Sponsors (\$5,000 - \$9,999)

Mrs. William Polse

### Patrons (\$2,500 - \$4,999)

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### Benefactors (\$1,000 - \$2,499)

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### Friends (\$500-\$999)

Marion Baer  
Wende Brock & Howard Golden  
Melanie Burk Adler  
Steven J. Cohen  
Joan Cooper & Owen Lang  
Sandra & Conrad Donner  
Lynne & Roy Frank



Photo by Jennifer Paschal of Bruce Forrester Photography

Gwen and John Kerner enjoyed the evening at Postrio.

If you are interested in sponsoring next year's Dinner a la Heart, to be held on February 9, 2005, please contact Rebekah Eppley at (415) 750-4180 ext. 142.

Frances & William Green  
Barbara & John Greenberg  
Mary Ellen & Alan Silver  
Audrey & Robert Sockolov  
Daniel E. Stone  
Helen & Samuel Szteinbaum  
Judy & Robert Williams

### We also thank the many fine participating restaurants for their support and generosity.

#### \$50 per person:

Delancey Street, Giorgio's Greenbrae, Habana, Habana Yacht Club San Mateo, Home, Il Fornaio-Burlingame, Il Fornaio-Corte Madera, Il Fornaio-San Francisco, Mezes, Pane E Vino Trattoria/Via Vai Pizzeria, Stinking Rose.

#### \$75 per person:

500 Jackson, Allegro, Big 4, Chenery Park, Cosmopolitan Café, Ecco-Burlingame, Foreign Cinema, Frantoio-Marin, Garibaldi's-Oakland, Garibaldi's, Hayes Street Bar and Grill, Izzy's Steak & Chops-Marin, Le Central, Left Bank-Marin, Maya, MoMo's, Moose's, Palomino Euro-Bistro, Venticello Ristorante, Washington Square Bar and Grill.

#### \$100 per person:

Alfred's, Ana Mandara, Bizou, Café Kati, Chaz, Fringale, Grand Café at Monaco Hotel, Harris' Steak House, La Table, L'Olivier, Piperade, Town Hall, Trader Vic's-Emeryville.

#### \$125 per person:

Acquerello, Jeanty at Jack's, Kikkari Estiatorio, One Market Restaurant, Postrio.

#### \$150 per person:

The Dining Room at the Ritz-Carlton, Gary Danko, Spago-Palo Alto, Swan's Oyster Depot, Tommy Toy's Haute Cuisine.

## Improving Lives through Research *(continued from page 4)*

areas, the Research Center's goal is singular: to serve our clients and community by providing cutting-edge research to further understanding in the field of aging and improve the quality of life for older adults. Our partnerships with national, state, and local agencies and organizations, academia, and our loyal donors, are fundamental toward meeting this objective. For information on participating in a clinical trial or to learn more about our research, please visit [www.ioaging.org](http://www.ioaging.org) or contact the Research Center at (415) 750-4180 x170.

## IOA Calendar of Events

**September 25: African American Senior Health Day** at Jones Memorial United Methodist Church, 1975 Post Street at Steiner. Everyone is welcome! For more information please call the Education information line at (415) 750-4180, ext. 162.

**Center for Elderly Suicide Prevention Traumatic Loss Drop-In Group** meets every Saturday morning at 3330 Geary Blvd., 3<sup>rd</sup> Floor East from 10:30 a.m. to noon. For more information, please contact Patrick Arbore at (415) 750-4180, ext. 230

### Support Groups for Caregivers of People with Alzheimers

2nd Wednesday of every Month

2:00 -- 3:30 pm

IOA Alzheimer's Day Center

3600 Geary Blvd.

Kate Saylor, Facilitator

(415) 750-5330 ext. 368

1st Saturday of every Month

10:30 am -- 12:00 noon

IOA Alzheimer's Day Center

3600 Geary Blvd.

Cindy Kauffman, Facilitator

(415) 750-5330 ext 371

Adult Children's Group

3rd Tuesday of every Month

5:30 -- 7:00 pm

Irene Swindells Center for Adult Day Services

3698 California Street, 2nd Floor

Kate Saylor, Facilitator 750-5330 ext. 368

**Information, Advice and Assistance:** Many services are available in the community to assist seniors, and their families. Where does one go for information, advice, and assistance? To the IOA Senior Information and Advice Service. Call us at (415) 750-4141.

*Visit our website at [www.ioaging.org](http://www.ioaging.org)*



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