



**LOAVES & FISHES CENTERS**  
*The Meals-On-Wheels People*

# PRIME TIME

WINTER 2011

## Preparing for the boomers

Loaves & Fishes serves the seniors of today, and is preparing for an increase in need as baby boomers reach retirement age.

In 1965, when the Older Americans Act, Medicare and Medicaid were enacted, 18 million Americans were age 65 or older. Today, the United States has more than 35 million older adults and the number will swell to 88 million by 2050. The average life expectancy for an American is 77.2 years and the country's birthrate is at a record low. America is aging.

Loaves & Fishes Centers has always been on the forefront of aging issues. For more than 40 years, our board of directors and staff have been dedicated to creating long-term strategic plans that stay ahead of the curve. It was this forward thinking that led the organization 10 years ago to build its current central kitchen that has the capacity to produce three times the number of meals we currently serve. Our dining centers have been remodeled or relocated to areas that better serve seniors, and the menus continue to evolve to incorporate ethnic meal choices and salad bars that today's seniors want. While many senior meal providers across the country have switched

to frozen meal delivery, Loaves & Fishes Centers remains committed to friendly volunteers delivering hot meals to homebound seniors as well as providing a daily check-in and companionship.

More than 10,000 baby boomers a day are turning 65, a pattern that will continue for the next 19 years. And those who are just now entering retirement are not financially ready, according to a recent story in the *Washington Post*. "The situation is extremely serious because baby boomers have not saved very effectively for retirement and are still retiring too early," said Olivia Mitchell, director of the Boettner Center for Pensions and Retirement Research at the University of Pennsylvania. The average net worth of a baby boomer is just \$78,000, which is inadequate for their long-term financial security and poses a serious dilemma as the expectation is that this generation will live well into their 80's and 90's.

"The so-called 'graying of America' will have profound effects on all aspects of our society," said Executive Director Joan Smith. "We need to be prepared for serious challenges and, at the same time, position the organization to take advantage of the opportunities

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# Dave's Killer Bread partners to make the world better

Each week, Dave's Killer Bread donates between 800 and 1,000 loaves of organic, whole grain bread to Loaves & Fishes Centers.

No matter what's inside your sandwich, the bread can make it or break it. Seniors at all of our dining centers never have to worry about the quality of bread we use for their sandwiches because it's locally baked organic Dave's Killer Bread.

Dave's Killer Bread is made with natural grains and no animal products. The bread was developed by Dave Dahl after he had served time in prison for drug-related offenses. He grew up in the bakery business (his dad, James,

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**"We hooked up with Loaves & Fishes because we thought our bread could do the most good. And you guys are cool."**

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started Nature Bake in 1955), and he returned to his roots and the family business. Having repaid his debt to society, Dave now strives to make the best bread possible—and donate some of the proceeds, as well as the product, to area nonprofit organizations.

When Dave first began donating bread, it was a little chaotic. Dozens of nonprofit organizations, some large and some small, showed up on the loading dock of the bread

factory in Milwaukie seeking donations. "Lots of people were coming in, but there was no system," said Dan Letchinger, director of public relations and events. "We had to organize it and select some key charities to receive the bulk of our donations."

Volunteers from both our Belmont and Thelma Skelton centers were regularly picking up bread donations for their seniors, so Dan phoned Tom Maier, Loaves & Fishes Centers director of food service, to arrange for a regular pick-up schedule that would benefit all of our locations. When Tom mentioned that we use several hundred loaves of bread weekly for the second meal program, Dan quickly offered to provide all of the sandwich bread we needed.

"We produce more than 250,000 loaves of bread here every week," said Dave. "Since we're working with organic ingredients, it's hard to predict what will happen with every single batch. Some loaves may not meet our standard for appearance, but will taste great. While we can't put them on stores shelves, we want to make sure that these loaves are getting into the hands of people who can use them."

"This is a smart business decision for us," Dan said. "We could be contributing to the waste stream and just dumping our bread or we could turn around and do good with it."

"We hooked up with Loaves & Fishes because we thought our bread could do the most good," Dave said. "And you guys are cool!" ■



*Dave Dahl of Dave's Killer Bread is dedicated to serving seniors through generous donations of organic bread. Loaves & Fishes Centers relies on donations, including those from several corporate partners (listed on page 3).*

**5 Days**

**28 Stores**

**1,680 Volunteers**

**55,000 Meals Donated**

Thank you to the thousands of volunteers and donors who helped make the Donate Dinner campaign bigger and better than ever. We raised more than \$210,000 to feed seniors this winter.



# Giving back

Corporate philanthropy can take many forms. While sending a check meets our immediate need, it, doesn't get employees or customers involved in our mission. Several area businesses have found innovative ways to contribute to Loaves & Fishes Centers and we'd like to highlight just a few. Perhaps this will inspire you to start something at your company!

**Whole Foods:** Whole Foods chose Loaves & Fishes Centers to receive the proceeds from its "Taste of Thanksgiving" event in November. Store patrons paid \$10 to taste special holiday meal items and the money was donated to us.

**Safeway:** Safeway regularly donates pallets of six-ounce yogurt to our Central Kitchen, saving the cost of dessert for 5,000 meals.

**SmithBarney:** For 25 years SmithBarney employees and their families have assembled 2,500 holiday gift boxes for homebound seniors on the Saturday before Christmas.

**Intel:** Intel employees regularly volunteer at our centers as well as in our Central Kitchen. For every hour that they volunteer, Intel will donate \$10, and this year we expect \$10,000 to come to us as part of their employee-involved matching grant program.

**LifeWise of Oregon:** LifeWise of Oregon made a generous Thanksgiving gift that will feed 1,500 seniors in honor of their clients, and then sent out a holiday card letting their clients know about it.

**Granite Point Tax Group:** Granite Point Tax Group will donate a week of meals for every tax return they prepare for new clients in 2011.

**New Seasons Markets:** New Seasons Market donates 50 cents for every loaf of organic

sourdough bread sold. In addition, each of their 10 stores has a Meals-On-Wheels delivery team. By adopting a route as a team, employees rotate the weekly responsibility of delivering meals.

**CalPortland:** CalPortland employees have been delivering Meals-On-Wheels for 10 years and the company serves as an Annual Luncheon sponsor.

**Subaru:** Subaru dealers in the metro area joined together as part of the Subaru Shares the Love event in December and more than 20 of their employees delivered Meals-On-Wheels in new Subarus.

If you're looking for ways to get your business involved in Loaves & Fishes Centers, visit our website at [www.FeedSeniors.org](http://www.FeedSeniors.org) or phone Liz Clark at 503.953.8130. ■

## Make a difference in the life of a senior today!

Volunteer today to deliver meals and smiles to seniors throughout the metropolitan area. Meals-On-Wheels routes are available near your home or office and can be done with a car or a bike in less than 90 minutes.

Or, volunteer in one of our center kitchens or serve on a committee.

Join our volunteer force of 8,200! Visit [www.FeedSeniors.org](http://www.FeedSeniors.org) or phone 503.953.8137 for more information.



## The IRA Rollover is Back!

New legislation has extended the charitable IRA rollover for 2010 and 2011. If you are age 70 ½ or older you may direct tax-free gifts up to \$100,000 from traditional or Roth IRAs to qualified charitable organizations like Loaves & Fishes Centers.

**If you act by Jan. 31, 2011, your gift will be effective for 2010—plus, you can make a second contribution for 2011** anytime between Jan. 1 and Dec. 31, 2011.

Your gift to Loaves & Fishes Centers will provide hot, nutritious meals to our most vulnerable seniors. Visit [www.FeedSeniors.org](http://www.FeedSeniors.org) or call Andrea Bruno at 503.953.8133 for more information.

# What's happening at Loaves & Fishes Centers

**Beaverton:** The Second Annual Valentine's Tea is set for Saturday, Feb. 12, from 2 to 4 p.m. Tickets are \$20. Visit [www.feedseniors.org](http://www.feedseniors.org) and choose the Beaverton meal center tab to purchase tickets or phone 503.643.8352.

**Lents:** When fire broke out recently at the Lents Village Apartments, where our Lents Center is located, the staff jumped into action. Displaced residents, many of them still clad in pajamas, gathered in the Lents dining room while fire fighters worked to extinguish the flames. Manager Moira McHale, Kitchen Coordinator Chad Karver, Regional Manager Fran Ayaribil and Client Service Coordinator Linda Burgard not only made sure everyone was warm and fed, they returned to the apartments with fire fighters to collect additional clothing and necessary medication for the seniors. Staff and volunteers made sure seniors were comfortable throughout the day until they were able to return to their apartments. That evening, Lents staff members delivered nearly 50 hot meals to residents.

**Rockwood:** Construction is already underway for a new service center in the heart of the Rockwood neighborhood in Southeast Portland. Loaves & Fishes Centers will provide the senior meal program for this neighborhood of underserved and minority seniors. Human Solutions, in cooperation with several other service organizations, will open the facility in the fall of 2011.

**Board Member Del Judy,** an active participant at the Juanita Pohl



*Come to the Beaverton Valentine's Tea and your waiter might be one of these handsome community leaders!*

Center in Tualatin, recently received the Senior Leadership Award from the Oregon Governor's Council on Physical Fitness and Sports. The award is based on a number of criteria, such as being an example and inspiration to others, maintaining an active and health lifestyle and encouraging others to participate by establishing and contributing to new and/or current programs in their community. Tom Faszhholz, another Loaves & Fishes Centers board member, serves on the Oregon Governor's Council.

**Executive Director Joan Smith** received the Compassion and Wisdom Award at the All Saints Day Community Breakfast on Nov. 5, sponsored by Providence Health & Services. The All Saints Breakfast recognizes the many nonprofit and charitable organizations supported by Providence Health & Services. Joan has been with Loaves & Fishes Centers for more than 25 years

and is well known among her peers as "the" expert on the subject of senior wellness. Joan has served as president of the Oregon Nutrition Program Directors Association and on the Board of Directors for two national senior meal programs and was featured on the cover of the April 2010 edition of *Profile*, a national magazine that highlights the best business practices of American industry leaders and organizations. ■

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Type [Loaves & Fishes Centers](http://www.LoavesAndFishesCenters.org)

# From the Director

Our board has been actively planning for the time when baby boomers will begin to access services. It was February, eight years ago, that we moved into our state-of-the-art new central kitchen and administrative offices in Multnomah Village. The construction of the new kitchen was in anticipation of the growing need that is now upon us. Boomers reach age 65 this year.

During the last 10 years, the number of meals we serve has grown from 800,000 to 1.25 million annually. The number of clients served has doubled and the number of minorities served has tripled. With this growth in service, volunteer involvement and community support has also increased.

Our organization continues to change based on the needs of our clients. Menus include more fruits and vegetables than ever before and meals are high in fiber. Ethnic menus are available in most centers as seniors share their cultures and languages.

While our service delivery has changed over the years based on the needs and desires of our clients, our mission and vision have remained constant. Loaves & Fishes Centers plays a critical role in Oregon and Washington's long-term care plan, offering seniors options to stay healthy, independent and engaged in their communities and neighborhoods.

As baby boomers move through the aging system, we anticipate both



exciting and challenging times. We invite you to help us plan for and serve the elders of our community by participating in our strategic planning process. Please take the strategic planning survey on our website and share your thoughts for the future. Help us ensure that no senior goes hungry or experiences social isolation. ■

A handwritten signature in cursive script that reads "Joan Smith".

## Preparing for the boomers

*Continued from page 1*

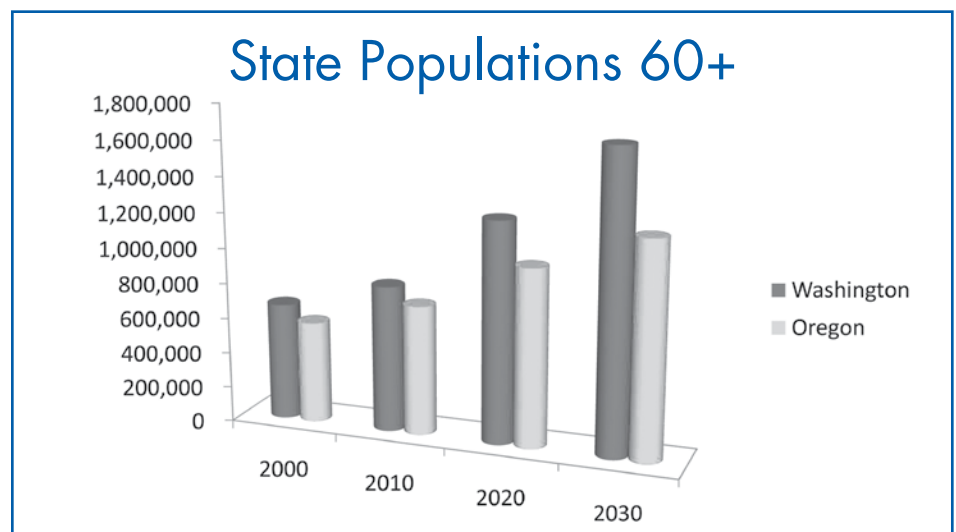
that lay ahead.” With the economic and population landscape changing so dramatically, the board has launched a new strategic planning initiative that will involve staff, volunteers, senior participants and the community at large.

We need and encourage your input. Go to [www.FeedSeniors.org](http://www.FeedSeniors.org) to complete our strategic planning survey. We'll take your responses and, combined with information gathered from other stakeholders and demographic forecasts, will draft a strategic plan to take us through the next decade. We remain committed to our vision that no senior will go hungry or experience social isolation. As the aging

population continues to grow, we will continue to meet the need.

“We have been able to achieve our vision because of our strong community partnerships,” said Joan, “The community wants to ensure

that its seniors are fed and are willing to step up and provide the financial and volunteer resources necessary to make it happen. We will continue to look to them as the number of seniors we serve increases.” ■





*Kate Nicolas found more than a meal at the Belmont Center. Kate visits with friends and helps with bingo and the Belmont Boutique.*

## Seniors find home away from home at Loaves & Fishes Centers

You just never know who you will find at one of our dining centers. The person sitting next to you at lunch may have been a corporate executive in his working days, or the diner at the end of the table may still be working as a carpenter or a maid or a cashier. Each person has a unique story, but what unites them all is a hot meal and the daily fellowship.

**Kate Nicolas** spent 30 years as an architectural and civil engineering drafter. Two years ago, when Kate moved in with her daughter in Portland, she didn't know anyone in town.

One day at the bus stop, Kate struck up a conversation with another woman who invited her to our Belmont Center to play bingo. Kate came on Thursday. And then she came back on Tuesday. She stayed for lunch. Before long Kate was coming to the center nearly every day. She helps run the Belmont Boutique on Mondays and now calls bingo once a week. "It's wonderful here!" Kate exclaimed. "It gives me a reason to get up and get out of the house. I like the people. I like the lunch. I have friends here." ■

## AARP/Loaves & Fishes night at the Blazers is Feb. 27

Join us for AARP Night at the Portland Trail Blazer game on Sunday, Feb. 27. Discounted tickets are available to AARP members and \$3 from the purchase of every ticket will be donated to Loaves & Fishes Centers. AARP members and volunteers and Trail Blazer guests will gather for an optional pre-game buffet dinner and AARP members will sit together in a group section to watch the Portland Trail Blazers play the Atlanta Hawks. After the game, attendees will get the chance to participate in a free throw contest on the court.

Tickets are \$24 for the purple section and \$47 for the yellow section. The deadline for guaranteed discount tickets is Feb. 4.

The optional pre-game dinner begins at 6 p.m. The menu includes a hot dog, chips and salad buffet for \$10 per person. The event will also include a program and visits from Trail Blazers staff and alums.

To order game and/or dinner tickets or to get more information, call or email Blake Wehling at [blake.wehling@trailblazers.com](mailto:blake.wehling@trailblazers.com) at 503.963.3964. ■

### RSVP for upcoming Annual Luncheons

**Reserve your place at our table!**

Tuesday, April 26 at the Vancouver Hilton  
Cochairs Jan Oliva and Mark Matthias

OR

Thursday, May 12 at the Oregon Convention Center  
Chair Dougy Pearson, Fargo

Doors open at 11:30, Program and Lunch at noon

For more information, visit [www.FeedSeniors.org](http://www.FeedSeniors.org).

# Elm Court seniors share their stories



## What will your legacy be?

Jim Durkheimer used to say “I’m the richest man in town.”

Jim delivered Meals-On-Wheels in Northwest Portland for more than 30 years and he was enriched by the smiles and sincere “thank yous” he received.

That’s why Jim remembered Loaves & Fishes Centers in his estate plan. He wanted to make an impact on seniors long after he was gone.

Even though Jim is no longer delivering those meals, his legacy lives on in the daily, hot meals provided to seniors at our Elm Court Center. It’s easy to remember Loaves & Fishes Centers in your will or estate plan.

To learn more, contact Andrea Bruno at [abruno@lfcpx.org](mailto:abruno@lfcpx.org), phone 503.953.8133 or visit us at [www.FeedSeniors.org](http://www.FeedSeniors.org).

Through a unique partnership, seniors at the Elm Court Center are reliving their life stories.

Everyone has a story. Some are filled with adventure and intrigue and foreign travel. Others are focused on family. And still others are plagued with heartbreak and disappointment. Whatever your story might be, its nuances, twists and turns shape who you are.

At our Elm Court Center seniors recently had the opportunity to not only tell their stories, but have them written by a professional scribe and then read by actors. A project sponsored by The Geezer Gallery and the Well Arts Institute, the Voices of Our Elders partnered seniors with volunteers over the course of four weeks. Stories were written, revised, edited and then provided to actors who read the stories for the other workshop participants. Scribes wrote 200 pages of stories and memories provided by 10 participating seniors. Paints, markers, prints and play dough rounded out the creative repertoire.

The stories, typed, illustrated and compiled into a notebook, are riveting. John’s story begins with his four brothers, all in combat during World War II. Joy Anna reminisces about her childhood growing up in Kah-Nee-Ta, which her grandparents owned in the 1920s. Larry talks about meeting his wife and their marriage of more than 50 years. Mima’s story is one of activism and living in communes as a young woman. Each one reflects a unique perspective, a one-of-a-kind journey.



One of the seniors wrote, “I hope the classes can continue. They are a real enjoyment and helped me come out of my shell. I have been doing a lot of writing at home...”

When asked “What is your favorite moment from this workshop?” another participant said, “So much of it, but most important being seen, listened to, really heard.... hardest part was knowing I deserve it! Thank you!”

This workshop will be also presented at our Juanita Pohl Center in February. ■

**Visit the Loaves & Fishes Centers website at its new address, [www.FeedSeniors.org](http://www.FeedSeniors.org).**

**Get the latest Loaves & Fishes Centers news and event information, and sign up to receive an electronic version of our newsletter.**



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The Meals-On-Wheels People

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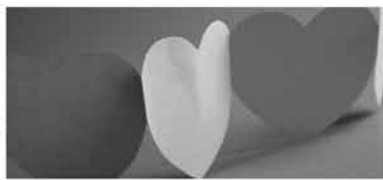
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THIS VALENTINE'S DAY... **Share the Love** ♥ ♥ ♥

Send sweet  
treats to your  
**VALENTINE**  
and feed local  
seniors in need.



Give a Valentine-A-Gram to clients, coworkers, teachers or someone special, and proceeds will support Loaves & Fishes Centers—an organization working to ensure that no senior will go hungry or experience social isolation.



Just \$29.95 includes delivery throughout the Portland - Vancouver area on February 14. Orders must be placed by February 10.

**New!** For an additional \$10 you can send a Valentine's treat to a homebound senior.

100% of the purchase price goes toward feeding seniors. The purchase of one Valentine-A-Gram provides two weeks of meals for a senior.

Order online at  
[www.Valentine-A-Gram.org](http://www.Valentine-A-Gram.org),  
or call 503.736.6325.

**Each Valentine-A-Gram includes:**

- ♥ Two fresh Cinnabon Classic Cinnamon Rolls
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- ♥ Special Message from You!

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