



an initiative of The Patterson Foundation

**Boosting Nonprofit Entrepreneurial Capacity, Revenue & Mission Impact**

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## **Pines of Sarasota Rehabilitation and Senior Care Community to Receive Match from The Patterson Foundation to Benefit Ready & Steady- A Plan for Better Balance**

*The organization is participating in The Patterson Foundation's Margin & Mission Ignition initiative to implement earned-income strategies that strengthen mission impact*

**SARASOTA, Fla.** (November 15, 2016) – Pines of Sarasota Rehabilitation and Senior Care Community will receive a match from The Patterson Foundation to jumpstart its efforts to implement an entrepreneurial earned-income plan for their falls prevention and balance program called Ready & Steady- A Plan for Better Balance, focused on strengthening its mission impact in the region to address the needs of the community and to help prevent preventable falls among all members of the community, especially seniors. Funds contributed to the organization by Jan. 31, 2017, will be matched dollar for dollar by The Patterson Foundation up to 50 percent of its growth capital requirement –not to exceed \$50,000. Pledges, in-kind contributions and debt funding will not be matched.

The earned-income plan was developed during Pines of Sarasota's participation in Margin & Mission Ignition, an initiative of The Patterson Foundation designed to embed long-term earned-income strategies and models within nonprofits in our region. Pines of Sarasota Rehabilitation and Senior Care Community is one of three organizations that chose to work on a second earned-income venture through this initiative. Throughout the earned-income planning process, the organization received extensive consultation on revenue-generating strategies from No Margin, No Mission, a social enterprise and national consulting firm engaged by The Patterson Foundation on this initiative.

"Falls among seniors have escalated to epidemic proportions. In fact, one in three people over the age of 65 will fall each year. According to the latest statistics issued by the National Council on Aging, in 2014 alone, there were over 2.8 million injuries, 800,000 hospitalizations, 300,000 hip fractures and 27,000 deaths due to falls. The problem affects our Sarasota community even more because the percentage of those over the age of 65 is almost three times greater than the national average. The good news is that about 50% of falls are preventable! We are very proud to offer Ready & Steady- A Plan for Better Balance free falls risk assessment as a community service to help identify a person's risk of falling and a balance plan for keeping them on their feet, all with the goal of helping to prevent a preventable fall," states Joel Amistoso, Director of Rehabilitative Services.

"We are immensely grateful to The Patterson Foundation and Margin & Mission Ignition for giving Ready & Steady the exposure and ability to raise funds for our program. Ready & Steady's success is affirmed in the hundreds of

people already helped through our assessments. And now to have our program spotlighted and aided in raising funds to expand the program through this initiative will truly make a difference to so many in our community,” explains Bette Zaret, Director of Strategic Marketing.

By 2019. Pines of Sarasota Rehabilitation and Senior Care Community, through its Ready & Steady falls prevention and balance program hopes to provide over 3,500 free falls risk assessments and over 2,000 potentially life-saving balance therapy services to community members helping to increase their independence, safety and quality of life, for as long as possible.

The organization shared its earned-income plan with potential investors during a recent fast-pitch-style event presented by The Patterson Foundation. To date, The Patterson Foundation has invested \$94,000 in efforts to help the Pines of Sarasota develop and expand its earned-income strategies. With the success of the match, The Patterson Foundation will have contributed \$750,000 benefiting more than a dozen nonprofit organizations over the past two years through the Margin & Mission Ignition initiative.

“These organizations have each chosen to undertake an additional earned-income endeavor,” said Debra Jacobs, president and CEO of The Patterson Foundation. “They are applying what they learned to a new project that aligns with their mission, capacity and culture. Early mission investors have the opportunity to double their impact with this match.”

Visit [thepattersonfoundation.org](http://thepattersonfoundation.org) to learn more about The Patterson Foundation’s Margin & Mission Ignition initiative or join the conversation using #TPFMarginMission on social media.

– More –

To learn more about Pines of Sarasota Rehabilitation and Senior Care Community’s mission or contribute to their effort, please visit [www.PinesofSarasota.org](http://www.PinesofSarasota.org)

*Pines of Sarasota Rehabilitation and Senior Care Community provides excellent and compassionate short-term and outpatient rehabilitation services, skilled nursing, memory care, assisted living as well as educational programs for seniors and their families in order to help enhance their quality of life. Pines of Sarasota Rehabilitation and Senior Care Community epitomizes innovative initiatives including; an on-campus child care and learning center which fosters inter-generational interaction and learning; The Ready & Steady Falls Prevention and Balance Program, which helps minimize the risk of falling and; a comprehensive Volunteer Program that supports every aspect of campus life. Pines of Sarasota Rehabilitation and Senior Care Community is a not-for-profit organization that leads the way in holistic senior care.*

#### **About Margin & Mission Ignition**

An initiative of The Patterson Foundation, Margin & Mission Ignition is an opportunity for local nonprofits in our region to develop and implement earned-income strategies to strengthen mission impact. For more information about The Patterson Foundation’s Margin & Mission Ignition initiative, please visit [thepattersonfoundation.org](http://thepattersonfoundation.org) or join the conversation using #TPFMarginMission on social media.

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