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FOR IMMEDIATE RELEASE

**Little Brothers - Friends of the Elderly takes strong action to help
older adults live independently**

*New strategic plan designed to have a broader
impact on social engagement and aging-in-place of older adults*

(MINNEAPOLIS – March 22, 2011) For almost 40 years, Minneapolis-based Little Brothers - Friends of the Elderly has demonstrated an unwavering commitment to reducing social and emotional isolation, and promoting well-being and independence among elders in the Twin Cities area. Now, as the senior population is rapidly expanding with the aging of the baby boom generation and the economy has plunged, even more seniors are isolated and facing uncertain times. Little Brothers - Friends of the Elderly is answering this challenge by implementing a new strategic plan designed to have a broader impact on an even greater number of seniors.

Little Brothers - Friends of the Elderly (www.littlebrothersmn.org) is a volunteer-based organization committed to serving older adults age 60+ while promoting their independence and well-being so they may age in place. It provides one-on-one companionship, outreach, information and referrals, neighborhood-based services and social engagement opportunities.

“Over the past three years, we have provided 15,852 in-person companionship visits, 5,310 telephone visits, 2,118 holiday meals and 236 social gatherings. We have successfully helped more than 7,500 older adults become re-connected to their communities and have assisted them to age in place,” says Little Brothers - Friends of the Elderly President of the Board Karen Major. “The need for our services has never been greater; it is the right time to step up our efforts. We are very excited because we have the foundation, the direction and the commitment to reach a broader group of older adults, and to positively impact their lives and the communities in which they reside.” Adds Ann Gosack, Board Vice-President, “Studies show that social isolation poses the same risks to older adults as smoking and alcoholism. Companionship and access to resources help elders thrive in mind, body and spirit.”

The new strategic plan was launched to enable Little Brothers - Friends of the Elderly to:

- Increase community-based social engagement programming.

- Expand one-on-one companionship services to aid independent lifestyles.
- Establish neighborhood-based services that support older adults in their communities.
- Build its organizational capacity to expand its mission.

As the organization prepares to stretch its boundaries, Karen Major credits the entire staff and dedicated community volunteers for helping to bring Little Brothers to this point in its history. Therese Cain, former Executive Director, recently resigned from the position she has held for the past 12 years to pursue other career interests. “Therese has made many important and positive contributions to Little Brothers and we wish her all the best in her future endeavors,” says Major.

Nonprofit leadership specialist Linda Tacke has stepped in as Interim Executive Director. Tacke is President of Leadership Tactics, Inc., a consulting firm that specializes in leadership and change management for public service organizations. “Linda is a dynamic person who is extremely qualified to lead the organization as we implement these new tactics. This is a big step forward and we’re ready for the challenge,” comments Major.

To arrange an interview with Linda Tacke or Karen Major, contact LuAnne Speeter at Little Brothers - Friends of the Elderly, 612-746-0752 or lspeeter@littlebrothersmn.org.

About Little Brothers - Friends of the Elderly

Little Brothers - Friends of the Elderly keeps older adults in the Twin Cities living in their own homes and connected to their communities through companionship, outreach, information and referral, neighborhood-based services and social engagement. As a volunteer-based organization they provide opportunities for volunteers of all ages to connect with older adults.

Biography – Linda Tacke, MBA

Linda Tacke is President of Leadership Tactics, Inc., a consulting firm that specializes in leadership transition and change management support for public service organizations. Linda holds an MBA from the University of South Dakota and a BA cum laude from Loras College. She spent 10 years in corporate finance before focusing on nonprofit leadership. Linda Tacke joined a number of national cohorts in October 2003, funded in part by the Annie E. Casey Foundation Executive Leadership Transition and Capacity Building Project, to learn and introduce into our respective geographies an innovative multi-phase Executive Transition Management (ETM) approach, which assists nonprofit organizations in successfully managing a change in executive leadership. The ETM approach consists of a flexible set of practices and services that are widely adaptable. These services focus on getting the organization ready for a transition; effective recruitment or merger support; interim management; and on-boarding the new executive.

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