



**CHEVY CHASE AT HOME**

**2013 ANNUAL REPORT**



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# CHEVY CHASE AT HOME

We Are Neighbors Helping Neighbors Stay At Home

Post Office Box 15102

Chevy Chase MD 20825

Telephone 301-657-3115

As an early member, volunteer and now second President of Chevy Chase At Home, I have been privileged to see CC@ H expand and make a difference.

In 2009, neighbors Naomi Kaminsky (who became our first President) and Joan Urban walked through our community and invited residents to help establish a “Village” in Chevy Chase similar to the first one formed in Boston’s Beacon Hill neighborhood. This dream eventually became a reality and we started providing services in 2011. By the end of 2013 we had over 200 individual members and more than 90 vetted and trained volunteers, with a full calendar of member-driven activities and events.

In 2013, we created a Strategic Planning Committee to, among other things, address issues such as sustainability and possible expansion into other neighborhoods. Based on the committee’s research and a concern to maintain the proper member-to-volunteer ratio, the Board decided not to expand our boundaries at this time but rather to create an affiliate category – Friends of Chevy Chase At Home, launching it in November.

In addition to welcoming “Friends”, CC@ H gives beyond our boundaries. In 2013, eight Washington-area “Villages” in various stages of formation sent representatives to our volunteer training sessions. We also shared our Volunteer Training Manual with “Villages” as far away as Marin County, California, thus expanding the mission of the Village movement. Our Speakers Bureau made presentations throughout Montgomery County and I had the pleasure of participating as a panelist at the annual meeting of the nationwide Village to Village Network to which many “Villages” across the U.S. belong.

However, even with our many efforts to reach out, we never forget that it is right here in Chevy Chase, our own neighborhood, where we belong, where we have made an impact and where we are committed to continue to make a difference.

Irene Hoskins

President, Chevy Chase At Home



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Chevy Chase At Home members, volunteers, donors and friends accomplished great things together in 2013. Membership and services increased, programs and activities expanded, and staff grew with the wonderful addition of Deb Schmal as Office Coordinator.

Of course, the heart of what we do is to help neighbors live and age in the community they love. In 2013, service volunteers – those trained and vetted to fulfill individual member needs – answered the call for help on over 700 occasions.

Though staff helps daily operations run smoothly, it is the volunteers and members who make our “Village” work. This past year, 35 committee members produced dozens of social and educational events, conducted quarterly volunteer training sessions, authored multiple publications, managed CC@ H’s web site and fundraised to ensure affordable membership. Members initiated and provided leadership for many new activities.

I am very impressed with what our Board of Directors and the CC@ H committees were able to accomplish. I admire our service volunteers who inspired me daily as they generously gave their time to their neighbors. I am very grateful for our community supporters and donors who gave the financial assistance we need. And I deeply appreciate our members who made our work in 2013 worthwhile.

Catherine McCallum

Executive Director, Chevy Chase At Home



# WHO WE ARE

Founded five years ago, Chevy Chase At Home has blossomed into a flourishing and vital part of our community. Our membership has continued to grow. From 84 households in 2011 and 119 households in 2012, we reached a new high water mark of 131 households by the end of 2013. We continue to serve the area bounded by Western Avenue, Wisconsin Avenue, East-West Highway and Beach Drive. The area encompasses **Chevy Chase Section 3, Chevy Chase Section 5, Chevy Chase Village, the Old Hamlet, Rollingwood, the Town of Chevy Chase and the Village of Martin's Additions.**



Without the support of its members, Chevy Chase At Home could not survive. In return, CC@ H has developed a web of services to support the members. Our full members can call upon volunteer services ranging from grocery shopping to transportation to small household repairs. CC@ H also provides programs and social get-togethers for older residents, so that they can enjoy an active life to the fullest while continuing to live comfortably in their homes. Members can request referrals to professional service providers that their neighbors have recommended. Our extensive database includes everyone from roofers and plumbers to home care agencies vetted by a committee of CC@ H members.



When we started offering services in January of 2011, one of our Board Members served unpaid as Executive Director. In 2012, to improve services to our members, CC@ H hired Catherine McCallum as Executive Director. She came to us with 20 years of combined experience in federal government employee assistance program management, social work, event planning, development/fundraising, volunteer management and eldercare.

She was a perfect match for our needs. And during 2012, thanks to the generosity of the Bethesda-Chevy Chase Regional Services Center, a Montgomery County

agency, we were able to move our office from the converted garage of a former Board member to its building in the heart of downtown Bethesda.

During 2013, we were able to increase Ms. McCallum's hours to 30 hours a week – initially she was paid for half-time employment – and hired Deb Schmal, also with extensive experience in social work, to be a 10-hour-a-week Office Coordinator, thus providing much needed assistance for Ms. McCallum.

Maintaining a strong infrastructure and continuing to provide and add programs and services requires a sound financial underpinning. With a hard-working, talented Board and well-trained, enthusiastic volunteers, CC@ H has kept its dues structure among the lowest in the Washington Metropolitan Area. Initially, in 2011, all households paid a single fee (\$250) for all benefits. Beginning in 2012, the dues structure was modified so that all households would share some benefits but those households that wished to be eligible for volunteer-provided services would pay a different rate.



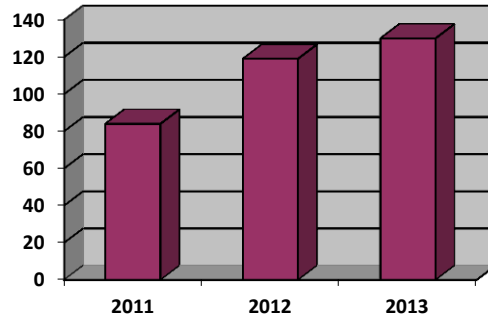
Those who can receive volunteer services – we term them ***Full Members*** – can obtain transportation, respite care, companionship on walks and minor household services (light bulb changing, recycle bin placement, etc.) among other things.

***Full Members*** and ***Associate Members*** alike can participate in all social and educational programs, receive our newsletter, use our listserv and tap our valuable list of tradespeople recommended by our members and others. In 2012, the fee for Associate Membership was set at \$250 (\$200 of which was tax-deductible) and the Full Membership fee was \$350. In 2013, we divided the Full Membership category in two – Full Family and Full Individual – and raised the rates, to \$500 and \$400, respectively. We are very pleased to note that those rates will remain in place in 2014.

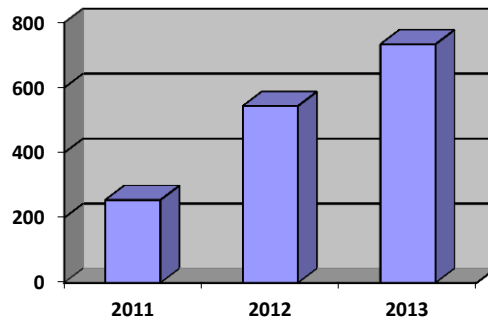


# BY THE NUMBERS

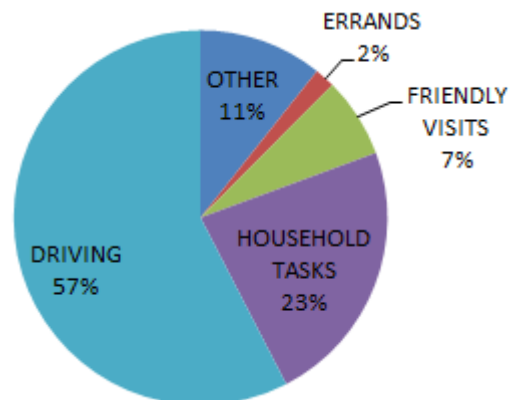
## Membership



## Service Requests Completed (Quantity)



## Service Requests Completed (Type)



# PROGRAMS AND EVENTS

## SOCIAL NETWORKING AND PROGRAM COMMITTEE



During 2013, CC@ H put on 22 programs, most of which were organized by the Social Networking and Program Committee (SNPC). Among the highlights was a presentation by a visiting dignitary from Brazil, Dr. Alexandre Kalache, an expert of aging populations worldwide. Dr. Kalache spoke about ways that various cities are planning to meet the

needs of their growing numbers of elderly citizens.

The SNPC is responsible for “Meet and Mingle” sessions, which take place twice a month on Tuesday afternoons (except during the summer when only one program per month is scheduled). The 2013 M&M programs were very diverse. In addition to Dr. Kalache’s presentation, subjects were home modifications for the elderly; virtual tours of the C&O Canal and Antarctica; family history and genealogy; the history of Chevy Chase; our annual St. Patrick’s Day party; practical advice on preventing medical errors; what we can learn from our dreams; an update from PEPCO on systems improvements; how to protect one’s money from scammers; how to become a docent; the status of immigration policy reform; wills, trusts and powers of attorney; making collages from memorabilia; and showings of three classic movies with commentary.



The SNPC also is responsible for CC@ H’s evening programs. In 2013, there were three on medical topics (breast cancer, skin cancer and pain management), arranged by Board member Dr. William Gilbert, and a well-attended evening panel discussion on professional care management, arranged by Executive Director Catherine McCallum with panel members from Iona Senior Services and the Jewish Council on Aging (both CC@ H partners) and the Montgomery County Area

Agency on Aging. Chevy Chase Village has been most generous in providing space for our M&Ms and our evening programs.

Once again, through the initiative of SNPC co-chair Betty O'Connor, CC@ H gave members the chance to attend a master guitar class, this time by internationally known guitarist David Russell. And the SNPC issued an invitation to members to join in celebrating the beginning of summer with a lunch at La Ferme resulted in 34 attendees, many of whom asked that it be an annual event.

And, although CC@ H's annual open house is within the purview of the Membership Committee, the SNPC provided valuable assistance by arranging for the refreshments for the event.

**SNPC Committee Members:** Betty O'Connor and Lois Fern, co-chairs; Sandy Geller, Ann Joseph, Marlyse Kennedy, Margaret Lefever, Marion Robertson, Molly Ruhl, Barbara Scupi, Millie Shott, Mimi Slavin, Elinor Solomon, Irene Tamagna, Jill Watson and Evelyn Welebir

## OTHER ACTIVITIES

Not all of CC@ H's activities are arranged and coordinated by the SNPC. Other activities available to members include:



**BRUNCH BUNCH** - Brunch Bunch is a monthly gathering at the Olympia Café on Brookville Road. This unstructured event occurs on the second Thursday of every month, with several individuals designated to serve as greeters and hosts. A number of those who have attended have not participated in other CC@ H activities.

**GENTLE PILATES** - After an M&M presentation on Seated Pilates in the fall of 2012 and in response to member requests, CC@ H agreed to sponsor weekly Gentle Pilates classes. The CC@ H staff assisted members in finding a suitable space – this activity is co-sponsored by the Chevy Chase United Methodist



Church where the classes are held – and advertise this activity. Those participating in the classes pay the instructor directly.

**WALKING GROUP** - One member was particularly interested in finding others who would walk with her on a regular basis. With a bit of publicity, a weekly walking group was formed, first with a relatively simple route. Soon, the group expanded to include something with a bit more hills and yet again another group with a longer route.



## OUR WONDERFUL VOLUNTEERS

### VOLUNTEER SERVICES COMMITTEE



The Volunteer Services Committee's mission is to recruit, train and assure the efficient services of Chevy Chase At Home's volunteers. During 2013, over 50 volunteers provided over 700 services to CC@ H members.

Recruiting was achieved in different ways. One was through word of mouth – enthusiastic trained volunteers recruiting their friends. Additionally, there were three receptions organized by the Membership Committee and Catherine McCallum, CC@ H's Executive Director, to recruit volunteers as well as members.



All volunteers are vetted by a professional service and interviewed by the Executive Director. After receiving CC@ H's Volunteers Training Manual, they must participate in a two-hour training course. Four training sessions were conducted in 2013, resulting in the training of 28 new volunteers.

Because of the growing interest from other “villages” regarding volunteer training, the VSC decided to open its sessions to observers. During 2013, the Committee welcomed 13 observers from eight “villages” or “villages-in-information” and it led the first volunteer training session for the new Silver Spring Village. And copies of the training manual were shared with three “villages”.

CC@ H volunteers are not required to be members of the organization but they receive some benefits given to members. All volunteers receive the electronic version of CC@ H’s newsletter and are welcome to all Meet and Mingle events, evening lectures and the monthly Brunch Bunch. A fall Volunteers Appreciation Party held at the home of Theresa and George Schu was a big success, providing an opportunity for some forty volunteers to share their enthusiasm for CC@ H.

**VSC Members:** Monique Milhollin and Theresa Schu, co-chairpersons; Bill Gilbert, Peter Gray, Susan Hamburger, Irene Hoskins, Florence Lourie, Janet Regan and Joan Urban

## COMMUNICATIONS COMMITTEE

A major accomplishment of the Communications Committee in 2013 was the revision of CC@ H’s brochure, which is used by the CC@ H office staff, the Membership Committee and others to “sell” CC@ H to the community.

In addition the Committee continued to write and publish CC@ H’s quarterly newsletter, which is distributed in electronic and print formats. It continued to manage publicity for all of CC@ H’s events, doing so using the following media:

- CC@ H’s web site, which contains a calendar of events that is regularly updated;
- Monthly announcements in community newsletters, including ones published by local governments, neighborhood associations, churches and synagogues;
- Twice monthly press releases to the Gazette and Chevy Chase Patch;
- Twice monthly fliers;
- Twice monthly e-Blasts to members;
- Twice monthly postings on neighborhood listservs; and
- Postcards announcing special events.

The Committee has played a significant role in getting CC@ H publicized in a number of publications that have significant circulation in the areas that CC@ H serves.

It also provided formatting and style support, as well as data analysis to other CC@ H committees and technical support – software installation and implementation, management of membership and event records data – to CC@ H's administrative office.

And, in 2013, the Committee played a significant role in the launch of Friends of Chevy Chase At Home by working on publicity material and dealing with data management issues related to the Friends.

Communications Committee Members: Caroline Michaelis and Fran Pitlick, co-chairs; Jan Augustine, Nathalie Bramson, David Duberman, Naomi Kaminsky and Joan Urban

## DEVELOPMENT COMMITTEE

In 2013, the Committee continued to seek contributions and collaboration on behalf of CC@ H. The members followed up on contacts in the business community but raising money from that source proved to be difficult. The Committee raised just under \$12,500 from businesses and foundations and just under \$30,000 from individuals.

The Committee spent time exploring the possible expansion of CC@ H's service area, contacting Somerset, 8101 Connecticut Avenue, North Chevy Chase and Rock Creek Forest. The Committee used the same criteria in every discussion, including the amount of interest shown and the extent to which the volunteer base and financial support could support expansion of the service area. While some interest was shown, the Committee concluded that there was not enough support to warrant expansion but did recommend that CC@ H expand its outreach into those areas.

The Committee recommended that CC@ H establish "Friends of Chevy Chase At Home," offering participation in social and educational programs, classes and committees and the opportunity to become volunteers, and the recommendation was adopted by the CC@ H Board of Directors. "Friends of Chevy Chase At



Home” will expand the organization’s visibility in the community and encourage a new group of people to become involved without stretching CC@ H’s resources and time.

In addition, the Development Committee began working on CC@ H’s first fundraising event, “What’s It Worth? Trash or Treasure?” to be held in 2014.

**Development Committee Members:** Lori Goodman and Florence Lourie, co-chairs; Elizabeth Cullen and Gaby Gandal

## MEMBERSHIP COMMITTEE

The Membership Committee engaged in a number of activities in 2013 to retain existing members and recruit new ones. As in 2012, the committee sent out e-mail reminders in January and made telephone calls in February to all those who had not renewed. Of 33 member households that had not renewed when the effort was begun (86 had renewed earlier), 19 renewed as the result of the committee’s e-mails and phone calls.

The committee organized two evening receptions and one afternoon coffee. Although the events expanded CC@ H’s presence in the community, attendance was sparse and resulted in few new memberships, so different outreach methods will be tried in 2014. Committee members significantly increased their presence at neighborhood events as well as at those put on by CC@ H. The committee designed a banner and a podium sign to assist in advertising the organization.

Although assisted by members of other committees and a number of CC@ H’s cadre of volunteers, the Membership Committee spearheaded a very successful Third Annual Open House in November. The committee was most fortunate to get Judith Viorst, acclaimed author of works for adults and children, to be the speaker at the event. She spoke on “Life Lessons from Under Eight ‘til Over Eighty”.

**Membership Committee Members:** Judith Silber and Steve Schmal, co-chairs; Gaby Gandal, Irving Kaminsky, Jean Kapp and Florence Lourie

## STRATEGIC PLANNING COMMITTEE

In 2013, the Board of Directors of Chevy Chase At Home created a Strategic Planning Committee to review the current structure of the organization, to assess the workings of the organization and to plan for growing the organization in the future. To consider these areas for discussion, the committee had a series of meetings and also met with board members, committee chairs and staff members to obtain their comments and suggestions regarding the state of the organization. This process has allowed the committee to formulate issues and air concerns. By identifying challenges, CC@ H will be able to form new goals, practices, policies and programs that will meet future needs of members and the organization.

**Strategic Planning Committee Members:** Florence Lourie, chair; Gaby Gandal, Bill Gilbert, Lori Goodman, Irene Hoskins and Fran Pitlick



# CHEVY CHASE AT HOME LEADERSHIP

## 2013 BOARD OF DIRECTORS

Irene Hoskins, President  
Fran Pitlick, Vice-president  
Jean Kapp, Secretary  
Janet Regan, Treasurer  
Chevy Chase Village: Betty O'Connor  
Town of Chevy Chase: Naomi Kaminsky  
Sharon Light  
Joan Urban  
Section 5: Lori Goodman  
Peter Gray  
Martin's Additions: William Gilbert  
Ernst Liebman  
Steve Schmal  
Rollingwood: Gaby Gandal  
Florence Lourie

## EXECUTIVE DIRECTOR

Catherine McCallum

## 2013 COMMITTEE CHAIRPERSONS

Communications	Caroline Michaelis & Fran Pitlick
Community Service Providers	Naomi Kaminsky
Development	Lori Goodman & Florence Lourie
Membership	Judith Silber & Steve Schmal
Nominating	Janet Regan
Social Networking and Program	Betty O'Connor & Lois Fern
Strategic Planning	Florence Lourie
Volunteer Services	Monique Milhollin & Theresa Schu

# 2013 DONORS

*A special "thank you" to the following towns and local businesses  
and foundations that help fund our organization:*

## BENEFACTORS (\$2500 OR MORE)

The Chevy Chase Land Company  
The Columbia Foundation

## SUPPORTERS (\$1000 TO \$2499)

Poor Roberts Charities  
T.W. Perry, Chevy Chase  
Whole Foods, Friendship Heights

## FRIENDS (\$500 TO \$999)

The Estridge Group  
Family and Nursing Care  
Lifematters  
Pepco Holdings, Inc.

## ADDITIONAL SUPPORT (<\$500)

Chevy Chase Wine & Spirits  
metroBethesda Rotary Foundation

## OFFICE SPACE AND TECH SUPPORT

Bethesda-Chevy Chase Regional  
Services Center  
OASIS RecycleMyComputer

## PERSONAL SERVICES

Linda Berns  
Scott C. Boyd, CPA, CVA  
Ginsberg Helfer & Boyd, PLLC  
Rebecca H. Laird, JD  
K&L Gates, LLP  
Judith Viorst

## SERVICES IN KIND

Boy Scout Troup 8  
Boy Scout Troup 52  
Chevy Chase Section 3  
Chevy Chase Section 5  
Chevy Chase Village  
Iona Senior Services  
Jewish Social Service Agency  
Montgomery County Area Agency  
on Aging  
Rollingwood Citizens Association  
Town of Chevy Chase  
Village of Martin's Additions

*...and to the following individual contributors:*

Anonymous (2)  
Jan Augustine  
Linna Barnes & Christian Mixter  
Bonnie Baugh  
Nathan Billig & Gail Weinmann

Elizabeth Boas  
Jan Bogrow  
Molly Borders  
Scott Boyd  
Carole Brand

Helga B Butler  
David ChaitJoan Churchill  
Alice Consolvo  
Anne de Fontnouvelle  
Gail Delaney  
David Dugoff & Victoria Bor  
Nancy and John Elliott  
Beverly Fallik  
Ed Finn  
Gaby Gandal  
Bill Gilbert  
Judith Gilmore  
Lori Goodman  
Susan Goodman  
Jamie Gorelick  
Roberta Gosier  
Peter Gray  
Joseph Guerra  
Susan Hamburger  
Edgar Harrell  
Peter Hiebert  
William Hoffman  
Alexandra & Michael Horowitz  
Irene Hoskins  
William & Beverly Hudnut  
Shirley Jacobs  
Susan Kahn  
Naomi Kaminsky  
Jean Kapp  
Tracy Karbel  
Andy Knaus  
Nancy Lamontagne  
Robert & Ellen Leibenluft  
Marcia Levin  
Ernst Liebman

Sharon Light  
Lynn & John List  
Florence Lourie  
Charles Lund  
Belva & John MacDonald  
Edward Mahoney  
Ann McLaughlin  
Jean Meisel  
Caroline Michaelis  
Monique & Gary Milhollin  
Jamileh Morgan  
Eileen Murtagh  
Beverly & Mark Nadel  
Mae Novak  
Betty O'Connor  
Fran Pitlick  
Joanne Pollitt  
Bruce Rabinovitz  
Janet & Patrick Regan  
Roberta & Ira Rosenbaum  
Pamela Sacks  
Steve Schmal  
John Seichter  
Judith Silber  
Nancy & Mark Silverman  
Betsy Stephens  
Kathy Strom  
Janet Studley & Robert Trout  
Marianne Thiede  
Soching Tsai Kornbluth  
Joan Urban  
Deborah Wilgoren  
Charles Wolfson  
Patricia Wyman

# 2013 VOLUNTEERS

who provided services to  
CC@ H members during the year

Jan Augustine  
John Barnes  
Nancy Benner  
Karen Bokat  
Nathalie Bramson  
Jay Brown  
Bill Catherwood  
Elaine Collins  
Lucy Cook  
Elizabeth Cullen  
Gregory Dixon  
David Duberman  
Louis Evangelista  
Howard Gensler  
Tracy Gensler  
Mary Gorman  
Betsy Hague  
Susan Hamburger  
Richard Ireland  
Lanny Johnson  
Richard Johnston  
Charlotte Jones-Carroll  
Irving Kaminsky  
Linda Kaplan  
Jean Kapp  
Sam Lawrence  
Bob Levering

Mary Levering  
Sharon Light  
Don MacGlashan  
Stanley Mayer  
Catherine McCallum  
Henry Metzger  
Monique Milhollin  
Betty O'Connor  
Bob O'Toole  
Mark Pape  
Leah Penner  
Nancy Pines  
Fran Pitlick  
Michael Pollard  
Janet Regan  
Marion Robertson  
Molly Ruhl  
Monica Seng  
Steve Schmal  
Theresa Schu  
Betsy Stephens  
Carol Sutherland  
Joan Urban  
Loraine Vitellozzi  
Jill Watson  
Chris White  
Cathryn Wolf

# CHEVY CHASE AT HOME

## FINANCIAL REPORT

### 2013

<b>Income</b>	
Membership Dues	43,135
Donations	29,798
Miscellaneous Income	831
<b>Total</b>	<b>73,764</b>
<b>Expenses</b>	
Personnel	54,439
Administrative Expenses (insurance, etc.)	6,832
Executive Office (parking, supplies, etc.)	3,260
Programs and Member Services	2,467
Printing	1,408
Postal	854
Communications	522
Graphic Design	233
Legal	50
Accounting	9
<b>Total</b>	<b>70,074</b>
<b>In-Kind Services</b>	
Volunteer Time (\$38.69/ hour, 4000 hrs)	154,760
Office Space	50,000
Legal	10,000
Accounting	4,500
Graphic Design	800
	<b>220,060</b>

October 21, 2014





# CONTACT INFORMATION

Address: Chevy Chase At Home  
PO Box 15102  
Chevy Chase, MD 20825

Phone: 301-657-3115

E-mail: [info@chevyCHASEathome.org](mailto:info@chevyCHASEathome.org)

Website: [www.ChevyCHASEathome.org](http://www.ChevyCHASEathome.org)

Chevy Chase At Home gratefully acknowledges the role of Irene Hoskins, Catherine McCallum, Fran Pitlick and Steve Schmal in the preparation of this report.

Photos courtesy of Fran Pitlick and John Barnes. Volunteer button created by Joan Hoover. Logo created by Alan Fern.