



Dear Friends,  
 Last month I discussed the need for senior advocacy. Words come easy, but change requires hard work. Too often we see these efforts ending up as another government entitlement. What if we put a plan together to help seniors based on local efforts, local fundraising and local leadership? In August 2011, Helping Seniors was incorporated as a non profit to help develop, fund and implement an aging plan for the seniors of Brevard. The founding Board of Directors knew this would be a huge task. Too often we believe such an effort can only happen through government influence; however, this was never the intent of Helping Seniors leadership. Figuratively speaking, putting the plan together is a rather simple task. Funding it is a horse of a different color. Sill, with leadership, dedication, trust and a willingness to change perceptions, it is all possible. The next question is, how can Helping Seniors get seniors to work together to make such a plan happen? The answer is, we ask seniors to be the plan, to be the funders, to make it happen. There are 162,000 people over age 60 in Brevard County. What if 100 seniors each led a team to raise \$1000? That would start us with \$100,000 to invest in an endowment to help seniors. Magnify that with 5,000 seniors committing just \$100 a year, then double everything through a challenge grant from a major foundation. Now imagine taking ten percent annually from a \$1.2

million endowment to help those who needed minor repairs or other assistance. You will see that quite a bit could be done through cost effective leadership and the collective efforts of a grassroots base. I know what you might be thinking: this writer is nuts if he thinks he can get seniors and those who support seniors to part with their money. No, I am not nuts and, based on the support that I have received for 25 years from so many in Brevard County, I am confident that what I propose can be accomplished. However, it will take trust, honesty and a belief that something good can be done with just a little honest leadership. As you read this please know that the Brevard County Helping Seniors Endow-

ment is officially open with my \$100 donation. You can make your contribution online at [www.helpingseniorsofbrevard.org](http://www.helpingseniorsofbrevard.org) or mail it to Helping Seniors Endowment, P.O. Box 372936, Satellite Beach, FL 32937. We will update the status of the endowment each month in Senior Scene Magazine and on our web site. What if Brevard County church leadership took this proposal as an action item? Think what we could achieve. Plan outline to follow next month. Please direct your comments and gifts to Helping Seniors at the above address. Be part of the plan and solution. 12013 American Community Survey Joe Steckler, President Helping Seniors of Brevard ~ [www.helpingseniorsofbrevard.org](http://www.helpingseniorsofbrevard.org) ~ 321-473-7770. **SS**

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