

## HOMESHARING, INC.

The PeopleCare Center  
120 Finderne Avenue  
Bridgewater, NJ 08807  
Phone: 908 526-4663  
Fax: 908 526-6342  
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.*

### BOARD OF TRUSTEES

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### STAFF

Lisa Blum., LCSW, Ph.D  
**Executive Director**

Edie Grauer, MSW  
**Program Supervisor**

Claudia Yurecko, MA  
**Program Coordinator**

Janet Hanna  
**Financial Administrator**

HomeSharing®



# HomeSharing NEWSLETTER

Volume 21 Issue 1

Winter 2017

## 2017 HomeSharing News

### *HomeSharing Welcomes a New Staff Member*



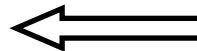
Claudia Yurecko, M.A. joined the HomeSharing staff in January 2017, as the Program Coordinator for Somerset, Hunterdon, Morris and Union Counties. She is replacing Noa Margolin, who is moving out of state.

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.homessharing@verizon.net](mailto:lblum.homessharing@verizon.net).

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

## 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.**  
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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  
Mr. & Mrs. Robert J. Smith

### \$9,999 - \$5,000

Affinity Foundation  
Amboy Bank Foundation  
Arnold A. Schwartz Foundation  
BMI-Rupp Foundation  
E.J. Grassmann Trust  
Franklin Township  
Investors Savings Bank Foundation  
Robert & Joan Dircks Foundation, Inc  
Mr. & Mrs. Frank Semcer, Sr.  
The Elizabeth B. & Arthur E. Roswell Foundation  
Walsh Family Fund of the Community Foundation of NJ

### \$4,999 - \$2,000

Ms. Nancy Baron  
Coughlin Duffy, LLP  
Ms. Lori P. Hager  
Ms. Maureen Kalena  
Lakeland Bank  
Mr & Mrs. Paul Mathews  
Millington Savings Bank  
PNC Foundation  
Rebenack, Aronow & Mascolo LLP  
Mr. & Mrs. Edward Rebenack  
Roselle Savings Bank  
Somerset Savings Bank  
The Provident Bank

### \$1,999 - \$500

Mr. & Mrs. Karen Bruce  
Boyle Hotels Management Group  
Cascade Committee of Chubb & Son  
Christ Church  
Church of St. John's on the Mountain  
Mr. Jack Ciattarelli  
Mr. John Crisafulli  
David & Elizabeth Cohen Family Foundation  
Mr. Michael Deak  
Energy Materials and Controls  
Financial Managers Society NY/NJ Chapter

## Eliminating Homelessness One Family at a Time

Fulton Bank of New Jersey  
Glen Rock Savings Bank  
Ms. Luann Hellwig  
Mr. Jonathan Hill  
Mr. & Mrs. Charles Huck  
Dr. & Dr. A. Neill Johnson  
Lord & Taylor  
Lyons & Associates  
Mr. & Mrs. Kerry Mayer  
Magyar Bank Charitable Foundation  
Metuchen Savings Bank  
New Jersey Manufacturers Insurance Co.  
Nisivoccia, LLP  
Mr. & Mrs. Dean O'Hare  
Mr. & Mrs. Steve Santoro  
The Bank of Princeton  
The PeopleCare Center For Nonprofits, Inc.  
Mr. Marc Urowsky

**\$499 - \$250**  
Ann Gorr LLC Consulting  
Arthur & Nancy Lee Fund for Charitable Giving  
Bankers Cooperative Group  
Benedict Miller, LLC  
Mr. Claus Cardinal  
Mr. & Mrs. Patrick Hanna  
Lynne Ann Hewlett & Richard G. Hammell  
Mr. Frank Jankoski  
Johnson & Johnson Matching Gifts Program  
Mr. & Mrs. Edwin Kirch  
Mr. & Mrs. Bruce Phillips  
Ms. Paula Ristuccia  
Mr. & Mrs. Arlyn Rus  
Mr. & Mrs. Michael Shriner  
Mr. & Mrs. Robert Slaski  
The Stiers Group  
Dr. & Mrs. Jerome M. Zweig