

Your Dollars Change Seniors' Lives



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— Shala Harsh,
Outreach Director

The mission of our Outreach Program is to help seniors remain in their homes and live independently as long as possible. Whether it's through home visits, telephone contacts, or referrals, our staff and volunteers provide a vital link between older adults and existing community resources.

Central to our success of the Outreach Program is to build trusting relationships over time. “Our Specialists take the time to really get to know each individual and to help them understand all of the options they have available to them,” says Shala Harsh, our Outreach Director. “While it is good to look at the overall impact or big picture statistics, the most important thing we stay focused on is the difference we make in the lives of seniors every day.”

Take a look at some of the stories of the impact our Outreach Program have made recently. Your donations are changing lives. (All names have been changed to protect the privacy of our clients.)

After having her leg amputated, Mary was struggling to get in and out of her home. She had found a temporary solution by renting a ramp through Aging Resources for \$250 a month, but the financial burden was proving to be too much. **Our Outreach staff found a creative solution to Mary's problem through community collaboration.** We reached out to Erick Munn, owner of Munn Lumber, and told him about the situation. He generously donated all of the materials to build Mary a permanent deck and ramp. Students from the ISU Associated General Contractors (AGC) Student Chapter donated their time and skills to build the deck and ramp. Mary is now able to get into her home easily and enjoy the outdoors on her beautifully-made deck.

Jon needed to have a procedure done at Mary Greeley Medical Center. We coordinated with his in-home health care agency, At Home Care, and his nurse at Mary Greeley Medical Center to make sure every step of the process went smoothly. **The Outreach staff took care of the details so Jon could focus on his recovery.** We made sure he had a ride to and from the hospital, and that he had someone to help him during his recovery.

Oftentimes, our gateway service for the Outreach Department is the Meals on Wheels program. Many of the people who come to us or are referred to Heartland Senior Services need their basic needs met, with regular, healthy meals.

Meals on Wheels is co-sponsored by Mary Greeley Medical Center. It is a resource often used by those who are being discharged from a hospital visit. The meals are delivered by friendly volunteers, so in addition to the delicious meal, the delivery offers an opportunity for a friendly visit and a safety check. Here are some stories of the difference the Meals on Wheels program has made for members in our community.

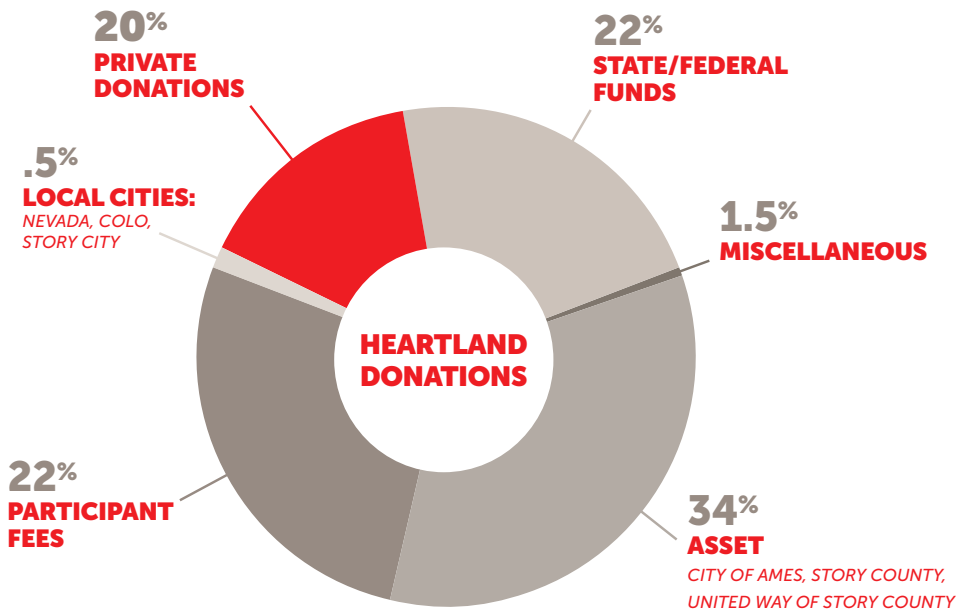
Susan had been struggling with depression, diabetes and many other health issues for several months. While we were helping her enroll in the Meals on Wheels program, we discovered she had no source of income. Right away, we got her signed up for food stamps and Social Security. **Having access to quality nutrition and the other programs brought needed relief into Susan's life and has made a big impact on her overall health and well-being.**

One of the most important parts of the Outreach Service is the intake process. We take the time to truly get to know the needs of each individual and ask about any other issues they might be facing. Our Outreach Specialists are uniquely positioned to connect people to any number of resources, services, aid, and more. Many people don't understand how the services work but with time and trust, our Outreach Specialists educate and connect them to the help they are qualified to receive.

Shirley contacted our Outreach Staff a few months ago. After being discharged from the hospital, she was feeling overwhelmed with the financial burdens and continuing health issues she was facing. **We are providing ongoing personalized support for Shirley to help her overcome her anxieties.** First, we enrolled her in the Meals on Wheels

Why Your Donation Counts

Donations comprise approximately 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," says Nancy Carroll, Executive Director of Heartland. "Private donations play 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 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 and estate planning. Thank you.

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program and we got her set up with the Senior Commodity Box, and the Farmer's Market program as well. We helped her apply for discounts on phone service and lifeline, and are going with her to a SHIIP meeting to get answers to the questions she has regarding Medicare and her supplemental Wellmark insurance. An outreach staff member keeps in touch with her on a regular basis.

To help make an impact in the quality of life for seniors in our community like the stories above, please complete and return the enclosed envelope. You can also give by visiting HeartlandSeniorServices.com or by calling 515-233-2906. Thank you!

Thank You for Your Support!

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Have a heart for Heartland.

Your support is needed and appreciated.