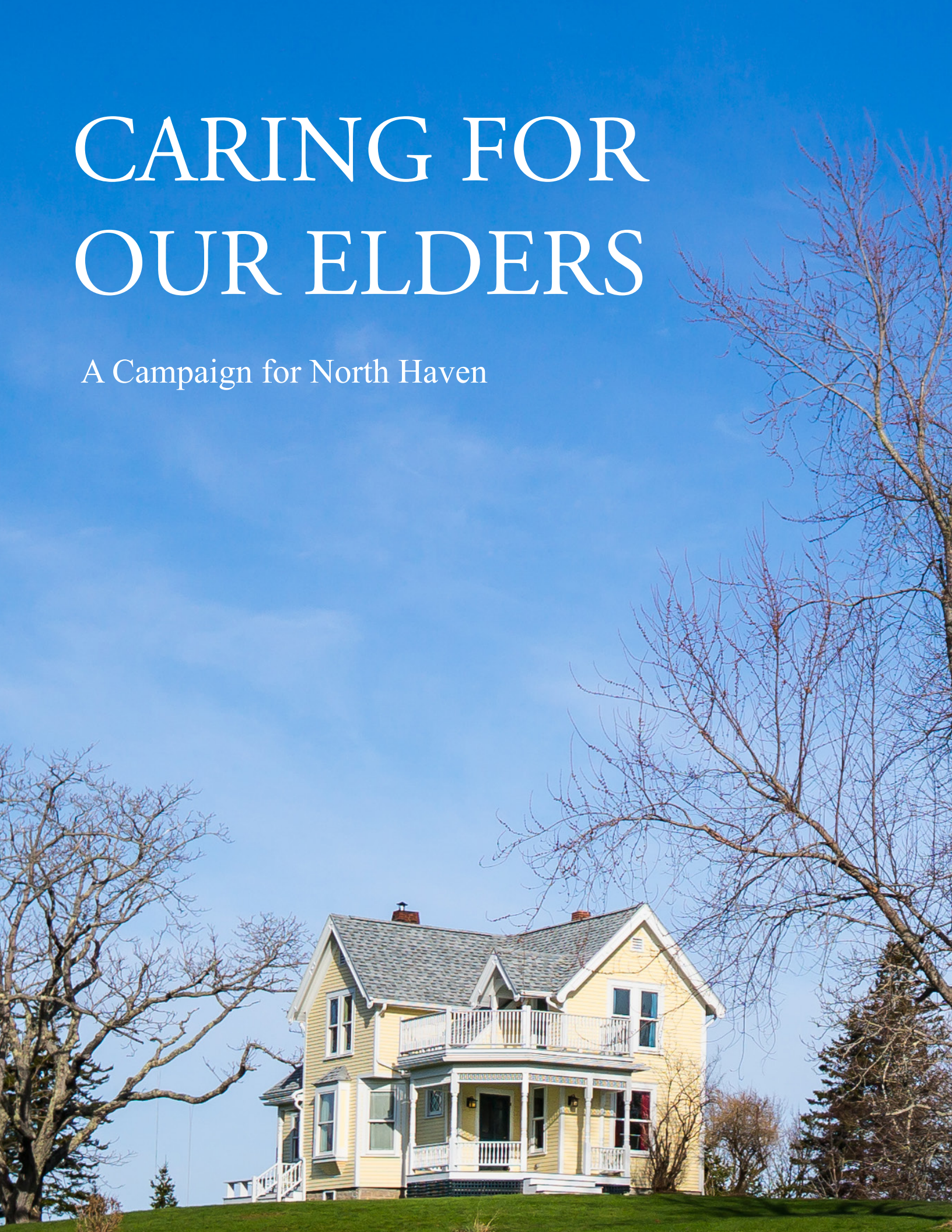


CARING FOR OUR ELDERS

A Campaign for North Haven



CAMPAIGN MISSION:

To build and support a high-quality long-term care residence on North Haven, so that our seniors—after they can no longer stay in their homes—can remain in our community, surrounded by caretakers and visitors they know and love.

We seek to create a residence that is home-like, integrated into the community, sustainable to maintain and operate, and that will take advantage of its beautiful location on Southern Harbor. The facility will also provide respite care and hospice services in the residence when possible and provide assistance to seniors at home.

—Southern Harbor Eldercare Services & North Haven Sustainable Housing



The Story of the “YELLOW HOUSE”

In March of 2014, just as the cold stretched well beyond its welcome, the generosity of one summer resident helped shake the island from the late winter doldrums. Mary White offered to donate her historic “yellow house” for the purposes of creating an eldercare facility and a publicly accessible conservation area. The project is a joint partnership of North Haven Sustainable Housing (NHSH), North Haven Conservation Partners (NHCP), and Southern Harbor Eldercare Services (SHES), a newly formed organization whose primary objective is to develop an island long-term care facility.

In describing what led her to this gift, Mary wrote:

“While I had the yellow house on the market, I told myself that I would only sell to someone who could appreciate its setting on a gentle hill with an exquisite flat piece of sunny land behind it. I thought about North Haven’s needs, and I recalled that eldercare was a major community agenda item. Now I looked at the site with new eyes: it is not far from town, close to the clinic, and in a spot that everyone who travels to the west side of the island must pass. The land is open and flat, easy to walk on, and it looks out on lovely Southern Harbor.”

“I imagined an attractive building behind the existing house; the yellow house might hold the offices and some facilities like a kitchen and staff housing, while the building behind would consist of private rooms and baths for four to six residents. I thought this would be a wonderful place to retire to: seniors won’t have to leave the island and their friends and family. I also wanted the waterfront preserved for everyone in town to enjoy.”

The idea felt right, and so I offered the house and a portion of the property to North Haven Sustainable Housing to help develop with the newly forming eldercare group (now SHES) and the remaining open land to North Haven Conservation Partners.”

After more than a year of careful planning and lots of community feedback, North Haven Sustainable Housing and Southern Harbor Eldercare Services seeks to turn Mary White’s vision for this beautiful property into a reality—but we can only do that with your help.



“

Mary White’s incredible generosity has offered North Haven a wonderful opportunity. We are grateful for Mary’s vision for this property. To be able to spend the last years of our lives on this piece of land on Southern Harbor, with the community around you, is something very special. We look forward to working to make this exciting project a reality.

- Charlie Pingree, President,
North Haven Sustainable Housing

“

Mary White’s outstanding gift presents three community organizations with a unique and exciting opportunity. North Haven Sustainable Housing’s redevelopment of the yellow farmhouse into an adult care residence begins a new chapter for this iconic property. In concert with our partner, Southern Harbor Eldercare Services, NHCP pledges to protect the value of this historic farmland and make it welcoming to families and residents of the new elder care center.

- Nibs Nichols, Executive Director,
North Haven Conservation Partners



Helen Popp and Lindsey Beverage

SOUTHERN HARBOR ELDERCARE SERVICES

Growing up and living in a small community like North Haven naturally predisposes one to a higher interest in the care and concern for neighbors. Helping others in need is an essential component of island life, culture and sustainability. Whether it be the birth of a new baby, a marriage, or the loss of a loved one, the island community always comes together to support, and assist families who endure change. These moments of change are often unpredictable and the signal for help can come at a moment's notice.

In my nine years of experience as the Outreach Worker for North Haven, I have had the benefit of being involved in the change and transition of a number of island families who had a need for care and assistance. Each situation is unique and the level of assistance can range from implementing adaptive equipment, to organizing in-home support and comfort care for those who wish to remain on island until death. The capacity to sustain long term care for those who wish to remain on North Haven has traditionally been limited. Family, benevolent community members and the the degree of illness can tax the efforts of well-meaning family and community members, and the common end result is relocating for services.

There are those moments when the call for help leaves an indelible mark within the community as a whole and elucidates a need for change within the entire traditional system, in order to better serve others in the future. Such was that moment when I received a phone call from a friend asking if I would go check on Helen Popp. There had been a phone conversation between the friend and Helen and intuitively, the friend knew that something just wasn't right. Upon arrival I discovered that Helen had suffered a stroke. From that very moment, every aspect of Fred and Helen's lives changed forever. The island capacity to coordinate care for Fred, while Helen began her recovery was exhausted shortly, ultimately leading to Fred's mainland

placement in an Adult Family Care Home. Neither Fred nor Helen were ever able, as a result of their individual need for care, to return to North Haven, the island community they loved dearly.

This is one of many situations that prompted me to think about how we, as a community, could create a new model. Over the past five years I have had conversations with community members, met with the staff and administrators of the three existing island eldercare facilities, sought support to develop a business plan and financials, worked with the emerging SHES board to create a solid non-profit, and talked with state administrators about licensing eldercare facilities. A vision of what could be emerged.

We now have an opportunity to increase the community capacity for compassionate, integrated, quality care of our aging island elders with the development of an Adult Family Care Home. The residence will accommodate up to six individuals and the ability to implement home-care support has the potential to serve and support innumerable individuals and families. The next call for help is just a moment away, and the time to improve on-island elder care support is now.

—Lindsey Beverage, President,
Southern Harbor Eldercare Services

SHES MISSION

To operate a high quality facility and first-rate program that will sustain and provide a safe, nurturing, stimulating, compassionate, and home-like environment in support of year-round and seasonal members of the North Haven community.

“

I think the eldercare home on North Haven is a very good idea. It will be used. I remember visiting a good friend from the island who had to move to a small midcoast Maine facility when she could no longer manage in her own home on the island. She had lived on North Haven and Vinalhaven her entire life into her mid 90's. When she moved to the home it was located in a remote town, and she lived in a tiny room, with very few activities and little interaction with others. She never complained because she had never been a complaining kind of person, but she seemed so lonely and bored, and she was such a bright woman. Eventually some family helped her move to an alternative facility in Southern Maine that was much better, and it made such a great change in her life.

I hope the island eldercare home can be a place where school children will visit and young people can be around, and there will be regular activities. Having people of all generations around, especially young people, is so important for older people. I also hope residents can see gardens, and animals, and birds — and help in some way. That is so important.



JUNE HOPKINS



ELSIE'S STORY

Every small community is made up of characters—some cheerful, some gruff, some witty and warm. North Haven is blessed with many wonderful characters—maybe more than our share. Some of these wonderful community members have to move off the island in their final years, and I saw this first hand with Elsie Morrison.

Elsie Gillis Morrison was a surrogate grandmother of sorts for me. I spent many wonderful moments of my childhood with Elsie and gained from her wit and wisdom, common sense and love, and her many, many stories. Elsie lived her whole life on North Haven. The changes she observed during her 92 years on the island were immense and she remembered them all.

Elsie was loved by her large family and many others on North Haven. Friends and family would drop by Elsie's for a visit any time of day. Elsie had strongly held opinions and she seemed to remember everything—even in her later years. Whether you'd be treated to photo albums of Elsie's grandkids, a catch up about island gossip, or memories of island history and people—Elsie's stories were always worth an afternoon.

My daughter Elsie was born on the first day of spring in 2011, and named for Elsie Morrison. "Big Elsie", as we called her, was thrilled. At age 90, she was still a natural with babies. But soon after Little Elsie turned one, Big Elsie's health declined, making her family less comfortable having her living at home on the island alone. Elsie was determined to stay on North Haven and, for a while, off-island relatives would come and stay with her or she would go it alone.

After a few trips to the hospital and some ongoing health issues, it became clear that Elsie needed more support, and she sold the house where she'd raised her three daughters and left the island to live on the mainland for the first time in her life. I could not help but feel sad that Elsie spent the last couple years of her

life away from the island she loved so much. We missed our regular visits, as did many of her friends, relatives and neighbors.

Elsie's story isn't tragic. Her life was amazing and long and it ended in peace, surrounded by her family. But as we work on this campaign to build a place on North Haven where seniors will be able to live when they can no longer stay in their homes, I am sad we couldn't do it in time for Elsie.

The past is behind us, but the memory of those who have had to leave the island they loved for their last years—and the vision of a future in which fewer people will have to make that choice—is what drives us to commit ourselves to this project.

– Hannah Pingree, Capital Campaign Director
North Haven Sustainable Housing

"My grandmother, Elsie Morrison, lived her entire life on North Haven. It wasn't until she was 92 that she truly needed assistance with the activities of daily life. With no easy option to maintain her home and keep her safe, our family made the difficult decision to sell the house she lived in for over 60 years and move her to an independent living facility on the mainland.

We were very lucky that she was the type of person who was resilient and could adapt to such a big change. For others, it can be a difficult transition. All told, we moved her two more times due to health-related issues. Looking back, had an island elder care facility been available to us, it would have allowed us to keep her on the island, close to family, friends and her home. Our family is thrilled that there is now a choice for other island families that encourages well-being, community, and quality of life."

– Heidi Small

“

Do you recall the song “In My Lonely Room”, written by Cidny Bullens for the production of “Islands”? That song, written from the perspective of an elder living alone on the island, was haunting. We don’t want anyone who has helped to keep this island community alive and sustainable feel compelled to leave it, or to live in a ‘lonely room’.

I have had the honor of being on the Southern Harbor Eldercare Services board from the start, and it has been exhilarating. The excitement when we received word that Mary White had so generously donated her property kicked our incipient group into high gear. Until then, our nascent committee was simply exploring possibilities. Now it feels achievable. It has been a privilege to work with this committed, caring, passionate, and diverse group on this remarkable project. To see it come to fruition will be a humbling honor. What an extraordinary opportunity to celebrate those who have given so much by enabling them to remain on this island!



LISA SHIELDS

“

When I worked as a rural mail carrier, often I would talk to North Haven’s older generation (mostly women) about how they were fortunate to be able to remain in their homes while some of their friends were living out their lives in mainland nursing homes alone. Each and every one also said “absolutely,” when I asked if they would be willing to live in a place like Vinalhaven’s Calderwood Homestead residence if it were here on North Haven. If North Haven had a residence, it would offer the opportunity for interaction between older and younger islanders, therefore perpetuating historical dialogue for generations. There are not many close multi-generational communities like the Maine islands left!



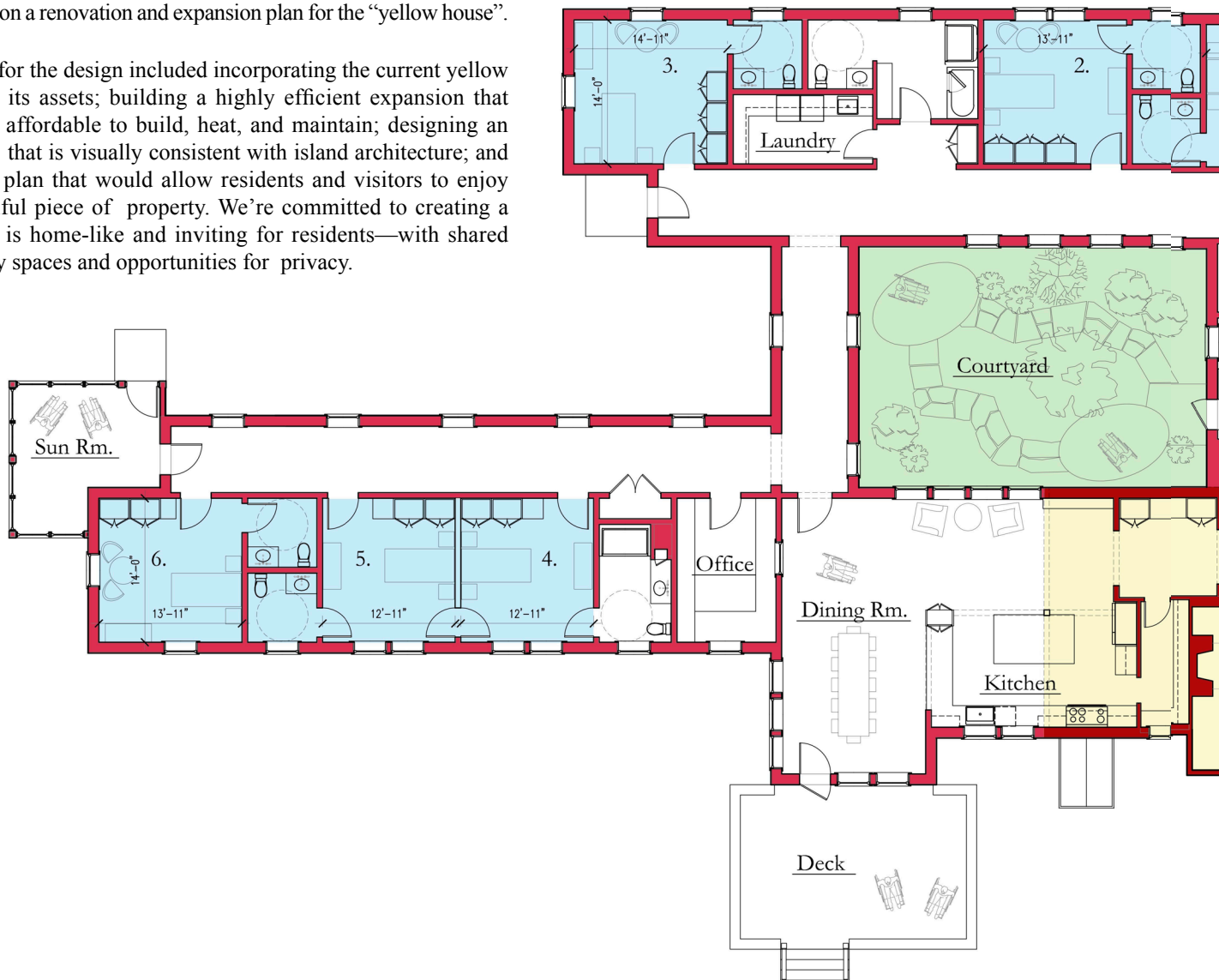
DAVID COOPER

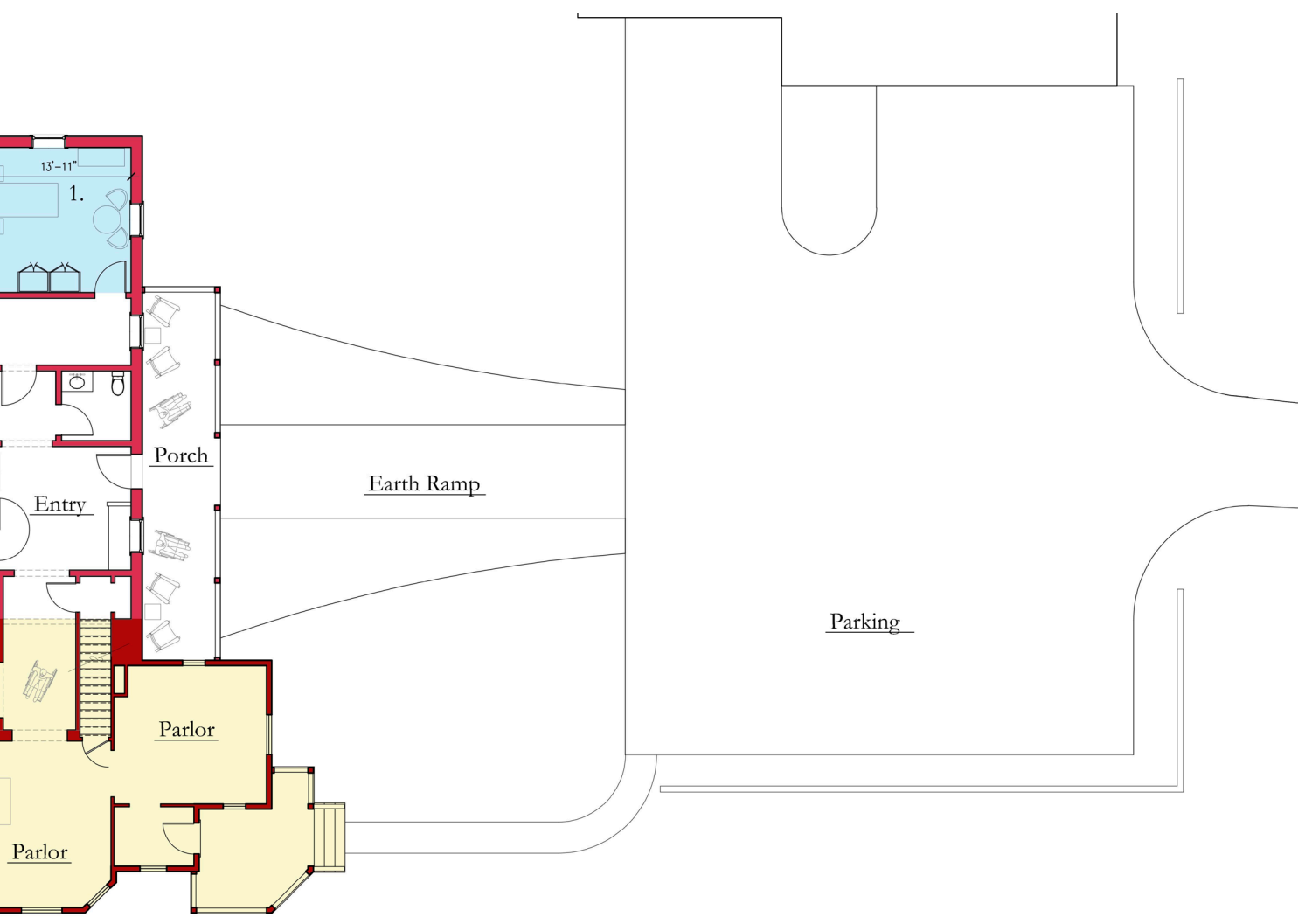
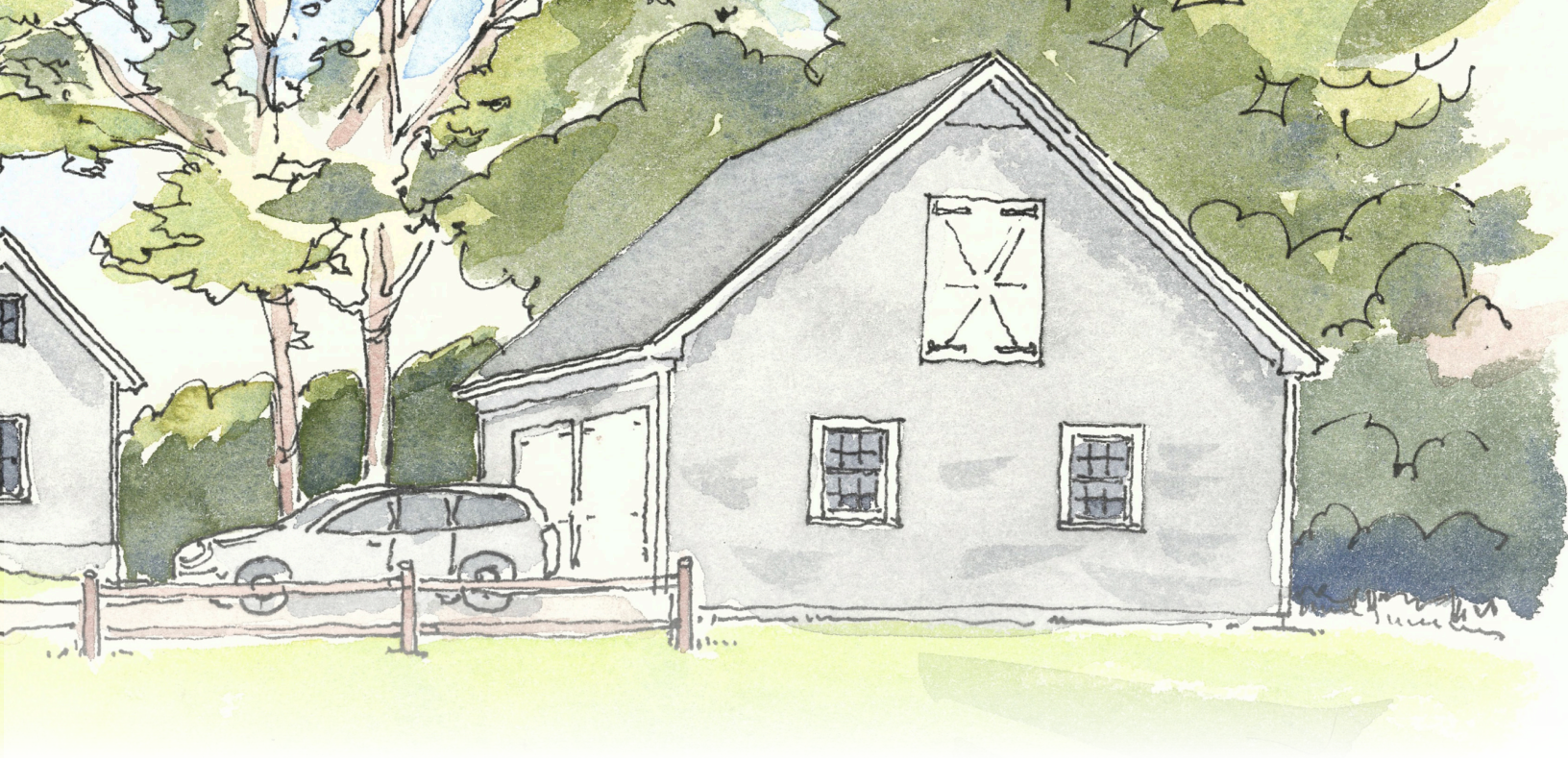


THE FACILITY PLAN

For the past year, North Haven architect and summer resident John Tittmann and his firm have worked with our NHSH/SHES design committee on a renovation and expansion plan for the “yellow house”.

The goals for the design included incorporating the current yellow house and its assets; building a highly efficient expansion that would be affordable to build, heat, and maintain; designing an expansion that is visually consistent with island architecture; and creating a plan that would allow residents and visitors to enjoy this beautiful piece of property. We’re committed to creating a space that is home-like and inviting for residents—with shared community spaces and opportunities for privacy.







BETTY BROWN

“

Wouldn't it be wonderful for our community of North Haven to be blessed with an elder care facility for those who are no longer able to care for themselves or to provide respite care for caregivers who are exhausted and weary, needing help for the care of a loved one or friend! The home would be here and individuals wouldn't face the decision of leaving our community, away from the comfort and peace of family, friends, and the beauty of our island home.

“

I think that it would be a great place for anyone who can no longer stay in their own home and not have to go to the mainland. It would be easier for friends and family to visit. And, I wouldn't have to figure out what to make for supper!



HARRIET PENDELTON



“

I was sorry Elsie Morrison had to leave North Haven and go to an assisted living facility on the mainland. In the many visits we had, she told me she missed her friends on the island. I feel strongly that older people should not have to leave their communities just because they are no longer able to live at home. In my experience working with older people, they do much better in a familiar environment surrounded by their friends and families, especially near the end of their lives. I look forward to watching this wonderful vision become a reality and visiting often.

JEANNETTE
SANGER

“

I see this as a perfect expression of our shared humanity—neighbor helping neighbor, caring about and for others—and of the importance of people and place in our lives.

“

One of the saddest things about this wonderful island is the prospect of having to leave it for health reasons after having made it home. Names of people I think of are Clara Waterman, Helen Popp, Eleanor Beverage, Elsie Morrison...and there are so many more. I have felt this for years. Vinalhaven has developed its Ivan Calderwood Home. Now we have the opportunity here!



Reverend
DAVE MACY



Reverend
FRED EMRICH

PROGRAM PLANNING

Three other year-round island communities have small, state-licensed assisted living facilities: the Ivan Calderwood Homestead on Vinalhaven, the Boardman Cottage on Islesboro, and the Island Commons on Chebeague. Some facilities, like Islesboro's Boardman Cottage, also provide in-home support, day programs, hospice, and respite care to year-round and summer residents.

A sustainable business plan is essential, and learning from the experiences of the three other offshore island facilities and experts in the development and operation of small long-term care facilities has been extremely important. The pitfalls, challenges, improvements, and budget of the other facilities have already proven essential to launching a sustainable and well-planned concept.

Adult Family Care Home

We have spent a great deal of time thinking about what type of facility will sustainably serve the needs of North Haven. Our thinking was informed by conversations with state licensing staff, national experts, and administrators and staff members of other small rural care facilities. In those conversations, we talked about models that allow for quality care, stable funding streams, and allow residents to remain active in the North Haven community.

The Southern Harbor Eldercare Services (SHES) facility will be licensed as a six-bed **adult family care home**, a State of Maine term for a small community long-term care facility. These long-term care residences provide care and assistance to community members who can no longer stay in their homes because they need help with some or many activities of daily living (meals, bathing, mobility, etc.). SHES anticipates opening its doors with staffing for a couple of residents and increasing capacity and staff as the use of the facility grows. We have learned from the other islands and other rural communities that adult family care homes can meet most seniors' needs through the end of life, including hospice care. There are some individuals with greater medical needs (like those with severe memory disorders) whose needs can't be met in this type of facility because they need the level of skilled



Coffee Hour at Waterman's Community Center

nursing that only a specialized nursing home provides. This island project won't guarantee that all long-term care residential needs can be met on island, but it will be a viable option for the majority who need this care and want to stay on North Haven.

SHES plans to operate a caring, community-integrated long-term care facility where staff will be largely from the island, community members will be engaged regularly as visitors and volunteers, and residents will enjoy respect and the highest quality of life possible in their final years. The facility will be licensed by the state so that eligible residents will receive MaineCare (Medicaid) support.

FINANCIAL PLANNING FOR THE FUTURE

Our goal is to create a facility that is financially sustainable over time. The challenge for small, long-term care facilities serving entire communities is that many residents will be paid for by MaineCare (Medicaid) whose current reimbursement rates cover approximately 50% of what it costs to maintain a quality program for a resident. We assume that the mix of residents will vary, but the projected budget scenario assumes that four of the six beds are paid for by MaineCare, as we felt it was best to plan for the most challenging budget conditions, and begin now to make sure we could care for all community members, regardless of their ability to pay.

One important goal of this campaign is to launch North Haven's eldercare facility on the best possible financial footing, ensuring its success for the future, and reducing the scope of future annual fundraising to a limited amount. Specific plans to support the long-term financial stability of the program in this campaign include:

- Heat pumps and renewable energy to lower overall utility costs
- Low-maintenance building materials and systems, for reduced maintenance expenses, and a planned reserve for upkeep
- Work to secure grant funding to offset the cost of at least one MaineCare bed (\$25,000–30,000 per year)
- Earned income streams for SHES—garage apartment rental, can and bottle collection, community-based care services
- Seed an operating endowment through this campaign with \$250,000 and over time increase the endowment through planned giving
- Significant use of community volunteers to support a trained, paid staff

Facility Development Campaign Goal

Campaign Fundraising Goals:	Amount
Property and Building Donation	<i>In-kind donation</i>
Project Development & Construction*	\$2,200,000
Operating Start-up Reserve	\$250,000
Endowment Fund Seed	\$250,000
Total	\$2,700,000

**Total development costs include: site work, building renovations and a super energy efficient expansion, architecture costs, fundraising, licensing and administration start-up, pledge financing, landscaping, renewable energy, garage renovations for a living space for staff/rental, and a total project contingency. Any unused contingency or pledge financing will be contributed to the endowment.*

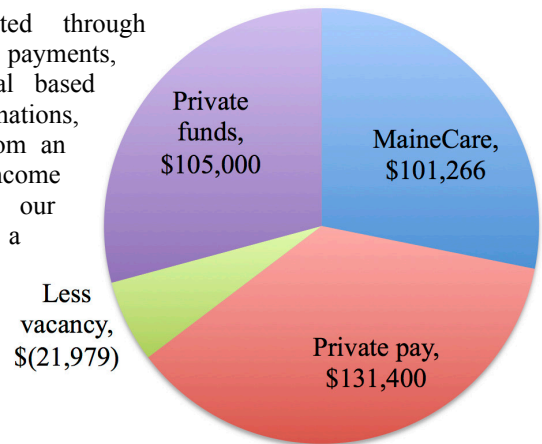
Projected Facility Operating Budget

BUDGET PRO FORMA - PROJECTED	TOTALS
ALL REVENUE	\$315,687
ALL EXPENSES	\$314,479

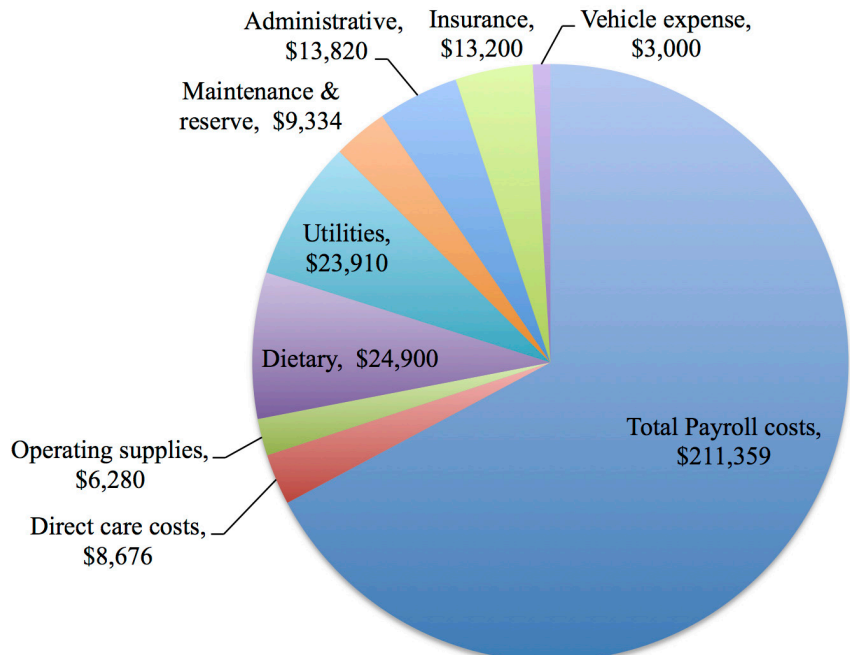
This chart, and the supporting information below, represents the projected revenue and expenses at year three, when the facility is fully functioning.

PROJECTED OPERATING REVENUE

Revenue will be generated through MaineCare payments, private payments, provision of non-residential based services, grant funding, donations, and over time, drawing from an endowment. The mix of income will vary each year, but our commitment is to plan for a variety of income scenarios to provide quality care at a reasonable cost.



PROJECTED OPERATING EXPENSES



“

I think it's wonderful. I really do. The town needs something like this. If someone requires this kind of care, they don't have to leave the island, their home, to get it. That's the best part.

JANE & ELLIOTT BROWN





HOW TO SUPPORT THIS CAMPAIGN

To make this eldercare facility a reality, we need financial gifts of all sizes. We also need friends and supporters to help us spread the word and volunteer their time to support the fundraising effort and the finished facility. Join us!

Donations: North Haven Sustainable Housing has been an active 501(c)(3) non-profit organization since 2005 and is acting as the fiscal agent for this campaign. All donations are tax deductible to the extent of the law. Once the new facility is licensed and ready for operations, SHES will be an operating non-profit and will be eligible to receive future donations toward operations. Gifts and pledges for this campaign may be sent to:

North Haven Sustainable Housing
PO Box 373
North Haven, ME 04853

Donations can be made online at <http://www.nhshousing.org>

Pledges & Gifts of Securities: There will be a five-year pledge period for gifts made to this campaign. Pledge forms are available on our website. We welcome your gift of securities and we'd be happy to share our brokerage information and it is available on our website.

Endowment Planning and Management: A plan has been made for all endowment funds to be managed by the Maine Community Foundation, as they offer a demonstrated and reliable option for our program. We also welcome individuals and families who might consider the care of North Haven's elders in their estate.

Contact Hannah Pingree at hannah@pingree.com or 207-867-0966, or Lindsey Beverage at bevown@msn.com or at 207-867-4715 with questions.

“

Everyone hopes to stay in their own home for as long as they live, but in reality many of us won't be able to do that. Even more dreaded is leaving our community of North Haven as well. We all know that life here 'runs by the ferry schedule', often leaving little time if any to visit friends and family in assisted living or nursing homes on the mainland. Visits get fewer and less often.

What if we didn't need to leave North Haven, and just moved to a place here where the same expert care was available, where friends and neighbors could spend an afternoon playing Scrabble or cribbage, and that didn't have to end because of the ferry schedule? Many forms of entertainment could be enjoyed by the residents such as music, church services, and programs from school children. Those who were able could still attend events in town. I'm getting excited just writing about it. Let's make it happen!

FREDA SMITH

For more information:

<http://www.nhshousing.org>

North Haven Sustainable Housing - PO Box 373 - North Haven, ME 04853

