

VIEWPOINT

FRIDAY, OCTOBER 14, 2016 • MELBOURNE • WWW.HOMETOWNNEWSOL.COM • PAGE 6

Fall fundraiser to be a good time for all

Very few people ever think about the creation and sustenance of nonprofit organizations. Many believe that the bulk of nonprofit funding comes from grant-making foundations, but that simply is not true. Foundation giving, overall, accounts for only 7 percent of nonprofit revenue.

So, where do these organizations get their funding? The answer is from you and me.

Like you, I am inundated with phone calls and mailing requests from nonprofit organizations seeking donations. We all have full plates when it comes to our charitable giving. How then do we decide which nonprofit to support? For me, I think the answer boils down to need, service provided, cost-effectiveness and integrity of the organization.

It is my belief that in a county with 245,000 senior citizens, we should fund organizations such as Helping Seniors of Brevard. The Brevard County Commission on Aging states the case: approximately 25 percent of Brevard's total population is 60 years of age or older. The first Baby Boomers turned 65 in 2011. By 2026, the number of Americans age 65 and older will double to 71.5 million.

Helping Seniors was founded in 2011 to provide information, educate the public about available resources and



HELPING SENIORS
JOE STECKLER

connect seniors and those who care for them to needed services.

Since becoming fully operational two years ago, we have helped more than 1,250 callers, many of them multiple times. Our operational revenue is derived from media sponsors, grant writing, donations and fundraisers.

In fact, I'd like to invite you to our upcoming fall fundraiser. On Sunday, Oct. 23, Market Street Memory Care Residence will host our Black & White Brunch & Art Auction. The event will start at 11 a.m. in their new facility, located at 6845 Murrell Road in Viera. There is no charge, but we will accept donations, and you may bid on art work, oriental rugs and memorabilia in a live and silent auction as you enjoy your complimentary brunch.

You can also see and make a donation for a chance to win a Jaguar car we will give away on Dec. 3. Please RSVP at (321) 473-7770 to assure your space.

I hope you will join us on Oct. 23 at Market Street in Viera. It is a worthy cause, and I look forward to meeting you there. I'd also like to encourage you, personally, to help us in our efforts. Consider 1,000 people, in a county of 545,000, giving just \$25 each, and you can imagine the effect that would have on what we could accomplish. Our overhead is low and there is a great need for our services. Start by attending the brunch, consider the car raffle and designate your United Way donation to Helping Seniors.

To reach us, please call (321) 473-7770 or visit www.helpingseniorsofbrevard.org

Joe Steckler is the president of Helping Seniors of Brevard, a nonprofit organization designed to advocate, educate and fundraise on behalf of Brevard's senior citizens.

In line for sand bags



Alex Schierholtz/Staff photographer

Hundreds of people waited in their cars in a three-mile-long line for free sand bags to help protect their homes from potential flooding from Hurricane Matthew Tuesday, Oct. 4 at the Brevard County Sheriff's Work Farm in Cocoa.

Rants & Raves

Got something to say?

Email the Hometown Rants & Raves at

brevnews@hometownnewsol.com

or call (321) 242-1276.

Commenters are asked to refrain from making slanderous or libelous statements.

We just can't get Babcock Street fixed

I'm sending out an apology to all the folks who have recently moved into Palm Bay S.E. and must use Babcock Street.

Those of us that have lived here for a while should have already marched on City Hall and demanded that they find a solution to fix (repave) Babcock Street from the I95 bridge and continuing south to at least Sunrise Elementary.

If you haven't heard, the reason our representatives give us for the disrepair is because they all argue over whose responsibility it is. The state, county and city all claim the road isn't theirs, so they have no responsibility to keep it repaired.

Couldn't they all share the burden and do the right thing? That would make too much sense, and that's not how government works.

If they had to drive this road every day and tear their own cars up, I bet something would get done.

By the way, there is a huge sand and gravel company located at the south end of Babcock Street. For years and years they've been running their tremendously heavy trucks up and down Babcock Street. That is a big part of why the road is so torn up. Maybe they need to help fix the road, too.

I've suffered my drive for so many years now and read so many excuses from our

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