

ome days — thanks to the Internet — doesn't it feel like there is just too much information to absorb? At Lifespan, our main product is information — but we combine information with expert guidance — which makes for a more powerful, much more personcentered approach. Armed with the combination of information and expert guidance, older adults and caregivers can make better choices as these comments from three clients attest.

"My parents were confused and anxious about their health insurance options. Your advice saved them more than \$1000 a year!"



"When my mother wasn't able to live safely at home anymore, I didn't know where to turn. My doctor suggested I call you. My family and I could never have gone through this without you."

"It is most reassuring to know that there are people who understand the dilemmas some seniors face; and the guidance offered to help solve them is of much comfort and aid."

It's also true that while we provide the information, our clients, fellow staff and board members provide our inspiration. In the following pages, several staff members write about caregivers and elders in whom they find inspiration, I profile board members who have given a combined 37 years of time and energy to Lifespan, and we write about the staff member who is receiving our annual WOW! award.



Warmly,

Ann Marie Cook President/CEO

Ann Marie Cook

About Our Cover
Our cover features
Sabena (Willie) Cooper,
one of the Centenarians
honored at Lifespan's Annual
Celebration of Aging,
sponsored by MedAmerica
Insurance Company
and Excellus.
Photo by Martin Czamanske



Sandy and Kay

Kay, the dancer, and my inspiration

By Sandy Schencke, B.S.W. Eldersource Care Manager

t 93-years-old Kay is a whirlwind. She's still very independent and still is an avid ballroom dancer! Last year, at 92, she went on an Alaskan cruise! She doesn't drive, but even on the coldest days in the winter you can see her at the bus stop waiting for the bus to take her to the store or run errands. In nice weather, and sometimes not-so-nice weather, Kay will often walk wherever she needs to go. She does her own housekeeping and cooking. During my last visit with her, she was looking forward to taking a microwave cooking class. When we met with her, she set the table like we were royalty with matching tea cups and plates. Her attitude is inspiring. She is always positive and enjoys living to the fullest. She even has two sisters still living and one is older. A visit with Kay is so very uplifting, and I often think, "If that is what old age is, where do I sign up?" If you met her, you would also be inspired. Thanks for the opportunity to let me tell you about her.

I'm inspired by this father's dedication to caring for his daughter

By Melissa Conroy
Aging Persons with Developmental Disabilities Program

have had the pleasure of providing service coordination for Donna who is in her 50s, profoundly retarded and has a seizure disorder. Her stepfather is her primary caregiver, and the title "stepfather" does not come close to describing what a wonderful father he is. Donna was a teenager when Dick married her mother, who unfortunately passed away five years ago. Since then, both their lives have changed drastically. Though his own age is becoming a challenge, Dick takes care of all of Donna's personal care needs, as she is unable to walk, bathe or toilet independently. Donna also has significant health problems, which require much attention and numerous medical appointments. But, with the support of five day-a-week aide service, Donna is able to remain living in the family home. Even with all the challenges of caring for her day-to-day needs, Dick still makes time to take Donna to church and out for dinner or to family get-togethers. It is absolutely amazing to see a caregiver show so much love and dedication to providing a wonderful quality of life for his daughter.



Dick, Donna and Melissa



Deb Frink

Inspiring work by Deb Frink Lifespan's 2009 Staff WOW! Award Winner

By Marie Frey
Director of the Ombudsman Program

hen I think of the number of times
Ombudsmen change the lives of individuals
living in long- term care housing, I become
very emotional. This past year I learned
a very necessary lesson from one of my staff members —
that determination, persistency and perseverance have a
wonderful payoff. Debi Frink, one of the Assistance
Coordinators for the Ombudsman Program, worked diligently
to ensure that one resident received necessary medical care
and access to his finances. Perhaps someone else may have
thrown-up his/her hands due to the complexity of the
case. Not Debi. Her heart told her differently.

I witnessed how one women would not take no for an answer. It was as if she was a football player knocking down anyone who would not listen, persevering until she found that one person who saw exactly what was happening and had the ability to correct it.

I am amazed at the number of times Lifespan's programs interconnect with each other. The knowledge the staff of Lifespan possesses and the desire "to make it right" for our clients is a quality I respect. Deb is an inspiration to me and a gift to the residents on whose behalf she advocates as an Ombudsman.

The Situation

Due to a very complex legal document, the resident was not receiving medical care and medications, nor was he able to purchase personal items. The document stipulated that the resident's needs first be discussed with the person holding power of attorney, and this person denied anything that incurred an expense. Doctors refused to care for the resident based on the legal document. The facility was uncertain how to handle the situation and contacted the Ombudsman Program. Debi's perseverance over four months involved legal experts, the facility, a bank trust officer and Lifespan's Elder Abuse Prevention Program. Ultimately, Deb was able to prove that the resident was indeed capable of making his own decisions without needing the approval of the person holding the power of attorney. hen the challenges of managing a non-profit organization in today's fiscal environment seem, at times, overwhelming, I think about the elders who need our help, Lifespan's hardworking staff and the amazing dedication of the members of Lifespan's Board of Directors. This year, three Board members who have given a combined 37 years of service to Lifespan, Dr. Rocco Vivenzio, Diane Quinlisk and Jane Shukitis, are cycling off the Board.



Dr. Rocco Vivenzio

Dr. Rocco Vivenzio is a geriatrician at the University of Rochester Medical Center and a tireless advocate for his patients and for all elders. He brought wisdom and guidance to our Special Review Committee and the Eldersource Joint Venture Advisory Committee.



Diane Quinlisk

Diane Quinlisk, Director of Marketing at Catalyst Inc., brought a wellspring of enthusiasm and passion, as well as her experience in marketing, to Lifespan's Board of Directors and associated committees including marketing, business development and fundraising.



Jane Shukitis

Jane Shukitis, Vice President of Home and Community Based Services at Unity, freely shared her expertise and knowledge about the field of aging and long-term care services at Board meetings.

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Major Accomplishments



National Award for Future Care Planning Services

Future Care Planning Services* won the 2009 National Alliance for Caregiving/MetLife Award for Innovation, Responsiveness and Effectiveness in the Aging and Disability category. Its mission is to help aging caregivers develop written health, housing, legal, financial and guardianship plans pertaining to the future care of their loved ones with disabilities.

Boomers as Mentors Initiative Launched

Working in partnership with the Rochester Area Community Foundation and Rochester Mentors, Lifespan became home to the Boomer Mentors initiative. The goal of the Boomer Mentors project is to tap the knowledge and experience of at least 200 members of this generation to help improve the Rochester City School District's graduation rate.

Grant Allows for Easier Access to Transportation

A grant from the Greater Rochester Health Foundation is enabling a partnership of Lifespan, Eldersource**, Catholic Family Center and Medical Motor Services of Rochester & Monroe County to provide easier access to transportation. Instead of simply offering a list of providers, a mobility specialist in Eldersource is now able to arrange transportation for older adults using the resources of both volunteer and paid transportation providers.



Weatherization Program Now at Lifespan

Lifespan now operates WRAP, the Weatherization, Referral and Packaging program formerly operated by Monroe County. WRAP helps eligible low-income older adults with weatherization and energy conservation solutions.

Fall Prevention Initiative Started

The Rochester Primary Care Network and Catherine Carlson provided funding to build the Rochester Falls Prevention Collaborative between Home Care of Rochester (HCR), Falls Specialist, Dr. Betty Perkins-Carpenter, and gerontology researcher and epidemiologist, Thomas Richardson, PhD, MBA, PA, to reduce the frequency and severity of falls among older adults attending Lifespan's active senior center in downtown Rochester.

Staff Degrees, Awards & Honors

Art Mason, Director of Lifespan's Elder Abuse Prevention Program, received the Rochester Business Journal/United Way Community Champion Award and recognition from the National Committee for the Prevention of Elder Abuse (NCPEA) both in October 2009.

Jennifer Helmbold, Director of Lifespan's Aging Persons with Disabilities Program, earned her MPA.

Maureen Murphy, Director of the Consumer Fraud Prevention program, became a Certified Fraud Examiner and a Certified Volunteer Administrator.

Mary Beth Gueldner, Director of RSVP, also earned her credential as a Certified Volunteer Administrator.

Kelly Zunner Daniels of Lifespan's Geriatric Addictions program became a Licensed M.S.W.

^{*}A collaborative service of Lifespan, Arc of Monroe and the Al Sigl Community of Agencies

^{**}A collaborative service of Lifespan and Catholic Family Center

Foundation/Corporate/Government **Support for Programs**

B. Thomas Golisano Foundation Healthcare Coordinator

Rochester Area Community Foundation Financial Management

Greater Rochester Health Foundation Various Programs

John F. Wegman Fund Financial Management

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Give-a-Lift

Chester & Dorris Carlson Foundation Falls Prevention

Rochester Area Community Foundation **Boomer Mentors**

New York State Bar Association Elder Abuse Summit

Rochester Primary Care Network Falls Prevention

Federal Communications Commission Digital Television Conversion for Older Adults

NYS Legislature

Give-a-Lift & Partners in Caring

New Government Contracts

Monroe County WRAP (Weatherization)

Monroe County

Matter of Balance (Falls Prevention)

New York State

Senior Community Service Employment Program

Town of Greece Home-Safe-Home

Town of Irondequoit

Home-Safe-Home

Special Thanks To

John DiMarco

for his very generous support of Lifespan.

Catherine Carlson

for her charitable contributions to Lifespan's programs.

Monroe County's State Legislative Delegation

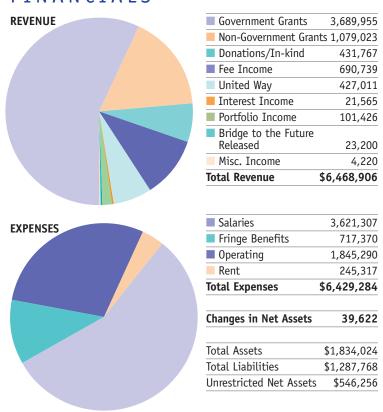
Assembly David Gantt Joe Morelle Susan John

State Senate Joseph Robach James Alesi

George Maziarz Michael Nozzolio

David Koon Joseph Errigo

FINANCIALS



EXPENSES BY SERVICE

Education Services 45 Elder Abuse Prevention 954 Employment Services 343 Financial Services 594 Fundraising and Marketing 279 Future Care Planning 423	,802
Education Services Elder Abuse Prevention Employment Services Financial Services Fundraising and Marketing Future Care Planning 423	,890
Elder Abuse Prevention 954 Employment Services 343 Financial Services 594 Fundraising and Marketing 279 Future Care Planning 423	,587
Employment Services 343 —— Financial Services 594 —— Fundraising and Marketing 279 —— Future Care Planning 423	,998
Financial Services 594 Fundraising and Marketing 279 Future Care Planning 423	,440
Fundraising and Marketing 279 Future Care Planning 423	,969
————Future Care Planning 423	,373
	,638
Geriatric Addiction 143	,438
	,455
——————————————————————————————————————	,761
Home Modification 106	,521
——————————————————————————————————————	,618
Miscellaneous 50	,365
Nursing Home Culture Change 154	,403
Ombudsman 236	,896
Volunteer Services 190	,465
Volunteer Transportation 28	,563
	,391
	,711
Total Expenses by Service 6,429	,284

Expenses	
Program Services	5,508,584
Management and General (net)	714,144
Fundraising	206,556
Total Expenses	\$6,429,284

Celebration of Aging

When we solicited nominations of people 100 or older to honor at our 2010 Celebration of Aging, we had no idea how many inspiring centenarians live among us! Twenty-one people 100 or older attended the event where none-other-than Willard Scott of NBC's Today show spoke about each one.

The event raised \$213,000 thanks to a new, very generous matching dollar opportunity from the Daisy Marquis Jones Foundation. The foundation gave Lifespan a 2:1 match of every dollar contributed by the 1300 attendees during the Celebration of Aging.



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Marten Czamanske Photography Park Place Limo Monroe Wheelchair

ANNUAL REPORT 2009 / 2010

More than 25,000 served.

Lifespan helped 121 persons with developmental disabilities maintain their independence.

"If it was not for Lifespan I would not be working today. I am very glad I found your phone number in the yellow pages of my phonebook."

"Your knowledge and your guidance has helped me a lot. I cannot find a word or phrase to express my feeling and thanks to you. I am so impressed by your attitude to help those who need help."

105,364 phone calls were made to older adults throughout the country to educate and warn them of the risks of telemarketing fraud and scams.

Financial exploitation was a component in 43% of elder abuse cases handled by Lifespan. We eliminated the abuse or reduce the risk of future abuse in 94% of cases.

"Applying for Medicare is confusing, frustrating and stressful. Irene & Ron make this easier with the workshop. Irene is truly a lifesaver with a one-on-one meeting. It made my stress more manageable."

Eldersource provided 12,863 telephone consultations for older adults, caregivers and allied professionals. The highest percentage of calls (19%) was about housing options, followed by financial/legal questions and caregiver support.

369 people attended "how to find a job in retirement" workshops.

63 bonded, trained volunteers helped **462** elders (mostly women age 75 and older) with bill paying and financial tasks. 88% were able to pay bills in a timely manner.

Staff and volunteers provided counseling and information about Medicare for 1768 older adults. 3191 attended Medicare 101 workshops.

161 families completed making written plans for the future care of a loved one with a disability.

"You were very helpful in helping me with my problems, mostly drinking. At this time I'm doing well. Should start to slip I plan on calling Lifespan for help again."

"I'm so very happy with the careful and helpful way you listened to our needs and made suggestions for our safety."

The Geriatric Addictions program assisted **142** older adults. **59%** reported abstinence and **27%** decreased their use of alcohol/drugs.

124 trained Ombudsmen monitored/advocated for residents of long-term care facilities. Ombudsmen investigated 1182 complaints about care and 90% were adequately resolved.

310 homes were modified to prevent falls.

"The Center is like home to me now, and my friends there are my family."

"It is great that there are volunteers willing and able to help us senior citizens that can no longer do certain things as we did before."

294 volunteer drivers provided 15,499 hours of transportation for older adults who needed to get to medical and other appointments.

519 older adults participated in meals and activities at Lifespan's Wolk Older Adults Center.

"All the Ombudsmen we had contact with were extremely helpful and had lots of suggestions for resolving problems. I was so glad you kept in touch with Mom as well as responding to my requests."

Annual Giving (4/1/09 - 3/31/10)

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