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December 1, 2009

Dear Friends,

For several years now I have served on the Board of Directors for the Colorado Culture Change Coalition, a 501c3 Not for Profit. The mission for our organization is to seek to transform the culture throughout the long-term care continuum by affirming the dignity and value of each individual who lives and works in these settings. For many years now my work has been focused on transforming long term care to a place where the elder has choice, autonomy and self-determination, honoring their own routines and schedules and creating a place like home where relationships and meaning and purpose are important.

In these transforming nursing homes and other elder care organizations, individual bedtimes, meal choices, leisure pursuits and daily pleasures are known and provided. This new model empowers the staff and elders to make decisions about their day and give meaning and purpose. This cornerstone includes formal training of staff which is essential in adopting new approaches in communication with emphasis on listening and approaches. The CCCC's greatest strength lies in its ability to see that transformation of the culture of long-term care is not only possible, but also attainable.

The Colorado Culture Change Coalition is in need of your support to continue to educate and be the driving force for promoting person-directed care across the long-term care continuum. The populations served by this project are elders; residents of long term care facilities in the state of Colorado, their families, as well as the people working in those facilities. Since the Coalition receives no state funding this can only be possible through private donations from generous people like you. As you identify charitable organizations you may give to in 2009 or 2010 please consider the Colorado Culture Change Coalition. I have enclosed our brochure and an envelope for your gift. You may also visit our website at <http://www.coculturechange.org> and donate directly on line. Each of us may need care one day, transforming these communities are important for our future and elders living in these communities today.

Please join me in this effort to help change the culture of home care, independent living, assisted living, and nursing homes. This effort will require a commitment of from all of us that recognize the need to create ways of living and working together that are different from traditional institutional models for the elderly and those that need long term care.

I hope you enjoy the 2009 holiday season and have time to relax and spend time with friends and family

Thank you for your support,
Beth Irtz, President
Board of Directors