

# Village Insights

The Newsletter of Carleton-Willard Village

Fall 2011

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Carleton-Willard Village is a not-for-profit continuing care retirement community accredited by CARF-CCAC. Carleton-Willard is a teaching affiliate of the Boston University School of Medicine.

## Community Outreach Programs A Cornerstone of Village Mission



*Smiles All Around! – Seniors enjoy one of the delicious lunches provided by Carleton-Willard to the Bedford Council on Aging and Minuteman Senior Services. Hot meals are prepared and delivered three times a week by the Village's own dining services team. The lunches have become a popular event for Bedford seniors.*

The needs of seniors living in our surrounding communities are changing like never before. And Carleton-Willard Village is finding innovative ways to make a difference.

The face of America is getting older. The population of Americans 65 and over – currently around 40 million, or about 13% of the U.S. population – is expected to nearly double by 2030. Very soon, one out of every five Americans will be a “senior.”

That shift in population – with all the attendant needs of older persons – is already having a profound impact on

American society. In our local community, the emerging senior population is creating an unprecedented demand for innovative ideas and specialized services to meet their needs.

It should come as no surprise to those familiar with our community that Carleton-Willard is responding to the call. “It’s been part of what Carleton-Willard is since the very beginning,” notes Barbara Doyle, CWV’s President & CEO.

Indeed, the origins of the Village are rooted in a combination of philanthropic efforts dating to the late 1800s, each undertaken to care for the needs of older adults. But unique to the Village is its outreach to the greater community.

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## CWV's At Home Program a Big Success

For many seniors, the thought of never leaving the home and neighborhood they've grown to love is practically inconceivable. But the realities of maintaining a home – along with addressing all the other needs of aging adulthood – can make staying at home increasingly problematic for seniors and their adult children and other caregivers.



*Back to nature* – At Home members participate in one of the program's cultural/educational events, here enjoying a walk through Great Meadows National Wildlife Refuge with naturalist Cherrie Corey.

But residents of Bedford, Carlisle, Concord, Lexington, Lincoln and Winchester have a solution: *Carleton-Willard At Home*.

A not-for-profit sister organization of Carleton-Willard Village, *At Home* provides qualified home maintenance services, health and wellness programs, social, educational and cultural activities, and transportation services for older adults who want to stay in their homes, but need assistance with day-to-day tasks.

“From a handyman or a plumber to home health aides, we offer everything you need to stay in your home,” explains Paula von Kleydorff, At Home Program Director.

In its two short years, *At Home* has become a very popular program in the Village's neighboring communities. “We're honestly not surprised at our success,” says Janet Silverman, CWV's CEO. “We identified a big need. We're trying to create a community for people wanting to live independently at home.”

For an annual membership fee, *At Home* members receive discounts on services from vetted providers, and have access to

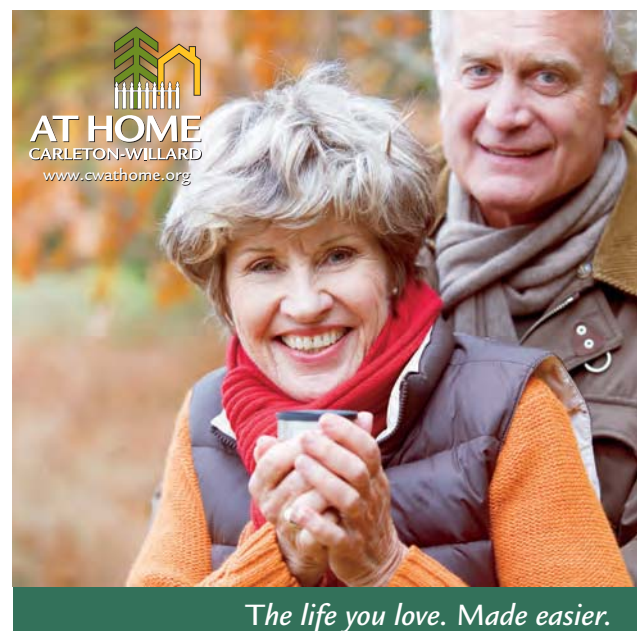
a broad range of activities, events and volunteer opportunities.

Nearly 90% of seniors who previously signed up for *At Home* have renewed their membership – an impressive success rate. “*At Home* has been very well received, says von Kleydorff. “Our reputation is pretty much all by word of mouth, with members recommending the program to their neighbors, even Village residents recommending the program to their friends.”

The connection between the Village and *At Home* is more than coincidence. The CW Board received a bequest specifically targeted for a new community outreach program at the same time the Board had been monitoring a similar program in Boston. “There was a feeling that we could have a big impact,” says von Kleydorff.

“*At Home* grew out of the core competencies and success of Carleton-Willard Village,” explains Barbara Doyle, CWV President & CEO. “We understand older people, we understand their needs. And we have the ability to take the programs we have here in the Village and develop them for people in their own homes.”

*At Home* is continually adding new services to its program. For more information, visit [www.cwathome.org](http://www.cwathome.org) or call 781-276-1910.



*The life you love. Made easier.*

# Community Outreach Programs A Cornerstone of Village Mission

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“Our mission is focused on maintaining and improving the quality of life of older people,” says Doyle. “That concern for seniors, that tradition, naturally extends to our neighbors in the communities around us. It’s part of the fabric of Carleton-Willard Village.”

“It’s an effort to broaden our internal mission,” adds Janet Silverman, CWV’s CFO. “Community outreach allows us to move beyond the boundaries of Carleton-Willard. As a not-for-profit organization, we feel we have an obligation to give back to the community.”

The Village gives back in numerous ways. “Essentially, we’re made aware of a need,” explains Silverman. “Typically, we get a request from the community itself. It’s a very grass-roots kind of thing. We assess the need and see if there’s a good fit for us, and if so, we try to make it happen.”

One program CWV supports is the *Wheels of Life* program conducted through the Bedford Council on Aging. The program provides transportation for seniors so they can access Boston-area physicians and hospitals. Pat LeVan, director of the Bedford COA, explains that the program is a lifesaver for Bedford seniors. “It can be extremely difficult for seniors to deal with the traffic and parking in Boston, especially in winter months,” says LeVan. “Transportation for seniors is a huge problem for every community.”

Carleton-Willard’s support translates to nearly 400 trips a year through Boston Red Cab, at no cost to seniors. “We can’t thank Carleton-Willard enough for their support,” says LeVan. “They’ve been there for us every year, and people here are so grateful. We absolutely couldn’t do this without them.”

Another Village partnership with the First Parish Church of Bedford provides Sunday bus transportation to all Bedford churches, and is available to all Bedford seniors.

Carleton-Willard also supports *Elders Safe At Home*, a joint

program of the Bedford COA and the Bedford Police and Fire Departments. *Safe At Home* conducts free assessments of seniors’ homes to determine measures which can increase safety and security. Village residents initiated the outreach for *Safe At Home* by earmarking proceeds from the Residents’ Association’s *Excess Baggage Sale*. Since that time, the CWV board has appropriated funds to support *Safe At Home*, and residents continue to use proceeds from the *Excess Baggage Sale* for other initiatives.

A popular program offered by the Village is the lunch program. Three days a week, lunches are prepared in CWV’s kitchens and served hot at the Bedford COA, in conjunction with Minuteman Senior Services. “We received a request to help Minuteman and the COA based on the reputation of our dining services,” explains Doyle. “Membership in their lunch program was dwindling. Since we’ve been providing the food, attendance has quadrupled, and seniors are now staying after lunch to attend other COA programs. People come for the dining; they love that! But they’re now enjoying the other social experiences as well.”

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**Outreach in Action** – (clockwise from top left) At-Home members enjoy a special tour of Mt. Auburn Cemetery; Bedford COA and Bedford Police & Fire Departments team up for the Elders Safe At Home program; Minuteman Senior Services volunteers dish up a Village-prepared lunch at the Bedford COA; CarFit volunteers offer At Home members advice on how to make their car safer to operate.



## The Village Calendar

### Nov. 10: Veteran's Day Luncheon

Representatives from the Airmen Leadership School at Hanscom AFB will be on hand to help residents honor our servicemen and women. The extraordinary Bay State Winds, the clarinet quartet of the Air Force Band of Liberty, will also be here for a special performance. Noon, Terrace Dining Room.

### Nov 10: On Degas

Miriam Braverman of Boston's Museum of Fine Art will present a slide lecture on the work of French realist-impressionist Edgar Degas, whose inventive (and occasionally controversial) work is the subject of the MFA's new exhibit. 10:30 in the Auditorium.

### Nov 15: Garden Club

Longtime Bedford resident and tree warden Richard Warrington will talk about the many varieties – and leafy history – of Bedford's trees. 2:00 in the Auditorium.

### Nov. 16: Top of the World

Take a gripping photographic journey from the granite peaks of New Hampshire's White Mountains to the towering and mystical Himalayas! Ed Webster, author and mountaineer, presents an exciting new lecture featuring actual expedition pictures and recently-discovered archival photos of the legendary attempts in the 1920s and 1930s to scale Cathedral and Whitehouse Ledges and the imposing (and fiercely dangerous) K2, known as "Savage Mountain." 7:15 p.m. in the Auditorium.

### Nov. 22: A Pilgrim Thanksgiving

By the time the Pilgrims celebrated the first Thanksgiving, they had come perilously close to starvation. In fact, without the help they received from the local Wampanoag tribe and their chief, Massasoit, they might not have survived at all! Dr. Gary Hylander presents a fascinating lecture about the very first truly American holiday at 10:30 in the Auditorium.

### Nov. 25: History's Greatest Manhunt

It's Buenos Aires, 1960, and covert Israeli agents have just nabbed Adolf Eichmann. The agents hold the world's most wanted war criminal in a safe house, but bringing him to justice means getting his signature. Captors is a thrilling battle of wills not to be missed! Boston's Huntington Theatre; pickup at 12:45.

## CWV Outreach

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"It's not surprising that so much of what happens in and around the Village revolves around food!" adds Silverman.

Carleton-Willard's flagship outreach program, *At Home*, is only two years old and is already achieving great success. *At Home* provides seniors in six surrounding communities with a host of home maintenance, home health care and transportation services.

"We're taking the expertise we have here at the Village and bringing it to our *At Home* members," explains Paula von Kleydorff, *At Home* Program Manager. "There are host of very valuable people at the Village with some amazing skills. Our members are able to take advantage of their expertise." [See accompanying article on page 2 for more on *At Home*.]

CWV also supports the Alzheimer's Association's annual *Walk To End Alzheimer's*; Bedford Day's *Danny Oates Memorial Road Race*; local Boy Scout and Girl Scout troops; and the Citizens' Scholarship Foundation of Bedford, and CarFit, an auto safety program for older adults. And every Thanksgiving, residents of CWV's Skilled Nursing Facility prepare dinner for a different charitable organization.

"So many people benefit from the partnerships we've developed with Carleton-Willard," says LeVan. "We both recognized the opportunity to do some really great things together. They've been an absolutely wonderful corporate neighbor. You couldn't ask for a better CCRC (continuing care retirement community) in your town."



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# The Carleton-Willard Mission: Looking Forward and Outward

by Barbara A. Doyle, President & Chief Executive Officer



“Goodness is the only investment that never fails.” – Henry David Thoreau

*There’s something about being a not-for-profit organization that compels one to look at what is happening around us and ask, “What can be done to make things better? To make a real difference in peoples’ lives? And*

*not just for now, but for the future.”*

*Not long ago, Carleton-Willard’s Board of Directors was conducting one of its Strategic Advances. They’re really retreats, but “Advance” seems much more appropriate. It’s a time when the Board can focus on our mission, consider strategies that support that vision, and evaluate actions that can help make it happen. So many of Carleton-Willard’s most valuable initiatives are an outgrowth of our Strategic Advances.*

*It was at such a time that we had been eyeing a home services program for Boston seniors. Here was a critical service being provided for an urban community: support with everyday tasks so seniors could elect to stay in their homes. It was instantly clear to us that such a program could address the equally critical need in our suburban communities.*

*As we get older, even simple things like hiring an electrician, getting the house repainted or the grass cut in summer or the driveway plowed in winter. or getting to and from doctors’ appointments can be increasingly problematic. Many times, adult children and other family, neighbors and friends are called upon to help. Inevitably, though, many seniors come face-to-face with*

*the difficult decision of whether it remains practical to stay in the home and in the neighborhood they love.*

*The Board quickly gave approval to proceed, and armed with a generous grant to Carleton-Willard for just such a program, Carleton-Willard At Home was born. At the time, At Home was the first such program started as an initiative of a not-for-profit organization.*

*From the outset, we were confident of a positive response. Our depth of core competencies and strong fiscal foundation, coupled with the expertise and dedication of our staff, ensured our eventual success. We were nonetheless surprised at how quickly At Home was embraced by older adults in our surrounding communities.*

*At Home has also become a source of pride among Village residents. Our residents are far from an insular group. Whether it’s earmarking proceeds from the Excess Baggage Sale to a local cause, or donating food for the Bedford Food Pantry, or simply recommending a program like At Home to their friends, residents have always reached out beyond the Village to extend their charity and support. Maybe it’s that New England mindset of caring for a neighbor, that sense of community that’s always been a part of Carleton-Willard Village – and part of who we shall be.*

*At Home has been one of the greatest challenges – and one of the greatest joys – of my career. Imagine, being able to expand our mission by serving seniors, whether they’re living at the Village or somewhere nearby! As the Board and I prepare to “Re-Advance” in January and look toward the next three to five years, I’m anxiously anticipating the new ideas and initiatives we’ll explore that will further enhance the lives of older adults.*





**Reconnecting** – The annual Simmons College Lunch is the time for Village alums to hear the latest on what's happening at their alma mater. Guest speaker Kelly Fagan (l), from the The Simmons College Alumni Office, visits with resident Marjorie Healy (r) and friend Sue Solomon.



**Some Food For Thought** – CWV dietician Cherie Asgeirsson (r) and Nancy Emerson Lombardo (l) of Boston University's Alzheimer's Disease Center presented Villagers with brain-healthy foods, nutrition tips, recipes and tasty samplings at the Village's second annual Brain Fair.



**A Midsummer Evening's Dream** – Tuesday evening, July 19 was absolutely perfect for the much-anticipated outdoor performance by The Woburn City Band, and the ensemble put on a show that delighted all who attended. Established in 1935, the WCB is one of New England's oldest continuously performing musical organizations. The band is comprised of both professional and amateur musicians of every age, from high school students to retirees. CWV's dietician, Cherie Asgeirsson, is the band's principal flautist (that's Cherie standing in the left photo), and her husband, Kris (center), is WCB's director and feature drummer. The Woburn City Band is a family affair for the Asgeirssons; the two have been members for decades, and Kris' father, Jon, conducted the band for 30 years. "One of our first dates was a band rehearsal," notes Cherie. "I was 14. He was 16."



## Around The Village

### Village Residents' Generosity Helps Our Neighbors in Need

Carleton-Willard Village residents and staff are reaching out and making a difference in the local community with year-round contributions to the Bedford Community Table and Food Pantry. Originally a thoughtful gesture made during the December holiday season, residents and staff have been filling the collection box that sits permanently on Main Street ever since, with the amount of food



collected consistently topping each previous month's. Pictured are Gary Sawin (l), CWV Director of Human Resources, and Paul Lund (r), CWV Director of Facilities Management, making a delivery to the Bedford Food Pantry.