

NORTHWEST PILOT PROJECT



Housing Seniors • Creating Hope • Piloting Change

Spring 2011

Ruth Schuld: Angel, Walker, Friend

The highest award we give at NWPP is our Angel Award honoring exceptional service to Northwest Pilot Project and to our community. In 2004 we presented this award to Ruth Schuld for her decades of commitment and involvement in our work. A member of Central Lutheran Church for sixty years, Ruth has been involved with two quilting groups that have made many beautiful quilts for NWPP seniors. Ruth is one of the most enthusiastic and successful fundraisers we have ever known. Since 1997 she's participated in fourteen Walk-A-Thons and raised a total of \$48,406. In our 2010 Walk-A-Thon, Ruth broke all of her previous records, raised **\$5,965** for NWPP, and won our Grand Prize.

Over the years, Ruth has recruited dozens of new walkers – organizing a team at Central Lutheran, and more recently at her retirement community, The Heights at Columbia Knoll. Her enthusiasm for the Walk-A-Thon seems to be boundless. As she recruits new walkers for NWPP, Ruth often has people tell her they are shy about fundraising, or feel uncomfortable asking family and friends for money. Ruth has an answer to this quandary: “Because I’m not asking for myself – it’s not difficult for me to ask. I’m asking for a bigger cause. I’m proud to know that the money I raise provides help for another senior who really needs it.”



Ruth Schuld

(continued on page 4)

*Inside
this
issue:*



A Word of Thanks, p. 6



Transportation, p. 7



Walk-A-Thon, p. 8



Tracking Success, p. 13

From the Executive Director



Susan Emmons

People often ask me why we call our agency the Northwest Pilot Project. There *is* a reason. In 1969 the agency started out in Northwest Portland as a “pilot project” to determine how to help elderly and disabled people live out their lives in dignity and well-being, in spite of hardships, low income, and lack of family support.

Since those early days NWPP has implemented many pilot projects: a rental housing placement service, the first meals on wheels program in the state of Oregon, a money management program for chronically mentally ill people, relocation services for displaced individuals, transportation services, intergenerational activities, a Hospital to Home project, and nutrition education and counseling. These projects then become part of our core programs, or are “spun off” to other organizations who can accomplish them more effectively.

Since the early days the agency has grown from an all volunteer organization to a professional staff of 16, with 200 volunteers who continue to be central to the work of the agency. NWPP now has two core programs: **Housing and Transportation and Services to Seniors**. In both programs our goal is to help people live as independently as possible, for as long as possible.

Members of our Board of Directors play a large role in raising funds for NWPP, and over the past few years they have asked staff to join them in considering whether we should change the name of the agency – something that would be more easily understood as they go out into the community and introduce us to new groups and individuals. After a thoughtful and deliberate decision making process, we have decided not to change our name, but to add a descriptive tagline. Our new tagline is: ***Housing Seniors, Creating Hope, Piloting Change***, and you’ll see it as we begin to add it to our newsletter, letterhead, website, and other promotional materials.

When **Peter Paulson** founded the Northwest Pilot Project on October 1, 1969, he believed that volunteers and staff working together could provide a continuum of care, love and “family support” for people who are alone, who are poor, who are powerless and forgotten. He believed deeply in community, in the significance of relationships, and the mutual benefits that would result. Peter’s original vision and mission continue to guide us today.

May 1, 2011 marks our 32nd Annual Walk-A-Thon. It’s our only fundraising event, and this year we have set a goal of **\$150,000**. You will see from the budget pie charts listed at the top of page 13 that NWPP relies heavily on community support, foundation grants, and our Walk-A-Thon to continue our vital work in the community. It is always so heartening to me to see the number of individuals and groups who devote their time and efforts year after year to our Walk-A-Thon, making it possible for us to respond to the increase in the urgent needs of seniors we are seeing in our office every day.

Wilfred Johnson (see page 14) knew nothing about fundraising when he agreed to join the NWPP Board of Directors in 1997. What he did have was a first-hand understanding of the significance of our services, and what it had meant to him personally to be without housing. Wilfred was a compelling speaker. He had a wonderful command of language, and an innate elegance. Before one early morning breakfast meeting with corporate leaders in Portland, Wilfred confided to me that he had no prepared speech. After being introduced, he told his story simply and directly. You could have heard a pin drop. A few weeks later I took him to lunch to celebrate his 80th birthday, and thank him for all he had been doing for us. Afterwards I received this note from him: “Thank you for a lovely luncheon and for two hours of talk and companionship. I want you to know that I will do anything I can to promote the goals of Northwest Pilot Project. You have only to ask.”

This year on May 1st I’ll be walking in memory of Wilfred Johnson and Peter Paulson, who both taught me so much about the true meaning of community. I hope you will join me.

- Susan Emmons

Affordable Housing Coming to South Waterfront

The city's newest urban neighborhood, South Waterfront, is located in the North Macadam urban renewal district. Eleven years old and covering 129 acres, the area has received more than \$125 million dollars in taxpayer support, and is expected to have 10,146 units of housing when it is completely built out. During the extensive planning for this new neighborhood the city billed South Waterfront as "the largest economic development project in Portland history."

NWPP staff, the League of Women Voters, and other housing advocates have been following development activities in the South Waterfront neighborhood for the past eleven years. While the aerial tram to Oregon Health Sciences University, the streetcar, streets, sidewalks, condo towers, and Elizabeth Caruthers Park have all been completed, not a single unit of affordable housing has been built.

The North Macadam Urban Renewal Area Housing Development strategy included specific goals for housing units to be produced, and that future development would match the city's income profile. Since 2005, 981 condominium units have been completed in South Waterfront: The Strand (RiverPlace), the Meriweather, Atwater Place, and the John Ross. In addition, 909 units of rental housing affordable to upper income individuals have been completed, or are under construction and close to completion: The Ardea (323 units), The Riva (314 units) and the Matisse (272 units). An additional 281 units of assisted living for upper income seniors are available at the Mirabella.

In 2005 we were very excited when headlines in *The Oregonian* indicated plans to break ground on the first building of affordable housing. Similar promises in 2006 fell through. Finally, in 2010, under the leadership of City Commissioner **Nick Fish**, and **Margaret Van Vliet**, the Director of Portland's Housing Bureau, a competitive process was established to build 209 units of affordable housing on Block 49 in South Waterfront. The site, immediately west of the Old Spaghetti Factory, is bordered by S.W. Moody and Bond streets. The project was awarded to **REACH Community Development**, and they expect to break ground this spring, with completion of the project scheduled for December 2012. REACH has a wonderful reputation, and will do a terrific job in developing this project. We hope to help them fill the building.



Architectural rendering of Block 49. It will feature 209 affordable housing units as well as REACH's new headquarters.

Of the 209 units to be built by REACH, 42 of the units will be affordable to people who have an income of 30% of Median Family Income (MFI) or less (\$15,000 per year for a single person) – the people that NWPP serves. Existing city policy calls for housing created in urban renewal areas to match the city's income profile. In 2011, 14% of the citizens of Portland have incomes of 0-30% of MFI. When the new REACH project is completed in December 2012, we'll have 2,380 units of housing in South Waterfront, with 2% of the units affordable to people at 30% of MFI or less.

In Mayor Sam Adams *State of the City Speech* presented to the City Club of Portland on February 18, 2011, the Mayor proposed a new urban renewal district focused on the area surrounding Portland State University (PSU). City policy has consistently stated that public investment in urban renewal areas will benefit Portlanders at all income levels. Mayor Adams also proposed creating a new "Office of Equity" to address "the inequities that impact too many in our community." At NWPP, we'll be watching the development of this new urban renewal district and the Office of Equity with great interest, and with the fervent hope that we can be true to Portland's stated principles that our urban renewal areas benefit all of our citizens.

NWPP Housing Inventory Documents 17 Years of Loss

When NWPP published its first *Downtown Portland Affordable Housing Inventory* in 1994 it included 77 buildings and 4,554 units. Our 2010 inventory includes 47 buildings and 3,315 units. We count every building and every unit carefully – because each one is precious to us. Our inventory is available at our website: www.nwpilotproject.org. To access the inventory please go to our home page and click *What We Do* and then scroll down to Housing Inventory, or call 503-227-5605 to request a copy be mailed to you. Updated 2011 information will be available later this spring.

Ruth Schuld

(continued from page 1)

When Ruth first began walking for NWPP in 1997, she said she just started asking people in her church to sponsor her, as well as family and friends. “I would just ask whoever I happened to run into.” Over the years Ruth realized by increasing her effort in asking for sponsors, she could really make a difference with her fundraising. She’s got a hilarious sense of humor, and is willing to wear any hat or be involved in any presentation that will get people’s attention. She’s invited NWPP speakers to her church, to Happy Hours, and to small group education sessions to promote our work and the Walk-A-Thon.

Over the years Ruth has offered her advice to us on how we can improve the Walk-A-Thon, and make it more enjoyable for participants. After years of suggesting that we get a band to play during the walk, she finally went out and recruited one for us. 2011 marks the third year that **Hollowdog**, the band Ruth recruited, will be playing for us. And she was right – walkers of all ages love the music.

Four years ago Ruth fell and shattered her left ankle, and broke a bone in her right leg. After her surgery, and many months of therapy, Ruth began her annual solicitation for NWPP. She knew she’d be walking with a walker, but was certain she would be at the Walk-A-Thon. Ruth wrote to all the doctors who had participated in her recovery, telling them how well she was doing, and her plans to walk that May. At that time Ruth told us: “I was very pleased that my doctors were so responsive in pledging me in the Walk-A-Thon.”

Ruth has been doing this for so long now, that “People expect me to ask them for a pledge and will contact me if they haven’t heard from me.”

Ruth sums up her involvement with Northwest Pilot Project by talking about how blessed she has been in her life with the support and love she has received from her family and friends. “I think about the elderly people NWPP is helping. I know that some of them don’t have family to support them. It’s so



Ruth Schuld

important to know that NWPP is there for them. That’s why I feel so strongly about the work, and that is why I walk.”

Ruth will be celebrating her 90th birthday on May 19th. She sums up her philosophy and approach: “**It’s never too late to get involved. By a little effort you can make quite a difference.**” She has certainly made a difference in our lives. We are proud and honored to have her exceptional support.

NWPP Mailbox

We received the following note from a 65 year old woman we helped with housing who received a kitchen kit.

“When I came to your office I had given up all hope. Every organization I had contacted told me to go somewhere else. To say that you saved my life is no exaggeration. I just love my apartment. It’s heaven. It was quite enough that you helped me find housing. But when you gave me the beautiful flowered bag with dishes, silver, pans, dish towels, tea cups – I have to say I set everything down on my table and I cried. Please tell the people who made this for me – thank you from the bottom of my heart.”

Marih Alyn-Claire

NWPP staff first met Marih Alyn-Claire at the Roosevelt Plaza in the spring of 1997. Low-income elderly and disabled residents of the historic 56 unit subsidized apartment building, located on the South Park blocks at SW Park and Salmon, had received notice on May 30, 1997 that their building would be closing August 31, 1997 and that they would have to move. Roosevelt Plaza had been one of our best downtown buildings, providing decent affordable housing for twenty years. Many of the older residents had lived there almost as long as the building had served poor people. The long-time owners of Roosevelt Plaza sold the building to a private developer who converted the building to condominiums. In May of 1997 Marih had lived at the Roosevelt for four years, and considered it her home.

Marih and another Roosevelt resident, Yolanda De LaCruz, took the initiative to research and canvass the downtown and Northwest Portland housing stock, met with NWPP staff, and launched a tenant advocacy campaign that resulted in the move-out date being extended, and the development of a coordinated system of assistance involving the Housing Authority of Portland, NWPP, Guardian Management, and the owners of Roosevelt Plaza.

We helped Marih move to another affordable apartment in downtown Portland, and have kept in touch with her over the years, in awe of her accomplishments. She completed her B.S. Degree at Portland State University, majoring in Psychology with a certificate in Black Studies, and a Theatre Arts minor, and has since fulfilled her dream of creating a non-profit organization that provides supportive services and resources to brain injury survivors, their family members, and friends. Having the personal experience of a traumatic car accident and subsequent brain injury, Marih is passionate about developing peer support and resources for others that were not available to her as she struggled to maintain her

independence, complete her education, and lead a productive life.

By 1997, Marih had sustained multiple brain injuries from both trauma (a catastrophic car accident during childhood) and several acquired brain injuries throughout her adult life. As a result, she was told by health professionals that she could best



*Marih Alyn-Claire
December, 2010*

expect to be able to answer a phone volunteering as a receptionist once a week. Marih has told us: "Because there wasn't a clear understanding of the brain's plasticity and ability to heal itself, like many brain-injury survivors, not much was expected from me by the medical community." Marih believes it was "my tenacity, spiritual practice, and my underlying faith in a higher power that helped my brain to heal, and my life to move forward," becoming a co-founder of BIRRDsong, Brain-Injury, Information, Referral and Resource Development, and making it possible for her to share her story and help others.

BIRRDsong is a non-profit 501(c)(3) brain-injury recovery service and support organization, incorporated in the State of Oregon since 2004. Marih is currently serving as Board President of the organization, and they are actively recruiting Board members and Officers, and are particularly in need of interested individuals with financial, non-profit management, marketing, and fundraising expertise. For more information, please visit their website: www.birrdson.org

Your Vehicle Donation Can Help a Senior Stay in Housing

Northwest Pilot Project (NWPP) is a member of the Volunteers of America (VOA) Vehicle Donation Program. Donated vehicles get turned into dollars for NWPP programs. If you have a vehicle that you are interested in donating, please call Wendy at (503) 478-6877.

A Word of Thanks

Generous Donation Helps Portland Seniors

This article is a follow-up to “Community Partnership – Bridging the Gap” from our Winter/Spring 2010 newsletter. You can see many past newsletters by visiting our website at www.nwpilotproject.org/about-us/newsletters-publications.php

Northwest Pilot Project began working with Trinity Episcopal Cathedral in Northwest Portland on a project called SeniorConnect in May 2009. Over the last eighteen months, 426 seniors have participated in the SeniorConnect housing program. Of those, 191 seniors received permanent housing placements, eviction prevention services, or transitional housing services (for complete client demographics – please see blue box on page 7). We are pleased to announce that with a third generous donation we will be able to continue to run this program through December 2011.

Ronald and Patricia Peterson (*pictured at right*) have provided all of the financial support thus far for the SeniorConnect program. We would like to publicly acknowledge Mr. and Mrs. Peterson’s generous donation of \$255,000. Their commitment to our work and that of many other organizations touch lives every day. Mr. Peterson, a Trinity member, was a certified public

accountant who received his degree from the University of Oregon and then found success in real estate investments. Now retired, they are watching their contributions to organizations like our own at work.



Patricia and Ron Peterson

We thank Ron and Patricia Peterson for investing in our work and in the lives of many seniors here in Portland. Over the last eighteen months, we have provided \$138,000 from the Petersons’ donation directly to our clients through deposits, rent, furniture, application fees, identification, short-term motel stays, medical/prescription co-pays, utility assistance and transportation assistance. We feel very fortunate and proud to be their recipient and will continue to help seniors home with their very generous support.

Count Me In!

I want to support the **SeniorConnect** Direct client fund and help more seniors.

- \$25 can buy one month of a needed prescription
- \$40 pays for the application fee for an apartment
- \$100 provides a dislocated senior with new bedding and furniture
- \$500 pays for rent assistance to prevent the eviction of a frail senior experiencing a housing crisis
- \$1000 covers all application fees, deposits, moving costs for one permanent housing placement for a homeless senior.

Name: _____ Amount: \$ _____

Address: _____

City: _____ State: _____ Zip: _____

Please Charge \$ _____ to my Credit Card number: _____ Exp: _____

Verification Code (on back of card – last three numbers on signature strip) _____

Please return this coupon in return envelope to: NWPP, 1430 SW Broadway, #200, Portland, OR 97201

To give online, visit our website at www.nwpilotproject.org.

SeniorConnect Client Demographics

The following demographic information describes the individuals Northwest Pilot Project has been able to serve through our partnership with Trinity Episcopal Cathedral and the SeniorConnect program. MFI stands for Median Family Income and is determined annually by the Department of Housing and Urban Development. We are currently awaiting 2011 MFI figures. \$49,900 annual income was the 2010 Median Family Income (MFI) for a single person in Multnomah County. Most of the people we serve at NWPP have an income of 30% of MFI or less, and are among the poorest of the poor.

Total Clients Served 6/1/2009 – 12/31/2010 = 426

Female = 144

Male = 285

0-30% MFI = 392

30-50% MFI = 11

Couples = 23

Single Individuals = 382

Disabilities = 350

Veterans = 89

Services Received

Eviction Prevention = 97

Permanent Housing Placement = 85

Transitional Housing = 9

NWPP Transportation: A Lifeline to Independence

Transportation is a key issue for our elderly friends who are struggling to maintain their independence. Many seniors are unable to access public transportation, and cannot afford taxi service. Seniors consistently rank transportation as one of the most difficult needs to fill. NWPP's Transportation Program is meeting this need by providing crucial rides to medical appointments, physical therapy, life-sustaining medical treatments such as chemotherapy and dialysis, grocery shopping, banking and other personal errands.

Wayne McIlhenny, NWPP's Transportation Coordinator, joined our staff in June 2006. He is highly regarded by the people who receive transportation services from him. A regular participant in our program told us: "I don't know what I would do without Wayne and NWPP. He is prompt, a careful driver, gets me to my medical appointments on time, and genuinely cares about all of us. I feel secure knowing I am in his hands."



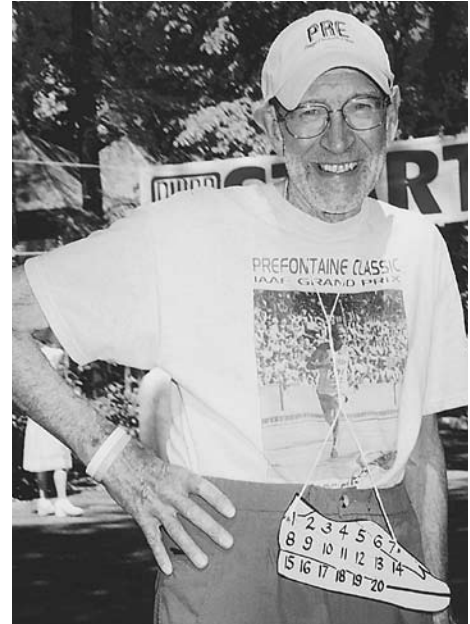
Wayne McIlhenny & Diane Dickison

32nd Annual WALK-A-Thon

Sunday, May 1st is your opportunity to
WALK FOR NORTHWEST PILOT PROJECT

How you can walk for Northwest Pilot Project

1. Call 503-227-5605 to receive your Walk-A-Thon materials, or see our website: www.nwpilotproject.org
2. Use the Walk-A-Thon pledge sheet and get as many pledges as possible before May 1, 2011.
3. Ask friends, co-workers and family members to join you.
4. Arrive on Sunday, May 1st by 12:30 p.m. to register, and join us for our 32nd Annual Walk-A-Thon from 1-2 p.m. in the South Park Blocks by Portland State University.



What You Can Win

Great prizes in all age categories including gift certificates to shopping, restaurants, and other surprises.

Terrific prizes for our top teams!

We Need Your Help

Our Walk-A-Thon is our major fundraiser of the year. Our corporate sponsors cover all of our expenses for the Walk-A-Thon, so that all money raised by walkers goes directly to support our quality services to low-income seniors.

The goal of this year's Walk-A-Thon is **\$150,000**. Call 503-227-5605. We'll send you everything you need to participate in our Walk-A-Thon, or go to our website: www.nwpilotproject.org and you will find everything you need to participate. It's easy and it's fun. Start getting your pledges today!



Can't be at the Walk-A-Thon? Sponsor Me!

If you are unable to participate in this year's Walk-A-Thon you can still show your support for NWPP – SPONSOR ME!

Here are my vital statistics: I'm Dorothy Oreste. I joined the staff of the Northwest Pilot Project in August 1984. I'm 92 years old, work one day each week as the Assistant Bookkeeper, and I do all of the accounting work for the Walk-A-Thon. This year I will be walking in honor and memory of the exceptional Peter Paulson, the founder of Northwest Pilot Project.

I WANT YOUR PLEDGE. The needs of low-income seniors are greater than ever before, and we hope this will be our best Walk-A-Thon ever. Please fill out the coupon below and return it in the enclosed envelope. You will be billed for your pledge after the May 1st Walk-A-Thon. Thanks for honoring Peter, and for supporting me, and the work of Northwest Pilot Project.



Dorothy Oreste

Count Me In!

I want to support Dorothy Oreste at the
May 1, 2011 Walk-A-Thon with a flat pledge of:

\$25 \$50 \$100 \$125 Other: _____

Name: _____

Address: _____

City: _____ Zip Code: _____

Teams Help NWPP to the Top!

At our 2010 Walk-A-Thon, 122 individuals participated in our Team Competition and raised **\$29,408** for NWPP, and helped us to have our best Walk-A-Thon ever. It's easy and fun to form a team. Contact **Brenda Carpenter** at brendac@nwpilotproject.org or: 503-478-6874 to receive information on how to form a team, or go to NWPP's website for all the information you will need: www.nwpilotproject.org

Prizes will be awarded to the top team in each of the following categories: General (all ages), High School, and Children (pre-high school). At our 2010 Walk-A-Thon, The Knight Walkers team, from De LaSalle North Catholic High School, was our top high school team raising **\$1,107!**



The Knight Walkers

The Partners Group – Making a Difference in the lives of seniors

The Partners Group (TPG) partners, **Bruce Kerr** and **Rod Cruickshank**, are committed to the local community and encourage involvement at their place of business. Community involvement and giving back are embedded in the corporate culture of TPG. The leadership of TPG encourages its employees to be involved in the local community through a variety of ways: volunteerism, supporting local charities, wellness programs, and board service.

Three years ago TPG's leadership decided to eliminate their annual Christmas party and instead focus their resources and time on local organizations. Employees are now encouraged to select charities where they can volunteer together as a group. TPG would match the hours of service and provide a financial contribution to the selected charity. The goal was to develop a long term relationship with local charities, give back to the community, and as an organization support charities that their employees feel passionate about. The results have been amazing.

Patty Borst, Sr. Consultant at TPG, has become familiar with the work of NWPP through her consulting work at the Housing Authority of Portland, where we both met many years ago. Last year Patty asked the leadership at TPG to adopt NWPP as a charity to receive support through their Christmas giving program. We were thrilled when TPG agreed to help sponsor the 2010 walkathon and they have also made a commitment to be a sponsor again this year. Not only did TPG sponsor NWPP, but through the efforts of Patty, a team was organized to walk in the 2010 Walkathon and they raised \$2,000 dollars in their first year walking. Patty plans on having a TPG team in the Walkathon again this year and her goal is to have TPG win a prize in the team category.

Patty feels a passion for children and seniors because she realizes that they need advocates in the community. Patty has a special understanding of the plight of seniors on a fixed income because her mother is in that precise situation. She has seen first hand the challenges of housing seniors on limited incomes. As Patty learned more about the mission of NWPP she was really struck with how other more visible charities in town have many supporters, while agencies like ours have significant ongoing challenges getting visibility and support from the business community



The Partners Group

and the general public. She feels this is due to the fact that the elderly poor are largely invisible to many people.

NWPP relies heavily on financial support from business community partners like TPG in order to meet our mission. By having our Walkathon underwritten through sponsorships we are able to use the money generated to go directly to client services and where the needs are the greatest.

Our business relationship with TPG started in 2009 when we hired them to become our health care consultants. The relationship with TPG came as a result of the excellent track record TPG has of being one of the best health care consultants in town.

As a nationally recognized, locally owned employee benefits consulting and financial advisory firm, The Partners Group has been serving the needs of employers and individuals for over 30 years. In addition to providing great services to its clients, the employees of TPG have voted it as a Top 100 Business in Oregon for the last seven years.

Having a business relationship turn into a partnership is a gratifying experience, and NWPP really appreciates all the efforts of TPG leadership and staff on our behalf. **The Partners Group** is truly making a difference in the lives of seniors who live in Portland.

This article was written by Brenda Carpenter, NWPP's Deputy Director, who works closely with The Partners Group, NWPP's health care and benefits broker.

Why I Walk for NWPP: Pat Greenland

Pat Greenland has been an active volunteer with Northwest Pilot Project for years, organizing socialization programs for seniors, chairing the Downtown Aging Services Advisory Committee, and organizing advocacy efforts for affordable housing, transportation, and nutrition programs for seniors.

Pat walks because she knows the importance of the Walk-A-Thon funding to NWPP's programs, but also "because it's fun. I always have a great time – it's like a big party. I get to see people I haven't seen in a while."

Pat enjoys telling people about the work of NWPP, and spreading the word. She's one of the most upbeat people we know. In spite of the challenges she faces with rheumatoid arthritis, she remains active and involved. "With NWPP's Walk-A-Thon you get a good return on your investment. Crucial services get funded, and you get to have fun."



right: Pat Greenland at NWPP's Walk-A-Thon

Twelve Ways to Support NWPP and Low-Income Seniors



Jack Potts at NWPP's Walk-A-Thon

1. Walk in our May 1, 2011 Walk-A-Thon.
2. Form a Walk-A-Thon team.
3. Ask a friend to walk with you in the Walk-A-Thon.
4. Ask your neighbors to sponsor you in the Walk-A-Thon.
5. Ask a co-worker to join you at the Walk-A-Thon.
6. Get your synagogue or church involved with the Walk-A-Thon.
7. Ask your doctor to sponsor you in the Walk-A-Thon.
8. Ask your family members to join you at the Walk-A-Thon.
9. Get one pledge a day for 30 days for the Walk-A-Thon.
10. Ask your employer to match your Walk-A-Thon pledges.
11. Ask someone at your health club to sponsor you in the Walk-A-Thon.
12. Ask a neighborhood business to sponsor you in the Walk-A-Thon.

From the Board of Directors

Dale Latham is Vice Chair of the NWPP Board of Directors, chairs our Development Committee, and wrote this newsletter article.

Great things sometimes come from people who don't intend it. That's what Ben Jacobson did. He did not plan to inspire me to become a major advocate for NWPP's only fundraiser, our annual Walkathon.

But first, some history. Long before Ben inspired me, he was inspired by NWPP. Sixteen years ago, Ben was given a 30 day notice that his rent would be doubled in the apartment he had rented for years. NWPP helped him find temporary, and then permanent, subsidized housing. NWPP changed his life.

Ben was very grateful to NWPP. As he put it, "I will never forget what NWPP did for me." Within a few years, Ben began walking at the May Walkathon and asking strangers to donate on his behalf. Ben walked all over Portland and knocked on the doors of homes and businesses. "Cold calls," as they say in the sales business. Ben continued to walk and by 2009 became NWPP's top fundraiser, raising \$8,871 from 305 people and businesses!

How did Ben do it? Like most walkers, Ben did not start out as a "star" walker or fundraiser. He wasn't "connected." **He did it because he believes deeply in the work of NWPP.**

And that is precisely why Ben inspires me so. I too believe deeply in NWPP's good work, but I am humbled by Ben's willingness to **share his enthusiasm** with both friends and strangers. From that, everything else follows, including the money.

At a time when most of us have felt betrayed by leaders or organizations who we thought we could trust, it is very difficult to stake one's integrity on the reputation of others. Ben believes

in NWPP so much that he is willing to approach total strangers on its behalf. If Ben can do it, so can I. I may not have been personally saved by NWPP, but I have watched this organization closely as a board member for over 20 years, and personally know how caring, efficient and effective they are.

You may not have known NWPP as long as me or Ben, but here are some facts that you can "take to the bank" (as well as to your prospective donors) as you plan to walk with us in May:

1. NWPP's mission is simple: Housing Seniors, Creating Hope, Piloting Change.
2. NWPP treats *everyone* with respect. That means clients, but it also means donors, employees, volunteers, and everyone else. We do not contact your donors for other purposes or share our mailing list.
3. NWPP is Portland's best-kept secret. Founded in 1969, NWPP started Oregon's first Meals on Wheels program, and continues to be the leader of Portland's non-profits regarding housing issues.
4. NWPP is fiscally sound. Under the leadership of Susan Emmons and with strong Board oversight, NWPP has successfully weathered many recessions during the last 42 years. We are prudent as we plan and adopt budgets, and have developed a diverse base of support (see our current budget on page 13).

NWPP cares about expenses. Our overhead is only 12%, lower than almost all non-profit agencies in our region. The Walkathon is 100% financed by donations from corporate donors, so 100% of your



Ben Jacobson & Dale Latham at NWPP's Walk-A-Thon

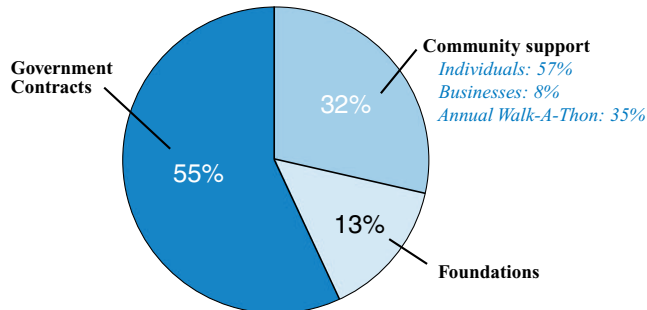
- donor's pledge amount goes directly to Northwest Pilot Project's Emergency Fund.
5. Your donor's pledge buys a lot:
 - \$25 provides one month of a needed prescription
 - \$60 provides one hour of in-home assistance for cleaning.
 - \$80 provides a motel room for two nights while we find more stable interim housing.
 - \$1000 provides security deposits, a bed, table, chairs, kitchen kit, bedding kit, and other services to place a homeless senior in permanent housing.
 6. NWPP has a great sense of humor. The Walkathon is fun and leisurely. Food, prizes, balloons! Bring a donor just for fun!

Come walk with Ben and me this year. It matters less how much you bring in pledges than it matters that you believe in our work to help at-risk seniors. Just remember: From that, everything else follows—including the money.

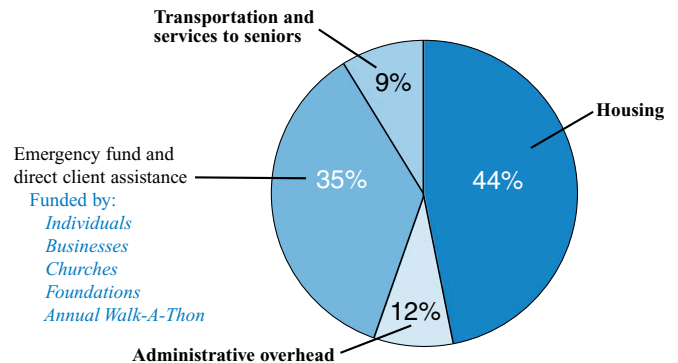
Northwest Pilot Project Total Funds – \$1,587,656

July 1, 2010 – June 30, 2011

OPERATING SUPPORT AND REVENUE



OPERATING EXPENSES



Tracking Client Success

Measuring the long-term success of our housing placements is a critical component of our housing program. Each client who receives housing or eviction prevention services signs a participant agreement with Northwest Pilot Project. Among other things this agreement allows us to contact landlords to track our client's success in housing.

Each of our housing specialists receives a monthly list of clients who received services 3, 6 and 12 months prior and are due for follow up. We contact the landlords to ask if our clients are paid up on their rent and if there are any concerns about their tenancies. Our goal is not only to track success, but also to reach out and troubleshoot any problems clients may be having in their housing before an eviction or other notice is given.

This process also allows our housing specialists to build relationships with landlords and find out about vacancies in the community. Landlords who receive these phone calls often say, "Thank you for calling and checking on your client, it's great to know I can call you if he/she is struggling."

To calculate our success rate, we add up the number of people living successfully in housing

(which includes people who left in good standing for other opportunities) and divide that number by the total number of placements. Measuring the percentage of people who remain successful in housing over the course of a year helps us track the effectiveness of our placements, and allows our donors and government partners to see how our services work over the long run.



This article was written by Heidi Scofield, NWPP Housing Specialist, pictured here with Hugo Olivera, who received permanent housing through Heidi and NWPP.

Walking for NWPP's Emergency Fund

Wilfred Johnson was 74 years old and in a state of despair when he first contacted Northwest Pilot Project in 1994. He had lost his wife of many years to cancer, his only son, and was himself experiencing significant health problems. Wilfred was one of the first people we moved into the Twelfth Avenue Terrace when it opened in the fall of 1994. Located at S.W. 12th & Market, NWPP spent seven years advocating for the development of this 118 unit subsidized apartment building that continues today to provide decent, safe, affordable housing for very low income seniors who have been homeless, or were at risk of becoming homeless.

Wilfred always told us that it was his apartment at the Twelfth Avenue Terrace, and his relationship with NWPP that turned his life around. He became active in the building, did grocery shopping for his neighbors, was the first volunteer coordinator for our Access to the Arts program that provides tickets for low-income seniors to cultural events. Wilfred developed the program (which continues today) so that hundreds of seniors could attend the symphony, opera, and theatre. Stable housing allowed Wilfred to complete a project he had researched for years – a complete discography of the recordings of Ella Fitzgerald. He published his award winning book in 2001. Wilfred loved jazz, and among his most prized possessions was a framed autographed picture of the great jazz pianist, Oscar Peterson.

Wilfred joined our Board of Directors and served for six years. He wanted to help with fundraising, and do his part for the Walk-A-Thon, but didn't know many people with money. He decided to write to all of his doctors at Oregon Health Sciences University, and that was extremely successful. For years Wilfred had been active with the PGE "Take a Senior to Lunch" program, where a group of PGE employees host a monthly luncheon in a downtown restaurant with a group of low-income seniors. In the spring of 2000, Wilfred wrote a proposal



Wilfred Johnson at 5/7/2000 Walk-A-Thon

to PGE telling them that if they sponsored him in the Walk-A-Thon he would be glad to walk in any clothing or outfit PGE had. The company responded with a \$1,000 sponsorship, a PGE hat, sweatshirt, and socks. Wilfred attached a light bulb to the hat. PGE continues to be a strong supporter of our work.

Wilfred was able to live independently to the end of his days. He participated in seven Walk-A-Thons. He believed strongly in our work, and always said he was walking so that the next person in need could be helped. For more information about how to get involved in our Walk-A-Thon, please see pages 8-9.

Help Us Keep Our Database Updated

Our newsletter is published four times each year. We make every effort to keep our database updated. Please let us know if you are receiving duplicate copies, if you no longer wish to receive our newsletter, or wish to receive it electronically, or if you have changed your address.

Contact Wendy, our Executive Assistant at: wendy@nwpilotproject.org or 503-478-6877.

NWPP Housing Program Focuses on Permanence

Northwest Pilot Project has been providing personalized housing placement services for elderly, disabled, homeless, and poor people for over thirty-five years. We believe that every individual in our community deserves to live in decent, safe, accessible housing that is affordable to them, no matter what their income is. We emphasize an approach that includes understanding the situation of each person we work with, and respecting their dignity, and uniqueness as individuals.

We are interested in outcomes, and knowing whether our services do lead to housing stability and permanence. We know we are achieving phenomenal success rates, because we stay connected with people for years. Over the thirteen-year period from July 1, 1997 through June 30, 2010, NWPP staff helped **5,682** people to find and keep permanent housing, and 88% of these people are successful in their housing over the long term.



NWPP's Emergency Fund Urgently Needs Donations

Every year Northwest Pilot Project touches the lives of 3,000 elderly, disabled, homeless and poor people. As the demand for our services continues to grow, our challenge is greater than ever before to maintain our vital services, and to continue to respond to unmet needs in our community.

This year we have set a goal of raising **\$166,000** for our Emergency Fund. The Emergency Fund is used to pay for housing application fees,

housing deposits, moving expenses, furniture, medical expenses such as prescriptions and emergency care, bus tickets, and meal vouchers.

These resources are crucial to the success of our Housing Program, and our ability to respond quickly to people who come to us in crisis. All donations to NWPP's Emergency Fund directly benefit the people we serve.

As an organization we've made a commitment to have adequate

emergency funds so that our staff have sufficient resources to offer the services we are committed to, and to fulfill our mission.

We need your support! Please use the coupon below and the return envelope in this newsletter to make a gift to NWPP's Emergency Fund.

Your support will make it possible to help someone sleep safely in their own bed, in their own apartment.

Count Me In!

I want to contribute to NWPP's Emergency Fund.

\$25 \$50 \$100 \$500 \$1,000 Other:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Please Charge \$ _____ to my Credit Card number: _____ Exp: _____

Verification Code (on back of card – last three numbers on signature strip) _____

Please return this coupon in return envelope to: NWPP, 1430 SW Broadway, #200, Portland, OR 97201

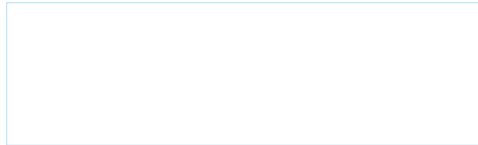
To give online, visit our website at www.nwpilotproject.org.



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Come Walk with Us – Sunday, May 1st!

NWPP’s major fundraiser of the year is scheduled for Sunday, May 1, 2011. Join us as we celebrate 42 years of service to our community, and hope to raise \$ **150,000** for the crucial services we provide to low-income seniors in Portland.

If you have never been to our Walk-A-Thon, imagine yourself walking in a green and sunlit park with people of all ages, with balloons dancing in the gentle breeze, with music by the great local band **Hollowdog**, and with Hot Lips pizza served to all.



**Walk in our
Walk-A-Thon
and Walk Away
with an iPad**

Raise at least \$500 for NWPP at our May 1, 2011 Walk-A-Thon, and you’ll be eligible to win an Apple iPad. Based on our 2010 participation, your chance of winning is 1 in 35.

We’ll be in the South Park Blocks by
 Portland State University
 S.W. Park & Harrison St.

12:30 – 1 pm
 1-2 pm
 2-3 pm

Registration
 Walk-A-Thon
 Pizza, Prizes, & Entertainment

For more details see pages 8, and 12. Come join us for a great time, and to help us guarantee that every senior in Portland has a decent place to live.