



Contact: Lawrence Bocchiere III, President larry@wellspouse.org
Marty Beilin, Terri Corcoran Mainstay co-Editors marty@wellspouse.org, terri@wellspouse.org

Or: Donna McQuade, Membership Coordinator; Carol Hryvniak, Administrative Assistant;
Johanna Karr, Media and Public Relations, all: info@wellspouse.org

Well Spouse Association – 2010 Annual Report -- Dec. 31, 2010

Prepared by Richard Anderson, Past President and Webmaster

Well Spouse Association, 63 West Main St. Suite H, Freehold, NJ 07728

<http://wellspouse.org>

1-800-838-0879

Mission:

The Well Spouse Association, a nonprofit 501 (c)(3) membership organization, advocates for and addresses the needs of individuals caring for a chronically ill and/or disabled spouse – husband, wife or partner. We offer peer-to-peer support and educate health care professionals and the general public about the special challenges and unique issues "well" spouses face every day.

The Organization:

- Apart from a paid Office staff of two people working less than 1 F.T.E., the WSA is an all-volunteer, grassroots organization with a growing membership.

- It is estimated that over 10,000 hours a year of volunteer time are donated to the WSA

Highlights of 2010:

- 2010 was a year of advances.
- The Website was completely revamped by our volunteer web designer, Ron Rattie. Richard Anderson took over as webmaster and worked with Ron on this.
- New President Larry Bocchiere worked to make available special free Supporting Memberships for military spousal caregivers, and for Arizona spousal caregivers.
- Contacts by President Bocchiere and other volunteers and Office staff totaled 485.
- Membership was stable. We have a growing number of people contacting us on the Web. Of new Supporting (paid) members, two-thirds register on the Website, compared to one third by mail.
- - By year-end we had a total of 47 local area WSA Support Groups, plus volunteer Support Contact persons – WSA Ambassadors -- in 37 states, of which 22 have at least one local area WSA Support Group. The total includes 2 Support Groups in Canada

Finances, Grants and Fundraising:

- This year 60% of our revenue came from member dues and donations.
- Grants provided 18% of our revenue.
- A surplus of \$14,700 was experienced – with most of that being restricted funds from a grant of \$12,000. An audited report for 2010 is available on the Website.

- The 20/20 Vision Appeal raised \$15,000 by year-end, and continued into 2011.
- The Annual Appeal raised \$9,900 and further special campaigns raised \$2600.
- Membership dues brought in over \$16,000.

Web Site:

- - At year's end a Members-Only area was created on the WSA website
- - In 2010 there were over 10,000 absolute unique visits to the website each month.
- - Richard Anderson took over as Web Manager
- - Many thanks are due to Erin Englehardt, who resigned May 11, 2010, after over 7 years as the volunteer Administrator of the WSA Online Forum
- - At year's end there were over 2100 registered users of the Forum.
- - In 2010 new Forum members joined at a rate of about 60 a month
- - Advertising banners were added to the website, and now bring in over \$1,000 a year.

Office:

- - The Office Manager and Membership Coordinator was Donna McQuade.
- - Carol Hryvniak has become an indispensable Administrative Assistant
- - Johanna Karr continued as Editor of our bi-weekly electronic newspaper - the *Member Minute*.

2010 National Conference:

The 22nd National Conference was held October 22-24 in Princeton, NJ, with over 80 people registered (including many new members). Special thanks are due to:

- The Office staff for organizing the many details of the hotel contract, and other conference details.
- Dina Gerasia and Dorothy Saunders for their joint efforts in recruiting speakers and organizing the workshops and more conference details, such as the DJ.
- Teena Cahill, author of *The Cahill Factor: Turning Adversity into Advantage*, gave a rousing keynote speech Friday night.

Membership:

- - At year's end there were 1167 current Members -- of which 20% were past due. These included:
 - 29 Professional/Corporate
 - 40 Hardships (now or at one time)
 - 39 Military spousal caregivers (of which 32 paid no membership fee)
 - 23 New or renewed through Arizona Western Refining Grant
- - An initiative by President Larry Bocchiere saw the WSA reach out to military spousal caregivers, and offer them free Supporting Membership (a \$30 value)
- - The grant from Western Refining, of Phoenix, AZ allowed us to offer free memberships to any Arizonan spousal caregivers.
-

Mainstay Newsletter:

- In 2010 three issues of the *Mainstay* newsletter were produced under the capable direction of Editor Marty Beilin, with the help of a committee of volunteer writers and editors. *Mainstay* continues to be regarded as one of the major benefits of WSA membership – members eagerly await each next issue, as a means of feeling in touch with the WSA, and receiving emotional support from stories, poems and letters written by their peers.

Support Group Network:

- As noted above, at year-end there were 47 local area WSA Support Groups, plus volunteer Support Contact persons – WSA Ambassadors -- in 37 states, of which 22 have at least one local area WSA Support Group. The total includes 2 Support Groups in Canada
- Each peer-led group has one, or sometimes two volunteer WSA members organizing and leading it.
- In some states there are contact people, who do not currently run a group, but who are available to talk to those who might be interested to do so.

Outreach:

- - During the year the staff and volunteers, including the President, made outreach efforts to publicize the WSA in the following ways, by:
 - - Contacting professional caregivers
 - - Setting up exchange of website links
 - - Contacting other caregiver, and disease organizations
 - - Attending caregiving organization meetings, especially in the DC area
 - - Writing responses to blogs in response to blog posts
 - - Writing letters to the editor in response to articles
 - - Public speaking, to the general public, professionals and other informal caregivers
 - - Presenting *Caregiver Journey* workshops, and workshops at caregiver conferences
 - - Contacting print and other media and doing interviews on the WSA and spousal caregiving
 - - Writing a blog: *The Life of a Well Spouse* (by Richard Anderson, on CarePages.com)
- - Most of the work was done by the WSA Office staff, the President, the Public Relations Committee Chair, Terri Corcoran, Richard Anderson and other volunteers.

WSA Board and Executive Committee: Volunteer Leadership:

- - The WSA Board met by telephone every 6 weeks, and in person – during the annual conference in October, as well as at Cherry Hill, NJ,. In between the Board carries on the work of committees on finance, support groups, membership, public relations, fundraising and grants, mentorship and the website.
- The WSA Executive Committee meets once a month, and is composed of the Board Chair, President, Past President, Treasurer and Secretary.
- A list of the Board members as of the end of 2010 is appended to this report.

Goals for 2011:

In view of the current economic situation, and a continuing negative cash flow, the Board has had to postpone the goals of hiring an executive director, or of making WSA membership free. In the long term, they would be very desirable goals.

The Board intends to concentrate on planning how to continue avoiding the deficit, by finding new ways to develop funding, such as:

- Using the Internet more to raise money through social giving from sites like IGive, Network for Good, and Facebook, GroupOn, Amazon, etc.
- Attracting more professional and corporate membersps, that give exposure on the Website in return.
- Forming partnerships with for profit corporations, and professionals, to obtain sponsorship for our internet presence, and to offer free membership
- Developing specific goals and programs and obtaining grants for each specific area (eg: Production of *Mainstay*)
- Doubling membership through use of a new DVD Video which will be distributed through medical and social venues - and through airing commercials on PBS and/or cable programming
- Expanding upon our involvement with various venues that address and support caregivers (eg: Area Agency on Aging, Fearless Caregiver, Military Events)

Name, Office and Committee Membership Note EC = Executive Committee	Initial Board Election Date	Current Term Expiration Date	New Term Expiration Date
Richard Anderson Past President; EC; Website Administrator; Public Relations	2003	2011	
Jerry Bishop Board Chair; EC; Mentor Coordinator	2004	2012	
Sharron Blakely Secretary, EC; Legislative Affairs	2009	2011	
Larry Bocchiere President, EC	2008	2012	
Amie Brockway Grants/Fundraising	2007	2011	
Kelley Brunn Southwest Regional Coordinator	2009	2011	
Terri Corcoran Board Secretary; Co-Editor, <i>Mainstay</i> ; Chair, Public Relations	2007	2011	
Gail Gallagher Grants/Fundraising	2010	2012	
Rachel Hadas	2009	2011	

Support Groups; Public Relations			
Bob Mastrogiovanni Treasurer; Chair, Finance; EC	2006	2012	
Wendy Picardo Support Group Coordinator	2008	2012	
Jim Russell Member Emeritus Grants/Fundraising	2008	2010	Retired-Emeritus
Dorothy Saunders <i>Mainstay</i> , Grants/Fundraising	2008	2012	
Claudia Scognamiglio Grants/Fundraising	2010	2012	
Joe Wolf Advertising; Finance	2008	2012	

Officers for 2009-2010

President Larry Bocchiere
 Past President: Richard Anderson
 Treasurer: Bob Mastrogiovanni
 Secretary (EC): Sharron Blakely
 Secretary (BOD): Terri Corcoran
 Board Chair: Jerry Bishop

Board Committees December 2010

Bylaws Committee

Vacant, convened as necessary

Executive Committee

Larry Bocchiere (Chair), Richard Anderson, Bob Mastrogiovanni, Sharron Blakely (Secretary)

Finance Committee

Bob Mastrogiovanni (Chair), Joe Wolf (Advertising)

Fundraising /Grants Committee

Larry Bocchiere (Acting Chair), Amie Brockway, Claudia Scognamiglio, Rachel Hadas

Mainstay (Newsletter) Committee

Terri Corcoran, #Marty Beilin (Co-Chairs), #Sandra Bekele, #Dina Gerasia, Dorothy Saunders, #Nancy Balfe, #Sigrid Weimer, #Pam Alesescu, #Janet Cromer

Membership Committee

#Donna McQuade, (Chair vacant)

Mentorship Committee

Jerry Bishop (Chair)

Nominating Committee

(Main tasks are to extend membership of the Board and advisory committees)
 Entire Board

Public Relations Committee

Terri Corcoran (Chair), Richard Anderson, Larry Bocchiere, Gail Gallagher, Kelley Reese

Southwest Regional Coordinator

Kelley Reese

Support Group Network Committee

Wendy Picardo (Chair), #Donna McQuade, #Rona Auster

Website/Technology Committee (office computers, website, WSA Online Forum)

Richard Anderson (Web Manager and Chair), #Donna Amato, #Marty Beilin, Jerry Bishop

#Non-Board member