



Dignified transportation for seniors

6161 El Cajon Boulevard, Suite B451, San Diego, CA 92115
(858) 751-4619

www.ITNGreaterSanDiego.org

November, 2013

News from ITNGSD!

A New Beginning

Since May, with the start of a Steering Committee and then a Board of Directors, ITNGSD has put in place all the requirements to become a fully-recognized non-profit 501©(3) entity as the 24th affiliate of *ITN America*:

- we completed our Affiliation Agreement with our national organization,
- filed our Articles of Incorporation with the State of California,
- filed IRS Form 1023 applying for our 501©(3) status,
- completed confidentiality agreements,
- crafted a short-term budget (this fiscal year, ending June 30, 2014) and a five-year long-range budget,
- opened our bank account with a start-up grant from *ITN America*,
- secured office space (small, but cozy),
- recruited an initial twelve-person volunteer driver pool,
- made arrangements for background checks, vehicle safety checks and driver training
- recruited and trained our volunteer (hopefully, to be paid down the road), dispatcher, Daniel San Nicolas,
- obtained insurance coverage,
- held our initial community fundraiser on October 12,
- imported computer templates from *ITN America* for accounting, dispatching and for logos, publications and brochures, and
- secured a seven-member Board of Directors and a sixteen-member Council of Advisors.

We Are Airborne!

We became like a jet revving its engines at the end of the runway, ready to take off. Then, with a training visit from Heidi Farber, Affiliate Manager from *ITN America*, we took off down the runway by launching our first rides in mid-October. We are now airborne (barely, but we're airborne)!

It took us five months to get to the launch (what ITN *America* calls a “soft launch”). Complicating our efforts was/is the fact that we are the “Phoenix” arising from the ashes. Previous to ITN *Greater San Diego*, there was ITN *San Diego* – our predecessor for almost three years. Suffice it to say that differences arose between our predecessor and ITN *America*, causing the national organization to withdraw ITN *San Diego*’s affiliation in late April, 2013. At first, it seemed that the vital services suggested in the national model of 24/7, door-to-door, arm-in-arm transportation for seniors and the visually impaired would be lost in San Diego. But a group of professional and volunteer leaders in the community of aging services vowed that San Diego should be served with the ITN model and that independent living for seniors should not be abandoned. Hence, ITN *Greater San Diego* was born anew – not a transfer from the predecessor, but a whole new beginning. And, now, we are on our journey. Continuing the jet airplane analogy, we are gaining height each day, heading for cruising altitude.

Cruising Altitude

When we get to cruising altitude, we will have a paid Executive Director and Dispatcher (like the other, more mature ITN affiliates throughout the nation). We will have a more steady stream of income from members and riders, individual donors matched by corporate sponsorship and, with luck, a foundation grant or two. Very little of our funds will be taxpayer funds and our affiliation agreement provides that, after five years, we will not solicit, or accept, any kind of public funding. We will become self-sustaining!

Focus on the “South County”

The ITNGSD Board of Directors has formally adopted a goal of focusing on service to the “south county” (meaning south of Interstate 8) where there are very few transportation services for seniors of any kind except public transportation. While there are other models of transportation services for seniors north of I-8 (such as Jewish Family Services, Elder Help and Rides4Neighbors in La Mesa), none of these yet serve the southern parts of San Diego County. By focusing on the “south county,” ITNGSD is filling a void without competing with other established – and valuable – programs.

The Katherine Freund Story

When he was three years old, Katherine Freund’s son was run over by an 84-year-old driver, later diagnosed with early dementia, who thought he had hit a dog. The driver stopped his car and was distraught. Katherine’s son survived and his life thrives today.

Katherine might have been enraged at the older man, but she wasn’t. She not only didn’t blame him, she understood that the old man, striving to maintain his independence, relied dangerously on his car because there was no alternative transportation service. The man should have given up his driver’s license and the keys to his car years before this event, but he prized his “independence.”

For decades gerontologists have struggled with the strong identification that older adults associate as “independence” with their driving license and a car. But it is well known that, as we age, we become less dependent as drivers. In time, we become a danger to ourselves and to others. To Katherine, the solution to this dilemma was to craft a system that provided 24/7 door-to-door service at half the expense to the rider than a taxi, based on volunteer drivers (rarely, paid drivers).

A Win-Win

Katherine went back to college to study transportation issues and emerged 18 years ago to found *ITN America*, a transportation model that is the fastest growing service of its kind in the nation – with 25 affiliates operating in parts of 20 states. Last year the 25 affiliates together provided over 100,000 rides.

Riders become affiliate members for \$50, pay a \$4 pick-up charge for each ride and \$1.50 per mile (ITNGSD fees), far less than the cost of owning a car. Volunteer drivers “bank” the miles they drive. They can use their miles for family or friends or for themselves in later years. Riders and drivers can avail themselves of services in any of the affiliate areas of the country. It’s a win-win design that promises continuation of the independence so prized by everyone, no matter his or her age.

ITN America’s Annual Affiliate Retreat

No sooner had ITNGSD given its first rides than our Board Chairman and Board Secretary (also our pro-bono Acting Executive Director) flew to Portland, Maine (*ITN America’s* headquarters) to attend the national organization’s Annual Affiliate Retreat. Almost all of the affiliates were present. For two-and-a-half days there were presentations and seminars on dispatch data, fundraising, non-profit management, outreach, customer satisfaction and computer templates as well as orientation on the Regeneron grant to support the cost of doctor visits for the visually impaired.

Perhaps most important was the opportunity to exchange ideas with the collection of energized executive directors and Board members from other affiliates throughout the nation, particularly those more advanced than ITNGSD.

Some notes on fundraising:

- ✓ 79% of all gifts come from individuals; “prospecting” is the key!
- ✓ Corporations are more likely to make matching gifts
- ✓ Corporate motivations: Philanthropic, the “Halo” (e.g. cause related) and “Win-Win” partnerships with other non-profits (AARP, Meals on Wheels, etc.)
- ✓ Corporations: What does this matter to me? They want data for what matters!
- ✓ Health foundations may be fundraising targets
- ✓ Most banks set their philanthropic budgets in June/July; distribute end of the year
- ✓ Hospitals, doctors and grocery stores may subsidize rides/become members
- ✓ Most outreach materials are adaptable from *ITN America* templates:
talking points, volunteer driver recruitment, rider recruitment and accounting

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A Profile of the ITNGSD Board of Directors



Dixon Arnett, Chair

Dixon Arnett, Adjunct Professor and Lecturer in the Osher Institute of Lifelong Learning at San Diego State University, is a former Director of the California Department of Aging. His appointment as Director capped his 40+ year career of public service in the health and human service fields and in education. He has served at local, state and federal levels in both elected and appointed positions. He was an elected member of the California State Assembly (four terms) and has served as Deputy Under Secretary of the US Department of Health and Human Services. He is the co-author (with his wife, Wende) of *The Wisdom To Choose: A Comprehensive Guide To Health and Independence for Elders*.



Anthony San Nicolas, Vice Chair

Tony San Nicolas is the Director of Renewing Life, Inc., a senior/disabled free transportation non-profit organization including distributing food to the needy in the South Bay region of San Diego. He also serves as the Senior Pastor at the Sunrise Church of Christ of the South Bay.

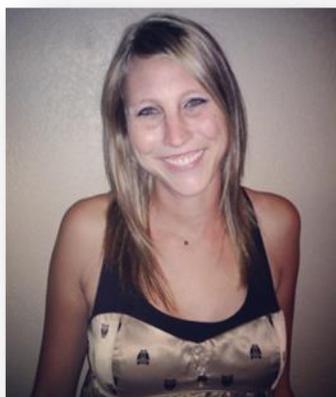
Currently he is Chair of the Commission on Aging in the City of Chula Vista and is the convener of the Commission's Senior Transportation Advocacy program. He is also involved in the YMCA Kinship Support Program.

Tony is the Faith Based Project Coordinator for the County of San Diego and is a leader in three other South Bay programs: Foster Care Recruitment, Domestic Violence Prevention and Awareness and Senior Abuse Prevention and Awareness. He is a volunteer at Lutheran Social Services as a driver recruiter, securing driver memberships and is a driver himself. He is a member of SOCAN, CAM and the FACT Transportation Brokerage.



**Wende Dawson Chan, Secretary
(Acting Executive Director)**

Over a span of 35 years Wende Chan has combined her interests in public social services, especially aging services, and business management into a varied career best characterized as "problem-solving". She has integrated opportunities, such as volunteering as a member of the San Francisco Advisory Council on Aging and as an Ombudsman, with the practical experience of managing a number of dental offices in need of forensic analysis as well as assisting in nursing homes. Wende was Deputy Director of a \$1.2 million State of California grant that provided outreach to underserved populations of persons with disabilities and the aged. She is the co-author of *The Wisdom To Choose: A Comprehensive Guide to Health and Independence for Elders*. In addition, she has assisted, both as a consultant and as a volunteer, on a number of projects advanced by San Diego County's Aging and Independence Services. Wende has a B.A. degree in Gerontology from San Diego State University (cum laude) and an MBA (cum laude) from the University of Phoenix.



Rebecca Taylor, Treasurer

Rebecca is a veteran currently working her way toward a MS in Gerontology at San Diego State University (Dec. 2013). She has lived, worked, and studied all over the world. Her service as an Aviation Electrician in the United States Navy from 2004 – 2009 included tours of duty in Germany as well as Afghanistan, and as an undergraduate, she participated in the study abroad program at the University of Oxford in England for Political Science. In 2011, Rebecca graduated from SDSU with a BA in Gerontology and was chosen as the "Outstanding Undergraduate" for the College of Health and Human Sciences. She served on the Gerontology Task Force Group Board which determined the mission, goals, and objectives of the future program. Rebecca spent the past year as the Civic Engagement and Advocacy Intern at [Senior Community Centers](#) and gathered county wide input from seniors on their transportation needs.

Ndinda Spada, Member



Ms. Spada is very active in local organizations and programs that help promote wellness and healthy living for seniors. Ndinda Spada is the founder of Violet Care Services, a locally owned and operated company that has been providing elder care services for the past decade. Ms. Spada graduated from Alliant International University (A.I.U) with a BA in Psychology. At Kaplan University she became a Certified Geriatric Care Manager and is a Certified Dementia Practitioner (CDP) as well. Ms. Spada is committed to assisting older adults make decisions about living arrangements and coordinating necessary services as well as providing ongoing support to help through the various challenges associated with aging.

Michelle Streeter, Member



Michelle Streeter is Vice President, Branch Manager at First Bank. First Bank is a full service commercial bank. She has over 20 years of experience in the banking industry with such leaders as Wells Fargo Bank, where she was a Trailblazer candidate and graduate of the Wells Fargo Management Program. Michelle went on to manage offices in La Jolla, Fashion Valley and El Cajon. She received multiple awards while there. She then joined US Bank; she also received numerous awards while there, including Manager of the year 2004. Michelle has also been Manager of the City of San Diego Employees Credit Union. Michelle studied Organizational Leadership at Chapman University 1995 and was honored to be a LEAD San Diego graduate, class of 2005. She has worked with numerous boards and community groups, most recently with Mi Casa Group Homes teaching Financial Literacy to abused and abandoned teenagers. She also taught Financial Literacy to clients at Partnerships With Industry. Michelle is a San Diego native with one son Stephen, who is a Master's Graduate of Stanford University in the field of Engineering and Math. Stephen is currently a Manager at Google in Palo Alto.



Alan E. Shumacher, M.D., F.A.A.P., Member

Dr. Shumacher is a graduate of the University of Illinois (BS, 1953) and of the University of South Dakota (BSM, 1955). He received his M.D. degree from the University of Iowa in 1957. After completing his training in Pediatrics and serving two years in the U.S. Air Force, he entered the private practice of pediatrics in San Diego in 1962. He was certified by the American Board of Pediatrics (1963) and by the Sub-Board of Neonatal-Perinatal Medicine (1975).

In 1970 Dr. Shumacher became full time at Children's Hospital of San Diego (now Rady Children's Hospital) and over the next 20 years served as Director of Neonatology, Vice President/Associate Medical Director and Director of Continuing Medical Education. At the same time, he served in numerous capacities in the San Diego County Pediatric Society, the San Diego Medical Society and the California Medical Association. In 1992, he was appointed to the California Medical Board by Governor Pete Wilson and, subsequently, went on to national prominence by serving as the President of the Federation of State Medical Boards, during which he achieved international recognition. His awards and honors are numerous. Dr. and Mrs. Shumacher (Harriet) have three children (two of whom are physicians) and six grandchildren.

The ITNGSD Council of Advisers

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Former Dir., CA Dept of Aging

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Founder, Renewing Life

Wende Chan, Secretary
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**The Board of Directors
invites
The Council of Advisers
to
A Christmas Meeting/Reception
(Guests Invited!)**

**at
The Head Office of OASIS
1702 Camino del Rio North
San Diego, CA 92108
3rd floor of Macy's
Mission Valley Mall**

Thursday, Dec. 5, 4:30 – 7:00

pm

(Meeting followed by a wine/cheese reception)

**We're up and running; now for your advice!
Macy's will be in the Xmas spirit!
Please RSVP to dixarn@aol.com**