

MOOSEHEART

Mooseheart, the famed Moose "City of Children," is a home and school owned and maintained by Moose International for the children of Moose member families in need--and as of 1994, for all qualifying children in need.

Mooseheart is a complete community in itself. Situated on 1,200 acres of Illinois farmland in the Fox River Valley, about 38 miles west of Chicago, Mooseheart has its own homes, schools, church, health center, stores, post office and utilities.

Families whose young people come to Mooseheart are generally charged nothing, but the "entrance fee" is nonetheless extremely high. Some youngsters at the Child City lost one or both parents to make them eligible for admittance. In many other cases, their parents have separated or divorced, or there has been severe financial reversal, or other problems causing family instability.

In assuming the obligation of raising these children, the Moose Fraternity makes every effort to provide them with home-like surroundings and the best training and education possible.

And those provisions for a young person's education reach a remarkable conclusion after he or she graduates from Mooseheart High School. Awaiting every eligible Mooseheart graduate with a 3.0 (4.0=A) or better grade average is an annually renewable tuition-room-and-board scholarship, with value equivalent to state-university expenses, to any North American college or university to which he or she can be academically accepted.

Children at Mooseheart live in residence halls, designed as much as possible like a spacious single-family home. Each houses a minimum of six students and a maximum of 12. Children and teens are assigned to halls according to school classification, age and social maturity so that they may associate with young people of their own age group.

Extensively trained "family teachers" carry the parental role in each home, and do their utmost to create a stable family situation. Meals are carefully planned by a trained nutritionist and are uniformly prepared under the supervision of an experienced chef in the Central Kitchen. Students are required to help with the serving of the food and clearing of the tables much as they are in most homes. In addition, they are responsible for the cleanliness of their rooms.

The honor system is in effect at Mooseheart, and children are taught at an early age to have respect for the property of others as well as their own.

Formal education starts at an early age at Mooseheart. Tots in the Baby Village begin nursery school at the age of three and graduate to kindergarten generally at age five. Then come five years of elementary school, three of middle school and four years of high school.

Mooseheart's school system is supervised by the Department of Public Instruction, State of Illinois; and is a member of the North Central Association of Colleges and Secondary Schools.

In addition to the academic program, each student is required to study a vocation. Mooseheart is recognized as a pioneer in the field of vocational training at the high school level, and offers it students the opportunity to learn one or more of several different vocational skills. In-house vocational training can involve from computer education, electronics, sheet metal and graphic arts to cosmetology and hairstyling, food preparation, garment making, and office procedures and practices. Additionally, off-campus co-operative vocational training is made available with local employers for students who want to try banking, printing, retailing or other pursuits.

Every student has an opportunity to learn to play a musical instrument by being a member of the concert band or brass ensemble.

Much opportunity is offered to enjoy sports. Mooseheart's interscholastic teams are known as the "Red Ramblers," and compete against other schools of similar size in football,

volleyball, basketball, bowling, track and field, and in the summer, baseball. In addition, an extensive intramural sports and recreation program is conducted.

Every child is trained in the faith that prevailed in the child's former home. Resident chaplains of the Catholic and Protestant faiths minister to the spiritual needs of children and teens in the House of God, as well as in regular religious-study classes during school (permitted because Mooseheart is, of course, a private school). When students of the Jewish faith are admitted, they continue their religious practice in a nearby synagogue. Because Mooseheart is a private school, officials are able to set aside one class period of each week for religious instruction.

A comprehensive program of preventive medicine has enabled Mooseheart to maintain one of the finest health records of any institution of its kind.

The Mooseheart Department of Counseling Services was founded in 1930 primarily to serve the needs of Mooseheart children, but also to make contributions to the advancement of knowledge in the field of child-care and training. Its purposes today are to give Mooseheart teachers and administration as complete a knowledge as possible of each individual child in the community, to provide appropriate education, and counseling as needed, to follow the life and development of each child during his stay at Mooseheart, and to furnish the administration with special and general surveys for the evaluation of teaching and training procedures.

More than 11,000 children have resided at Mooseheart since it was founded in 1913, and the solid record of achievement of Mooseheart graduates is evidence of the comprehensive training they received while at the Child City.

With the completion of an intensive long-term capital improvement program begun in 1990, Mooseheart will have the capacity to train and educate nearly 400 young people at any one time to take their places in society as useful and productive citizens. With its spacious campus, more than 100 buildings, and tree-lined streets, stands ready to serve qualifying children and teens in need of a stable home. It is the first and foremost example of The Family Fraternity in action.

MOOSEHAVEN

Moosehaven, the "City of Contentment," is a 63-acre community maintained by the Loyal Order of Moose and the Women of the Moose for its retired members and their spouses. It is located in Orange Park, Florida, on the banks of the St. John's River, 15 miles south of Jacksonville.

After the founding of Mooseheart, the famed "Child City," originally for children from Moose-member families in need, the fraternity turned its attention to plans for a home for its dependent retired members. During the 1915-1919 periods, a small number of such elderly were provided a home at Mooseheart, but Director General James J Davis and his top lieutenants realized that this was not a realistic long-term solution.

In early 1922, the Moose purchased a riverside hotel and 26-acre resort at Orange Park, and, on October 3, 1922, Moosehaven was formally dedicated. The first 22 residents were those who had been living at Mooseheart. They set up housekeeping in November in the graceful old hotel which had been renamed Aid Hall.

During its first 20 years, Moosehaven was run essentially as a self-sufficient communal farm, with much of the work necessary to keep the campus running performed by those who lived there. In more than 75 years, the average age of a Moosehaven resident has steadily risen from early 60s to around 80, so a trained operating staff is now required. However, even today Moosehaven residents are free to plant their own gardens, and can work for extra spending money as landscapers, housekeepers, food-service helpers, maintenance crew, mail deliverers, shop clerks, and the like.

Since World War II, all of the original buildings on the 63-acre site have been replaced. The physical plant today consists entirely of modern buildings designed and built to provide pleasant and comfortable accommodations.

The Administration/Auditorium building was originally a gift of the Moose Legion, and was significantly expanded in 1989 by the Women of the Moose. It houses the offices of the superintendent and other administrative staff, resident counselor, postal service, bank and community auditorium.

Pleasant recreational facilities, a library, game room, gift shop and barber and beauty shops are provided in the Michigan Recreation Center, while a fully equipped health club, bowling lanes and swimming pool are available in the New York Healthplex, opened in 1997.

Each Moosehaven residence hall is a self-contained home with its own sleeping and living rooms, kitchen, and dining room. These include the state-of-the-art Florida/Bermuda Residence, opened in 1997 Buckeye Residence, opened in 1995. Renovations of several other residences, most funded through the generosity of the Women of the Moose, opened in the late 1990s.

The Paul P. Schmitz Health Center, designed and equipped for the needs of senior care, was completed in early 1968 at a cost of more than \$2,000,000. The building provides space for 170 beds and has its own therapy department, x-ray, laboratory, and pharmacy. It also boasts six dayrooms, a chapel, library, beauty salon and barbershop, and arts and crafts room.

Thirty years later, however, the Moose fraternity is taking the next tremendous step in a facility designed for seniors needing extra degrees of care. The Life Care complex, a massive 100,000-square-foot, \$16 million project incorporating the functions of the Schmitz Health Care Center along with an updated program of graduated levels of assisted care, is slated to open by early 2002.

Moosehaven residents worship in their own beautiful New York Chapel, located straight ahead from the campus entrance. The bright, gracefully designed house of worship was funded

by the Moose of New York State and dedicated in 1972. Their own Catholic and Protestant chaplains serve Moosehaven residents.

The men and women of Moosehaven are served delicious, well-balanced meals carefully planned for their nutritional needs. They request and are delivered such personal articles as they need. Birthday cakes are presented to those celebrating birthdays.

While laundry services are provided without charge, some of the residents prefer to do their own, and washing machines are provided for them.

THE MOOSE FRATERNITY

Although the Moose fraternal organization was founded in the late 1800s with the modest goal of offering men an opportunity to gather socially, it was reinvented, during the first decade of the 20th century, into an organizational dynamo of men and women who would set out to build a city that would brighten the futures of thousands of children in need all across North America; then, less than a decade later, another, more compact community that would furnish comfort, dignity and security during the golden years of the dependent elderly among its membership.

When Dr. John Henry Wilson, a Louisville, Kentucky physician, organized a handful of men into what was dubbed the Loyal Order of Moose in the parlor of his home in April 1888, he and his compatriots did so apparently for no other reason than to form a string of men's social clubs. Lodges were instituted in Cincinnati, St. Louis, and the smaller Indiana towns of Crawfordsville and Frankfort by the early 1890s, but Dr. Wilson himself became disillusioned at some unpleasant dissension with the fraternal ranks, and he left the infant order shortly before the turn of the 20th century.

It was just the two remaining Indiana Lodges that kept the Moose from disappearing altogether, until the fall of 1906, when the outgoing young city clerk of Elwood, Indiana, one James John Davis, was invited to enroll into the Crawfordsville Lodge. It was on Davis' 33rd birthday, October 27, that he became just the 247th member of the Loyal Order of Moose.

Davis, a native of Wales who had worked from boyhood as an "iron puddler" in the steel mills of Pennsylvania, had also been a labor organizer. Knowing that moose in the wild were large, powerful animals that used their size and strength not as predators but as protectors of their young and weak, Davis immediately saw potential for human Moose to build great size and strength, to protecting their own as well. A much larger, more powerful Loyal Order of Moose could, he envisioned, provide security for a largely working-class membership.

In 1906 America, little or no government "safety net" yet existed to provide benefits to the wife and children of a breadwinner who died or became disabled. So Davis proposed to "pitch" Moose

membership as a way to provide such protection to the workingman at a bargain price—annual dues of just \$5 to \$10. The leadership of the moribund Order happily gave him a green light and the title of "Supreme Organizer," and Davis set out with a few well-chosen colleagues to solicit members and to organize Moose Lodges across the United States and southern Canada.

Davis' marketing instincts were on-target: By 1912, in just six years, the Order had multiplied, from 247 members in two Lodges, to a colossus of nearly 500,000 in more than 1,000 Lodges! Davis by now was appointed the organization's first chief executive with the new title of Director General, realized that it was time to make good on the promise he had envisioned. The Moose first began a program of paying "sick benefits" to members who became too ill to work—and, more ambitiously, Davis, along with Supreme Secretary Rodney Brandon and other Moose officers, laid plans for a "Moose Institute," to be centrally located somewhere in the Midwest, that would provide a home, schooling and vocational training to children of deceased Moose members.

The Birth of Mooseheart: After careful consideration of numerous sites, the Moose Supreme Council in late 1912 approved the purchase of what was known as the Brookline Farm—more than 1,000 acres along the then-dirt-surfaced Lincoln Highway, between Batavia and Aurora on the west side of the Fox River, about 40 miles west of Chicago. Ohio Congressman John Lentz, a member of the Supreme Council, conceived the name "Mooseheart" for the new community: "This," he said, "will always be the place where the Moose fraternity will collectively pour out its heart; its devotion and sustenance, to the children of its members in need."

So it was on a hot summer Sunday, July 27, 1913, that several thousand Moose men and women (for the Women of the Moose received formal recognition that year as the organization's official female component) gathered under a rented circus tent toward the south end of the new property, and ceremonially placed the cornerstone for Mooseheart. The first 11 youngsters in residence were present, having been admitted earlier that month; they and a handful of workers were housed in the original farmhouse and a few rough-hewn frame buildings that had been erected that spring.

Addressing Need on the Other End of Life: Moosehaven. Mooseheart's construction proceeded furiously over the next decade, but it only barely kept pace with admissions that swelled the student census to nearly 1,000 by 1920. (*Mooseheart's population would reach a peak of 1,300 during the depths of the Great Depression; housing was often "barracks" style—unacceptable by today's standards. Mooseheart officials now consider the campus' ultimate capacity at between 400 and 500.*)

Still, by the beginning of the Twenties, Davis and his Moose colleagues thought that the fraternity could and should do more—this time for aged members who were having trouble making ends meet in retirement. A limited number of elderly members had been invited to live amid the children at Mooseheart since 1915, but within a few years it was realized that this was not a practical long-term solution.

After another round of site consideration, 26 acres of riverside property was purchased just south of Jacksonville, Florida, and in the fall of 1922, Moosehaven, the "City of Contentment," was opened, with the arrival of its first 22 retired Moose residents. Moosehaven has since grown into a 63-acre community, providing comfortable housing, a wide array of recreational activities, and comprehensive health care to more than 400 residents.

Meanwhile, as the Moose fraternity was growing in visibility and influence, so was Jim Davis. President Warren G. Harding named him to his Cabinet as Secretary of Labor in 1921, and Davis continued in that post under Presidents Calvin Coolidge and Herbert Hoover as well. In November 1930, Davis, a Republican, won election to the U.S. Senate from Pennsylvania, and he served there with distinction for the next 14 years. As both Labor Secretary and U.S. Senator, Davis was known as a conservative champion of labor, who fought hard for the bargaining rights of unions—but who felt that the workingman should expect no "handouts" of any sort. In the Senate, it was Davis who spearheaded passage of landmark legislation to force building contractors to pay laborers "prevailing" union-level wages in any government construction work. The law would forever bear his name: The Davis-Bacon Act.

An Independent, Autonomous Women's Component. Though the Women of the Moose (originally termed the Women of Mooseheart Legion) had received formal recognition as a Moose auxiliary in 1913, they at first had little structured program of their own beyond the Chapter level. That changed in 1921, when Davis met and hired a remarkable woman named Katherine Smith.

When the 19th Amendment had granted women the right to vote in 1920, Smith, from Indianapolis, reasoned that women in politics would be a "growth market." She quit her secretarial job to go to work in Warren Harding's successful Presidential campaign—and, still in her 20s, was rewarded with an appointment as Director of Public Employment in Washington. In that post, her boss was Secretary of Labor James J. Davis.

Davis immediately recognized Smith's talent and drive, but it took him five years to convince her to quit her government job and go to work for him running the Women of the Moose. A stereotypical "women's program" held no interest for her, Smith protested. "So get out there and make a program," Davis retorted. She did exactly that, as the organization's first Grand Chancellor, for the next 38 years until her retirement in 1964, at which point the Women

of the Moose boasted 250,000 members. (It has since grown to more than 540,000, in approximately 1,800 Chapters.)

As Davis committed more time and energy to his Washington duties in the 1920s and beyond, he had less time to run the Moose fraternity. In 1927 Malcolm R. Giles, in the office of Supreme Secretary, assumed the day-to-day management of the Order's business at Mooseheart. Giles, an accountant who had worked fulltime for the Moose since 1915, set out to implement a reorganization of the fraternity's finances, and in 1934 modernized its recruitment apparatus into a formal Membership Enrollment Department, under the direction of a gregarious and talented young man named Paul P. Schmitz.

Davis' health was uncertain as he left the Senate in early 1945, and he settled into an elder statesman's role with the Moose. He collapsed on the podium while addressing the Moose convention in August 1947, and died that November. Giles continued to run the organization's business as he had for 20 years; in 1949, the Supreme council granted him the title of Director General.

The "Proof of our Value: Community Service. For a quarter-century the Moose had directed its efforts solely toward Mooseheart and Moosehaven; now, with postwar prosperity driving male Moose membership to nearly 800,000 members, Director General Giles set out to broaden the organization's horizons. In 1949 he conceived and instituted what was to become the third great Moose endeavor of the modern era, the Civic Affairs program (later renamed Community Service).

Giles explained his rationale thusly: "Only three institutions have a God-given right to exist in a community—the home, the church and the school. The rest of us must be valuable to the community to warrant our existence—and the burden of proof of our value is on us." The Community Service program has since flourished into a myriad of humanitarian efforts on the local Lodge level, as well as fraternity-wide projects such as the Moose Youth Awareness Program, in which bright teenagers go into elementary schools, daycare centers and the like to communicate an anti-drug message to 4- to 9-year olds—as many as 100,000 every year.

Malcolm Giles' term as Director General was cut short when he suffered a heart attack and died, at age 59, in September 1953. J. Jack Stoehr, the well-respected Director of the fraternity's most successful geographic region, which included Ohio, Pennsylvania and West Virginia, replaced him on an interim basis. For a permanent successor, the Order turned to the commanding presence of Schmitz, the Membership Director who in 19 years had nurtured the fraternity from a low of 240,000 members during the worst of the Great Depression, to nearly 900,000 by the early 1950s.

Schmitz, an Aurora, Illinois, native, led the Moose for nearly 21 years, longer than anyone except Davis. During the tenure, both the Mooseheart and Moosehaven physical plants received substantial modernization, and he guided the Moose smoothly through the tumultuous 1960s into the 1970s with continued steady membership growth, to more than 1 million men (in more than 2,000 Lodges) and 300,000 women before he retired in April 1974.

Schmitz turned over the Director General's office to Herbert W. Heilman—the first time a Mooseheart graduate (Class of 1934) had risen to lead the organization that had raised him at its Child City. Heilman, a teacher and athletic coach originally from Tiffin, Ohio, had been hired by Giles in 1948 to run the fraternity's sports program, then had worked for 17 years as Membership Enrollment Director under Schmitz. Heilman's tenure saw men and women's combined Moose membership rise to nearly 1.8 million before his retirement in January 1984

When Paul J. O'Hollaren, a lawyer and insurance executive from Portland, Oregon, became the Supreme Council's choice to succeed Heilman, it was the first time since Davis that a non-employee had assumed the Director General's chair. O'Hollaren had, of course, been a active

Moose for a quarter-century: charter Governor of his Lodge in 1958, President of the Oregon Moose Association, Chief Justice of the Supreme Forum, and, in 1978-79, Supreme Governor.

Director General O'Hollaren's whirlwind decade in office saw a full computerization and modernization of the fraternity's business operations; the change of its corporate name to Moose International; the stirring observances of the organization's Centennial in 1988, a completely updated redesign of the fraternity's ceremonial degree regalia (away from headgear and robes to distinctive color-coded blazers and neckties); a rebuilding of Mooseheart's utilities infrastructure, and the start of a long-range construction program to completely renovate or build new residential space for every Mooseheart student and Moosehaven resident.

O'Hollaren retired in February 1994; his successor, Director General Frank A. Sarnecki, also came to chief executive post out of the Moose "volunteer corps." Sarnecki, a real estate and insurance executive from New Jersey, served as Secretary of the Perth Amboy Lodge for 12 years in the 1960s and '70s; he rose to become Supreme Governor in 1988-89. During his five years in office, Sarnecki guided the fraternity toward sweeping changes – a fully equitable relationship between its men's and women's components in admissions to Moosehaven and in Lodge facilities that have been re-dubbed "Moose Family Centers"; a fraternity-wide effort to fund a new \$16 million Life Care Complex at Moosehaven; and, an expansion of Mooseheart admissions to accept applications from all children in need—a move that inspired renowned ABC Radio commentator Paul Harvey to refer to efforts of the Moose Family Fraternity, in an August 1994 broadcast to his 24 million listeners throughout North America, as "a dynamic demonstration of civilized man's better self."

In April 1999, Frank Sarnecki resigned as Director General to pursue business interests back home on the east coast; after a period of weeks in which Paul O'Hollaren returned to run Moose International operations on an interim basis, longtime Supreme Secretary Donald Ross was elevated by the Supreme Council to become the fraternity's eighth Director General on June 15, 1999. Although Ross was a 28-year career Moose staff officer at the time of his appointment, he also was, at age 49, the organization's youngest chief executive in more than 75 years.

By compiling an exemplary record of community service, the Loyal Order of Moose has earned an outstanding reputation as one of America's leading fraternal and service organizations.

Community activities in Moose Lodges are intended to supplement the humanitarian services that limited government resources can't provide.

Every one of the more than 2,000 Lodges is urged to participate in a "Six-Point Program" outlined by the fraternity's Community Service Department. These six areas of concentration include:

1. Youth Awareness / Drug Abuse Resistance Education (D.A.R.E.)
2. Youth Sports
3. Scouting and Yellowstone YCC
4. Senior Citizens
5. Food and Shelter
6. Local Volunteer Services

Perhaps the most prominent point of the "Six-Point Program of Community Service is the Moose Youth Awareness program, in which hundreds of bright, enthusiastic teenagers are recruited each year and then guided to create and deliver their own distinctive "Kids Talk" presentations to help younger children make positive, healthy choices in life. The teenagers present these "Kids Talks" to groups ranging from ages four to nine. Every year, Moose "Kids Talk" reaches up to 100,000 youngsters across the U.S. and Canada. Dedicated to the betterment of humanity, the Moose fraternity has also actively supported national health endowments throughout its history. These have included the Kidney Foundation, Muscular Dystrophy,

American Heart Association, American Cancer Society, Cerebral Palsy, Arthritis Foundation, Epilepsy Foundation, and the Alzheimer's Association.

Special emphasis is placed on Community Service activities for youth. The Moose is an active participant in youth Special Olympics, as well as youth baseball, softball, basketball, hockey and soccer.

Hundreds of Lodges are charter sponsors in local Boy and Girl Scouting groups. The key to the success of any Scouting troop is leadership. Moose members are active leaders in local Scouting programs, building the future leaders of your community. Moose sponsorship of Scouting includes Lodges that are chartered partners with a Boy Scout unit or provides financial support for Boy and Girl Scout units. It also provide for Lodge donations of \$50 or more in a fiscal quarter to the Scouting programs a Mooseheart.

Youths are also served by the Moose fraternity's complete financial underwriting of the Youth Conservation Corps program at Yellowstone National Park. Every summer, YCC gives selected youths from all over the continent (including at least four from Mooseheart and three more from Moose families) an unforgettable eight-week work/learn/earn opportunity in the vast beauty of America's premier national park.

Other Moose-sponsored projects include "Adopt-A-Highway," "Meals on Wheels," and feeding the homeless, and sometimes, housing them temporarily in the wake of natural disasters or other emergencies. . Years ago, Moose "Youth Honor Day" played an important role in reducing vandalism on Halloween night. "Operation Santa Claus," in which Lodges collect toys and distribute them to needy children, has been responsible for providing thousands of children with gifts at Christmas. Additionally, most Lodges sponsor more locally tailored projects designed to fit the needs of the area in which it is located.

Counting volunteer hours worked, personal miles driven, and monetary donations, Moose men and women contribute more than \$80 million annually in Community Service donations throughout North America. Lodges everywhere are making substantial contributions to society by providing the initiative, organization, and manpower to make our communities better places to live.