

HOMESHARING, INC.

The PeopleCare Center
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Bridgewater, NJ 08807
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www.HomeSharing.org

HOMESHARING'S MISSION

HomeSharing's mission is to create affordable housing solutions. We match those seeking housing with those who need additional income or services to maintain their homes, while fostering independence and dignity.

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HomeSharing®



HomeSharing NEWSLETTER

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2017 HomeSharing News

HomeSharing Welcomes a New Staff Member



Claudia Yurecko, M.A. joined the HomeSharing staff in January 2017, as the Program Coordinator for Somerset, Hunterdon, Morris and Union Counties. She is replacing Noa Margolin, who is moving out of state.

Claudia comes to HomeSharing with a wealth of experience in "matchmaking". For more than 30 years, she served as the Director of Project SPAN, a program that recruited and matched volunteer mentors with families experiencing child abuse and/or neglect. Claudia has a Master's in Counseling and strong skills in interviewing and assessment, community outreach, and obtaining resources needed by our clients. She started an internship program at her prior job and will be doing the same at HomeSharing.

Claudia looks forward to meeting all of the HomeSharing Providers and Seekers who she will be working with!

HomeSharing Logo Receives Registered Trademark

After 33 years of providing service, HomeSharing has received a Registered Trademark for its logo, which includes the HomeSharing name.



HomeSharing provides much technical assistance to other agencies wanting to start a shared housing program. The trademark will prevent these entities from using our logo/name in their programs, which is especially important should these agencies not uphold the high standards that people have come to expect from HomeSharing.

We thank Lori P. Hager of Coughlin Duffy, LLP for providing her services pro bono to obtain this protection for HomeSharing.

Upcoming Events

HomeSharing has some unique events planned for 2017, as well as the opportunity for individuals and businesses to become sponsors for these events.

As a small not-for-profit organization, fundraising events comprise approximately one-third of our annual revenues. While our largest and most lucrative event is the Annual Harvest Jubilee, which has its own sponsorship opportunities, we host several smaller fundraising events throughout the year. These events give us the opportunity not only to bring in revenue, but also the chance to do some “friend-raising” - making people aware of our services and our sponsors.

Events for 2017 include:

- **Swing Time in February (see insert for description):** Attendance is estimated at 150-200 people.
- **Designer Handbag Bingo (March 31 and September; see insert for description):** This is by far our most popular sell-out event- so popular, we are holding it twice this year in Somerset County. Attendance is estimated at 200-250 people at each event.
- **NEW! Craft Beer Tasting (March-April):** This event includes a tour of the brewery and the beer-making process, and a sampling of different craft beers, with proceeds benefiting our agency.
- **NEW! Virtual Walk-a-Thon (April-May):** High School student clubs in the counties served by HomeSharing will form teams, seek pledges, and host walks at their schools, all on the same day. The walks will be recorded on video and streamed. The team who raises the most money for HomeSharing will receive a prize! This event will take place in multiple counties and will likely receive a good deal of press coverage. Our prior single location walk-a-thons and 5K Races have been well attended. We expect hundreds of participants.
- **NEW! Classic Rock Concert (June):** This is an opportunity to reach out to a younger population!

Please join us at these events! Bring your friends!

Sponsorship Opportunities

Businesses and individuals may benefit from event sponsorship through: Direct mailing to our 1,500 person mailing list; Email blasts to our 900 person email list; and other perks specific to the Sponsorship Level. Sponsorship levels range from \$250 to \$2,500 per event. Sponsors may select any of the six events that reflect their needs and interests. If four events are sponsored, HomeSharing will extend the sponsorship level to all six events, Buy four, get two free! For additional information, contact Lisa Blum: 908-526-4663 or lblum.homesharing@verizon.net.

Sponsorship Level	All 6 Events	Benefits
Title \$2,500	\$10,000	<ul style="list-style-type: none"> • Presenting Sponsor– Listed Above Program Title on Event Signage, Program, Website • Can display banner or sign and materials at Event • Acknowledgement in first paragraph of Press Releases • Special Recognition at Event • Ten Reserved Seats at Event
Foundation \$1,000	\$4,000	<ul style="list-style-type: none"> • Recognition on Event Signage, Program, Website • Can display materials at Event • Acknowledgement in Event Press Releases • Special Recognition at Event • Eight Seats at Event
Cornerstone \$500	\$2,000	<ul style="list-style-type: none"> • Recognition on Program and Website • Four Seats at Event
Pillar \$250	\$1,000	<ul style="list-style-type: none"> • Recognition on Program and Website • Two Seats At Event

Do you ever think about what you'll do when you get older?

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Do you ever dream about retiring, maybe moving to a warmer climate or downsizing to a condo, spending more time with grandchildren, enjoying a favorite hobby or pursuing new interests?

But what about the “other” side of aging? What happens when you are no longer able to drive, when jobs around the house become more difficult, when the ordinary tasks of daily living are just a little bit harder?

Most older people want to remain independent and living in their own homes. Their greatest fear is being moved into a nursing home. We know that seniors do better physically and emotionally when they can stay at home.

Let me tell you about Florence. Florence lives alone in her own home. Her children live out of town. Her income is enough to cover her monthly expenses. After having some heart-related problems and hospitalizations, she was not able to do the things she used to do and had to hire people for assistance with errands, housekeeping and transportation to doctors. She no longer had enough money for other necessities. Her children thought Florence should sell her house and go to an assisted living facility or nursing home, or at least downsize to a smaller, more affordable residence. Florence did not want this.

That's where HomeSharing comes in. We matched Florence with a younger senior, newly divorced, who works part-time and needed an affordable place to live while getting back on her feet. She pays Florence \$400 per month and does Florence's shopping, housekeeping, and provides rides to doctors in exchange for her own room and bathroom and shared use of the common areas of the home. She also gives Florence peace of mind since someone is sleeping in the house in case of an emergency.

Please help us help seniors like Florence continue to live independently and age with dignity. Thanks to your support, in 2016, we were able to serve 1,000 seniors in the Central Jersey area.

We need your help. We anticipate an influx of seniors requesting our services. Threats to Medicare, Social Security and increasing costs of prescription drugs are causing seniors to worry about their finances. Sometimes their home is their only asset.

Please donate today and help us continue providing these vital services.

Did you know?

Justice in Aging (2016) reported:

“If the (Affordable Care) Act is repealed without a concurrent replacement, seniors and people with disabilities risk losing significant financial help that often means the difference between having to choose between rent and prescription medications. Without the ACA, seniors will be subjected to higher prescription drug cost sharing when they fall into the Medicare Part D “donut hole.” Further, the ACA included Medicare preventive services with no out-of-pocket costs, so seniors and beneficiaries will see costs rise for preventive services if the ACA is repealed.”

HomeSharing Facts:

We serve Somerset, Hunterdon, Middlesex, Morris, Union, and parts of Essex and Passaic Counties in Central Jersey.

We have 1,700 matches.

In 2016, we:

- *Assisted nearly 3,100 people. (One third of these were seniors).*
- *Created and maintained 180 new matches. (440 people).*
- *Provided 79,500 nights of housing.*



HomeSharing, Inc.
120 Finderne Avenue
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The Company We Keep

HomeSharing thanks the following foundations, corporations, organizations, and individuals that have generously supported our work in 2016.

\$10,000 and above

Community Foundation of NJ
County of Middlesex
County of Somerset
Micro
Ortho Clinical Diagnostics
Partners for Health Foundation
Princeton Area Community Foundation
Rutgers Community Health Foundation
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