

INSIDE ROGERSON COMMUNITIES

Innovative Solutions in Housing and Health Services since 1860

Volume I Issue I Winter 2008

Million Dollar Club



George Russell, Executive Vice President and head of Community Affairs at State Street (c), presents a \$1 million check for the Hong Lok project to Ruth Moy, Executive Director, Greater Boston Chinese Golden Age Center, (rear, l-r) David Ko, case worker for the Center, Anne Morton Smith, Director of Development and Community Relations at Rogerson Communities, and James F. Seagle, Jr., President, Rogerson Communities. The group is surrounded by members of Greater Boston Chinese Golden Age Center programs.

Through the generosity of State Street, the fundraising goal for more affordable elderly housing in Chinatown is in reach. The Hong Lok

House project received \$1 million from State Street to support the development of housing for low-income seniors in this downtown Boston neighborhood. The project represents a unique partnership between Greater Boston Chinese Golden Age Center/On Luck Housing Development, Inc. and Rogerson Communities to create a new 8-story building containing 74 apartments for elders along with an adult day health program and a senior center.

With this contribution State Street joins the Charles H. Farnsworth Charitable Trust and the Grand Circle Foundation in the club of charitable organizations that have committed \$1 million each toward the construction project. Rogerson's goal is to raise more than \$6 million from private foundations and individuals. Highly successful fundraising efforts have resulted in \$3.4 million raised to date.

"We are very pleased by State Street's support of quality, affordable housing for elders who have no other options," said James F. Seagle Jr., President of Rogerson Communities. "This contribution not only underscores the commitment State Street has to community development, it also demonstrates that State Street values the preservation of neighborhoods."

WELCOME HOME! 2007 SIMPLY THE BEST

Fun, firsts, friends and funds made Rogerson's 2007 Welcome Home! event *Simply the Best*. More than 300 people attended the benefit which raised nearly \$370,000 to support Rogerson's programs and services.

The event honored Marian L. Heard, President and CEO of Oxen Hill Partners, with the Charles E. Rogerson Award for Community Service. The award recognized her extraordinary commitment to making a positive and long-lasting difference in the lives of underserved people in our community. Ms. Heard was formerly the President and CEO of United Way of Massachusetts Bay, where she made historic advances in fundraising and programming for the organization.

To celebrate the 9th annual event, organizers infused the extravaganza with fresh ideas. Welcome Home! moved to a new month – October instead of November – and a new venue: the elegant State Room in Boston. Replacing the annual silent auction was the first time ever Buy-A-Box feature. Forty elegantly wrapped boxes filled with choice goodies were sold within 20 minutes, leaving guests wanting more!

Highlighting the evening was a fun first: impersonator Laskia Mondale, performing as one of Marian Heard's favorite singers, saluted our honoree and guests with Tina Turner's classic hit "You're Simply the Best."



Welcome Home! 2007 Honoree Marian L. Heard is surrounded by (l-r) Toastmaster Jack Connors, Jr.; Rogerson Communities President James F. Seagle, Jr.; friend and supporter George A. Bowman, Jr., Vice President, State Street Foundation; Rogerson Communities Board Chair Paula Thier; Event Host Karen Swensen, NECN Anchor; Dinner Co-Chair Frances Moseley; Honorary Chair Edmund F. Kelly, Chairman, President and CEO, Liberty Mutual Group; and friend and supporter John Hamill, Chairman, Sovereign Bank.

INTERGENERATIONAL RELATIONSHIPS A BENEFICIAL EXCHANGE



Memory loss patient Mary Sagan shook maracas while she danced in her seat. She kept beat with a music therapist and sang when the therapist got to the song's refrain. But the songs weren't the ones typically sung in a music therapy class, they were children's classics like "The Wheels on the Bus" and "Old MacDonald's Farm." And the audience wasn't a typical Rogerson House music therapy group: toddlers and preschoolers were singing just as loudly as the memory loss participants were.

On the leading edge of care and treatment for people with memory loss, Rogerson House frequently opens its doors to younger generations. This provides an opportunity for Rogerson House residents to interact with children and to foster intergenerational relationships that create and stimulate memories for young and old alike.

THE RIGHT STUFF



Stuff@Night Creative Director Michael Diskin, Luxury Manager Michele Benfer, and Associate Publisher Kristen Standish.

INTERGENERATIONAL RELATIONSHIPS ARE THE RIGHT STUFF FOR ROGERSON COMMUNITIES. OUR FRIENDS AT STUFF@NIGHT, BOSTON'S WIDELY POPULAR MAGAZINE FOR THE GENERATION X MARKET, HAVE SELECTED ROGERSON AS ONE OF ITS PRIMARY CHARITIES FOR THE YEAR.

THROUGH THE LEADERSHIP OF ASSOCIATE PUBLISHER KRISTEN STANDISH AND STYLE EDITOR ERICA CORSANO, STUFF@NIGHT WILL LEND ITS CONNECTIONS, CONTACTS, AND MEDIA SAVVY TO PROMOTE ROGERSON'S MISSION AND RAISE AWARENESS ABOUT THE NEEDS OF ELDERS.

STUFF@NIGHT IS WORKING WITH ROGERSON'S DEVELOPMENT TEAM TO INCREASE MEMBERSHIP IN THE NEW YOUNG FRIENDS OF ROGERSON COMMUNITIES GROUP WHICH PROMOTES IN-KIND AND FINANCIAL GIFT-GIVING. IDEAS CURRENTLY IN DEVELOPMENT ARE TO INCREASE VOLUNTEERISM BY PAIRING YOUNG PROFESSIONALS WITH ELDERS IN BUDDY-LIKE RELATIONSHIPS AND TO HOST SMALL BENEFITS THROUGHOUT THE CITY IN CONJUNCTION WITH EVENTS FOR STUFF@NIGHT'S CLIENTS AND VENDORS.

A WHOLE LOT TO GIVE

Eighty very special youngsters combined their culinary talents and business know-how to benefit organizations. Students from the Ward After School Program of Newton, MA marketed their own homemade lasagna dinners for the program's community service project.

The little chefs, ages 6-12, also raffled tasty pies for sweet-toothed consumers. All-in-all, a total of \$600 was raised for Rogerson Communities, MyBrothersTable, a homeless organization in Lynn MA, and the Massachusetts Society for the Prevention of Cruelty to Animals.

WELCOME HOME! 2007



SIMPLY THE BEST

Honoree Marian Heard (c) with CVS team (l-r) Laura Underwood, Dennis Terrell, Priscilla Eskridge, Erica Kerr, Robert Price, and (rear) Richard Toomey of Sovereign Bank and JoJo White of The Boston Celtics.



Rogerson Communities Board of Directors member Meredith Clapp and Gene Clapp.



Melissa MacDonnell of Liberty Mutual, Rogerson Board Member Lloyd Dahmen, 2006 Honoree and Rogerson Board member Mary Kakas and Emily Rooney of WGBH.



Past Honoree Nader Darehshori and Vicki Gibson Darehshori.



David King and Rogerson Board members Anne Marie Boursiquot King and Alice E. Gray.



Event Host Karen Swenson, Betsy Houghteling and Honorary Chair Phil Balboni of NECN.



Dinner Co-Chair Paul Guzzi of Greater Boston Chamber of Commerce and Bill Bacic of Deloitte.



Tina Turner impersonator Lakia Mondale (c) with John Hamill of Sovereign Bank and his wife Kathryn, honoree Marian Heard and Rogerson President Jamie Seagle.

GIFTS

Gifts to Rogerson Communities

9/1/07 - 12/31/07

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In memory of Esther Morrison
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In memory of Eleanor St. George
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AMERICA'S NEXT TOP MODEL AT ROGERSON?

Rogerson residents could easily have been mistaken for one of America's Next Top Models as they struck a pose for award-winning photographer Tanit Sakakini. She worked with a team from MMB, one of Boston's leading advertising agencies, to produce an innovative print campaign which was unveiled at Welcome Home! 2007.

Under the direction of MMB's Mark Richardson, Sakakini's photos were paired with messages created by the ad agency, known for their highly imaginative television and print campaigns. Sakakini and MMB generously donated their time, expertise, and resources to Rogerson Communities.

"When you have such sincere and interesting people as the members of the Rogerson community, it makes the creative work easy," said Richardson.

Rogerson models included: Barbara Lopes, Hilda Tillet, Robert Maness, Tai Kwan, Felin Chen, John Stanton, Marlene S. Perry, Rita MacDonald, Cecilia Urrejola, and Hector Sanchez – all of whom received star treatment at the day-long photo shoot.

"We are very thankful to have such talented professionals in the community who believe in what we are doing and want to showcase Rogerson and our residents in this special way," said Director of Development and Community Relations Anne Morton Smith.



INSIDE

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