

# HOMEPORTS

*KEEPING HOME A SAFE HARBOR*



ANNUAL REPORT

2011

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## KEEPING HOME A SAFE HARBOR

HomePorts, a greater Kent County non-profit membership organization for those 55 and older, helps members to self-manage health and safety issues more effectively in order to prolong independent living and reduce the demands on the healthcare and social services systems. HomePorts provides its members with free referrals for transportation, home maintenance and repairs, yard work, housekeeping, pet care, companion care, technology assistance, bill-paying, and other similar services. All providers used are interviewed and approved by a review committee and are local business persons. In addition, a cadre of over 80 volunteers is available to help members free of charge with local transportation, shopping and home visits. The membership fee is \$350 per year per household, with a scholarship program for those with a limited income.

An initial home safety evaluation is offered, and social, educational, and cultural activities are encouraged. A newsletter is distributed, and educational programs are regularly held. Funding is provided by membership fees, donor contributions, and small grants. The Town of Chestertown has donated office space.

**HomePorts, Inc.**  
P.O. Box 114  
Chestertown, MD 21620  
[www.homeports.org](http://www.homeports.org)

HomePorts is a tax-exempt 501(c)(3) organization incorporated in the State of Maryland in 2007. For more information call 443-480-0940 or visit [www.homeports.org](http://www.homeports.org).

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*Muriel Cole  
President, Board of Directors*

## PRESIDENT'S MESSAGE

### HOMEPORTS MAINTAINS A STRONG PRESENCE IN OUR FOURTH YEAR.

2011 marked the end of the third year of operation for HomePorts, with a continually growing number of members and wide acceptance by the greater Kent County community. Initiated by local residents after extensive research, HomePorts fills a need for many older residents wanting to remain in their own home. HomePorts is modeled after similar organizations operating successfully in other regions of the country.

We continue to serve local residents over 55 who have chosen to join HomePorts as part of a strategy to stay in their own homes as long as possible, or to "age in place." In 2011 the number of households increased from 69 to 82. In order to help members, we have continued to depend on a cadre of 83 volunteers, as well as 68 paid providers to whom we refer members for a wide range of home, yard, and personal maintenance needs. We are indeed fortunate and grateful for such a community of generous volunteers and skilled business people who are sensitive to needs of older adults, and who are conscientious, cheerful, and dependable.

Highlights of the year are described on the next pages and include a new Executive Director. Karen Wright has worked diligently to identify needs; improve our data bases; move us more into the digital age; and interact with other groups in the community. We are fortunate to have her leadership skills, local knowledge, positive energy, and true commitment to the organization and to the concept of aging-in-place.

A big acknowledgement is also due to a very hard-working and sensible Board of Directors. This group, which includes physicians, attorneys, and nurses, is extremely well-qualified and passionate about the concept of HomePorts. In 2011, a comprehensive, three-year strategic plan was developed and approved. And the Board has accepted the somewhat daunting challenge of implementing it.

Priorities for 2012 include hosting a second symposium on aging at Washington College in April, modeled after the successful event held in 2011; and pursuing marketing, membership, and financial objectives outlined in the strategic plan.

Public funding for social and community services continues to diminish, and we are rapidly growing older. These circumstances convene to increase the importance of HomePorts, an organization that offers practical solutions, fostering links among neighbors, and providing reassurance as health challenges increase and independence may be threatened. In 2011 we succeeded in maintaining financial viability though resources are constantly an issue on the front burner. The Board has voted to increase dues in 2012, with extreme reluctance. A larger increase was staved off, thanks to many individual donations on which HomePorts continues to depend.

We eagerly look forward to continued growth and service to the community in 2012.

## OUR PURPOSE

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HomePorts provides access to a wide variety of services for residents, age 55 and above, who want to remain in their own homes. HomePorts is among a rapidly growing number of like-minded, successful grassroots, member-driven “villages” developing in communities across the country.

HomePorts’ aim is to be a source for practical solutions, all to be at hand with a single phone call. Services such as Transportation, Interior Home Maintenance, Exterior Home Maintenance, Grocery and Meal Services, Personal Assistance & Trouble Shooting, and Health & Wellness are available from both paid providers and a cadre of volunteers. HomePorts also informs members of complementary community services, encouraging access to social, educational, & cultural activities.

Homeports screens all providers to ensure honesty, reliability, fair pricing, and quality. After help is received, the organization follows up to ascertain the level of member satisfaction with the services provided. HomePorts acts as an advocate for members and for healthy aging in place. Emphasis is placed on maintaining a safe home. The National Institute on Aging says that falls are the leading cause of death by accidental injury in those over 65. Six in every 10 falls occur in the home. Home safety assessments are provided on request to all members.

## OUR PRINCIPLES

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The scope of services provided by HomePorts is defined by several basic principles. Services provided by HomePorts meet the criteria described below:

- The Service does not duplicate or compete with a service provided by a public agency, such as Upper Shore Aging. Where existing services may have similar objectives, the HomePorts-provided service will draw on, or complement, existing services.
- The focus of HomePorts services is in-home care, those services that allow for, or promote the ability of, seniors to remain in their own homes, living independently.
- Services may be offered by HomePorts that encourage seniors to socialize and participate in community events; such services are supplemental to the basic mission of ensuring timely and cost-effective help for members to remain in their homes.
- HomePorts is a facilitator and communicator rather than a direct provider of a service.

## BENEFITS OF A VILLAGE

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- It allows older adults to remain in their communities, delaying or even preventing the need for institutional care.
- It gives members a voice in the types of services provided and when and how they are provided.
- It encourages volunteerism, reduces isolation, and creates a sense of community among members.

*Source: AARP Fact Sheet #177, March 2010*

Currently, fifty Villages are operating across the country and one has opened in Australia.

*www.vtvnetwork.org - January 2012*

"To know how to grow old is the master work of wisdom, and one of the most difficult chapters in the great art of living."

Henri Frederic Amiel

## 2011 HIGHLIGHTS

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### HEALTHY AGING SYMPOSIUM

HomePorts organized its first a symposium at Washington College on Wednesday, March 30.

"Healthy Aging: A Community Perspective" was co-sponsored by the local Area Agency on Aging (Upper Shore Aging, Inc.), the Center for Environment and Society of Washington College, and the Chester River Health System. The half-day event combined nationally-known speakers with panelists of local practitioners. It marked the first time that Washington College, Upper Shore Aging, and the Chester River Health System have partnered on an activity. Although these are very different organizations, the task of educating the community about growing older is a project that they all have in common.

A crowd of over 150 registrants confirmed local interest in becoming better educated about growing older. Noting that the Chester River Health System has "intellectual capital" as part of the University of Maryland Medical System, CEO Jim Ross arranged for Dr. Steven Gambert, Director of Geriatric Medicine at the University of Maryland Medical Center, as the opening speaker.



"It's not too late to start paying attention," Dr. Gambert said, in a one-hour slide presentation titled Successful Aging, Medically Speaking. Confirming that normal aging is "universal, progressive, and irreversible", he described ways to prevent the acceleration of normal aging through proper nutrition, exercise, and avoidance of environmental hazards. He pointed out the need for periodic medical screening, with those at highest risk being over 70, recently bereaved, disabled by a locomotor disorder, living alone, or recently discharged from a hospital.

*Dr. Steven Gambert*

Next Dr. Allan Anderson, President of the American Association of Geriatric Psychiatry, gave an update on Alzheimer's Disease. Alzheimer's disease is increasing in prevalence with no current curative treatment.

An opening session was followed by discussion groups on three topics:

- *Living Longer, Growing Stronger*  
Preventing falls, the best exercises and habits for maintaining mobility and strength
- *Aging in Place in the Home*  
Adopting barrier-free living, options for the future, practical home modifications for greater safety, local home health care
- *Legal and Financial Well-Being*  
A review of legal documents recommended, Medicare outlook, is a reverse mortgage right for you

Following lunch, the keynote speaker, Joanne Grossi, Regional Director of the U.S. Department of Health and Human Services, discussed "Prevention: Improving Health Care for Seniors". Ms. Grossi was appointed by President Obama in April 2010 to represent the Department and Secretary Kathleen Sebelius in DE, DC, MD, PA, VA, and West Virginia.

# 2011 HIGHLIGHTS

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Eighteen exhibitors representing local organizations with an interest in serving seniors were on hand to discuss their functions, hand out information, and benefit themselves from the interaction and dialogue.

A low registration fee was made possible by program advertisers as well as sponsors and the donation of the facility space by Washington College.

Such an event was timely. Community programs for healthy aging are being cut due to diminishing state and local funding. The rapidly increasing number of seniors is increasing demands for services and health education. Symposium participants ranged greatly in age, with many HomePorts members attending but also health care professionals, children of members, and potential members. Participant evaluation forms were largely very positive, with many enthusiastic comments, and with many wanting a similar event again. The HomePorts Board hopes to make a symposium an annual undertaking.

## STRATEGIC PLAN

A three-year Strategic Plan was developed during 2011, with goals, recommendations for actions, responsibilities, and metrics for evaluation. Under the leadership of the Board of Directors, members, providers, and volunteers provided guidance and assistance on three sub-committees. Topics and major issues were as follows:

### **Finance**

Meeting the mission requires a larger participant base, dues levels that are consistent with similar village organizations and events that achieve consistent net revenue gains.

### **Marketing Communications**

Eleven different market segments in Kent County were defined, all of which have different values and needs.

### **Membership**

Growth in memberships, providers, volunteers, and staff are important in order to achieve a viable, mission-achieving organization; increased clarity in roles and responsibilities for all participants was recommended.

THE STRATEGIC PLAN CALLS FOR AN OVERALL GOAL OF ACHIEVING SUFFICIENT MEMBERSHIP AND REVENUE TO REMAIN A VIABLE, MISSION-FULFILLING ORGANIZATION.

Implementation of the plan requires changes in the HomePorts committee structure, with increased roles and responsibilities and greater involvement of volunteers. An effort will be made to seek out those with relevant experience, to broaden the base of resources effectively administering HomePorts. Effort will also be made to reach out to younger people to volunteer.

The Board review and approval of the plan included attention to priorities, with not all recommendations to be undertaken during the first year.

*"There is still no cure for the common birthday."*

John Glenn

## 2011 HIGHLIGHTS

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One initial recommendation requiring adoption beginning in 2012 is an increase in membership dues from \$300 to \$350. This change is the first fee increase since the organization began in 2008, and the HomePorts fee remains far lower than most, among other villages in the Village-to-Village Network. The Finance Subcommittee recommended that 40% of the annual budget be generated by membership fees, with 60% coming from grants, individual donations, and event earnings. The \$350 fee amount is based on a projected 85 member households in 2012, 90 in 2013, and 100 in 2014. A comparison with other villages revealed that the proportion of the budget derived from membership fees varies greatly, ranging from 27% to 60%.

### THIRD ANNIVERSARY PARTY

In September HomePorts hosted a party at Wilmer Park in Chestertown to celebrate its third anniversary. Sponsors include Chesapeake Financial Advisors, Chester River Hospital Center, Atlantic Broadband, Aquafit, and the UPS Store. Music was provided by Ford Schumann and Friends. Catering was provided by Herb's Soup 'n Such.



*Ford Schumann and Friends entertained at the Third Anniversary Party*



*Board of Directors President Muriel Cole talks with HomePorts members Carl Gallegos and Brenda Rocconi*



*Volunteer Wanda Yiannakis staffed the party with helpers from the Methodist Youth Group*



*Louise O'Brien, Board Member, talks with volunteers Paul and Jayne Heckles*

### ADMINISTRATION

Our first paid Executive Director, Stephanie Sullivan, regretfully moved out of the area in mid-2011, and was replaced by one of our volunteers, Virginia Cooper. As soon as she began, Homeports had an unprecedented spurt of growth, with a large increase in member needs, challenging the "part-time" nature of her position. As a result she chose not to continue, and in September Karen Wright was hired. Having received a Bachelor's Degree in Economics from St. Joseph's University in 1981, Karen, who lives in Worton, was most recently a bank administrator, with experience in both the non-profit sector and in event planning. She has rapidly developed knowledge of the organization, its members, volunteers, and providers.

Karen is in the HomePorts office on the second floor of the Chestertown Town Hall most days and is available by phone during normal business hours.

Because of the substantial growth in member needs a part-time Volunteer Coordinator, Shannon Smulow, was hired in November. She received her Bachelor's Degree in Art from the University of Northern Colorado in 2008 and has recently moved to Chestertown due to her husband's position at Washington College. She has enthusiastically embraced her job of matching a willing volunteer with a member whenever there is a request for help, communicating with both groups by phone and/or email.

# 2011 HIGHLIGHTS

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## AGING IN PLACE WEEK

Again in 2011 HomePorts marked the recognition of National Aging In Place Week, October 10-16, preparing local publicity on the topic. HomePorts led the initiative to have Kent County issue a proclamation which was signed by the Kent County Commissioners on October 11. Kent County was encouraged to honor older residents, organizations, volunteers, and service providers that open opportunities for aging in place.

Kent County Maryland

### **Proclamation**

National Aging In Place Week • October 10-16, 2011

RECOGNIZING the designation of October 10-16, 2011, as the eighth annual Aging in Place Week; and

CONSCIOUS that the community of Kent County includes a growing number of almost 6000 residents age 60 and above who represent treasured resources to be protected and supported; and

AWARE that aging in place is not having to move from one's present residence in order to secure necessary support and services in response to changing needs; and

WHEREAS, the community of Kent County is devoted to promoting actions that older residents may pursue to maintain their independence, and to information them of support and services for remaining content, safe, and confident offered by government agencies, through not for profit organizations, and available from medical, educational, and other institutions in Kent County; and

WHEREAS Kent County supports a range of public and private institutions devoting resources and activities to facilitating aging in place, including the Kent County Departments of Health and Social Services, and the Commission on Aging; Home-Ports, Inc; Upper Shore Aging, Inc; Rebuilding Together Kent County, MD; the Chester River Health System; and Washington College Academy for Lifelong Learning (WC-ALL); and

WHEREAS, Kent County is dedicated to activities that pursue, coordinate, and exchange information concerning programs and campaigns in the interest of empowering aging in place, and increasing awareness of the benefits to the community;

NOW THEREFORE, the Board of County Commissioners does hereby proclaim October 10-16, 2011 as NATIONAL AGING IN PLACE WEEK in Kent County, and does commend this time to all citizens to honor older residents and the volunteers, service providers, and organizations that open opportunities for aging in place in Kent County.

Kent County Commissioners of Maryland:

*Ronald H. Fithian, President*

*William W. Pickrum, Member*

*Alexander P. Rasin, Member*





*"Large affairs are not performed by muscle, speed, nimbleness, but by reflection, character, judgment. In age, these qualities are not diminished but augmented."*

Cicero

## 2011 FACTS AT A GLANCE

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**Office Location:** Town Hall, 118 Cross Street, Chestertown

**Mailing Address:** P.O. Box 114, Chestertown, MD 21620

**Year Founded:** Incorporated in the State of Maryland, 2007,  
with service beginning in 2008

**Tax Status:** IRS qualified 501(c)(3) organization (non-profit)

**Web Site:** [www.homeports.org](http://www.homeports.org)

**Telephone:** 443-480-0940

**Email Address:** [info@homeports.org](mailto:info@homeports.org)

**Member Households:** 82, which include 131 individuals

**2011 Budget:** \$59,000

**Volunteer Hours Worked:** 1,000+

(The value of a volunteer hour in Maryland is \$22.32  
according to the AARP Bulletin, December 2011)

**No. of Referrals Made to Paid Providers (Vendors):** 85

**Most Frequent Volunteer Service Requested:** Local Transportation

**Most Frequent Paid Provider Services Requested:** Companion Care Services



*"Thanks to HomePorts, I got my computer operating and am again on-line!".*

HomePorts member Peter Hart  
of Chestertown.

### Affiliations and Partnerships:

Kent County Chamber of Commerce

Upper Shore Aging, Inc.

Washington College

Rebuilding Together Kent County

Chester River Health System

Chester Valley Ministerial Association

Village-to-Village Network

### 2011 HomePorts Standing Committees

Executive Committee

Grants Committee

Newsletter Committee

Providers Committee

Volunteer Coordinating Committee



*"We're fortunate. HomePorts has a lot of caring people."*

HomePorts members Joe and Helen Sanderson  
of Millington.

## VOLUNTEERS

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*If you want happiness for an hour, take a nap.  
If you want happiness for a day, go fishing.  
If you want happiness for a month, get married.  
If you want happiness for a year, inherit a fortune.  
If you want happiness for a lifetime, help someone else.*  
Chinese Proverb

At the end of 2010 HomePorts had 83 volunteers, a critically important resource. A total of 23 new volunteers were recruited and interviewed in 2011, with emphasis on identifying those willing and able to drive members locally. A total of 188 of the 313 calls received from members were for volunteer help. Of those calls, 176 requested rides locally, and calls increased significantly as membership increased during the year. New members tended to be those who have immediate needs for assistance rather than those who have joined as insurance for a possible need later in life.

HomePorts is reluctant to specify a limit on the number of rides because of the critical importance of transportation to members. A number of members depend on HomePorts to go to doctors' appointments, physical therapy sessions, and shopping, for example. However, the increased demand for local transportation assistance required a review of the guidelines developed in 2010. Members are asked to make a request at least 48 hours in advance, and those who require frequent rides on an ongoing basis are encouraged to make arrangements through one of our transportation providers. Several providers are able to provide rides locally at a very reasonable rate.

In June the Volunteer Coordinating Committee organized an educational session for volunteers on the subject of driving. Volunteers exchanged information about experiences and suggestions for safe and satisfactory experiences.

The Volunteer Coordination Committee created a folder of orientation information for new volunteers, distributed new name tags, and updated records for insurance purposes. Thank You cards were mailed to each volunteer, in the form of a holiday greeting. Volunteers were encouraged to attend the Education Sessions, which offer helpful information in working with older adults.

In March HomePorts participated in a community fair, "Neighbors for Good", and met a number of Washington College students interested in volunteer work.



*Washington College students rake leaves for several HomePorts members in October.*

In October a group of Washington College students volunteered to help several HomePorts members with leaf-raking, as a community service project. Although the weather prohibited scheduling further yard projects for the students, this partnership will be pursued again in 2012.

*"Seven energetic young college students appeared at my door yesterday with their rakes in hand. They did a lot of raking in a short amount of time. I got to chat a bit with them as they had a snack in my kitchen after they finished. They're such delightful kids. Please pass on word to your liaison person at the college that these students are a credit to Washington College and that this project was most successful."*

Louise O'Brien,  
HomePorts member

## PROVIDERS

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HomePorts maintains a list of 68 approved providers (vendors) in 23 different categories of service. In 2011 a number of additional providers were interviewed by the Provider Committee and screened to ensure honesty, reliability, expertise, fair pricing, and quality of workmanship. A number offer discounts to HomePorts members. The Board stressed efforts to publicize the wide variety of skills and services offered. Each provider was contacted and asked to update information and list his or her services available. Large logos were printed for providers who choose to put them on their vehicles, indicating that they are recommended by HomePorts. Members requested a wide variety of paid services, with the largest number of calls being for home companion services, also called non-medical home care.

## SCHOLARSHIP PROGRAM

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According to the 2010 U.S. Census, Kent County has the oldest median age of any county in Maryland, seven years older than the State of Maryland average. In 2010, 35.2% of residents were 55 and older, with the proportion expected to increase to 38.2% in 2015. This reality was the impetus for establishing HomePorts in 2008. Unfortunately, Kent County also has a significantly low median income for older adults:

	State of MD	Kent County
2010 Medium Income 55+	\$59,887	\$44,678
2015 Projected Medium Income 55+	\$72,307	\$50,596

The 2010 Census indicates that there were 4400 households of people 55 and over in Kent County. Of those, 1112 households, or 25.3%, had household incomes under \$25,000/year. 38.1% had household incomes under \$35,000/year.

In 2010 Homeports was able to implement its scholarship program. Members accepted to this program are charged an annual fee of \$35 for individuals and \$50 for households. In addition to the provision of services from HomePorts volunteers, each of these households receives an annual credit of \$300. This credit can be applied to pay for any services provided by a HomePorts approved vendor.

Due to resource limitations, this category of membership was restricted to 10% of the current HomePorts membership.

Ages of scholarship recipients range from 62 to 99, with the average age being 79.7. Three of the seven do not have their own transportation. Six of the seven households used paid providers at least once. Examples of needs included house cleaning, a wheelchair ramp, and home bathing. Providers are generous with offering discounted services to these members. The Scholarship Committee originally recommended that the program be "entirely self-supporting by the use of funds specifically so earmarked." At the outset \$1200 in contributions had been received specifically for scholarships. Since that time HomePorts received a grant from the Speer Trust of \$9000 for this program, which was virtually completed in 2011.

In June 2011 the Scholarship Committee did an annual review and concluded that the results of the program have been very favorable both for the participants and for HomePorts. Based on the year's experience, the decision was that the essential elements of the program be left intact. However, funding continues to be a concern. Several grant requests are pending, and new scholarship members are not being accepted pending receipt of financial support.

*"If a little knowledge is dangerous, where is the man who has so much as to be out of danger?"*

T.H. Huxley

## EDUCATION & SOCIAL EVENTS

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In addition to volunteer and paid provider assistance, HomePorts offers members periodic educational programs on topics of interest to older adults. Two afternoon programs were offered to members, volunteers, and the public.

### COMMUNICATION WITH THE HEARING IMPAIRED

In recognition of May as Better Speech and Hearing Month, HomePorts hosted a one-hour program presenting ways to communicate clearly with those who are hearing impaired and to reduce the stress that often accompanies hearing loss. According to experts, one-third of individuals between the ages of 65 and 74 and one-half of those 85 and older experience loss of hearing. Only one in four with a hearing impairment wears a hearing device. There is a direct relationship between hearing impairment and overall

health and well-being. Attendees learned about improving verbal communications with the hearing impaired, strategies for minimizing misunderstandings, tips on identifying hearing loss, and strengthening listening skills from Barbara McLendon, Doctor of Audiology. For the past eight years, she has been owner and clinician at the Hearing Center of Chestertown.

### LEARNING ABOUT VISION LOSS

Eyesight is a gift we take for granted until we are older. In October "Can You See Me Now?" was presented by Dr. Harry L. Hart, Doctor of Optometry, who has practiced in Chestertown for over 35 years. He described new treatments for common eye diseases, impacts of vision impairment, and current treatments and research, followed by a question and answer period.

### VILLAGE TO VILLAGE NETWORK

HomePorts continued its membership in the national "Village-to Village Network", a peer-to-peer network to help communities establish and continuously improve management of their own Villages, whether in large metropolitan areas, rural towns, or suburban settings alike. The Executive Director and several committee chairs participated in webinars (live on-line discussions) to share experiences and information on topics of mutual interest.

*Throughout the country, 55 "village" programs are up and running, providing a range of low-cost home, medical, shopping, and social services and activities to senior members. Another 120 are in the works. And there are hundreds of other organized efforts to structure services to older residents of what are called "naturally occurring retirement communities." Their common goal is to help people stay in their homes through their 70s and 80s and, in a growing number of cases, into their 90s.*

U.S. News and World Report, Jan. 28, 2011

*The villages typically have about 100 members and are generally small, non-profit, member driven organizations, usually run with just a few staff members and a lot of volunteers. , More than 90% of village members were aged 65 or older in 2010, and 87% owned their own homes, according to research from the University of California, Berkeley. Each village compiles a list of trusted local service providers according to needs dictated by village members, and members pay entrance fees, which can range from \$25 to \$1200 a year with an average of \$350, in order to have access to that list, along with other membership perks, including social events and activities.*

Senior Housing News, October 23, 2011



*Karen Wright  
Executive Director*

## NATIONAL VILLAGE CONFERENCE

REPORT BY KAREN WRIGHT

*A digital copy of the presentation transcripts is available on the Village to Village network web-site at <http://www.vtvnetwork.org>, or a flash drive containing a copy may be borrowed from the HomePorts office.*

From October 24-26, 2011, I had the pleasure of attending the 2nd Annual Village-to-Village Network's National Village gathering in Oakland, CA. I spent the first day at a pre-conference training session learning the Club Express software that HomePorts uses to manage our membership, volunteers, providers, and our non-member mailing list. It was well worth the time and energy to attend the training. I am happy to say that we are now fully operational and benefiting greatly from this program.

The official conference began on Tuesday, October 25. The theme was "Bridging the Gap: From Start up to Sustainability". More than 200 people from 44 open villages and hundreds of community representatives across the world were in attendance. A variety of villages - urban, suburban, rural, established, newly running and in development - were represented. There was something for everyone. The speakers were engaging and informative. The keynote speaker, Dr. Walter Bortz (age 80), spoke about aging and living a long, healthy life. He and his wife are avid runners and have run more than 40 marathons. He was truly inspiring (and from my hometown near suburban Philadelphia.) Following Dr. Bortz was Jan Massoka, a leading writer and thinker on nonprofit organizations with particular emphasis on boards of directors, business planning, and the role of nonprofits in society. She gave a riveting presentation on non-profit sustainability that asks to take a closer look at both the impact and profitability of our various programs.

Breakout sessions included: Increasing income through diverse membership strategies, Dialogue with other rural villages; and Raising those dollars! The day concluded with a reception celebrating the 10th anniversary of the village movement. Wednesday's sessions included presentations on ongoing sponsorships and business support, research and surveys, and budgeting and planning. I came home energized and ready to implement many of the new procedures I learned in Oakland. All in all it was a fantastic educational experience. I'm looking forward to catching up with my new friends at the 3rd annual conference next fall.

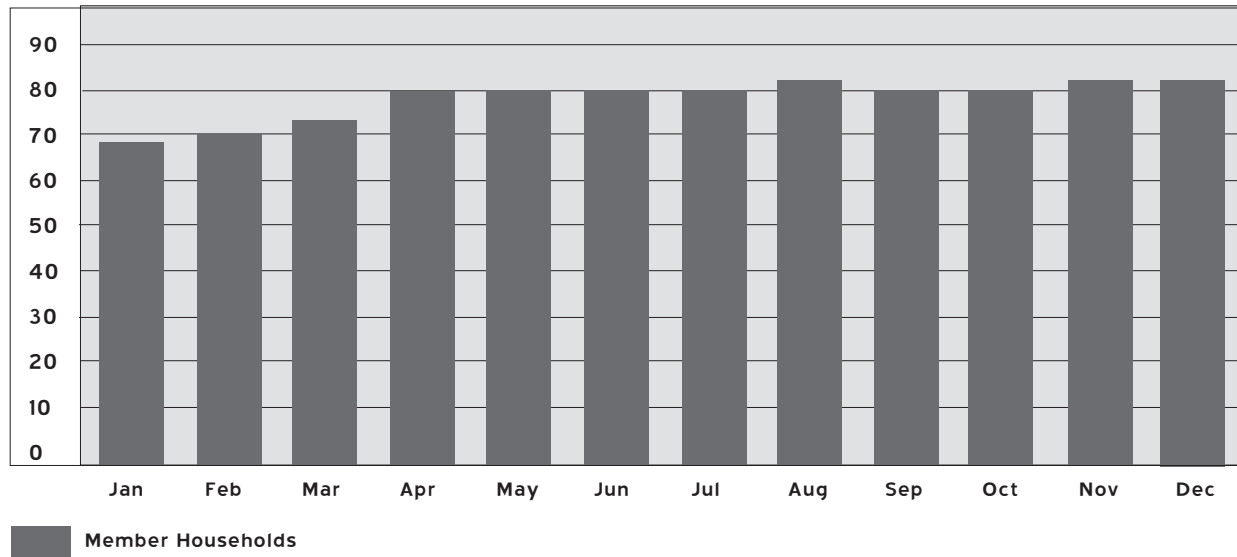
### STUDY OF MARYLAND VILLAGES

In May HomePorts was approached to become part of a research study on Maryland Villages. Westat Research Corp., a research and statistical survey organization in Rockville, MD, is conducting a study about how Maryland communities are responding to an aging population and the emergence of several local "Village Models" launching in Maryland. The final report will be aimed toward professionals in the aging services field and others involved in advocacy and planning issues for community development. Although minimal formal research on the Senior Villages model has been conducted, many communities, policy makers, and researchers are interested in learning more about the Villages model to understand factors that might influence sustainability and the benefits or success of these programs. The report will also identify factors that may offset health care cost and delay or eliminate nursing home placement. The HomePorts Board of Directors agreed to participate, with the understanding that the privacy of HomePorts members will be maintained. Westat also plans to study the other two Village programs open in Maryland (in Chevy Chase and Severna Park) as well as examine a fourth program in Baltimore which is in the process of starting up. At least eight Villages in the District of Columbia are now in operation. The Board continued to study and mentor other Village-type non-profit organizations and hosted a meeting with representatives from Howard County in September.

*"The great thing in the world is not so much where we stand, as in what direction we are moving."*

Oliver Wendell Holmes

## MEMBERSHIP ACTIVITIES



The number of households continues to grow steadily. The renewal rate in 2011 was 96% excluding members who were deceased or who relocated. Those who have joined fall into three general categories: 1) those who regularly use services, 2) those who rarely use services, and 3) those who never use services but have indicated, through their membership retention, that they endorse the concept and want the organization to be in operation if/when they need services.

Members are asked to rate their experience with HomePorts each year when they renew their membership and indicated the following opinions in 2011:

	Very Satisfied	Satisfied	Not Very Satisfied	Did Not Use
Referral to Paid Providers	41%	7%	none	52%
Assistance From Volunteers	38%	none	none	62%
Education Sessions	14%	17%	none	69%
Newsletter	63%	37%	none	none

When asked if inquiries to HomePorts were answered promptly and professionally (Yes, No, Sometimes), 100% said Yes. Of the total 29 responses to the written survey, 56% said that they had used services through HomePorts within the past year. There were many positive comments, with several noting their interest in seeing the organization sustained for future benefit.

*"I've learned ... that the best classroom in the world is at the feet of an elderly person."*

Andy Rooney

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## MEMBERSHIP ACTIVITIES

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### NEW MEMBER VISITS

The Executive Director made a home visit to each new member household. Information packets for new members were revised.

### PROMOTIONAL PROGRAM

A paid advertising program was sustained in an effort to capture the attention of potential members in the Kent County area as well as children of local older adults. The Committee sought testimonials from members, which are valuable promotion tools. A large re-usable billboard is periodically posted on Route 213 at the gateway to the center of Chestertown.

HomePorts continued to publicize the organization on Saturdays from April through December with a display table staffed by volunteers at the Chestertown Farmers Market. Attractions such as face-painting and free give-away items were occasionally added.

### MONTHLY NEWSLETTER

In 2011 the Newsletter Committee continued its preparation and distribution of the monthly publication, mailed to over 400 members, volunteers, vendors, and local supporters.

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## PARTNERSHIPS & LOCAL COLLABORATION

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Homeports operates as one organization among several in the Kent County area that support, in some aspect, senior needs. In 2011 collaboration continued with other agencies and organizations such as the Kent County Government, Health Department, Department of Social Services, and the Commission on Aging; as well as not-for-profit organizations devoted to aging-in-place programs such as Upper Shore Aging, Inc., and Rebuilding Together Kent County, MD; plus other institutions offering vital support of aging in place, such as the Chester River Health System and the Washington College Academy for Lifelong Learning.

A Board member continued to serve on the Advisory Board of the Department of Social Services as a

liaison between the local social service programs and the HomePorts Scholarship Program. Another Board member serves on the Kent County Commission on Aging, an advisory group to the County Commissioners. A third Board member is serving on a committee organized by the Local Management Board to study options for improving public transportation options on the Upper Eastern Shore.

In June an agreement was made with Amazon.com to become an "Amazon Associate". In exchange for posting a link to the Amazon web site on the HomePorts site, HomePorts will receive advertising revenue from Amazon monthly, when users order from Amazon after entering from the HomePorts website.

*"Homeports came through for me marvelously. I was given the name of a woman who drove me from the Wilmington station to Tilden Lane on a fee for service basis. I was grateful that Homeports was available and can recommend competent help."*

Sybil Wolin, HomePorts Member  
July 2011

*"The real problem, then, is not our strength today; it is rather the vital necessity of action today to ensure our strength tomorrow."*

Dwight D. Eisenhower

## FINANCES

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Income exceeded expenses in 2011 by \$1410. A reserve of six months of operating expenses is maintained. Funds for the Scholarship Program, made possible by a grant from the Speer Trust in the New Castle Presbytery of the Presbyterian Church USA, are identified separately.

Income is derived from four sources: membership fees, excess income over expense from sponsored activities, donations, and grants. This year, as noted elsewhere in this report, a Strategic Planning Committee worked many hours to develop what the future will look like for HomePorts. One area of study was sources of financial support. The report concluded, and the Board adopted a recommendation, that forty percent (40%) of our income needs to come from membership fees; the balance is to be raised through donations and grants.

Total income for the year was more than \$59,649 of which membership fees accounted for \$23,825. The Speer Trust provided \$9,000 and the balance was raised from donations.

The primary expense is paid professional staff. Additional costs include printing, regular mailings, office supplies, equipment and communications as well as those directly related to membership services, such as home inspections and vendor background investigations.

While HomePorts serves all of Kent County and the 21620 section across the river, the Town of Chestertown graciously continues to provide office space and meeting facilities at no charge.

The accounting program used is the non-profit form of QuickBooks. Our data is stored using a program developed for "Villages" like HomePorts through the Village-to-Village Network of which we are one of the founding members. HomePorts, Inc. is an IRS recognized 501(c)(3) organization, permitting donations to become tax-deductible. It has filed both the IRS Form 990 and the Maryland Form 1. Both forms as well as the year-end financial statement are available at the office upon request.

*"A lot of citizens of Kent County are benefiting from HomePorts. And volunteers are the backbone."*

Kent County Commissioner William Pickrum (right) with HomePorts volunteer Guy Edwards.





*"An invasion of armies can be resisted, but not an idea whose time has come."*

Victor Hugo

## PLANS FOR 2012

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HomePorts anticipates a very busy and full year with a number of objectives, focusing on priorities contained in the strategic plan adopted in 2011.

Planned activities include:

### 2ND HEALTHY AGING SYMPOSIUM

To educate the community and to promote successful aging in Kent County, HomePorts will hold its 2nd annual symposium on April 4, 2012, at Washington College in Chestertown. Co-sponsors include the local Area Agency on Aging (Upper Shore Aging, Inc.), Washington College, Kent County Health Department, and the Chester River Health System. The theme will be "Developing an action plan for smart aging". Drawing on the model successfully used in 2011, the opening session will be followed by breakout discussions and a keynote speaker. Each attendee will develop a personal aging plan in order to better self-manage health and safety issues to prolong independent living. Emphasis will be placed on implementation of the plan, i.e., follow-through on actions that the individual needs to do and will do to ensure success of the plan. An increase in the budget for this event is required because of higher facility costs at Washington

College. In 2011 the income and expenses for the event were even. In 2012 the registration fee will be higher to offset increased costs.

### IMPLEMENTATION OF THE STRATEGIC PLAN

Implementation will be gradual but steady, with a priority put on strengthening the standing committee structure and recruiting additional people to address financial, marketing, and membership issues, including possible grant funding. An annual calendar of events will be maintained which will include two fund-raising events and more education programs.

### FUND-RAISING

Continued attention must be given to efforts to augment the budget in order to support the paid staff. A Sunday brunch and music event will be held in May 2012 at the Mainstay in Rock Hall, with other activities to be planned later in the year.

### NEWSLETTER

The distribution, frequency, and length of the monthly newsletter will be considered.

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## 2011 BOARD OF DIRECTORS

Muriel Cole, President  
Jim Hill, Vice-President  
Jim Donaghy, Vice-President\*  
Jane Hukill, Secretary  
Charles Hawkins, Treasurer

Bunny Adams  
John Christie  
John Durocher  
Nancy Holland  
Marty Knight  
Sandra Willett Jackson  
Louise O'Brien  
Suzanne Street

\*October - December



*Jim Donaghy, Nancy Holland, and Marty Knight, new Board members in 2011.*

## 2011 DONORS

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HomePorts has received strong support from the community during protracted local economic challenges. Many generous "in-kind" contributions have been received that are too numerous to acknowledge here individually. Below are monetary donations received as of January 7, 2012.

### GOLD DONORS (\$1000 or more)

John C. & Margaret Christie  
Jane Hukill

### SILVER DONORS (\$500 or more)

Chesapeake Investment Advisors  
Chester River Hospital Center  
Muriel Cole  
David A. Bramble Foundation  
Jim & Anne Donaghy  
Robert & Janet Hewes  
Sandra Jackson  
Louise O'Brien  
St. Paul's Parish, Kent  
Larry & Connie Schroth

### BRONZE DONORS (\$250-\$500)

Donald Cantor  
John & Louise Durocher  
Carl & Brenda Gallegos  
Charlotte Staehlin Hawes  
James T. Hill  
Richard & Nancy LaMotte  
James Ross  
Jerry Smith

### SUPPORTERS (up to \$250)

Frank Adams  
American Society of Association  
Executives

Henry & Marie Anderson  
Aquafit/Chestertown Physical  
Therapy  
Atlantic Broadband  
Eric Bachman  
Janis Lee Bahner  
Robert & Sandra Bjork  
John & Catherine Brereton  
Martha Chandler  
Anne Charles  
Alexander Dick  
Glenn & Juliana Dulmage  
Philip Dutton  
Guy Edwards  
Stuart M. Elsberg  
Joan Flaherty  
Herbert Friedman  
Tom & Cynthia Fulton  
Douglass & Pat Gates  
Tony & Donna Gibbons-Neff  
Richard L. Goodall  
Helen Guastavino  
Kenneth & Martha Hankins  
Christian Havemeyer  
Richard Hawkins  
Robert Holland  
Margaret Smith Holmes  
Elizabeth Houghton  
P. Hughes  
John C. Huntington  
Michael R. Lawrence  
James Lupis  
Linda McFeely  
Brooks & Carol Major  
Carla Massoni

Penny Miller  
Robert & Elaine Naper  
George Nelson  
David & Bea Newell  
Eleanor Noble  
Peoples Bank  
John & Marcy Ramsey  
Alex P. Raisin  
James & Joanne Rich  
William F. Rienhoff  
Gary R. & Nancy L.T. Robson  
Rob & Beth Shepherd  
Craig & Lolli Sherry Damon  
Lorraine J. Slama  
Tim & Susan Skiles  
Maggie Smith  
Betty Spence  
Suzanne Street  
Richard C. & Nancy Swanson  
Louis Toler  
Alexandra Totten  
Katherine Trout  
UPS Store  
Jim & Sue Urda  
Floyd Lytle & Barbara Vann  
Anne S. Warhurst  
Joan West  
Steven & Sybil Wolin

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*Contributions are tax-deductible to the full extent of the law and may be sent to HomePorts, Inc., P.O. Box 114, Chestertown, Maryland 21620.*

# CATEGORIES OF SERVICES

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## **Interior Home**

Property Management  
Home Sitting  
Catering  
House Cleaning  
De-cluttering  
House Clean Out  
Window/Door Install  
Window Repair  
Dryer Vent Service  
Picture/Mirror Hanging  
Install Medicine Cabinets  
Sticking Doors  
Heating/AC repair  
Appliance Repair  
Winterizing

## **Carpentry**

Built-Ins  
Pet Doors  
Assembling Furniture  
Appliances  
Storage Solutions  
Trim or Molding Repair  
Drywall  
Painting & Color Consulting  
Ceiling/Floor Repair  
Cabinets  
Remodeling  
Railing Install or Repair  
Finish Work  
Home Adaptations

## **Pet Care**

Grooming  
Walking  
Medicating  
Pet Sitting  
In-Home Vet Visits

## **Exterior Home**

Landscaping/Design  
Gardening/Pruning

General Yard Work  
Lawn Mowing  
Power Washing  
Gutter Service  
Downspouts  
Roofing  
Ramps  
Window Washing  
Building Decks  
Siding Repair  
Window Shutter Repair  
Pesticide/Fertilizer  
Snow Removal  
Decks  
Patios  
Walkways  
Tree Removal  
Tree Transplanting/  
Irrigation, Planting  
Turf Care  
Hydro-seeding  
Living Shoreline Work  
Spring/Fall Clean Up  
Christmas Decorating  
Driveway Install/Repair  
Landscape Lighting  
Soil Grading For Drainage  
Septic System Install  
Excavation Services

## **Trouble Shooting**

Home Electronics  
Appliances  
Remote Controls  
Telephone Programming  
Warranty Research  
Internet Searches  
Respite Care

## **Health & Wellness**

Geriatric Case Management  
Skilled/Unskilled Nursing  
RN, LPN or GNA

Companion Care  
Medication Management  
Meal Prep  
Light House Keeping  
Food Shopping  
Transportation  
Run Errands  
Foot Care/Pedicures  
Friendly Home Visits  
Respite  
Travel Companion Service  
Organizing Long Distance  
Moves

## **Transportation**

Medical Appointments  
Errands  
Senior Center  
Pharmacy  
Airports  
Special Events  
Grocery Stores

## **Personal Assistance**

Daily Money Management  
Help with Bill paying, Banking,  
Filing, Taxes  
Financial Planning  
Investment Advice  
Help Sorting Mail  
Keeping Up a Calendar  
Notary  
Computer Services  
Computer Training

## **Miscellaneous**

Alterations  
Upholsterer  
Piano Tuning  
Family History Projects

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# HOMEPORTS

The HomePorts region includes greater Kent County on Maryland's Eastern Shore, defined by Kent County itself, bounded on the west and north by the Chesapeake Bay and by Cecil County, Maryland, and on the east by the Delaware state line. In Queen Anne's County the territory embraces the Kingstown and Chester Harbor complexes that adjoin Chestertown and have the same zip code, 21620. To the east, the HomePorts reach extends to the town of Crumpton in Queen Anne's County.

HomePorts, Inc.  
P.O. Box 114  
Chestertown, MD 21620  
[www.homeports.org](http://www.homeports.org)