



# IONA

**2019  
ANNUAL  
REPORT**



A MESSAGE FROM  
IONA'S PRESIDENT AND  
EXECUTIVE DIRECTOR

# CHANGING LIVES. TOGETHER.

Throughout our 44-year history, you've put your trust in Iona. You've helped us innovate and evolve in response to the shifting needs of our ever-changing region. You've made life better for thousands of older adults and families right here in Washington, DC.

## BUILDING...

This year, we embarked on a momentous capital campaign to build a new adult day health center in Congress Heights, Southeast DC. Community members, leaders, and organizations alike have kindly shared ideas, given thoughtful feedback, donated generously, and welcomed Iona to new parts of the city. It's a joy to have you all as partners as we work together to make these critical community resources accessible to everyone. You helped turn a vision into a reality for families in Wards 7 and 8, and we are thrilled to have Iona's new adult day health center—to be named The Washington Home Center—opening by early June 2020.

## INNOVATING...

In 2019, you also helped us address complex challenges, such as aging solo or living with dementia. Through your generosity and kindness, you ensured that Iona continued to offer new, innovative programs in our region. For instance, we developed and launched an Aging Solo alumni support group so that class participants benefit from continued community, resource-sharing, and accountability to put their aging plans in place.

And, in response to the rising number of DC residents living with dementia, we're providing experts to help individuals and families navigate this challenging diagnosis and tap into the services and supports they need.

## THRIVING...

Thriving is at the heart of what we do. You see, it isn't just about addressing a neighbor's health or safety. It's just as much about their happiness and well-being ...it's about truly helping them to grow and thrive.

With the launch of our new Around Town DC program, funded with support from the DC Department of Aging and Community Living, we're helping hundreds of neighbors do just that. It offers an array of stimulating programs throughout Northwest DC—many of which are free. Says participant Tita Vellemen, "The beauty of Around Town DC is it gives you the opportunity to experiment, explore, and continue to grow—no matter your age."

**BUILDING  
INNOVATING  
THRIVING**

As we look back at last year—and look forward to the year ahead, with all its possibility—one thing remains true: our eternal gratitude to you.

Because, when it comes to aging and caregiving, it's on all of us, our entire community, to make sure everyone has a safety net. You make this important work possible. Thank you for helping us grow to new heights to meet our neighbors' needs. For truly being the caring community behind our important work. And for changing lives together.

Peter Fitzgerald, *Board President*  
Sally S. White, *Executive Director*

# A Second Iona Site to Better Meet Our

In the past year, we've invested time attending Wards 7 and 8 community meetings, listening to local leaders and residents, and ensuring our new adult day health center is a space that reflects community needs and input. Iona's new Congress Heights site, The Washington Home Center, is the culmination of this collaborative work.

We're grateful for the generous support of WC Smith in helping us to build this vision. We also thank the 155 individual donors who helped us to raise \$2.7 million and counting to open this new site. Thank you for envisioning and realizing this space with us.

Participants will benefit from compassionate nurses and other staff attending to their needs and monitoring their health. They'll get a nutritious lunch, and enjoy enriching activities that keep their minds stimulated. At the same time, their family members will get much-needed respite and connection to professional support and community.



**PROGRAMS  
TO BEGIN  
EARLY  
JUNE**

We celebrated our Congress Heights groundbreaking with elected officials, community leaders, donors, neighbors, and other supporters and friends in June 2019. Board members, staff, and community members toured the site throughout the construction process to give feedback and watch the progress.



# City's Needs

# BUILDING COMMUNITY RESOURCES

**70-100** families  
will be served each week





## Getting Ahead

**B**y all accounts, David Brown is a big personality. A retired DC police officer, David, 75, is “a pillar of our community, mentor and friend to many, and the backbone of our family,” said daughter Thia Jackson.

So, when the man they had always counted on became increasingly forgetful, the Brown family knew something was wrong. An explanation finally came in 2018, when David was diagnosed with Lewy body dementia. “Never in a million years did we think this would be the health concern my intelligent, wise dad would face,” said Thia, adding that the diagnosis left the family shocked.

Like David, there are approximately 9,000 people in the District who are diagnosed with dementia each year.

“We get strength and comfort in knowing we are not alone.”



Iona Dementia Navigators have conducted more than

**600**

assessments for cognitive decline since 2017.

## in the Face of Dementia

With those numbers on the rise, Iona and Sibley Memorial Hospital joined forces (with individual philanthropy and funding from the DC Department of Aging and Community Living) to offer a citywide program to support families like the Browns.

Called Club Memory®, the program offers a stigma-free social environment where families get both practical and emotional support. At each session, Sibley's community dementia program managers offer thoughtfully selected and evidence-based activities such as trivia, puzzles, sing-a-longs, and sharing of resources and conversation. At the same time, embedded within the program are Iona's expert dementia navigators,

who help participants tap into the services and supports they need.

"People living with dementia and their family members frequently have a hard time getting information about their diagnosis, accessing available services, and obtaining advice and support through their journey," says Melissa Susser, one of Iona's dementia navigators. "That's where Iona comes in."

With Melissa's help, the Browns were able to "get out in front of the disease," said Thia.

In the past year, Melissa has conducted a home assessment, created a personalized plan, helped the Browns access medical

specialists, and connected David to adult day health programs and transportation resources.

"Melissa put a system in place so that our dad is getting the care he needs and our mom is getting the support and respite she needs. As a result, we are all feeling less overwhelmed," said Thia, who calls Melissa "our rock." Sisters Ericka and DeAndrea and mom Renee echo Thia's appreciation.

"This is still new to us," says Thia. "Looking back on the past year, I can see how much we have learned and grown as a family. We get strength and comfort in knowing we are not alone."



Iona serves **6** Club Memory sites throughout the District, where participants enjoy trivia, games, and sharing of resources and conversation. Our Dementia Navigators are also available to counsel participants about memory loss and create care plans.



## Aging Solo But Not Alone

**D**onald Burch III is among the many older adults who lack the support system traditionally provided by family. He's single, has never had children, and is the last living member of his family. "I'm the very definition of aging solo," says Donald.

So when he learned about Iona's six-week education program of the same name, Donald jumped at the chance to focus on planning for the future.

Part of Iona's Take Charge/Age Well™ Academy, "Aging Solo" covers the practical aspects of planning for your aging when you're on your own. Sessions include important topics on writing a will (or locating an existing one, which is an issue for many people), designating a durable power of attorney, strengthening or building a support network, and managing or disposing of clutter, including family memorabilia, among other key issues.

For Donald, a retired social worker, the group provides accountability. At 59, Donald had already begun the process of "getting his affairs in order." But, he points out, it's a dynamic and lengthy process, and life frequently gets in the way. An avid volunteer with LGBTQ organizations, AARP, and local theaters, Donald said he needed reminders to keep him motivated. "The 'Aging Solo' group provides that role," he says.

Because of the class, he has given a copy of his healthcare power of attorney to his physician and is figuring out who

**"I went into this expecting to learn about aging solo. I came out with a larger community."**



# INNOVATING PROGRAMS & SERVICES

should have a copy of all his passwords. Donald's also making sure that his bank has the updated information it needs using the bank's current forms. He's even made a list of emergency contacts that he's posted on his refrigerator and keeps in his wallet.

"Whether you are gay or straight, as we get older we all have fewer loved ones in our lives," Donald says.

"The people you have depended on may not be there anymore. Relationships change, people get divorced, people die. It's comforting to know others are in similar situations." As a social worker, Donald enjoys being able to share his wisdom with the group, just as he benefits from the wisdom of others.

As soon as the series ended, Donald signed up to join its new alumni group, called "Aging Solo Action Support Group," which allows participants to continue the discussions and friendships they formed. In addition, he feels passionate about spreading the word about "Aging Solo" to his friends and contacts who may not have taken steps to prepare for the next stage of life, may feel overwhelmed, or may be isolated. "I went into this expecting to learn about aging solo," he says. "I came out with a larger community."



**161** people have taken Aging Solo since its launch, discussing topics such as:

- Strengthening your social network
- Building a support network
- Aging in place
- Making a move

**71** individuals benefitted from Iona's psychotherapy in 2019, where they communicated challenges like anxiety, loss, and transition—and gained fresh perspective and positive coping skills.



**50,716** nutritious meals were delivered to 243 older adults in 2019.



## Finding Joy with Help from Iona

**A**t 75, Alaman Haile talks openly about his mental health as he does of his love of food and Eritrean family. He likes to exercise, enjoys cooking, and takes pride in his African heritage. But he's also faced significant difficulties, including having multiple strokes. Alaman credits Iona with getting him through some hard times.

Raised in St. Louis, Alaman spent most of his career working as a graphic designer and photographer. A dedicated member of his community, he stayed active as a volunteer and board member for organizations ranging from the 4-H Club to Planned Parenthood. But then he had a massive stroke.

At only 47 years old, Alaman was forced to stop working.

"The stroke left me permanently disabled," he says. In addition to nerve damage and some paralysis, subsequent spinal surgeries affected his balance so that he now uses a wheelchair.

"I wasn't prepared to handle living with a disability," he says. "It was extremely frustrating to suddenly depend on others, especially because I had lived on my own for so long. I cried a lot."

Yet, at the same time, he says, "I'm a man who is always diligent and proactive." So he took charge. After three years of rehab and going

## HELPING OUR COMMUNITY THRIVE



to group and individual therapy, Alaman learned to accept his disability.

Six years ago, Alaman decided to relocate to Washington, DC to be closer to his daughter. But living in DC has had its own set of challenges. “It’s an expensive city, and I have a tight budget,” he says. “After I pay rent, transportation, and medical costs, there’s not much left.”

Alaman turned to Iona and our caring staff, including Iona’s Home Delivered Meals Manager Jakia Muhammad, to access a range of services.

“Jakia has been my lifeline,” says Alaman. Jakia arranged for Alaman

to get healthy meals delivered right to his door. More than that though, she calls to check up on him. “She’s extremely supportive and is always available to listen to me and help me find resources to support me,” he says.

Since Alaman started to get meals, Jakia has also connected him to a mental health counselor at Iona so that he can receive mental health support once a week.

The sessions provide “a place for me to vent my frustrations and share my memories, instead of focusing on the hardships of aging,”

he says. “Afterward, I feel restored and can see that this time of life can be joyous.”

“Iona is a blessing in my life,” Alaman adds, citing how every staff member goes the extra mile. When he recently asked case manager Liza Chapkovsky for a list of senior wellness centers so that he can start exercising again, she delivered the list in person.

“It can be hard to admit when you need help,” Alaman says. “Iona made me feel comfortable so that I could say what I needed.”

**“Iona is a blessing in my life.”**

# Enjoying Life Around Town DC



**T**ita Velleman has been intrigued by the House of the Temple of the Scottish Rite on 16th Street ever since moving to Washington, DC. “It’s been on my list since the early 1980s,” she says. “There were times when I wanted to check out a program like this one, or explore a new neighborhood, but I didn’t want to go by myself or didn’t take the initiative.”

But thanks to Around Town DC, she not only made it to the Scottish Temple, but has expanded her circle and horizons.

Launched in early 2019, Iona’s Around Town DC program is filling a critical gap for older residents in Wards 2 and 3, which are the only wards in the District not served by a senior wellness center.

The absence of a brick and mortar center makes it harder for older adults to find their way to stimulating activities and connect with one another. Research has linked social isolation to higher risks for a range of health issues, from depression to cognitive decline. One of the goals of Around Town DC, says program manager Lena Frumin, is to build community and, in turn, combat loneliness. She’s developed a wide range of new programs—from a ukulele class to a concert, conversation, and lunch series that regularly attracts 50 people.

“Around Town DC is truly fulfilling a need,” says Tita, a retired administrative assistant who has participated in several offerings. “Many older adults can’t afford to join a fitness center,” she points out. “Others are socially isolated and may go days without seeing anyone. Around Town provides us with so many reasons to get out: field trips, art and fitness classes, and discussion groups on topics like downsizing and updating your will. It’s heartwarming that a resource like this exists.”



# HELPING OUR COMMUNITY THRIVE

**“The beauty of Around Town DC is it gives you an opportunity to experiment, explore, and continue to grow—no matter your age.”**

Another participant reiterates this, adding: “This was the first time I’ve been able to do anything fun, just for me, since becoming ill seven years ago. I have trouble getting around and am on a very limited budget, so if these programs weren’t offered, I wouldn’t have many options.”

The programs are offered all over Northwest DC—at Iona’s building on Albemarle Street and other partner locations. And to help older adults learn about these new programs—plus other happenings in the neighborhood—there’s a searchable online directory at [www.aroundtowndc.org](http://www.aroundtowndc.org). For those who are uncomfortable using a computer, there’s a dedicated phone line at (202) 459-9634.

Since its launch, Tita is among hundreds of residents taking advantage of the new programs, which are all free or reasonably priced. “The beauty of Around Town DC is it gives you the opportunity to experiment, explore, and continue to grow—no matter your age,” says Tita.

Since its launch,

**524**

people participated in Around Town DC programs, including these popular choices:

Zumba and Tai Chi

Music and  
Lunch & Learn

Ukulele classes

Watercolors and  
woodworking

History discussions,  
field trips, and more!



Around Town DC is supported by a grant from the DC Department of Aging and Community Living.

# Changing lives starts with YOU.

Every donation and gift of time supports Iona's mission to help people age well and live well. We couldn't do it without you.

## **VOLUNTEERS**

In 2019, 968 volunteers packed and delivered nutritious meals, visited with older adults who are homebound, supported fun and stimulating programmatic activities, and much more. We welcome volunteers of all ages, skills, and experience. Contact our volunteer manager at [volunteer@iona.org](mailto:volunteer@iona.org) to get started. Thank you for your time, energy, and commitment.

## **DONORS**

With the support of 1,165 donors in 2019, we protected the most vulnerable, built community, and enriched the quality of life for thousands of older adults and families. Your financial support ensures that Iona can help everyone to navigate the challenges and embrace the opportunities of aging and caregiving. Make a contribution by using the enclosed envelope, calling (202) 895-9418, or visiting our website at [www.iona.org/donate-now](http://www.iona.org/donate-now).

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## Message to the World

For the past eight years, The Phillips Collection and Iona have collaborated to engage Iona's Wellness & Arts Center participants with works of art. In this program, Phillips educators facilitate monthly conversations around the museum's artworks to encourage participants to identify feelings, access memories, and forge connections to each other. At Iona, participants respond to the museum's artworks through the creative process to enhance emotional, cognitive, and physical health. *Message to the World* was created by participants in response to Pierre Bonnard's *The Open Window*. The mural also involved Iona staff members, who illustrated words from participants on strips of canvas.

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## End of Life Expo

Iona hosted our first-ever End of Life Expo in November 2019. More than 160 attendees and 30 exhibitors came for a full day of learning and resource-sharing about difficult and challenging issues related to death. Sessions covered topics such as writing your own obituary, talking about end-of-life wishes with loved ones, and understanding palliative care and hospice options.

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# Thank You, Junior League

It's common for Aging Solo students to feel overwhelmed with all they have to do to put their aging plan together. For this reason, we teach our participants about kaizen, a Japanese practice of working towards a goal by taking very small, manageable actions. These ideas are found in the book, *One Small Step Can Change Your Life: The Kaizen Way*, by Robert Maurer Ph.D. We're grateful to The Junior League of Washington (JLW) for providing a free copy of this book to each of our Aging Solo participants. JLW members are also integral to Iona's Weekend Meals program. They provide volunteer teams who deliver meals to our homebound clients 52 weeks per year! This partnership has existed for 29 years.



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**4,032 Calls Answered**

Every weekday, Iona's Helpline Specialists are listening to concerns, answering questions, and making referrals to the resources, services, and programs callers need. Are you trying to find out if Medicare pays for long-term care? How to support your mom who is being discharged from the hospital? Where to go to stay active in the community now that you're retired? These are just some of the questions our Helpline answered in 2019. If you or someone you care about has aging-related questions or concerns, the experts answering Iona's Helpline are here for you too. Call 202-895-9448 or email [info@iona.org](mailto:info@iona.org) to get connected.

**2019 DONORS (FY October 1, 2018 – September 30, 2019)**

Every gift supports Iona's mission to help people age well and live well. We appreciate all of the donors who contributed in fiscal year 2019. Thank you! We strive for accuracy. If your information is incorrect or if you prefer to be listed differently in the future, please contact us at (202) 895-9416 or [development@iona.org](mailto:development@iona.org).

# Financials

FY October 1, 2018 – September 30, 2019  
(unaudited)

## REVENUES

Government Grants	\$3,106,640
Contributions	\$2,223,074*
Participant Income and Insurance Reimbursements	\$1,238,970
Other Income	\$143,654
Investment Income	\$677,884
Donated Services and Facilities	<u>\$234,129</u>
<b>Total Revenue</b>	<b>\$7,624,351</b>

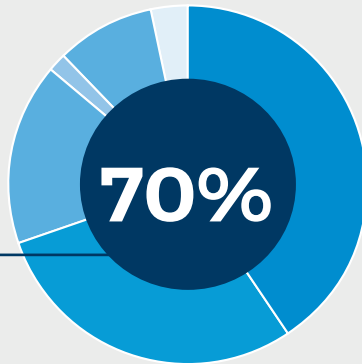
## EXPENSES

Administration	\$438,263
Fundraising	\$425,377
Program Services	<u>\$5,820,256</u>
<b>Total Expenses</b>	<b>\$6,683,896</b>

\*Of this income, \$530,893 is donor restricted beyond 2019 for the future operations of Iona's new center in Congress Heights, DC.

Your philanthropic support makes life better for older adults and family caregivers in Washington, DC. Thank you for making this year possible. For our full financial report, please visit [iona.org/about/financials](http://iona.org/about/financials).

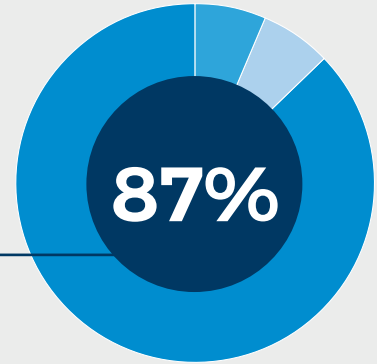
### FY19 REVENUES



70% of revenue came from individual donations (29%) and grants (41%).

Another 30% came from insurance reimbursements and other income.

### FY19 EXPENSES



87% of FY19 expenses went to directly support program services.

6% was for fundraising and 7% was for administrative expenses.



Iona's sound fiscal management practices and commitment to accountability and transparency earned us five consecutive 4-star ratings from Charity Navigator, America's largest independent charity evaluator.



**IONA SENIOR SERVICES**  
4125 Albemarle Street NW  
Washington, DC 20016

(202) 895-9448  
info@iona.org | www.iona.org

### 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.



**Together we  
changed  
3,698  
lives in 2019.  
THANK YOU!**

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Iona is part of the District's Senior Service Network—Supported by the DC Department of Aging and Community Living.

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