



Summer 2011

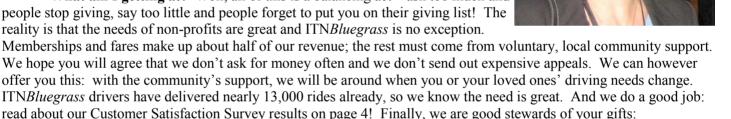
From the Deputy Director: Laura Dake

If you're like me, you probably have a drawer full of address labels—I could write a letter every day for the rest of my life and not use all the labels I have plus the ones that keep coming! Except for a small roll I bought myself, all of them have come unsolicited from charitable organizations. Interesting because a large study conducted on giving patterns in 2011 suggests that donors take a dim view of token gifts because they believe that these organizations are spending too much to raise money.

Another interesting finding from this study shows that while only 30% of donors who stop giving to an organization say it's because their personal financial situation has changed, 32% say that it's because they don't like being asked over and over again by the same organization. (You know, the ones that send a thank-you note along with another ask.)

What am I getting at? Well, all of this is a balancing act—ask too much and people stop giving, say too little and people forget to put you on their giving list! The reality is that the needs of non-profits are great and ITNBluegrass is no exception.

ITNBluegrass operates on a very tight budget and our first (and only) audit was a clean one.



So please consider becoming a Friend of ITNBluegrass at the \$50+ level and enjoy Ken Towery auto repair discounts (see insert)! A final bit of research indicates that people prefer giving online over traditional methods and that includes – for the very first time – more than half of people 65+. If you prefer to give this way, please visit our website and click the "Donate" button – you will be transferred to "GoodGiving.net" which securely handles our online transactions. And you still receive the Ken Towery discounts with a minimum \$50 gift. Thank you to all who've supported us so far in keeping Fayette County seniors active and independent!



Everyone is welcome to 'Walk to END Alzheimer's'

When: September 18 Where: Downtown at Fifth Third Pavilion Sign up online at www.alz.org/Walk

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Summer Facts

Total Members by July 15, 2011: 308 (not all are riders)

Total Rides in June: **540**

Total Rides to Date: (July 15) 12,620

Bulletin Board

Welcome to our newest drivers: John Davis, Bill McAtee, David Miller, Erin Rouse, and Dorothea Sims.

Welcome to our new After-hours Ride Coordinators:

Evelyn Kramer and Toya Richmond. They join Joan Prigge.

Donate Online!

ITNBluegrass is pleased to be an "Early Adopter" of GoodGiving,net, an initiative of the Blue Grass Community Foundation where potential donors may view extensive portraits of their favorite local charities/nonprofits to make wise giving decisions. Simply visit GoodGiving.net or go to our website and click on the green and blue GG icon to view ours. Donate at least \$50 to become a Friend of ITNBluegrass!



Find us on Facebook to stay connected and receive updates on upcoming events!

Christmas in July?! Meet Member-Rider Marlene Thompson...

When Lexington native Marlene Thompson first heard about ITN*Bluegrass*, she knew that these services would be something to look into. "I live close to the grocery and pharmacy and often walk, but my eyesight hinders me from driving. I love ITN and it allows me to be as mobile as you can being legally blind."

Now retired, Marlene was a realtor for 32 years in Kansas City, MO. She has two sons who live in Omaha and Tucson and two granddaughters. Marlene is a busy lady! She is an active member of the Lexington Lion's Club, from which she recently received the Melvin Jones award, the highest award that is given to members. She is also a member of the Bluegrass Council of the Blind, Maxwell Street Presbyterian Church, and the Beaumont



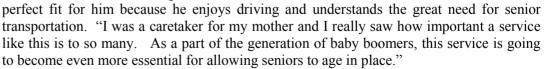
YMCA. Marlene is recovering from a hip surgery but is anxious to get back on track with her weekly activities. "I also listen to books on tape. I belong to the public library's Book Buddies and I get audio books every few weeks."

Marlene is currently learning about the history and stories behind nursery rhymes. She has always had a strong passion for children and used to dress as a clown for children's hospitals and heart walks. Today, she performs as Mrs. Claus for Christmas parties, nursing homes, and civic organizations, as well as Mother Goose where she recites those nursery rhymes for children's events. Did you know that in 15th century England a "Humpty Dumpty" was a short, clumsy person?

ITNBluegrass helps Marlene to stay involved and continue doing what she enjoys. "I like to stay busy and not sit at home all of the time. I am just thankful ITN is here because it gives me one more way of getting around." She also likes how ITN allows her to ride in a car instead of a bus. "The bus jerks you around and you never know when they're going to show up. ITN is always on time and I've met some very interesting drivers as well. It helps keep me mobile and doing what I love to do!"

...and Volunteer Driver Rick Johnson

"Being a driver for ITN*Bluegrass* really suits my personality and it allows me to cross paths with people I may not have had the chance to meet otherwise," Rick Johnson says about his experience as a devoted volunteer driver. Rick became involved through R.S.V.P. about 18 months ago. He knew that it was the



Born and raised in Carr Creek, a small town in eastern Kentucky, Rick moved to Lexington to attend the University of Kentucky and decided to stay and raise a family after graduation. Retired from banking, Rick now spends time driving an average of 8-9 rides per week. "For six of those rides, I take a gentleman to his regular dialysis appointments. When driving the same people, you get to know them better and develop a friendship." He also participates in a build for Habitat for Humanity every year and volunteers at the Nathaniel Mission in Lexington on a regular basis. "I also have two grandchildren who joyfully take up some of my time. I am also an amateur cook and an avid reader – mostly about history."

Overall, Rick really enjoys being involved in his community and meeting new people. "ITN has just been a great experience to be able to share some experiences with these folks. I think it's such a great program and I feel very strongly about it and its role in the community."



Is Your Car Lonely?

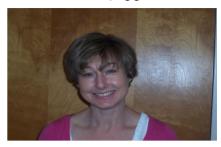


It certainly is reassuring to have a car in the garage, but if you haven't driven in many months because you no longer feel comfortable or safe perhaps it's time to consider a less-expensive

course of action. If you have a good car with value you'd like to retain, you should talk to ITN*Bluegrass* about trading it for rides! It's simple to do: just call and we'll help you with all the details. Your ITN **Car***Trade* funds your Personal Transportation Account for rides.

Do you have a car that's not being used but you don't need rides? Consider a **Car Donation** – by making a tax-deductible gift of your automobile to ITN *Bluegrass*, you help older people remain active and independent members of the community. To ask questions or request a brochure, please call us at 859-252-8665.

We'll Miss You!



Very best wishes to **Holly Wethall**, ITN*Bluegrass*' Community Outreach Coordinator, as she and her family begin a new adventure in San Antonio, TX! Holly's husband has taken a job with Bible Study Fellowship International's head-quarters there.

Holly has been with ITN*Bluegrass* since July 2008 and has done a terrific job organizing member events and promoting the service. We will miss Holly very much, but wish her well and hope she comes back to visit now and then!

Looking to Get Involved? RSVP Wants YOU!



You have gained a lifetime of experience and now is a perfect time to use that experience to help others. The Retired and Senior Volunteer Program (RSVP), a program of Community Action Council, has over 150 local service opportunities at 42 different non-profit organizations, including ITN*Bluegrass*! With nearly 500,000 volunteers aged 55 and over, RSVP is America's largest volunteer network. You can become part of the 4,500 RSVP volunteers in Kentucky, who make a lasting impact in their communities.

With RSVP, you choose whether you want to draw from your current skills or explore and develop hidden talents. There is no minimum or maximum service requirement, so you choose how much time you can give to serving the community; days and hours are all up to you. If you are unsure where you would like to volunteer, RSVP can match your skills and interest with all of the volunteer opportunities it offers. Throughout the year, RSVP volunteers can help plan and/or participate in various events and projects. The MLK Day of Service and Senior Corps Week are just two examples.

Still need more reasons to join RSVP? RSVP has several other benefits including but certainly not limited to the following:

- The opportunity to interact, engage, and build lasting friendships with other experienced adults which can enhance or add to your social outlook and peer-to-peer network
- Supplemental personal and automobile insurance
- Impacting your community in a positive and meaningful manner
- ♦ Newsletters
- Mileage reimbursement up to \$21 per month
- ♦ Annual volunteer recognition gift
- Opportunity to attend the annual recognition event along with more than 200 other volunteering senior adults age 55 and older

Please call 859-233-4600 ext. 1485 at the Community Action Council to speak with an RSVP staff person or visit the website at www.commaction.org.



Great Results from our 2010 Customer Satisfaction Survey!

The results of ITN*America's* 2010 Customer Satisfaction Survey, which evaluates all ITN affiliates, show ITN*Bluegrass* ranking very highly in both rider satisfaction and operational performance. Some interesting findings:

- ◆ 97.6% of riders said that the drivers were courteous when traveling with ITN*Bluegrass*—compared with all other ITN affiliates at 96.2%.
- 81.0% of ITN *Bluegrass* drivers offered assistance to riders into and out of the car—compared to 68.3% for all other ITN affiliates.
- 90.4% of riders said that drivers picked them up on time (within 10 minutes of schedule)—compared to 84.9% for all other ITN affiliates.
- 97.6% of riders rated their experience with ITNBluegrass as 'excellent' or 'very good'.
- 98.8% of riders were satisfied with the quality of service they received from ITN.
- 100% of riders would recommend ITNBluegrass to a friend.

Our staff and volunteers work around the clock to ensure excellent customer service to all riders. Please help us get even better by offering suggestions and letting us know when your experience could have been better. We are giving more and more rides but want our customers to feel like their ride is the only one that day. We encourage you to recommend our services to your friends and those who may be interested in becoming a volunteer driver!

We thank you and look forward to serving you for another great year!

Return Service Requested

