Rhawnhurst NORC

2009

Serving Diverse Populations
Rhawnhurst NORC

A Joint Venture of:

United Way of Southeastern Pennsylvania
Catholic Human Services
Jewish Federation of Greater Philadelphia
How Did the Rhawnhurst NORC Come About?

- Community awareness of AOA Funded NORC
- Mellon Charitable Trust Officer on Federation Board
- Desire of Mellon to fund a multi-faith project
- Engaged United Way as facilitator
- Brought Catholic Human Services to table
Importance of Planning Process

- Representatives from all 3 organizations planned together
- External consultants engaged for feasibility study
- Needs analysis on three Northeast neighborhoods
- Focus groups and interviews with key informants
Rhawnhurst Chosen

- Rhawnhurst: 32% of residents over 60 years (9,195 – 2000 census)
- Three lead organizations worked with consultants on final recommendations
- Selected location with equal numbers of Catholics and Jews, and with enough of an infrastructure to sustain project
- Partners asked Federation to manage the Rhawnhurst NORC because of our prior experience with NORCs
RHAWN'HURST NORC
A Naturally Occurring Retirement Community

A JOINT PROGRAM OF

Catholic Social Services
Providing Help Creating Hope

JEWISH FEDERATION
OF GREATER PHILADELPHIA

United Way
United Way of Southeastern Pennsylvania
First Steps for the Project Manager

- Joined local NE Philly organizations to meet key Rhawnhurst contacts and promote project:
  - Rotary
  - Area Police District Advisory Councils
  - NE Chamber of Commerce

- Presentations/speeches to senior clubs, hospital social workers, Rhawnhurst Ministerium, NE consortium of synagogues, retired unions, 56th Democratic ward
Promoting Diversity

- Started with Kosher socialization programs in synagogue; Catholics and Jews together; big hit
- Formed Community Advisory Committee: administrator of synagogue known by all; Parish nurse; police officers working with victims; Minister for Homebound in Catholic church who brought communion to homes; Jewish and Catholic long term residents; political committee women
- CAC members: outreach for the program
- Avoided all religious holidays
Program Focus

- Not reinventing the wheel but helping people navigate the system to find services
- Filling gaps in community not met by others: home maintenance and repairs—a broken pipe needs immediate repair
- Filling gaps not met by existing agencies
- Hired two outreach workers; canvassed neighborhood; handled small tasks
Mitzvah Mania
RHAWNhurst WINTERIZATION DAY
SUNDAY, NOVEMBER 2, 2008
NOON – 4 pm

We want to help Rhawnhurst seniors get ready for the winter by:
- Sealing drafty windows and doors
- Fixing minor home repairs
- Replacing light bulbs and smoke-detector batteries
- Raking leaves

If you’re a senior who’d like some help or a neighbor who wants to volunteer, please call:
215.728.1330

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[Footnotes]

Catholic Social Services
Providing Help Creating Hope

United Way
of Greater Philadelphia
Live Generously™

United Way of Southeastern Pennsylvania
Rhawnhurst
SPRING CLEANING DAY
Sunday, April 13, 2008 • Noon – 4 pm

We want to help Rhawnhurst seniors get ready for spring by:
• Cleaning up yards  • Washing windows  
• Fixing minor home repairs  
• Replacing smoke-alarm batteries and light bulbs

If you’re a senior who’d like help or a neighbor who wants to volunteer, please call:
215.728.1330

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Preschool Help Growing Hope

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