

Vital Signs

Holiday 2011



VNA HealthCare and United Way's Day of Caring 2011

Hamilton Sunstrand Day of Caring volunteers deliver Meals on Wheels for VNA HealthCare

This year marks the 50th anniversary of the Meals on Wheels program in the United States. In 1959 here in Hartford, Connecticut, a pilot committee was formed to assess the possibility of delivering meals to the homebound. Two years later, after the needs and feasibility for such a service were substantiated, the program began. The Visiting Nurse Association, the precursor of the current VNA HealthCare,

A Milestone for Meals on Wheels

in Hartford was one of the first agencies to launch this service in the community.

The Meals on Wheels program has two primary goals: to reduce nutritional deficiencies for

individuals who are unable to procure or prepare their own meals and to help ensure that these individuals are safe in their homes. The program has grown over the years, just as the problems of hunger and

nutritional need in Connecticut have grown.

Today, VNA HealthCare's Meals on Wheels program, one of the largest in the state, continues to serve many in need in over 60 communities we serve. The success of this program is due to a dedicated corps of volunteers willing to lend their time and compassion to deliver meals and of course, the generosity of corporations, foundations and our donors.

Kosher At Home

Based on longstanding experience with Meals on Wheels, VNA HealthCare has a “Kosher at Home” program to meet the needs of (elderly) Jewish residents in the Greater Hartford area who wish to keep kosher in their homes. Jewish residents in the Greater Hartford area are often unable to keep kosher because one or more members of the household have medical or physical conditions that limit daily activities and many lack financial resources for such a service.

In collaboration with the Jewish Federation of Greater Hartford, Rabbi Yitzchok Adler of the Kashrut Commission, and a kosher meals vendor, VNA HealthCare has developed the Kosher at Home meals program. As a result, full glatt kosher meals are available for home delivery throughout the year.



VNA HealthCare also delivers kosher meals to homebound Jewish residents who require meal cost subsidy. Fresh and nutritionally balanced meals are delivered by volunteers and staff members who offer daily human contact to often isolated clients. This charitable meals initiative has been made possible by donors and generous grants of \$25,000 each by the Jewish Community Foundation and the Samuel Roskin Trust.



VNA HealthCare Salutes our **Meals on Wheels Volunteers**



◀ Seated (left to right): Denise Zachmann, Kathy Sousa, Kim Demers
Standing: Tony Martinez, Lynn Ferdman, Ellen Rothberg, Jason Benedict, Belinda Smith, Arlette Hurdle, and Matt Townsend

The Rose of VNA Award represents our agency’s recognition for outstanding volunteer service. This year’s Volunteer Appreciation Luncheon was held at the Pond House Café in West Hartford and honored Aetna as a corporate volunteer group in Hartford, and James Miele of Waterbury, as an individual volunteer. These award recipients participate in volunteer efforts by delivering Meals on Wheels to our clients in these areas.

Aetna, as a corporation, is dedicated to community involvement and commitment. Aetna and its employees have made this concept a reality. For 14 years, the Aetna group has provided volunteer support for the Meals on Wheels program serving clients on Hartford inner-city delivery routes. Because of the corporation’s commitment, Aetna supports their employees by giving the volunteers released time to pursue community endeavors.

James Miele

Jim began his volunteer “career” about seven years ago. After retiring, he read an article about Meals on Wheels and thought it would be a nice volunteer activity because it is such a positive service. So it was then that Jim became part of a Meals on Wheels delivery crew for VNA HealthCare and has been delivering meals ever since. He says that he enjoys the time he spends in conversations with the clients and knows how important that brief time is, because sometimes these people have no one else to talk with. “It’s a good feeling,” he says, “to know that you’re doing good for someone and doing it with no expectation, except that it is a good service.”

\$75,000 Grant from Walmart Foundation



◀ (Left to right) Michelle Parlato, Executive Director, Independent Living Services, VNA HealthCare accepted a check to support the agency's Meals on Wheels program from Irving Barnor, store manager, Walmart, Hartford. VNA HealthCare President and CEO Ellen Rothberg is at right.

VNA HealthCare received a generous grant from Walmart Foundation in the amount of \$75,000. This grant, which exceeds their 2009 grant by \$10,000, is given through the Walmart Foundation's State Giving program, to provide meals to those who need assistance with paying for meals. The goal of this grant is to provide over 20,000 free home-delivered meals. Such a partnership of public and private dollars helps ease Connecticut's hunger pangs and gives our neighbors a better chance for healthy, productive lives.

STOP & SHOP "Food for Friends" Benefits Meals on Wheels Program

The West Hartford Stop & Shop joined forces with VNA HealthCare to feed the community's homebound by presenting a check to the agency for \$4,855 for the Meals on Wheels program. The money was raised by in-store promotions and customer donations, and will go to support the meals that are delivered to those unable to shop or to prepare meals on their own.

Since 1994, Stop & Shop employees and customers have raised \$78,655 for this meals delivery program. Ellen Rothberg, VNA HealthCare president said, "We appreciate the generosity of the Stop & Shop staff who

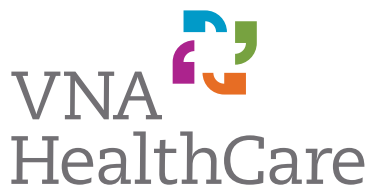
contributed their personal time to volunteer for this cause and we are grateful for the donations from Stop & Shop customers. They are truly making a difference in our community."

"The Stop & Shop 'Food for Friends' program encourages stores to support a local food-related cause through fundraising and volunteering," said West Hartford Store Manager Ron Ogulewicz. "We know without the support of home-delivered meals, many residents would be unable to remain living in their own homes. It's our way of extending our appreciation and give back to the community.

Ways to Support VNA HealthCare Programs

- Cash, Check or Credit Card
- Matching Gifts
- Securities and Property
- Planned Giving
- Online Giving: www.vnahealthcare.org
- Volunteering

For general information, please call Susan Wright at 860.493.7166 or Call Rosalie Roth at 860.493.7159 regarding Planned Giving and The John N. Lewis Legacy Society



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- ▶ Meals on Wheels
- ▶ Kosher Meals on Wheels

For more information call:
1-800-HOMECARE
(1-800-466-3227)

A yellow sticky note is pinned to the page with a red pushpin. The note contains a reminder about tax-deductible charitable gifts.

Reminder:
The calendar year-end is
fast approaching!

Make your tax-deductible
charitable gifts to VNA HealthCare
by December 31, 2011