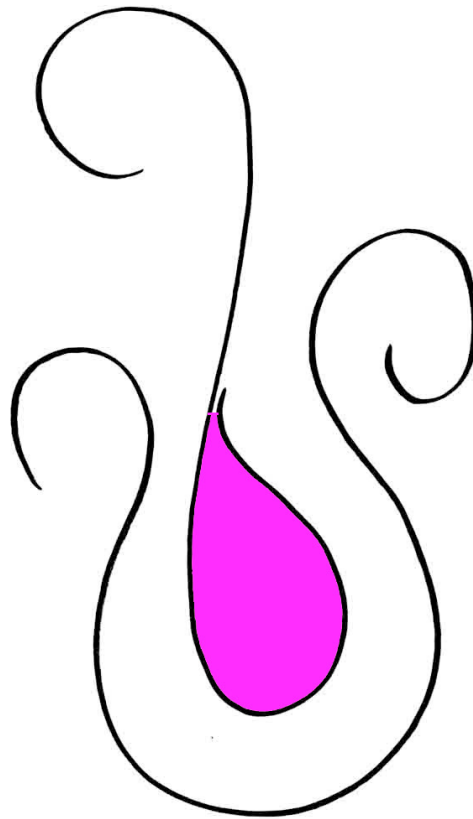


Elder

a grandparent in spirit
body slows, spirit blossoms
values community
leads by example

EldersBloom

elders heal with Reiki
heal ourselves
heal others
heal the world



www.eldersbloom.org

Eldersbloom status update 2010 - 2013

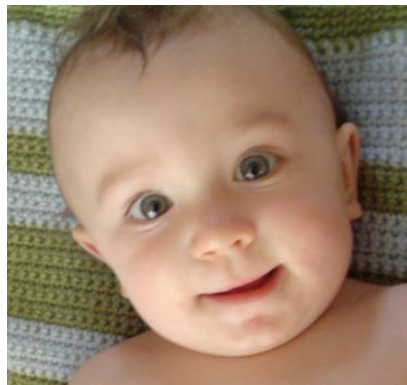
December 2013

Jeffrey Hotchkiss, Founder



It's been more than three years since my last report on EldersBloom.

The reason behind the hiatus: I became an elder myself, with the appearance of my first grandchild. I've been very busy, with my role in helping her grow into the world. Another "elder apprenticeship" has begun.



Hi, there!

The last report started with the appearance of Pamela Miles on the Dr. Oz show, in January 2010, to explain and demonstrate Reiki practice – the first time Reiki had been featured on network TV, and on a top-rated daytime show at that.

Last summer, July 2013, we hosted Pamela in Portland, Maine. She gave her talk on Communicating Reiki to an audience of over sixty Reiki practitioners, the largest crowd of Reiki practitioners I've ever seen in Maine. This was more than ten times the people that came out the last time she visited Portland seven years ago, on her book tour – testimony to the growth of Reiki practice.

Her visit was featured in local media:

<http://www.portlanddailysun.me/index.php/newsx/local-news/9779-reiki-master-tries-to-demystify-healing-practice>

After the talk, I shared some of my EldersBloom vision with Pamela, and she encouraged me with some good suggestions, including writing projects and doing programs that include formal evaluations.

This completes a circle, and starts a new one.



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EldersBloom - Mission

EldersBloom is a 501(c)(3) nonprofit foundation that brings Reiki healing* to elders.

We do this by:

- offering Reiki talks and demonstrations to elder communities
- creating a framework for elders to learn Reiki for self-healing and healing others
- offering Reiki providers ways of connecting with elders
- continually keeping up with research that validates Reiki's benefits for elders
- creating visibility for Reiki among people and organizations involved in aging and elderhood

*Reiki is hands-on healing, practiced by millions around the world. It is accepted as an effective therapy at many hospitals, improving patient wellbeing. It is not a religion; people of all beliefs practice Reiki. It yields deep benefits to overall health and happiness.

Donations are gratefully accepted, to:

EldersBloom
52 Congress Street
Portland, ME 04101
USA

Or donate via the website: www.eldersbloom.org. Donations are tax-deductible in the U.S., and may be also in your country – check your tax laws.

We are always looking for Reiki practitioners and teachers, and people with nonprofit skills, to help this project bloom. Please help!

For more information, contact Jeffrey Hotchkiss,
phone 207-450-2633, email jefreiki@maine.rr.com.



Gratitude

Many thanks are due to our donors who funded many of the activities described below. Over the years, they have been: Ellen Murphy, Christine Radice, Kate Taylor, Joan Weaver, Joe Wolfberg, and others who either wish to remain anonymous, or whom I could not reach for permission to mention their names. Equally generous donors of time are mentioned in the status below. I look forward to writing many more such thank-yous in the years to come.

Catching up on news 2010 - 2013

2010

We connected with a couple of worthy projects in Oregon: Geezer Gallery, which promotes art work by elders, and Elders in Action, the agency on aging in the Portland, Oregon area, doing some innovative work. Their websites are <http://www.geezergallery.com/>, and <http://www.eldersinaction.org/>.

For a contest sponsored by Elders in Action, we submitted a photo shoot of Reiki with two supportive elders at 75 State Street in Portland, Maine (<http://www.75state.org/>). From Portland to Portland! Though someone else deservedly won, we had fun and got some really good photos. Daughter Audrey Hotchkiss was the photographer. One example:



Oregon gave us much more, in the person of Gina McNeill, from Bend, OR, who helped move things forward, with ideas about grant positioning, and technical improvement of the EldersBloom website. She also consulted on the best use of



Facebook, and from that came the origin of the EldersBloom page (search for and “like” it).

Closer to home, Carrie Pulsifer joined us in Portland, giving enthusiasm and energy, and piloting Reiki treatment at a local long-term care facility.

Both Gina and Carrie participated in several conference calls, generating ideas and actions for the future.

I had the honor of being interviewed by a popular online Reiki forum, which gave an opportunity for more publicity for EldersBloom. See <http://www.reikilearninglounge.com/t817-interview-with-jeffrey-hotchkiss>.

Another honor: being a guest editor for an edition of The Reiki Digest, covering elder topics. This one was well publicized, as Pamela Miles linked it to her (then) 20,000-member Facebook page. See <http://reikidigest.blogspot.com/search?q=hotchkiss>.

2011

This was an especially busy year for grandfatherhood duties, therefore most of the EldersBloom work was in hiatus. Still, there was some activity around two topics.

In the fall, the Portland Press Herald ran a series of articles on the epidemic of synthetic painkiller abuse in Maine. In response, I wrote to the reporter who did the series; got my name on the Attorney General’s mailing list for his task force; corresponded with and at one point met in person the state representative who was chairing a legislative task force; reached out to a few practitioners of Reiki and other modalities; and created a big file folder with clippings and contact notes – all to advocate for focus on the root cause, that is, pain. Among many other populations, chronic pain affects elders. The cost of pain is enormous in this country – the Institute of Medicine estimated it this year at over half a trillion dollars annually (see * <http://www.iom.edu/Reports/2011/Relieving-Pain-in-America-A-Blueprint-for-transforming-Prevention-Care-Education-Research.aspx>). I would like to see Reiki practice make a visible dent in that problem.

With support and cheerleading from Gina McNeill – thank you, Gina! – EldersBloom entered Pepsi’s Refresh project, a crowd-voting grant effort. The title: Elder Reiki Rail Ride; crystallizing a dream of traveling America to find, encourage, support, publicize and even create local projects that connect Reiki



with elders. Though we didn't win the contest, we got votes, and exposure. Most importantly, it started my thinking around this vision. It will focus efforts and provide something larger than ourselves to energize the project.

2012

This year saw a resurgence in EldersBloom-related activity. It had the feeling of the world being ready for Reiki, as evidenced by unsolicited speaking invitations, and more.

I was invited back to Oceanview, one of the larger assisted living communities in Southern Maine, for wellness fairs and open houses. It was like homecoming, as Oceanview was an early participant in EldersBloom many years ago.

Jodi Priest and I traveled to the Seventh Annual University of Maine Clinical Geriatrics Colloquium. The subject was Complementary and Alternative Therapies for Older Adults. Reiki was mentioned frequently; our chair Reiki treatments were very popular; and an unexpected area of innovation with CAM was prominently mentioned. Here's the trip report:

<http://www.jeffreiki.com/trip%20report%20final.pdf>

In August, I was invited to speak at two locations in Maine: Seniors Plus in Lewiston, and the Trauma Intervention Program in Portland. At both events, many Reiki practitioners showed up to give sample treatments, and their offering was well received. Seniors Plus, at thirty attendees, was one of the largest groups I've addressed for EldersBloom.

In a followup from last year's topic, two of my letters to the editor about chronic pain were published and featured. See:

http://www.pressherald.com/opinion/pain-problem-goes-beyond-addiction_2012-04-27.html?searchterm=letters+to+the+editor+painkiller

and

http://www.pressherald.com/opinion/reiki-a-gentle-way-to-ease-chronic-pain_2012-10-29.html?searchterm=reiki+letters+to+the+editor

As a fun experiment, I joined the street vendors in Portland near the cruise ship docks, to see if I could interest passengers in the EldersBloom project. Here's a photo:



I learned that most visitors from the ships climbed onto tour buses – though there was a thrill when a group of Japanese tourists recognized the Reiki symbol on my table.

Finally, Carrie Pulsifer generously gifted a massage table, which we used for a fundraising raffle, with Facebook, Paypal and the EldersBloom website. Gratitude to all who entered, and to Dede Eaton and Leslie Dutton at Magick Bridges for the drawing and the video, and congratulations to the winner, Silla von Faulk Trueworthy. Here is Silla, loading her prize into her car:



2013

Several Reiki practitioners have contacted me in the local Portland area, interested in helping EldersBloom continue its work. They are patiently awaiting direction.

I spoke at a spring Reiki conference organized by Mary Schmaling, about organizing Reiki projects for public good, including EldersBloom. Thank you to Mary for the conference!



And of course, we had the above-mentioned talk from Pamela Miles in Portland, the organization of which kept me busy in the early summer.

Now, it's time to get back to EldersBloom, and make it real again.



Financial activity 2010 through 2012 (unaudited, all figures in whole dollars)

INCOME	2010	2011	2012	Total
Donations	132	250	325	707
Other Inc, Bus	0	0	99	99
	-----	-----	-----	-----
TOTAL INCOME	132	250	424	805
EXPENSES				
Ads	27	68	29	124
Bank Charge	0	0	42	42
Business Development	0	0	115	115
Cash	0	0	40	40
Computer	0	0	20	20
Dues and Subscriptions	70	0	0	70
Meals & Entertn	0	48	27	75
Misc	5	0	0	5
Postage and Delivery	12	0	0	12
Printing and Reproduction	0	0	63	63
Supplies, Bus	0	0	17	17
Training	30	0	0	30
Travel, Bus	0	40	131	171
Wages	0	87	0	87
	-----	-----	-----	-----
TOTAL EXPENSES	144	243	485	872
	-----	-----	-----	-----
OVERALL TOTAL	-12	6	-61	-66

Notes

2012 Other Inc, Bus of \$99 – proceeds from massage table raffle.

2012 Travel, Bus – mostly expenses and mileage reimbursement for UMaine Colloquium attendance

Many thanks to an anonymous donor, for covering the shortfall at the end of 2012.



Vision, Goals and Projects

To make EldersBloom come alive, we need more than high-sounding principles that warm our hearts. We need specific actions that people can understand, get excited about, and support with their time, money and relationship. Here's a start.

Vision: Elder Reiki Rail Ride

From <http://eldersbloom.blogspot.com/2011/09/elder-reiki-rail-ride.html>:

A Reiki Master dedicated to elder healing, travels around the country, the slow way, by train, visiting with elders and Reiki providers along the way. In this connected Internet age, he shares by personal presence, his love and passion for this work. Projects already well established for doing Reiki with elders (see <http://www.reikiraysofhope.org> as one example), he learns from, and brings the successful ideas to the next group along the way. Reiki providers who are just starting, he lends a hand, whatever's needed, from moral support, to publicity, to help with presentations and hands-on healing and teaching of Reiki.

Almost every day, he writes, posts photos and blogs, records videos, and in general uses the journey to gain recognition for the benefits of Reiki, and for the ability of elders to share their wisdom through mutual healing.

The journey may last a few months and cover one region, or a couple of years and span the whole country. It may start and stop, several journeys may happen over time. The most beautiful thing would be, if others were inspired to do the same thing. I know there are many of you out there who have decades of experience with Reiki, and are elders yourselves. Why not take a trip and share it?

To realize this vision, we'll need an organized effort behind it, providing a rationale for the value of doing this project, ways to manage the contacts and itinerary, fund the travel, and capture the news, photos and video for sharing with the world.

Goals: build capacity

We need to make EldersBloom into a real live community in the world. That means doing all the things that nonprofits do: communicating vision, proposing



projects, making the case for our work, attracting support, recruiting volunteers, making a budget, and cultivating relationships.

I continue to learn how to do this work, leveraging my varied career that includes project management. My plans include delving much deeper into principles and practice of nonprofit entrepreneurship.

I am currently educating myself on principles of nonprofit marketing, and learning techniques to improve online outreach, with mailing list management and social media integration. For example: at a glance on the Facebook page, most of you who have liked the page – 81 percent – are women. Nearly half of that 81 percent, are between the ages of 35 and 55. Perhaps this group is high on the list of caregivers for aging parents, or thinking about it?

We should be able to learn more about why people are interested, and how to best serve those who like the idea behind EldersBloom.

All of those organizational tasks, come together when we coalesce around specific, measurable projects and activities, that appeal to those who can support it. Continuing exploration of who we aim to serve, and what they need from us, will inform, innovate and refine these efforts. Two ideas follow.

Projects and activities: focused elder program, publicize others' work

Focused, funded programs in elder communities:

In the past, EldersBloom has given talks and offered Reiki treatments in many elder communities in Southern and Central Maine, from nursing homes, to assisted living, independent living and community groups. A few years ago, we used the elements of that outreach to draft a grant proposal letter-of-interest in a competition sponsored by the Maine Health Access Foundation (<http://mehaf.org/>), and received good feedback from the program manager.

Next steps:

- review the earlier proposal and feedback
- review other's efforts around the globe (see Publicizing Others' Work)
- write a new summary, and gauge interest from elder communities who supported EldersBloom in the past – what critical needs could Reiki practice meet in those communities? Possible benefit areas include polypharmacy reduction, pain management, caregiving support and dementia



- enlist partnership and collaboration
- identify and include elements that can improve funding chances and provide a foundation for further work – especially program evaluation metrics that show the specific benefits of Reiki with elders
- identify supporters and make the case

This effort is a core aspect of EldersBloom's viability into the future. It's time to get into the details, connect with the greater nonprofit, clinical and family communities, and show real value to society of elder Reiki practice.

Publicizing others' work:

In this day and age of social media, if you want people to know about your good work, you "gotta have a blog". In fact, EldersBloom does have a blog, created years ago, at <http://eldersbloom.blogspot.com/>, very infrequently updated. If you have a blog, you gotta keep it updated, with useful and interesting content – that is, if you want people to follow and read it.

That's the issue, keeping regular updates going. I realized that a blog could be a preview to the Elder Reiki Rail Ride, from my desk at home, as a way of testing out the general idea.

So, after publishing this report, my next immediate writing work will be to surf the Web, find people doing Reiki projects with elders, and featuring them on the EldersBloom blog. This should provide a few benefits:

- highlight the good work of Reiki people around the world
- allow for idea sharing and spreading "best practices"
- establish relationships for future EldersBloom work, including the Rail Ride
- generate a wider audience and greater potential donor pool for EldersBloom itself

There are already many good candidates identified. We'll update the blog, and use the Facebook EldersBloom page to publicize each entry. I'm estimating weekly updates will be the norm.

Working toward the rail riding vision, getting focused programs going locally, publicizing other's efforts around the world, and building the capacity to do all these things, will keep us busy for some time to come.

Would you like to help us?



Why are we doing this?

You can tell by the financial statements on the following page, that we are operating on, not a shoestring, but a thread. Why do we keep doing it?

The conditions have not changed. More and more people are learning Reiki, and more and more people are getting older. People are learning Reiki because it helps them cope with challenges, pain and suffering. People are getting older because...that's what we do.

Many of our institutions and assumptions around aging, tend to dis-empower elders, rather than honor them, learn from them, and gain profound healing from the wisdom of their experience.

World events are accelerating as well. We need every one of us, with all we know how to do, to address the problems that face us, together.

Elders have much to offer. Reiki practice is one way among many, that elders may be fully present and engaged in our common future.

To help that come about, we have to make our visions, goals and projects real, with involvement, planning, work and recognition. Support will come, as we do those things.

Thank you.