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Front Porch Center for Innovation and Wellbeing Receives Grant to Confront Online Security Issues among Seniors

Gift courtesy of grantee Ellie Piers will fund groundbreaking and collaborative initiatives, addressing elder security and wellbeing

Glendale, Calif. October 8, 2014 – [Front Porch](#), a not-for-profit human serving organization featuring innovative communities and programs that meet the changing needs of individuals as they age, received a generous monetary gift on behalf of the family of former retirement community resident, Ellie Piers. The gift will benefit the [Front Porch Center for Innovation and Wellbeing's \(CIW's\)](#) ongoing mission of using technology to enhance wellbeing among older adults. Piers lived at Carlsbad by the Sea, a Front Porch retirement community in Carlsbad, CA. Her contribution will allow the CIW to confront the issue of elder security by using adaptive technologies to develop initiatives related to senior online security, specifically in the Greater San Diego Area.

As October marks the 14th annual National Cyber Security Awareness Month, Front Porch will utilize Piers' donation to explore ways in which technology can provide a safe medium for seniors online. In 2004, National Cyber Security Month was administered by the Department of Homeland Security to remind Americans of the importance of protecting individual identities, finances, national security, etc. that are the responsibilities of public and private sectors, as well as the general public.¹ According to The National Elder Abuse Incidence Study, only one in 14 cases of elder abuse are brought to the attention of authorities.² In recognition of Piers' donative intent, the grant will serve a collaborative focus at the CIW, where the Center will work with innovators, technology companies and universities to identify and prevent the online mistreatment of older adults.

"We are honored and grateful that Ellie has chosen to contribute to Front Porch in hopes of benefitting others," said Kari Olson, President of the Front Porch Center for Innovation and Wellbeing. "The Center has been interested in addressing the topic of senior online security and her gift will give us a unique opportunity to focus on this important area of wellbeing. We are honored to pay tribute to Ellie's memory and passion to help others by making a difference."

The CIW works to explore innovative uses of technology, empowering individuals to live well, especially in their later years. More than 41 million Americans are age 65 and older and elders comprise an

¹ **The Federal Bureau of Investigation (FBI):** <http://www.fbi.gov/sandiego/press-releases/2014/national-cyber-security-awareness-month>

² **National Center on Elder Abuse (NCEA):** http://www.centeronelderabuse.org/docs/NCEA_WhatYouMustKnow2013_508.pdf

increasing part of the U.S. population.³ Piers' donation will have a tremendous impact on this growing demographic – locally and regionally.

Piers had a curious mind and adventurous spirit when it came to technology and believed technology could help elders live well and securely. She embraced the opportunity to leverage technology to stay in touch with friends and family, but was mindfully aware of security issues that came along with its use. Having a keen sense of the vulnerability that came with using technology, Piers had a habit of asking thorough questions before venturing onto the web that helped guide her toward the goal of each “web surfing” episode.

In celebrating Piers' intent to help others, the CIW will focus on addressing elder security and raising its awareness through:

- Piloting emerging technologies related to senior safety and developing content relative to online security for older adults.
- Outreach to Greater San Diego Area organizations that have expertise in the area to establish a cooperative for leveraging contributions in order to create an increased impact on the issue of senior online security.
- Exploring mediums for raising awareness for technologies that can improve the lives of older adults, specifically in the Greater San Diego Area.
- Creating an online and social media campaign that would pay tribute to Piers' gift and interest in making a difference in this important area of wellbeing for seniors.

The Front Porch Center for Innovation and Wellbeing is a 501(C)(3) founded on the belief that technology innovation plays a vital role in enhancing wellbeing and is part of the Front Porch family of companies, one of Southern California's largest not-for-profit providers of retirement living communities and affordable housing, and strives to harness technology solutions that support and enhance wellbeing in older adults. For more information about the Center, log on to www.fpciw.org.

***Editor's note:** Kari Olson is available to discuss the CIW's work in leveraging technology to enhance the wellbeing of older adults.*

About the Front Porch Center for Innovation and Wellbeing

The Front Porch Center for Innovation and Wellbeing is part of [Front Porch](#), one of Southern California's largest not-for-profit providers of retirement living communities and affordable housing. The Front Porch Center for Innovation and Wellbeing strives to harness technology solutions that support and enhance wellbeing in older adults. The Front Porch Center's core initiatives focus on how technology can: assist in maintaining brain health; enhance social connectedness; promote engagement and growth; empower control over health and wellness; prevent emergencies or serious events; and increase resources and support for formal and informal caregivers.

About Front Porch

Front Porch is a not-for-profit support system for a family of companies that serve individuals and families through full-service retirement, active adult communities, affordable housing communities through CARING Housing Ministries and related management and development services. Front Porch active adult and full-service retirement communities offer a full range of options from independent

³ National Center on Elder Abuse (NCEA): http://www.centeronelderabuse.org/docs/NCEA_WhatYouMustKnow2013_508.pdf

living to continuing care, including memory support. Specialized programs like the Front Porch Center for Innovation and Wellbeing, Front Porch Gallery and affiliated Centers for Spirituality and Aging support the Front Porch belief in understanding and meeting needs so that residents can live life their way. With innovative communities and programs that meet the changing needs of people as they age, Front Porch represents a leading-edge approach to wellness in aging. Front Porch is comprised of 10 full-service retirement communities in California and three adult living communities: one in Louisiana, one in Florida and one in Nuevo Vallarta, Mexico. Front Porch also serves individuals and families through more than 20 affordable housing communities managed by Front Porch's affiliate, CARING Housing Ministries. Front Porch, based in Burbank, Calif. and founded in 1999, is a not-for-profit organization that gives back to its residents and the communities it serves. More information is available at www.frontporch.net.