



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

Many people are victims of Internet scams. Others are concerned about online security for themselves and their loved ones. Some of the most vulnerable are seniors.

To help confront online security issues, Ellie Piers, a [Carlsbad By The Sea](#) resident for many years, bequeathed a generous monetary gift to [Front Porch Center for Innovation and Wellbeing](#).



Ellie Piers

The gift will benefit the Center's ongoing mission of using technology to enhance wellbeing among older adults. 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.

According to Centers for Disease Control and Prevention website, elder abuse is a significant public health problem. Each year, hundreds of thousands of adults over the age of 60 are abused, neglected, or financially exploited. In the United States alone, more than 500,000 older adults are believed to be abused or neglected each year with many such crimes believed to be not reported or under-reported.

"We are honored and grateful that Ellie has chosen to contribute to Front Porch in hopes of benefiting 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 increasing part of the U.S. population. 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.

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. No two Front Porch communities are alike! Each community is as unique as the individuals who live in them. Front Porch active adult and full-service retirement communities offer a full range of options from independent living to skilled care, including assisted living and memory support in unique settings. 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. Front Porch is expanding its ‘human serving’ capabilities with its commitment to ‘Humanly PossibleSM’, a cultural imperative that harnesses the innovative spirit of all of its staff in an effort to do whatever is humanly possible to meet emerging needs in the communities it serves now and in the future. With innovative communities and programs that meet the changing needs of people as they age, Front Porch represents a leading-edge approach to enhance wellbeing. Front Porch is comprised of 10 full-service retirement communities in California and two adult living communities: one in Louisiana and one in Florida. 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 Glendale, 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.