

New York, 12/12/77

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December 12, 1977

OFFICE OF THE FIRST LADY'S PRESS SECRETARY

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FIRST LADY TO VISIT EDUCATION PROJECT IN HARLEM

Fact Sheet

First Lady Rosalynn Carter will this morning visit the Church of the Master and P.S. 180 in Harlem, ~~located at Morningside Avenue and 120th Street~~ for approximately one hour. Both the Church and the school are part of the "Cities in Schools" program designed to motivate urban youth to remain in school.

The "Cities in Schools" program now operates in three cities: New York, Atlanta, Georgia, and Indianapolis, Indiana. Its guiding force is Bill Milliken, now President of the Institutional Development Corporation, an organization which coordinates the three-city effort. Milliken is now in the process of starting "Cities in Schools" models in seven other cities.

This program is an outgrowth of 15 years of youth work by Milliken and several colleagues. Originally, the program was operated in the form of store-front schools called "Street Academies" in New York ~~only~~ during the 1960s. Later, Milliken brought his program to Atlanta where it came to the attention of the then Governor and Mrs. Jimmy Carter of Georgia. The Carters have since encouraged Milliken in his work.

The overall goal of the "Cities in Schools" program is to develop small, personal, caring communities within the larger school community, ~~and~~ the program does so by using available services to their utmost effectiveness -- that is, bringing ~~the~~ services, ~~and~~ such as health, manpower, legal aid and counseling into the school rather than requiring the student to travel around to these services with whom he/she has no ongoing personal relationship. The staff of the "Cities in Schools" program attempts to train city employees to go into the schools and provide services that are directly related to the problems of urban youth.

There are presently three "Cities in Schools" projects in ^{the} New York ^{largest} at the Julia Richman High School and P.S. 180 in Manhattan, and P.S. 114 in the Bronx. A resource center is located in the Church of the Master.

Mr. Milliken and the Reverend Eugene Callender, Minister of the Church of the Master and a longtime advocate and activist for youth programs in Harlem, will accompany Mrs. Carter ~~to~~ on her tour today.

Mr. Carter will leave Harlem for Greenwich Village where she will visit the Village Nursing Home.

OFFICE OF THE FIRST LADY'S PRESS SECRETARY

FIRST LADY TO VISIT GREENWICH VILLAGE NURSING HOMEFact Sheet

First Lady Rosalynn Carter will this noon visit The Village Nursing Home at 607 Hudson Street in the Greenwich Village area of Manhattan. She will first have lunch there with some of the Home's residents and then meet with the Board of the "Caring Community", an area organization that has been instrumental in preventing the Home from being closed.

The Village Nursing Home, now a residence for 201 elderly men and women from the Greenwich Village and Chelsea areas, was built in 1906. Once the property of the YWCA through a grant from John D. Rockefeller, Jr., it was formerly a home for working girls. In 1957, the YWCA sold the building and it was converted into the Village Nursing Home and has, incidentally, been declared a New York City landmark. *Until two years ago, the Home was privately owned.*

Even though the Village Nursing Home is the only home for the elderly within the entire area of the Greenwich Village and Chelsea communities (which includes a population of 10,000 ~~6116~~ senior citizens), it was placed in direct jeopardy in 1975 by government regulations for nursing homes, and its private owner decided to close it down rather than make improvements. At this point, an ad hoc committee was formed by Village residents who then approached the "Caring Community", a coalition of churches, synagogues and social service agencies in Greenwich Village concerned with the proper care of its elderly population.

Ultimate^y, the "Caring Community" negoti^tated the right to buy the Home, with the state willing to pay \$450,000 out of the asking price of \$725,000. The "Caring Community" must raise \$275,000 under a plan worked out with federal and state officials which is to be paid in three installments. The "Caring Community" has met its first installment through direct mail campaigning, door-to-door solicitation and publicity efforts. If successful in meeting subsequent installments in 1978, the Village Nursing Home will be the first in the city of New York to be completely run by community groups.

The Executive Committee of both the Caring Community, Inc., and the Village Nursing Home, Inc., consists of the following members: Leonore Cahn-Zola, Ramsey Clark, Ann Hewitt, John Issowits, Reverend Robert V. Lott, Rabbi Dennis Math and Reverend S. James Steen.

December 12, 1977

OFFICE OF THE FIRST LADY'S PRESS SECRETARY

FIRST LADY TO VISIT EDUCATION PROJECTS IN HARLEM AND A NURSING HOME IN GREENWICH VILLAGEFact Sheet

First Lady Rosalynn Carter will fly to New York this morning to visit the Church of the Master and P.S. 180 in Harlem, ~~located at Morningside Avenue and 120th Street.~~ After approximately an hour's visit there, Mrs. Carter will drive to Greenwich Village to the Village Nursing Home at 607 Hudson Street where she will have lunch with some of its residents and then meet with the Board of the "Caring Community", an organization which has been instrumental in preventing the Home from being closed.

~~has been instrumental in preventing the Home from being closed.~~
The Church of the Master and P.S. 180 are part of the "Cities in Schools" program which grew out of 15 years of youth work. Originally, the program was operated in the form of store-front schools called "Street Academies" 10 years ago. The goal: to motivate urban children to remain in school.

Bill Milliken, who met the then Governor and Mrs. Jimmy Carter in Georgia in the early 1970s, is now President of the Institutional Development Corporation, an organization which coordinates a three-city effort that has its roots in the original New York project in the 1960s. Milliken's work with urban youth began in New York and which he later brought to Atlanta, came to the Carter's ^{which} attention and they have since encouraged him in his work. The Institutional Development Corporation, under Milliken's direction, now has "Cities in Schools" programs in New York, Atlanta, and Indianapolis, Indiana, and is starting models in seven other cities. The ^{three} New York projects are located at the Julian Richman High School in Manhattan, P.S. 114 in the Bronx and P.S. 180, ~~in Harlem.~~ In addition, a resource center is located at the Church of the Master.

The overall goal of the "Cities in Schools" program is to develop small, personal, caring communities within the larger school community, ^{The program} and ^{human} does so by using available services to their utmost effectiveness -- that is, bringing the ^{human} services, such as health, manpower, legal aid, ^{three} counseling, remedial reading, ~~education techniques~~ into the school rather than requiring the student to travel around to these services with whom he/she has no ongoing personal relationship. The staff of the "Cities in Schools" program attempts to train city employees to go into the schools and provide services that are directly related to the problems of urban youth.

The Church of the Master, built in 1857, has been the site of the genesis of many significant institutions throughout the years in addition to being the present resource center of the New York "Cities in Schools" project.

In the early 1940s, it housed the beginning of the first day-care center in Harlem, the first Federal Credit Union and the first mental hygiene clinic in Harlem; and in 1957, it was the site of the embryonic Operations Crossroads/Africa program.

The Minister of the Church of the Master, which is of Presbyterian denomination, is Eugene Callender, who in addition to his ministry there and his multiple involvements in youth programs in Harlem, has also been active in organizing and administering such programs as the Urban League and the New York Urban Coalition, and has also been Deputy Administrator of Housing for the City of New York.

Reverend Callender and Mr. Milliken will accompany Mrs. Carter on her visit to the "Cities in Schools" sites today.

The Village Nursing Home, which Mrs. Carter will visit at noon, was built in 1906. Once the property of the YWCA through a grant from John D. Rockefeller, Jr., it was formerly a home for working girls. In 1957, the YWCA sold the building and it was converted into The Village Nursing Home and has, incidentally, been declared a New York City landmark. Until two years ago, the Home was privately owned.

However, while it is the only home for the elderly within the entire area of the Greenwich Village and Chelsea communities (which includes a population of 10,000 senior citizens), it was placed in direct jeopardy in 1975 by government regulations for nursing homes, and its private owner decided to close it down rather than make improvements. At this point, an ad hoc committee was formed by Village residents who then approached the "Caring Community", a coalition of churches, synagogues and social service agencies in Greenwich Village concerned with the proper care of its elderly population.

Ultimately, the "Caring Community" negotiated the right to buy the home, with the state willing to pay \$450,000 out of the asking price of \$725,000. The "Caring Community" must raise \$275,000 under a plan worked out with federal and state officials which is to be paid in three installments. The "Caring Community" has met its first installment through direct mail campaigning, door-to-door solicitation and publicity efforts. If successful in meeting subsequent installments in 1978, The Village Nursing Home will be the first in the city of New York to be completely run by community groups.

Mrs. Carter's long-standing interest in community involvement and citizen responsibility in providing services for those in need brings her to New York on this occasion, where she hopes to focus public attention on the range of possibilities in caring for segments of the population who are too often neglected. The "Cities in Schools" program, as well as The Village Nursing Home's support by the "Caring Community" group, provide examples of how a combination of public and private funding, activated by concerned and dedicated community leaders, can bring about more humane and progressive treatment of some of our nation's most vulnerable citizens.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

⑦ people there
talking ⑦
Presentation - 20 min.

large classroom - cities in schools project
slides along w/ staff presentation from different schools

Mary:

Prin wants kids in auditorium to see RSC

In Harlem, RSC will visit P.S. 180 ^{500 kids - space for 1,000} (an elementary school which is part of the New York City School System) at 370 W. 120th Street, New York. Playground entrance (Principal's Office)

The principal of the school is Mr. Max Weinstein.

Bill would also like RSC to drop by the project headquarters, ^{2 bldgs from P.S. 180 -} located at the Church of the Master. This is where Bill first started the project in the early sixties. ^{show space} ^{86. message} ^{message} ^{Review}

In case you are now confused by the two sites, they are both part of the "Cities in Schools" project which is operating in a 10 block area in Harlem.

I asked Bill how to describe this effort. Following are a couple of sentences which might be helpful to you.

The project is part of a national effort to coordinate and intergrate neighborhood social services with the schools. The effort is based on a partnership involving the federal government and state and local governments with local neighborhood programs and the private sector.

Kathy

Carolyn Smith

2:15 - 2:30

212/681-5333 (message)

662-1977 (school)

914/965-5329 (H)

Driver - OK

966-0013
Wib Walling-
weekend

33

Information received from Rita Conyers, 212-790-7558.

The Village Nursing Home
607 Hudson Street

In 1975, the Village Nursing Home was operated by a private owner. It was housed in the 7-story Landmark Building at 607 Hudson Street. In the wake of nursing home scandals, the Village Nursing Home was scheduled to shut down. The home had many positive aspects for its residents and a dedicated staff. Government agencies, however, concluded it was overcrowded and had structural violations. The private owner, unable or unwilling to make the necessary renovations, decided to go out of business. The threatened closing worried community leaders. There are more than 10,000 senior citizens in Greenwich Village and the Chelsea communities. The Village Nursing Home is the only home for the elderly within the entire area on the west side from 86th Street to Battery Park.

An ad hoc committee of Village residents was formed to save the Village Nursing Home. This ad hoc committee approached the "Caring Community" to pick up the battle. The "Caring Community", recognizing that many of the residents of the home had helped to build the Greenwich Village community, decided these residents should not be uprooted. They saw the Village Nursing Home as an extension of their four luncheon programs and recreation centers and the cluster housing they hoped to develop for the elderly. Throughout these programs, the aged would be encouraged to remain self-sufficient. When necessary, they would enter the nursing home and still remain part of the community. The "Caring Community" urged established institutions in the area to consider running the nursing home. However, no organization could take on the job.

In April, 1976, the home went into receivership. The Jewish Home and Hospital for the Aged administered the Village Nursing Home during this period of time. After a long battle, in September, 1977, the "Caring Community" negotiated the right to buy the home. The home's former operator finally agreed to sell the building for \$725,000. The state is willing to pay \$450,000. The "Caring Community" had to raise \$275,000 of the money under a plan worked out with federal and state officials which was to be paid in three installments - \$100,000 by November 30, 1977, \$150,000 by March 1, 1978, and the final \$25,000 by March 31, 1978. Through direct mail campaigning, door to door solicitation, and response to an onslaught of publicity, the "Caring Community" managed to raise its first deadline. We are now entering the second phase of the fundraising program. However, the "Caring Community" sees success not so much in the raising of money, but in the attempt of a community to rise up against the bureaucracy and to take care of its aged within its own community, improving the caliber of life and helping the elderly to continue to make a contribution to the community they hope to establish. The Village Nursing Home will be the first nursing home in the city of New York completely run by community groups. The community intends to actively participate in program development, service and enhancing the life of the residents.

Where will the money come from?

The state Medicaid program has a reimbursement plan which will pay totally for the necessary renovation of the building, medical services, the administration contract, basic supplies, and staff. Under the program, however, the state will not pay for the full purchase price of the Home, including the building.

How much is needed to purchase the building?

A total of \$275,000 must be raised by February, 1978 -- \$100,000 of it by November 30.

How will the funds be raised?

Every individual, every business in the community is being asked to make a tax deductible contribution.

Who will be responsible for the Home?

The first board of directors will consist of nine members of the Caring Community board and five members of the board of Jewish Home and Hospital for the Aged. An advisory board, which will include residents of the Home and additional community representatives, will be chosen when Caring Community begins operating the Home.

Who will provide medical care?

St. Vincent's Hospital.

Who will provide day-to-day management?

The same professional staff that has administered and improved the Home during the past 18 months.

How will the Home relate to other Caring Community programs?

The Home will be an essential link in the continuum of care offered to the approximately 10,000 senior citizens in the Village and Chelsea. Those who are mobile attend daily luncheon programs and Senior Centers, while those who are less mobile are served by Meals-on-Wheels programs. "Cluster housing" will soon be available for those who need additional assistance. Through these programs senior citizens will be able to maintain their self-sufficiency as long as possible, and then when necessary enter the Home and still be in the community near friends and relatives.

What is the history of the building?

The building began its life in 1906 as the Trowmart Inn, a working girls' hotel. The Inn closed prior to 1920. In 1920 John D. Rockefeller, Jr. donated \$300,000 to the Young Women's Christian Association in memory of his mother, Laura Spellman Rockefeller, for the purchase of the Trowmart Inn. The gift enabled the Y.W.C.A. to renovate the building and reopen it as Laura Spellman Hall, a home for working girls. In 1957, the Y.W.C.A. sold the building, and it was converted into the Village Nursing Home. The building has been declared a New York City landmark.

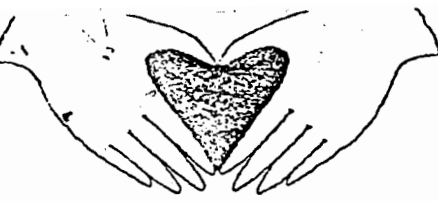
Where can you get more information or volunteer your time or suggestions?

Call Sister Bonnie Morrow of the Caring Community at 741-1274.

To whom are contribution checks made payable?

The Caring Community, Inc. -- Nursing Home Fund. Contributions are tax-deductible.





The Caring Community

Incorporated of Greenwich Village
371 Sixth Avenue, N.Y., N.Y. 10014

Members

Ascension Church
CIAO

First Presbyterian Church
Grace Church

Greenwich House, Senior Citizen's
Health & Consultation Center
Our Lady of Guadalupe Church
Our Lady of Pompeii Church
St. Alphonsus' Church
Saint Bernard's Church
Saint John's in the Village
Saint Joseph's Church
Saint Luke in the Fields
Saint Vincent's Hospital

The Dunlop Hospital Aftercare Clinic
The Judson Memorial Church
The Metropolitan Duane Methodist
Church

The Salvation Army
The Village Temple
The Village Visiting Neighbors

Officers

The Reverend Robert V. Lott
Chairperson

Rabbi Dennis Math
Vice Chairperson

The Reverend James Steen
Secretary

Ms. Ann Hewitt
Treasurer

Ramsey Clark
Co-chairperson,
Nursing Home Committee

Dear Neighbor:

If you and I don't act now, 200 of our elderly and infirm friends, relatives and neighbors will lose their home in our community. Our community will lose the Village Nursing Home — the only nursing home in the Greenwich Village and Chelsea areas.

We cannot permit the Village Nursing Home to close. The human need is overwhelming. We cannot permit the severe emotional and physical harm that relocation and isolation would have on our older friends for whom this is home. If our community will not insist on a decent home for its elderly, who will?

The Caring Community, a non-profit, non-sectarian organization of churches, synagogues, and social welfare agencies wants to purchase the Nursing Home. State and Federal funds are available to operate the Home. But first the building must be bought.

The price is \$275,000, to be paid by February 1. Of that amount we must raise \$100,000 by November 30! Raise this amount once and we can provide a loving home for the area's elderly for generations to come.

We are calling upon each business and each individual in our community to make a tax-deductible gift. To reach the goal, we will need thousands of contributions -- of \$3, \$4, and \$5, of \$15 and \$25, \$100 and \$200 -- whatever one can afford. Many of our neighbors already have given generously of their time and money. Now we are asking you.

This is our chance. It will not come again. We can show that our community cares and acts. If we do not love our elderly, who will? If they are removed from our midst, what will happen to our hearts and to us? Please help now.

Sincerely,

Ramsey Clark



QUESTIONS AND ANSWERS

Where is the Nursing Home?

At 607 Hudson Street, on the west side of Abingdon Square. It is the only nursing home within the entire area bounded by 59th Street and the Battery and Fifth Avenue and the Hudson River.

Is it needed?

There are more than 10,000 senior citizens in the Greenwich Village and Chelsea communities. One in five will spend some time in a home for the elderly. It should be a home within or close to his or her community so that ties can be maintained to family and community roots. Older people have older spouses and friends, usually with physical limitations of their own, who could not hope to travel regularly, if at all, to distant facilities.

What is the status of the Home?

In the past, the Home was a private, for-profit operation. The previous owner was unable or unwilling to correct numerous deficiencies, and in 1975 the home was to be closed by the state. The community petitioned the state. Temporary management was assumed by the Jewish Home and Hospital for the Aged, which has eliminated overcrowding and greatly improved the Home.

How will the Home be saved in the long run?

The Caring Community, a non-profit corporation of Greenwich Village churches, synagogues, and social welfare organizations which coordinates a number of programs for the elderly, has formed a new non-profit corporation, the Village Nursing Home, Inc. This new corporation will operate the Home as a non-profit, non-sectarian integral part of the community.

Who are the members of the Caring Community?

Ascension Church
CIAO
First Presbyterian Church
Grace Church
Greenwich House, Senior Citizen's
Health & Consultation Center
Our Lady of Guadalupe Church
Our Lady of Pompeii Church
Saint Alphonsus' Church
Saint Bernard's Church
Saint John's in the Village

Saint Joseph's Church
Saint Luke in the Fields
Saint Vincent's Hospital
The Dunlop Hospital Aftercare Clinic
The Judson Memorial Church
The Metropolitan Duane Methodist
Church
The Salvation Army
The Village Temple
The Village Visiting Neighbors

Who Cares About Senior Citizens in Greenwich Vil.?

Caring people in Greenwich Village churches, synagogues and social service agencies came together to discuss the needs of the community. That was years ago, and today the Caring Community, composed of four centers, is a non-profit agency funded by federal, state and city governments. The centers define their major role as providers of recreational, nutritional, social and health services for senior citizens. Those are but the bare bones of what the centers do. In human terms, they provide the friendless with friends, the isolated with a sense of belonging, the frightened with an enhanced sense of security and the non-powerful with a united voice. Perhaps, most importantly, the thrust of their efforts is to keep senior citizens out of institutions. They are family in the best sense of the word, and these are some of the very specific things they do to help support and motivate senior citizens:

NUTRITION

Hot lunch at four centers. This program is two fold. Five days a week at 20 Washington Square North: St. Josephs Church, 311 Avenue of the

Americas; Our Lady of Pompeii, 25 Carmine St. and St. Lukes Church, 487 Hudson St., free hot lunches are available.

MEALS ON WHEELS

For those who are homebound because they are physically and/or emotionally unable to provide the proper nutrition for themselves or cannot leave their homes, one meal a day is delivered Monday through Friday.

HOUSING

The biggest problem in housing is helping senior citizens get through the system. The Centers advise them as to whether they are eligible for rent increase exemptions or whether they are getting what they should from their leases. They work with landlords and the Metropolitan Council to effect as fair a treatment as possible for the senior citizens.

HOME CARE SERVICE

In addition to the Meals on Wheels program, a number of services have been developed for the homebound. There is a visiting service, Village Visiting Neighbors, carried out by trained personnel and designed to encourage the individual to deal with psychological problems. The goal

is to get the person mobilized so that he or she can get to a center, or at least remain sufficiently independent so that institutionalization is unnecessary.

They have also developed a very successful telephone reassurance program whereby the homebound individual receives at least one call a day. This is particularly important to people whose phones rarely, if ever, ring.

In conjunction with the visiting service, they will purchase basics for those unable to get around.

HELP ON HEALTH

In a very concrete way, they advise senior citizens about Medicaid, Medicare, food stamps and social security. They also arrange for a visiting nurse from St. Vincent's who comes once a week. If necessary, they refer the senior citizens to outside medical services. All psychological counseling is carried out on a one to one basis with a trained social worker.

Skilled personnel have developed a series of activities and programs that engage the interest and imagination of senior citizens.

Information received from Rita Conyers, 212-790-7558.

The "Caring Community"

The "Caring Community" was established in 1971. This was a result of the Department of Community Medicine at St. Vincent's Hospital recognizing a decline in the mental outlook of senior citizens who were coming for outpatient medical care.

James Janeski, Coordinator of Outpatient Services, got together with a coalition of volunteer groups from the Greenwich Village area. This interfaith group of churches, synagogues and health-related institutions, as well as social service agencies, developed an umbrella organization called the "Caring Community". Through Title 7, funds for Young at Heart luncheon programs and social gatherings were begun. These activities, at the present moment, operate out of four centers. Three years later, a Senior Center at 20 Washington Square was opened through Title 20 funds. Functioning as a full scale luncheon, social service and activity center, this facility accomodates 150 people. The Senior Center and the luncheon sites, with the addition of "Meals on Wheels" to 50 home bound elderly people, have improved the caliber of life for senior citizens in the Greenwich Village area.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 9, 1977

TO: Mrs. Carter
FROM: Kathy Cade
RE: Scenario for Visit to Cities in Schools

Upon arrival at the Church of the Master, you will be greeted by Dr. Eugene Callendar, pastor of the church and one of the originators of the Cities in Schools Project.

You and Dr. Callendar, as well as Mr. Wallace and Harv Oostdyk, will then walk to P.S. 180. The press will walk in front of you.

At the school you will proceed to the cafeteria where the school children will be waiting. You will just greet them briefly and proceed to holding room to greet the dignitaries -- Congressman Ted Weiss, Mayor-elect Ed Koch, Congressman Charles Rangel, Congressman Mario Biaggi, and Congressman Herman Badillo, as well as local school officials.

The entire group will then proceed to the gymnasium for the briefing. Bill Milliken will make a brief introduction and then ask you to say a few words. He will then introduce Marv Oostdyk, who will conduct the rest of the program. Individual workers in the program have been asked to tell you how the project operates at P.S. 180.

Following the briefing we will depart for the Village Nursing Home. Mrs. Long will accompany you on the drive. Bill Milliken will not go on with us.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 9, 1977

TO: Mrs. Carter
FROM: Kathy Cade
RE: Scenario for Arrival

Upon arrival at the airport, you will be greeted by Mr. DeWitt Wallace, Mr. Landrum Bolling, President of the Council of Foundations, and Mr. Donald Lauder, President of Estee Lauder (that company is contributing \$60,000 to Bill's project), as well as Harv Oostdyk of the project staff.

You and Mr. Wallace and Mr. Oostdyk will ride to the Church together.

Bill, Mr. Bolling and Mr. Lauder will take a separate route and meet us at the school.

Mrs. Long will accompany Mary and me in your motorcade.