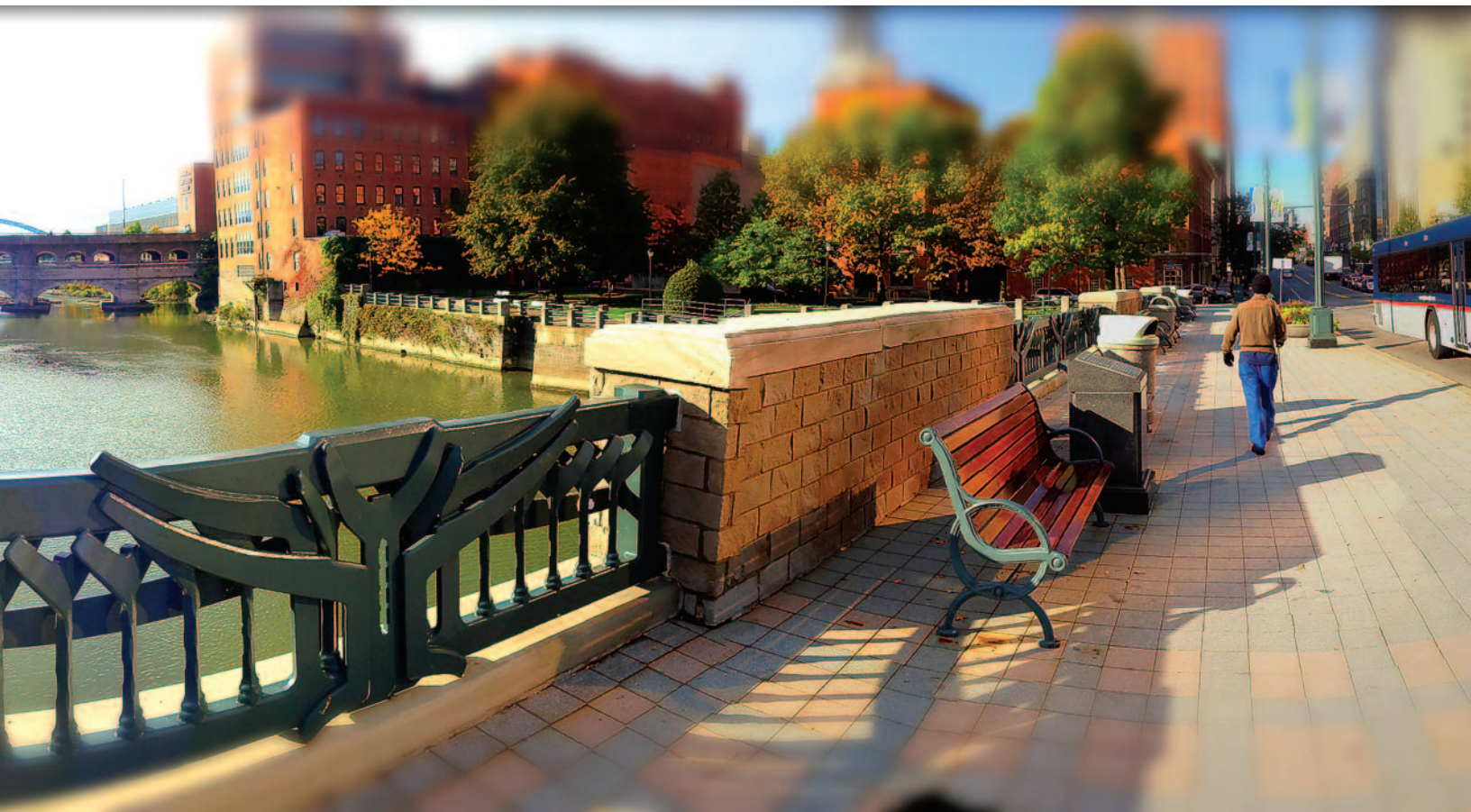


# Lifespan

*Making Rochester  
a Place to Age Well!*



2013-2014 ANNUAL REPORT



# Making our community a place to age well is Lifespan's singular focus.

Last year, we touched the lives of more than 25,000 older adults and caregivers. Our staff of 100 always does wonders, but our reach to residents of Monroe County and beyond is extended four-fold by our dedicated and knowledgeable volunteers.

119 Ombudsman volunteers visit nursing and adult homes in eight counties to advocate for 9000 residents. They helped resolve more than 600 complaints.

29 volunteer coaches lead multiple six-week Matter of Balance workshops that help prevent falls.

109 people volunteer in our Senior Connection program which provides "friendly visitors" for isolated older adults screened by University of Rochester's Department of Psychiatry.

26 people are highly trained volunteers who provide expert health insurance information and guidance about the complicated topic of Medicare.

Bill paying, balancing accounts and budgeting — the three B's are well-known to the 75 volunteers in our Financial Management program. They visit older adults in their homes each month to help with financial tasks.

31 volunteers in our Partners in Caring program help older adults with non-medical tasks around the home.

Most research says that today's volunteers want to know how they are making a difference. When you help solve an issue of care, when you help someone get over the fear of falling, when you give peace of mind about choosing a Medicare plan, when you help someone stay in their own home, you know you are making a difference. And many of our volunteers are older adults themselves who are taking advantage of the opportunities of longer life!

One of our volunteers, Robert, wrote recently, *"I am ...deeply impressed with Lifespan's mission, activities and accomplishments. It is, I believe, one of the most important organizations contributing to the welfare of our metropolitan and suburban communities and their seniors. I feel great satisfaction to be associated with it, if only in a small way."*

There is an old saying that volunteers are free, but they aren't cheap. In each one of the programs I mentioned above, Lifespan staff members continuously recruit new volunteers, interview, check backgrounds, train, and provide in-services and support.

That's how we help so many older adults take on the challenges and opportunities of longer life!

Take it on!



*Ann Marie Cook*

Ann Marie Cook  
President/CEO



PHOTOS: COMMUNICATIONS BUREAU, CITY OF ROCHESTER

## How we helped our community *take on* the challenges and opportunities of longer life...

13,600

Eldersource provided care navigation for 2,767 people and answered 13,600 phone calls. 5,507 caregivers received support, information and guidance. The most requested advice was about housing and home care.

*"Linda is the #1 reason I have appropriate care now for my mother and why I am moving forward with my life in a healthy, positive manner." Caregiver*

*"Cindy has been outstanding in her help with my 76-year-old brother and 86-year-old sister-in-law. Because I live in NJ, and am 73, I have been unable to personally help them, and Cindy has gone out of her way to keep me informed of their care, particularly during this horrific winter!" Family member*

4,972

Health insurance counselors met with 2,248 individuals and provided Medicare 101 workshops for 4,972 people. This is one of our most popular services!

*"The half hour we spent reviewing my mother's health care insurance as a Corning retiree and having you compare it to the plans offered in Rochester was one of the best investments of time that I have made. You offer a great service. Thanks again." Lia*



*"Thanks for your continued strong support of the post-65 people in our community regarding health care enrollment. We will distribute information about your workshops and the comparison chart to our members. We value your sessions because of their breadth of comparison and non-biased approach. Our employee group doesn't plan to have any separate meetings because your sessions provide all the information that people need in order to make their decision. Thanks!"*

*"Thank you for taking time with me to discuss my mother's health insurance options. Your organization has left me with peace of mind about my mom more than once now — a great agency to work with." Richelle*

32

Lifespan was guardian for 32 older adults in 2013. In that role, we are court-appointed to make decisions on behalf of legally incapacitated elders.

*"This is a great place to keep fit; the gym is ten steps from the Lily Café. You get to make friends who share your taste in a wide range of activities. Perhaps the best thing about this joint program is its ability to create bonds among a very diverse population. If the world were like us, wars would disappear!" Marie, Lily Café/Y member*

233

233 people participated in six-week Matter of Balance workshops. This evidence-based workshop is designed to increase activity levels, balance and reduce the fear of falling.

635

Home-Safe-Home, one of our most popular services, provided home safety assessments and minor home modifications to help prevent falls in 635 homes.

**In total,**  
**25,879**

**individuals served.**  
**10,341 attended Lifespan workshops or presentations.**

32

We provided healthcare coordination for 32 people with intellectual and developmental disabilities.

*"Ken, your representative was very informative, helpful and kind. He made great suggestions and put up grab bars when entering and going up our stairs, for the first time in months — I feel safe!"*  
*Home-Safe-Home client*



16,058

The Wolk Older Adult Center remains an oasis within the Sibley building in downtown Rochester. We served 16,058 meals and provided almost 2,200 activities.

*"After mom decided it was time to be closer to immediate family, we found the Wolk Center. At first, she would scan the menu and choose the days she would go. It didn't take long before activities also entered into the decision. Was there a special dinner dance planned? Mom wanted to be there. A tea party? Mom wanted to go. There was hardly an outing or activity mom would not try — dulcimer, book club, exercise sessions, a trip to the zoo. One thing I appreciate about Lifespan is that they know about so many resources and services for seniors. Mom recently said, "They so genuinely want to be helpful." I feel as if staff, fellow seniors and Lifespan are a part of our extended family."*  
*Katherine, daughter of member.*

3,500

We responded to 419 suspected cases of abuse, scams/fraud or ID theft. The most common component of elder abuse is financial exploitation by family members. More than 3,500 people attended presentations about the signs, symptoms and prevalence of elder abuse.

*"I believe Lifespan, and my brother and I are on the same page about what needs to happen, and Lifespan is certainly our best hope of getting things straightened out for Mom."*  
*Son of a victim.*

5,125

Our Lily Café at the Maplewood YMCA celebrated its third anniversary. Funded by The United Way, Lifespan's 21st century version of a "senior center" has 525 members, served 5,125 healthy meals and provided too many "mind, body and spirit" activities to count!

449

With the help of 75 trained and bonded volunteers, 449 elders had in-home assistance with bill paying, balancing accounts and budgeting.



Alan Wallace, Lois Bessette and David Day

PHOTOS: GELFAND PIPER PHOTOGRAPHY

## More about volunteers helping in *extraordinary* ways!

Volunteering comes naturally to anthropologist and former Peace Corps member **David Day**. As a trained “coach” in Lifespan’s Matter of Balance program, David helps older adults learn about falls. “They come to our workshop saying, ‘I can’t. I’m going to fall.’ They don’t think they can move their bodies. They’ve got the red light on. [As coaches] We try to make that light green. You see the empowerment happen before your eyes.”

David also volunteers in Lifespan’s Senior Connection, a project that is the subject of a University of Rochester research study. It matches volunteers with older adults who are at risk of feeling lonely or a burden. “The essence of this is keeping in contact,” David says. Senior Connection volunteers commit to two in-person meetings and two phone calls a month. And, he participates in the Give-a-Lift program which recruits volunteer drivers to take older adults to medical appointments. “I give out Lifespan’s service matrix all the time,” he says. “People are blown away by how many services are under this umbrella.”

**Lois Bessette**, a volunteer within HIICAP, the Health Insurance Information Counseling & Assistance program, is also doing what comes naturally. Her career was spent in HR and benefits counseling. “You just get a feeling that this is paying it forward,” Lois comments. “We help a lot of people who don’t understand anything at all about their insurance. They are befuddled. Sometimes they are even angry — not at us — but at Medicare, at an insurer. We explain. We defuse, and then they have an ‘ah ha’ moment.”

As a Lifespan volunteer for the last nine years, Lois calls her volunteer role, “a good fit” based on her career experience. She’s also gotten to know the agency. “Eldersource is a gem. Most places don’t have anything at all like this. If you weren’t here, where would people go? Doctors don’t know. Churches don’t know. People who volunteer here know how great [an organization] it is.”

Where do Lifespan retirees volunteer? At Lifespan! **Alan Wallace** worked as a financial specialist in our Financial Management program until 2011. He took some time off, then returned to also volunteer in our health insurance counseling service. “The reason I’m in this is to help educate people,” Alan says. “It’s very gratifying, and there’s even more payback if you can help someone smile — it’s all about that. I can’t give up volunteering.”

Our wonderful volunteers also use their knowledge outside the confines of formal volunteering.

“I might be sitting in a restaurant and I hear people saying, ‘...well mom fell...’ I’ll turn around to them and tell them about Matter of Balance,” David remarks. Alan, who goes to Florida a few months a year, says questions about Medicare start when he tells people about his volunteer role and Lifespan. “They say, ‘Boy, I wish Florida had a Lifespan!’”

To David, Lois, Alan and all of our amazing volunteers, thank you for all you do!

*Thank you*

# Significant Accomplishments

## Caregiver Respite Service Launched

The Partners in Caring respite service launched in July under a grant from the Rochester Area Community Foundation's Helen L. Morris Trust Fund. This collaborative project between Lifespan, Community Place of Rochester and the Alzheimer's Association recruits, trains and matches volunteers and Senior Companions with caregivers who care for someone with early dementia or cognitive impairment. Respite allows caregivers to take some time for themselves, to go grocery shopping, to take a walk, run errands, meet a friend for lunch. The effect of having respite for caregivers is being evaluated by a team from the University of Rochester. There will be an ad campaign this year promoting the services and the ease of access by calling Eldersource.

## Care Transitions Contract Renewed

The Centers for Medicare and Medicaid (CMS) renewed Lifespan's contract to provide hospital-to-home care transitions services. Under the contract, trained care transition coaches visit patients soon after discharge and hospital-based pharmacists provide enhanced medication reconciliations. The goal is to decrease unnecessary 30-day readmissions among Medicare patients.

## Life Enhancement Fund Begins Giving Grants

An extraordinary gift from the B. Thomas Golisano Foundation is enhancing the lives of upstate New York residents with disabilities and special needs by giving grants up to \$750. These needs may include goods or services related to a person's health, welfare or living environment. Mr. Golisano was motivated to establish the Life Enhancement Fund after a visit a few years ago to the apartment of a man with special needs. Mr. Golisano was deeply moved by the fact that the man had no television, no couch, no pictures on the walls.

Recently approved grants have funded new bedding following a bed bug infestation, three pairs of diabetic shoes for a man who needed them to return to work, an air purifier for a young lady with breathing difficulties, a recumbent exercise bike, an iPad for a child diagnosed with autism to help support learning at home, and supplemental nutrition for a child who needs extra calories to thrive.

The Life Enhancement Fund was created within the Future Care Planning Services Community Pooled Trust. Future Care Planning Services is a collaborative between Lifespan, The Al Sigl Community of Agencies and the ARC of Monroe.



## Lifespan Received a New Ford Van

We were delighted to be the recipient of a new Ford van from the Rochester Area Ford Dealers and its *Ford Friendship Express* program. The van replaces a 12-year-old vehicle used for Lifespan's Home-Safe-Home service which provides minor home modifications that help prevent falls. Last year, we did safety assessments and modification in 635 homes.

## Grant Funds Fall Prevention for UMRC Patients

The Greater Rochester Health Foundation awarded Lifespan a \$595,338 three-year grant to provide fall prevention education and assessment for patients cared for by physicians in 23 University of Rochester Medical Center practices. All patients are assessed for fall risk and appropriate patients are referred to Lifespan's Matter of Balance workshops and Home-Safe-Home service.

## MVP Health Care Funds the Living Well Center

A partnership between MVP Health Care, the YMCA, the United Way and Lifespan resulted in the opening of our second older adult center focused on health, wellness and socialization. The new MVP Health Care Living Well Center is located at the Westside YMCA and operated by Lifespan.

## Elder Abuse Prevention Programs Enhanced

To enhance prosecution of elder abuse, Lifespan's Elder Abuse Prevention team is coordinating six Enhanced Multidisciplinary Teams in Finger Lakes counties (Livingston, Monroe, Ontario, Seneca, Wayne and Yates). The Enhanced Multidisciplinary Teams or E-MDTs include representatives from Lifespan's Elder Abuse Prevention program, county Adult Protective Services, law enforcement, district attorney offices, Offices for the Aging, along with a geriatric psychiatrist and forensic accountant who work together to plan the investigation and interventions in cases of complex financial exploitation of elders. The project is one of five Elder Abuse Prevention Intervention projects in the nation funded by the federal Administration for Community Living.



Lifespan gave the Eli Rudin Second Half Hero Awards to Chet Fery, David Heffer, Reva Sipser, Nancy Rice, and Rosa Wims (pictured with Naomi Judd); five people 65 to 91 who are “aging gratefully.”

PHOTOS: GELFAND PIPER PHOTOGRAPHY

## 2014 Celebration of Aging with Naomi Judd

1400 people attended our March, 2014 Celebration of Aging. The event raised \$242,189.06 thanks to our wonderful sponsors, table supporters and individual donors.

Special thanks to The Daisy Marquis Jones Foundation which matched two-to-one every dollar donated at the luncheon.



Above: Naomi Judd with Donald Whitney, president of the Daisy Marquis Jones Foundation. At right: Frank Bassett, Administrator of the Livingston County Center for Nursing & Rehabilitation receiving the Carter Catlett Williams Award for Excellence in Aging or Long-term Care Services



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## Foundation/Corporate Support for Programs

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 Altrusa Club of Rochester – Take It On for Mom  
 B. Thomas Golisano Foundation – Health Care Coordination for Older Adults with Developmental Disabilities  
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 Fred & Floy Willmott Foundation – Future Care Planning  
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 Greater Rochester Health Foundation – Fall Prevention  
 Helen L Morris Fund – Caregiver Respite Program  
 John Snow, Inc. – Matter of Balance, Livingston County  
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 The New York Bar Foundation – Future Care Planning  
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 Rochester Area Community Foundation – Healthcare Coordination  
 Walden Rise Foundation – Future Care Planning  
 The William B. Hoyt Memorial Children & Family Trust – Elder Abuse Prevention  
 Zonta Club of Rochester – Take It On for Mom



## Information & Inspiration

Lifespan hosted more than 30 free Information & Inspiration workshops for older adults and caregivers in May and November thanks to our sponsors:

MVP Health Care  
 Hurlbut Care Communities  
 Jewish Senior Life  
 St. John's  
 The Village at Unity  
 Episcopal SeniorLife Communities  
 Baywinde  
 Holy Sepulchre/Ascension Garden



Caroline "Lily" Lobozzo Aging Resource Center

## Awards

Kris Santillo, director of our Lily Café at the Maplewood YMCA and the MVP Health Care Living Well Center received The United Way/Rochester Business Journal *Rising Star* award.

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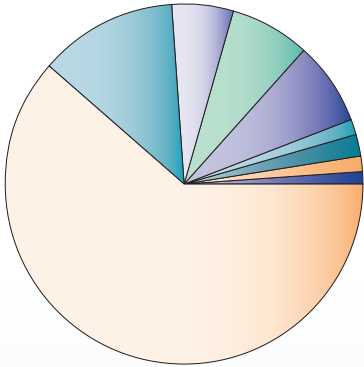
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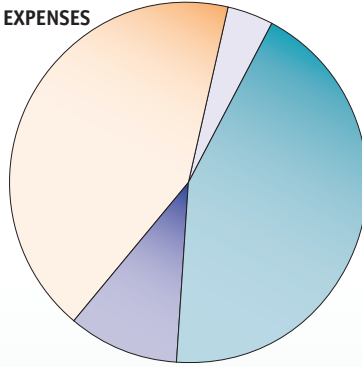
## REVENUE



Government Grants	\$5,013,490
Non-Government Grants	972,014
Donations/In-kind	462,741
Fee Income	579,310
United Way	609,962
Interest Income	16,584
Portfolio Income	27,609
Bridge to the Future Released	11,132
Misc. Income	820
<b>Total Revenue</b>	<b>\$7,693,662</b>

Please Note: These numbers are unaudited and do not reflect Future Care Planning.

## OPERATING EXPENSES

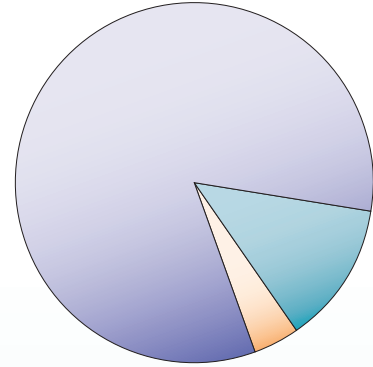


Salaries	\$3,384,111
Fringes Benefits	709,339
Operating	3,261,226
Rent	266,738
<b>Total Expenses</b>	<b>\$7,621,414</b>

Excess (Deficiency) of Support and Revenue over Expenses before Equity in Earnings of Eldersource and Future Care Planning \$ 72,248

Total Assets	\$4,372,070
Total Liabilities	\$2,067,963
Unrestricted Net Assets	\$2,304,107

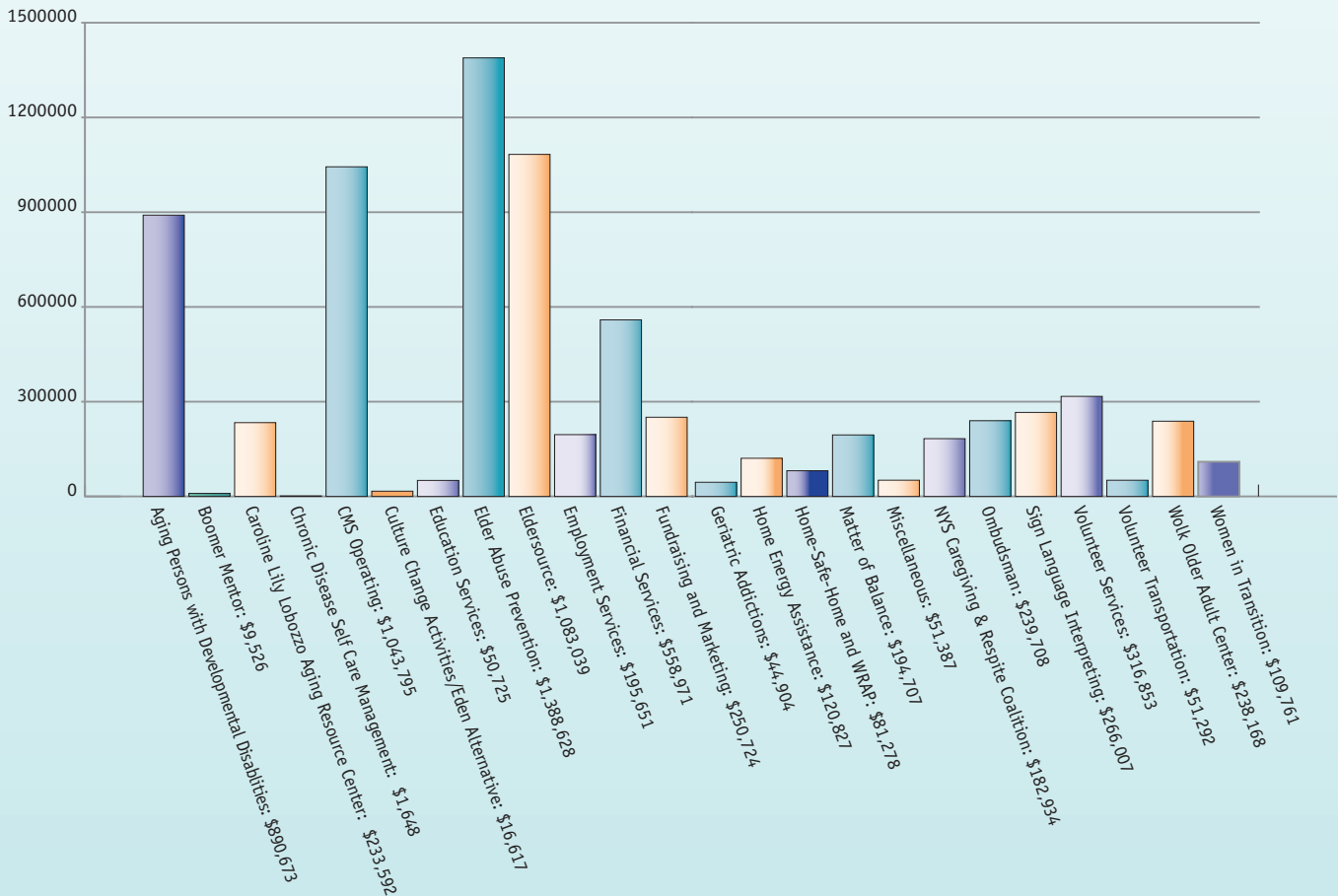
## EXPENSES



Program Services	\$6,387,120
Management and General	978,239
Fundraising	256,055
<b>Total Expenses</b>	<b>\$7,621,414</b>

## EXPENSES BY SERVICE

### Total Expenses by Service \$7,621,414



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**2013-2014  
 WOW! Award  
 Winner**

Everything about health care is changing, including Medicaid. When Eldersource started receiving calls about Medicaid Managed Care (MLTC), Leanne Rorick, director of operations, could have told people that we weren't informed of the process or call the county or wait for a letter. Instead, she called every person she could in New York State to learn more about the process, what people need to do and has become the MLTC expert in Monroe County. She is the "go-to" person in the county (and beyond) on the issue.

Local departments of health and social services staff members have attended sessions along with staff from certified home care agencies, hospitals, nursing homes and even elder law attorneys. They all want to understand the new rules, and they are seeking objective, nothing-to-sell information. They want to be able to explain the mandatory rules and plan options to their patients or clients, and they want to know how/if this is a viable option to help Medicaid beneficiaries remain at home.

In addition to her regular duties in Eldersource, Leanne presented "All about Medicaid Managed Long-term Care" in eight counties and has trained 355 people. She knows so much that people from around the state are calling her to figure out how she got trained. Little do they know; it was all self-taught.

Jody Rowe, Lifespan COO said, "Leanne earned this WOW! award for taking on the job of learning MLTC and sharing it with the community. She is the expert, and we are proud of her extraordinary effort to learn this new system and make Lifespan known for our knowledge and expertise."



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