

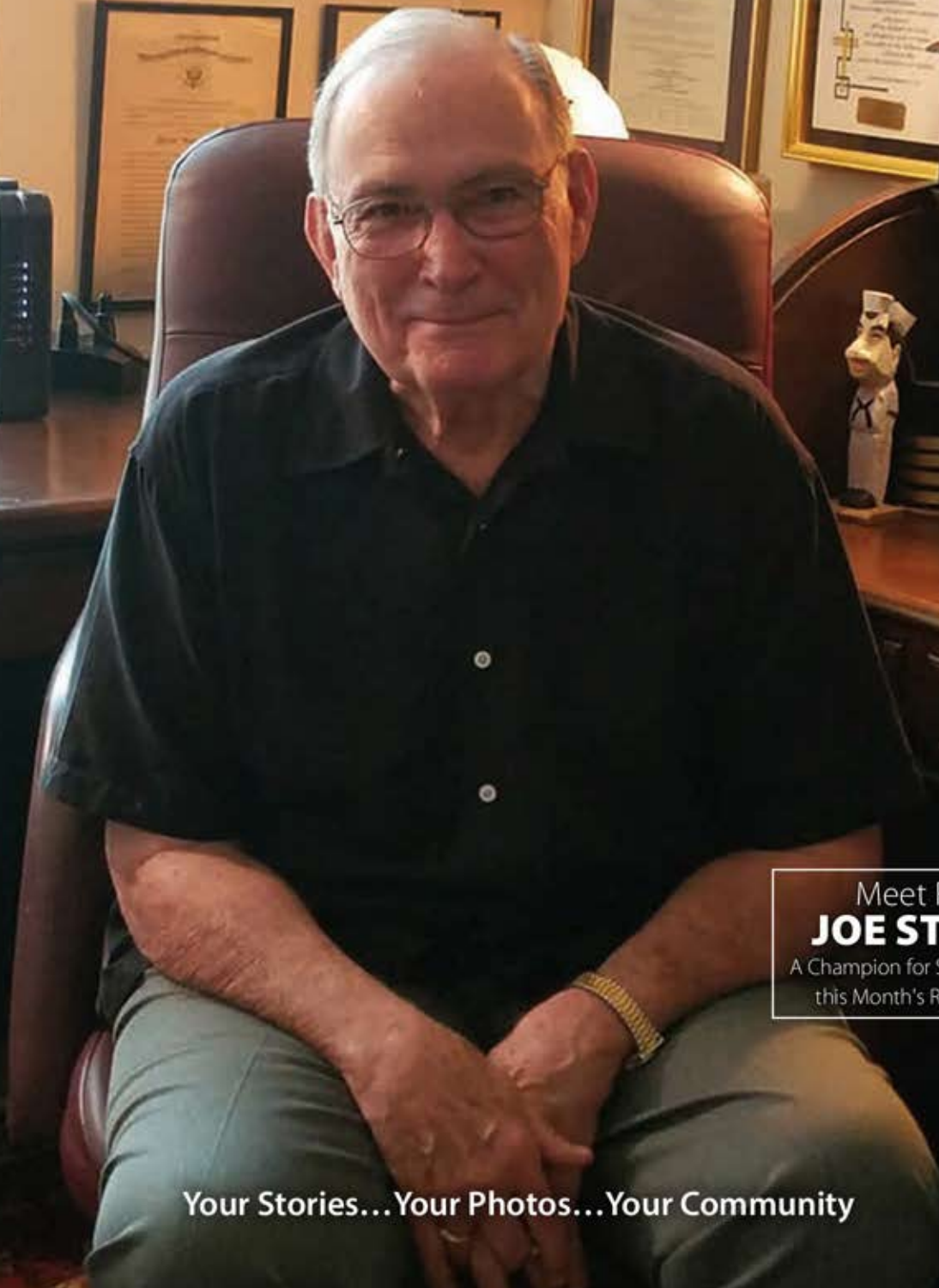


Tortoise Island

A publication exclusively for the residents of Tortoise Island

July 2017

LIVING



Meet Resident
JOE STECKLER
A Champion for Seniors in Brevard, in
this Month's Resident Spotlight

Your Stories...Your Photos...Your Community



Resident
JOE STECKLER

A Champion for Seniors in Brevard

By Joe Steckler

Dear Friends,

Many of you know me from my work with the Brevard Alzheimer's Foundation and now with Helping Seniors. Before retiring from the Navy in 1988, I covered a lot of territory including the Naval War College, Naval Academy, Joint Chiefs of Staff, command of two submarines, Navy Recruiting Area 4, and Commanding Officer of the Naval Retirement Home. Through my nonprofit work in Brevard, I have come to appreciate our responsibility to help others.

We live in a county of about 245,000 seniors, many who need assistance. At the Alzheimer's Foundation we started new programs to help people and convinced state leadership that more could be done. Management at the Alzheimer's Foundation changed but my focus remained the same - help people get the help they actually need. Starting Helping Seniors with minimum staff and resources was not easy, but it was vital to completing the care equation in Brevard.


Since opening our first office in 2014, Helping Seniors has assisted more than 1,800 people at no cost to them. We have continued the radio show I started in 2000 plus the TV show that started in 2007. We have expanded to Senior Scene Magazine (which also contains our newsletter), Spotlight Magazine, Al Dia Today, Ebony News Today, Barefoot Tattler, Hometown News, and Space Coast Daily. Our mission is to educate, inform, and connect seniors and those who care for them to resources.

Florida Today is full of stories about reduced funding for government programs, and now our County Commissioners want to eliminate all nonprofit funding and give that \$500,000 to road repair. Nonprofits need a good business plan, which is why we do an annual car raffle. This year I asked A.J. Hiers to sell me a car to raffle and he said, "Joe, you need a muscle car." He then gave us a completely restored 1951 Ford Victoria from his private collection, simply asking that we sell a lot of tickets to help people.

The rest of our business plan includes a media sponsorship program, \$100 a year giving club, and annual fund drive. Should any business owners on TI want to sponsor us in return for print, radio, and TV coverage, I hope you will contact me at 321-473-7770. You should also know that our operational costs when fully staffed will not exceed \$250,000 a year, I take no pay, and all monies above the operational cost will go into an endowment to help those in need.





Tickets for the car raffle are available for a donation of \$25 each or five for \$100. We have 300 families on TI; just think what a purchase of five tickets per family would do to help us. Many of you work at matching gift companies. I hope that my words will ring a small bell somewhere and cause you to think about what Helping Seniors does in the community. We do need your help. Our web site is www.Helpingseniorsofbrevard.org. Check us out.



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