46th Annual Report
2017 - 2018
SeniorCare Inc., a consumer centered organization, provides and coordinates services to elders and others, enabling them to live independently at home or in a setting of their choice while remaining part of their community.

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ABC Home Healthcare Professionals were the Presenting sponsor at the 45th Anniversary Gala, and again at the 46th Gala.

Ann Margaret Ferrante helped deliver meals during the March for Meals awareness campaign.
As we reflect on our accomplishments over the past year, we now focus on moving forward in our 47th year as a state Aging Service Access Point (ASAP) and federal Area Agency on Aging (AAA).

Last year, SeniorCare developed a three-year strategic plan which carries us through 2020. Year one goals were largely met and we now move to year two where we will continue to focus on our six overriding goals. Our mission remains as the core of our strategic plan goals. Last year, we added a goal six, which embraces the continued use of technology in our efforts for those we serve. For example, SeniorCare piloted a technology program Caring Connections Through Technology, aimed at the growing problem of social isolation. Through the use of staff and volunteers, elders were paired with volunteers who provided them with tablets and taught them how to use them in order to be able to connect with family and friends, use the internet to engage with others, and to explore their interests online. The program will continue in the coming year with enhancements along the way.

Through generous funding, SeniorCare will continue with our efforts to support catchment area wide age and dementia friendly communities. We have developed a hybrid model incorporating both the World Health Organization and AARP models for age friendly and the Dementia Friendly America and Massachusetts models for our four Cape Ann communities. In the coming year, action teams made up of key community stakeholders and leaders will put our efforts into practice. This is a grass roots effort and we are excited for the coming year. Stay tuned for a large summit in the late winter or early spring. See our website for further information.

This past year, we introduced our STAY pet services private program. We will be expanding this program in the coming year to include more services. SeniorCare will be offering another private service for our consumers who do not qualify for the MA Money Management Program but still need assistance with bill paying and the like. We will also be offering Representative Payee services.

SeniorCare has made advances in working with health systems and our partners in the health care field. In particular, our partnership and relationship with Lahey Health will continue to strengthen in the coming year.

Our evidenced based programming has expanded over the past year to include SAVVY Caregiver to address the well-recognized needs of caregivers now and in the future. We have also added Healthy Ideas, a program to address depression in older adults often caused by social isolation. As we move forward, we will add other evidenced based programs.

In response to a significant increase in elder abuse and self-neglect reporting, we have expanded our Protective Services program to meet the needs of this ever growing problem.

SeniorCare is only as good as our Board of Directors, Advisory Councils, staff, volunteers, community partners, and supporters. We have a saying at SeniorCare that “the whole is greater than the sum of its individual parts.” The connected contributions of all is what makes it work for those we serve. We support and applaud our team.

Thank you to all who have supported our efforts over the past year and we look forward to new partnerships in the coming year.
A Special Thank You to the SeniorCare Team

My name is Melissa. I grew up on the North Shore, but now live in California. I have two brothers—one in New York and one in Philadelphia. The three of us are busy with our jobs and families, but speak with and see our Mother, who lives in Beverly, as often as we can.

A few months ago, my brother received a call that my Mother was being evicted from her apartment after living there for eight years. She had two weeks to be out and, since she had never mentioned to any of us that there was something going on, we were very concerned.

I was able to get back to Massachusetts, and surprised my Mother, where I found her disheveled and delusional as to what was happening. She had been hoarding in a way that she could not open the front door, had only a small nest for her to sleep, and no access to the kitchen to prepare meals. Her legs were swollen and gashed. It was a tough sight for me to process or even know where to start for help.

That Monday, I went right to the SeniorCare office in the Cummings Center, where they put me in touch with Robin, who was able to direct me with some starting points of how to get our Mom the help she needed. Not only was she helpful, but she was also compassionate and soothed my nerves over the phone. We were assigned Kelly as our Care Manager, who could not have been nicer to my Mother, my brothers and me. Kelly was so sweet and calm that my mother liked and trusted her right away. She even let Kelly into the apartment for an assessment.

Kelly was quick to respond to us and constantly checked in with my brother and me over the two weeks of figuring out a safe, new living situation for my Mom. Kelly was extremely helpful and helped make the situation easier.

Tiffany, SeniorCare’s Hoarding Specialist, returned from vacation, and immediately started going above and beyond to help us. Tiffany was a true miracle worker! The way that she was able to get through to my Mom in such a short time was something I did not think was possible. I leaned on Tiffany tremendously and she became my rock. She was calm, compassionate, smart, resourceful, attentive, and made things happen! The way that Tiffany handled the situation was truly impressive. We could not have gotten through this without her!

We are now in such a better place and I sincerely owe it to your team! We were able to find my mother a room at the Brookhouse in Salem, where she is already thriving.

Thank you …Thank you…Thank you….

A note received from a grateful Meals on Wheels consumer.
Sidekim Chef Toby Hewitt and his team served up a delicious BBQ meal to Beverly’s hungry seniors at the 2017 Senior Day in the Park.

Hawc was one of the agencies that participated in the annual RSVP Volunteer Fair held at 2nd Congregational Church UCC in Beverly.

Gloucester Elks Exalted Ruler Jill McGuire presented a donation to SeniorCare Nutrition Director Paula Curley.

Hundreds of volunteers were thanked and honored at the annual RSVP Volunteer Luncheon.

Dorothy Calandra of The Dinner Bell in Ipswich was honored at the 45th Anniversary Gala.

Connected Home Care was the Presenting Sponsor for the annual Sunset Cruise fundraiser.
RSVP Volunteers of the North Shore volunteers are addressing the needs of isolated seniors through a program called Caring Connections Through Technology. Volunteer Juanita Melanson tells us this story.

“When I first met Judy, she had just learned that her beloved dog Schooner had canine lymphoma. As I opened my iPad, she told me she wanted to research the condition immediately. I thought, ‘Oh no, this is a very bad way to start.’ The painful Google search that followed is how we began our Caring Connections journey. Difficult as it was, learning about Schooner’s prognosis helped Judy understand what to expect in the coming months.

Since then, we have investigated many other subjects and applications on Judy’s tablet. After creating a password record book, we set up email, iCloud and Facebook. Judy now video chats with her sister and other family members who live out of state. We have even researched her family history in Michigan.

Judy and I play Jeopardy, cribbage and trivia games. Both of us have experienced some binge-gaming episodes of online cribbage! Judy says that Schooner lets her know when she has been playing too long.

As for Schooner, we have taken pictures, used them for lock screens, and shared them via email. Next steps: creating videos of his antics. He’s a plucky little man. All in all, I think the Caring Connections Through Technology program has been very good for Judy and for me.”

STAY Pet Services
SeniorCare launched STAY Pet Services in May 2018 with an introductory event at the Beverly Cummings Center. Staff and a corps of dedicated volunteers provide a variety of services to consumers throughout the North Shore.

Services have included dog walking for those who have been unable to walk their dogs following surgeries; in-home cat care when the owner has been hospitalized; transporting pets to veterinarians for consumers who have difficulty getting a cat into a carrier and for someone who no longer drives; and providing exercise and training for the new puppy of a consumer who uses a wheelchair. STAY staff and volunteers have been delighted to serve fifteen pets in Beverly, Gloucester, Peabody, Rockport, and Topsfield.

Proceeds from STAY Pet Services will go directly to underfunded and non-funded SeniorCare programs.
Age and Dementia Friendly communities strive to better meet the needs of all residents by addressing the environmental, economic, and social factors that influence health and well-being. They seek to assure that people of all ages and abilities can engage with and are supported by their community.

Plans and programs to make communities increasingly Age and/or Dementia-Friendly are underway throughout the nine cities and towns served by SeniorCare. The agency has pledged to support these efforts through all available means. These include community trainings; establishing a web page to support and coordinate activities throughout the region, and provide access to resources for professionals, residents, and caregivers; raising awareness of the needs and tools to promote age and dementia friendly communities; and seeking grants to support programming.

In the communities of Essex, Gloucester, Manchester-by-the-Sea, and Rockport, SeniorCare is the backbone agency for the Age & Dementia Friendly Cape Ann (ADFCA) initiative, uniting a broad coalition of stakeholders within these communities. ADFCA is taking intentional steps to create a supportive, welcoming environment where all residents, regardless of age, gender, ethnicity, health status or socioeconomic background can thrive.

In the past year, through grant support from the North Shore Community Health Network, SeniorCare partnered with the Center for Social & Demographic Research on Aging, Gerontology Institute of UMASS Boston, to conduct community assessments on Cape Ann. These included open forums in each community, focus groups, and key informant interviews. A grant from the Tufts Health Plan Foundation to support a part-time ADFCA coordinator has contributed greatly to moving the initiative forward. SeniorCare and ADFCA has established a steering committee to guide planning, set goals and initiate programming to effect change in the Cape Ann and Communities.
Community Report

SeniorCare is a federally designated Area Agency on Aging, part of a nationwide network of state and local programs that help older adults plan and care for their life long needs. SeniorCare offers a wide variety of community programs and services to assist elders in living independently at home or in a setting of their choice while remaining a part of their community. Community programs include the Age & Dementia Friendly Cape Ann initiative, Medical Transportation, Money Management, Nutrition, Ombudsman and RSVP Volunteers of the North Shore.

Many of these programs rely heavily on volunteers, whose efforts are coordinated and supported by SeniorCare’s RSVP Volunteers of the North Shore. This corps of nearly 400 volunteers perform a myriad of roles and services including working as tax aides, ombudsmen, medical transportation and home delivered meals drivers; providing money management, technology training and pet care to seniors in their homes; and creating handmade goods for Project Warm Friends. Through RSVP, volunteers are also placed in 13 partner agencies. In a newly launched initiative, SeniorCare enhanced an existing partnership with Needy Meds, a non-profit information resource, to train volunteer ambassadors who will provide people age 60 and over with in-person assistance to find health care and prescription cost savings through the NeedyMeds website and other programs.

Through SeniorCare’s Long Term Care Ombudsman Program, advocates work to resolve problems related to the health, welfare and rights of individuals living in nursing or rest homes in SeniorCare’s service area. In the past year, ombudsmen collectively provided approximately 28 visits per month to area facilities, offering a voice and support for residents.

SeniorCare’s Nutrition Program served more than 158,500 nutritionally-balanced meals in the past year. The Nutrition program offers a meal and more. Congregate dining meals served at area Councils on Aging add to the roster of services that older adults can access and help bring people into contact with the full range of opportunities available at the COAs. Home delivered meals also provide friendly regular contact with the driver and an informal safety check. In-home nutrition assessment and counseling delivered by the agency Registered Dietitian/Certified Diabetes Educator is also provided through the Nutrition Program; this year 17 consumers received in-home nutrition counseling.

The Money Management Program is a free service that assists low-income elders who have difficulty writing checks, balancing their checkbooks and managing their money. A dedicated cadre of Money Management Program volunteers provided this vital service to over 35 older adults this year, visiting elders as often as necessary each month.

Medical Transportation utilizes RSVP volunteer drivers to transport people age 60 and older to and from their local and out-of-town medical appointments. During the past year, 437 trips were provided. Aided by dedicated volunteers, community programming continues to grow to meet the existing and emerging needs of area older adults.

A SAVVY Caregiver 6-week evidence based workshop was hosted at the Residence at Riverbend in Ipswich. At the final session, Riverbend’s Culinary Director, Michael Burrill, served a special meal to participants and explained how they serve their residents on the memory care unit, known as Reflections, in order to allow as comfortable a dining experience as possible.
As an Aging Service Access Point (ASAP), SeniorCare is a single point of entry for elders in the community for information, advocacy and services available. Having a competent, articulate and compassionate Information and Referral Department is a priority as the I & R Specialists are often the first point of contact for an elder or their family/caregiver. It is a priority to be able to answer questions, research resources and direct anyone who calls to the appropriate service or agency. The I & R Dept. fields well over 400 calls per month in addition to correspondence, disseminating information and submitting internal referrals.

SeniorCare has provided in-home services to over 1,500 people over the past year in its nine communities. I & R Specialists received over 1100 referrals for home care, averaging 96 referrals per month during fiscal year 2017-2018. Care Managers assess consumers for eligibility in one of the home care programs. Services available include personal care, homemaking, companion, transportation, skilled nursing, personal emergency response systems, and procurement of adaptive equipment, to name a few. Eligibility is determined based on an assessment of abilities and needs, regardless of income. Co-pays are assessed on a sliding scale basis.

The Clinical Assessment and Eligibility department is comprised of nurses who determine clinical eligibility for homecare programs as well as nursing facility level of care when consumers are seeking payment through MassHealth. SeniorCare Nurses conduct on average 120 screenings and assessments per month in nursing facilities and the community.

For those consumers who are not sure what they are looking for or do not fit the criteria for a home care program, the Options Counseling Program is a free service to anyone regardless of age (22+), income or disability with the goal of offering community long term services and support. SeniorCare’s Options Counselors assisted 293 individuals over the past year, providing them with information about valuable resources available in the community.

Preventing elder abuse and neglect is a priority for SeniorCare. Protective Services investigates allegations of elder abuse and neglect, including severe self-neglect. Reports come from a wide range of sources including family, friends, medical providers, police, emergency response personnel and others. All reports are screened to establish if there is a “reportable condition” under the law. Over the prior fiscal year, SeniorCare received 756 reports, averaging 63 per month, a 9% increase from the previous year. A little over half (53%) were assigned to a Protective Service Worker for investigation.

In addition to the above departments, SeniorCare has a variety of other services. The Caregiver Support Specialist can assist caregivers with resources and support to ease their burden. Caregiver Support groups in Gloucester, Beverly and Wenham meet monthly to provide mutual support from other caregivers. SeniorCare’s Housing Advocate assists elders who are facing eviction or an inability to find adequate housing with the goal of preventing homelessness. Other housing advocacy staff include: the Mixed Population Services Coordinator who covers seven Public Housing complexes to assist any resident with services and benefits and acts as a liaison to the Housing Authorities; the Congregate Resident Services Coordinator in Beverly works to fill the 12 congregate units and assist the residents at Upton Place to live within a community of peers, problem solve and remain independent in the community; the Supportive Housing Coordinator in Gloucester works closely with the Housing Authority and service provider to assist those living at McPherson Park in a variety of ways including service provision, advocacy, activities and educational/supportive groups.

Providing the right combination of information and services can make all the difference in consumers’ lives. It is a privilege to work with elders and their caregivers to assure choice, dignity and support as they age.
**SeniorCare FY17 Cash Flow**

**Revenue:**
- State Contract Revenue: $12,118,000
- Federal Contract Revenue: $513,000
- Other Grants and Contracts: $1,889,000
- Program Service Revenue: $582,000
- Fundraising: $93,000
- Interest Income: $5,000

**Total Revenue** $15,200,000

**Expenses:**
- Direct Service Costs: $10,065,000
- Program Expenses: $4,445,000
- Administrative Expenses: $635,000

**Total Expenses** $15,145,000

**DOLLARS SPENT ON SERVICES PER TOWN SERVED**
- Wenham ($250,191)
- Topsfield ($147,225)
- Rockport ($830,161)
- Manchester by the Sea ($368,039)
- Ipswich ($1,251,383)
- Hamilton ($144,926)
- Gloucester ($3,138,221)
- Essex ($307,345)
- Beverly ($3,731,926)

**How SeniorCare Utilizes Funds**

View SeniorCare’s profile on The Giving Common, a detailed, online resource that connects users to in-depth information about nonprofit organizations working to enhance communities across Massachusetts.

RSVP Volunteer Patti Colbert was awarded with the President’s Lifetime Achievement Award.

Forums were held in the four Cape Ann communities to prepare for the Age & Dementia Friendly Cape Ann initiative.
How Can You Help?

Your support helps SeniorCare provide more meaningful services. We work diligently to go above and beyond the baseline services that state and federal funding offer.

Your financial commitment enhances SeniorCare’s Meals on Wheels Program, supports our Protective Services Program that helps protect seniors from harm, helps to increase the number of volunteers we recruit to drive seniors to their medical appointments, and increases the number of hours our nurses can spend with seniors on home visits.

SeniorCare has several programs partially funded by private donations, including our Money Management Program (partially funded by the Essex County Women’s Fund), our innovative harm-reduction Hoarding Program (partially funded by the Cummings Foundation), and our successful Nurse/Pharmacist Medication Management Program (partially funded by Andrew W. Preston Charity FD Trust).

Your donation will go directly to ensuring seniors receive the support they need to remain safely in their home and in their community of family and friends.

Gifts in Honor of Your Loved Ones

SeniorCare offers you the opportunity to honor or memorialize beloved family members and friends by making a gift in their names.

You can donate to a specific SeniorCare program, such as Meals on Wheels, Elder Protective Services, Caregiver Support Services, or make a general donation to be used where it is needed most at the time of the donation.

Making a Gift is Easy

Please complete the form on the attached envelope and return to SeniorCare. Or, go to our website www.seniorcareinc.org to make a one-time or on-going donation via credit card. Thank you for supporting the community of the North Shore.

SeniorCare Inc. is a 501(c)(3) tax-exempt organization. All contributions made to the agency are tax deductible to the extent permitted by law. SeniorCare Inc. and its programs are funded in whole, or in part, by contracts with/or grants from the Massachusetts Executive Office of Elder Affairs, the Federal Administration for Community Living and other funding sources.

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Volunteers with the Money Management program enjoyed the RSVP Volunteer Appreciation Luncheon

Just a few of the happy faces seen on the morning of the Lobsta Land breakfast fundraiser.
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- 222 Arts & Wellness Ctr
- ABC Home & Healthcare Professionals
- Aberdeen Home Care Inc.
- ACME Merchandise & Apparel
- Action, Inc.
- Addison Gilbert Hospital
- Adult Foster Care of the NS Amedisys / Associated Home Care
- American Red Cross
- Anstiss & Company, P.C., CPA
- BankGloucester
- Bayada Home Health Care
- Bertucci’s
- Beverly Bootstraps
- Beverly Food Mart
- Beverly Hospital
- Beverly/Salem Lodge of Elks #1309
- Blackburn Center, LLC
- Blue Ribbon Trus
- Blueberry Hill
- Rehabilitation and Healthcare
- Bonneville Design
- Bring Care Home
- Brooksby Village
- Building Center of Gloucester

*Festive bouquets in holiday mugs were among the gifts delivered to each of our Meals on Wheels recipients in December*

*Gloucester Mayor Sefatia Romeo Theken honored the National Service programs serving Gloucester, including Senior Corps*
Donors & Contributors

C.B. Fisk, Inc.
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Fallon Community Health Plan
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First Ipswich Bank
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Gloucester Lodge of Elks, 892
Glover’s Floor Coverings
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Marblehead Bank
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Massachusetts Council on Aging
Miss Tina’s Studio of Dance
Natale Company & SafetyCare
National Association of Nutrition and Aging Services Programs
North Shore Community Action Programs, Inc.
North Shore Community Health Network
North Shore Elder Services
North Shore Vascular Diagnostic Laboratory
O’Hara Industries Services
Oceanview at Landmark
The Open Door
Pathways for Children
People’s United Bank
Perkins + Will
Pier 23 Kitchen
Katharine C Pierce Trust
Precision Roofing Services of New England, Inc.
Andrew W. Preston Charity FD Trust
Prevare, LLC
RB Strong Excavating & Sewerage Ctr, Inc.
The Residence at Riverbend
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Rotary Club of Gloucester
Rotary Club of Hamilton Wenham
Rotary Club of Ipswich MA
Manchester-Essex Rotary Club
Rotary Club of Rockport
Santa’s Magic
Seacoast Nursing & Rehab. Center
Seasons of Danvers
SeniorCare Inc.
Sidekim Foods
Silver Lining Solutions, Inc.
Natalie A. Simon, Attorney
Smith & St. John
Law Offices of Spano & Dawicki
Spaulding Outpatient Center Cape Ann
Spectrum Adult Day Health
Spiran Lodge Vasa Order of America
Stanley Roofing Company
Sully’s Auto Body
TD Bank
Thomsen Construction
Tufts Health Plan Foundation
UnitedHealthCare
Verizon Foundation
We Love Construction
White Seagull Gallery

SeniorCare Board of Directors President Tom Tanous with MA State Rep. Jerry Parisella at the 45th Anniversary Gala
RSVP Director Ruth Lindsay at the Elder Abuse Awareness Rally in Beverly
Strategic Plan Goals 2017-2020

**Goal #1**
SeniorCare Inc. will continue to be a highly visible, well-respected agency that attracts increased numbers of consumers and higher levels of contributions to support the mission.

**Goal #2**
SeniorCare Inc. will provide cost effective and efficient services, and meet the needs of consumers and the diversity within the communities it serves with dignity and respect.

**Goal #3**
SeniorCare Inc. in recognizing the value of our staff will retain and continue to develop a highly qualified and motivated workforce to support the mission.

**Goal #4**
SeniorCare Inc. will maintain financial security through sound fiscal management including the continuation of cost savings, efficiencies and development.

**Goal #5**
SeniorCare Inc. will take proactive steps to effectively assist all individuals with health and functional challenges by increasing staff knowledge through both internal and external means.

**Goal #6**
SeniorCare Inc. will continue to develop and explore the use of innovative technology and programs to support our mission.

After hundreds of paper plates were decorated by consumers with reasons why Meals on Wheels is a critical program, the plates were sent to legislators.

This plate reads: “I’m not able to cook my meals anymore & I’m happy to see the food delivered. These meals are healthy and nutritious and keep me healthy. The drivers are very friendly & concerned about my general health and it’s the only company I get daily.”

Aberdeen Home Care joined us at the Elder Abuse Awareness Rally in Manchester by-the-Sea

SeniorCare partnered with the Beverly Council on Aging and Sidekim Foods to provide lunch at the annual Senior Day in the Park

The Hamilton-Wenham Rotary Club switched their weekly meeting location to the Gloucester House for the Celebrate Spring breakfast
In addition to SeniorCare’s nine communities, RSVP Volunteers of the North Shore serves Danvers, Peabody, Salem & Marblehead.