



Lifespan of Greater Rochester, Inc.
1900 South Clinton Avenue
Rochester, New York 14618

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2007 CALENDAR YEAR RESULTS

20,688
people served
(a 5% increase over
the previous year)

With a grant from the AARP Foundation, Lifespan's Consumer Fraud Prevention program made **96,105** outbound telephone calls to older adults throughout the country to warn them about scams and telemarketing fraud. Most of the calls were made by volunteers who contributed **2842** hours to the project!

Lifespan staff members investigated **319** cases of elder abuse. We were able to make a significant difference in **91%** of cases by working with the older adult, the alleged perpetrator and the criminal justice system.

Our elder abuse prevention staff also trained **1491** allied professionals to recognize the signs and symptoms of elder abuse.

12,585 people called Eldersource¹ for information and guidance about elder care.

Lifespan coordinates the work of the Statewide Coalition on Elder Abuse whose top priority is Power of Attorney reform that will make financial exploitation via Power of Attorney much more difficult.

Sixty three volunteers helped **467** frail elders with their ongoing bill paying and budgeting tasks.

Lifespan provided more than **10,000** hours of Sign Language Interpreting for **150** businesses and organizations.

Ninety-four volunteer Ombudsmen resolved **87%** of **1514** complaints from nursing home residents or their families.

Lifespan's Home-Safe-Home service did minor home modifications (installing grab bars, railings etc. to prevent falls) in **430** homes.

232 volunteer drivers, recruited by our Give-a-Lift program for our community's volunteer-based transportation providers, helped **415** older adults get to doctors' appointments and grocery stores.

508 older adults used the Wolk Older Adults Center at Lifespan Downtown. **51%** of participants were men! (Very unusual for a senior center.)

¹ A collaboration of Lifespan and Catholic Family Center.

Our Passion Shows!



Annual Report
2007 / 2008

Our passion shows!

A MESSAGE FROM ANN MARIE COOK



At Lifespan, we are passionate about older adults and the issues that envelop them.

I heard evidence of this at an all-staff meeting when I asked our managers to take three minutes to boast about their departments' accomplishments during the last year. Not one of them said, "In 2007, my program served XX people." Instead, they chose to tell the rest of the staff about their day-to-day work helping real people.

During this last year, we also asked our staff to nominate each other for our WOW! Award. It's a monthly award given to a staff person who is "caught" delivering an amazing experience for a client, an experience that exemplifies our promise to help older adults and caregivers "take it on!" and an experience that illustrates our passion for our mission.

When I read the nomination forms every month, I am WOWed by their passion for their work, their passion for going the extra mile, their passion for improving the circumstances of the people who seek our assistance.

This annual report includes several of the WOW nominations that staff members submitted when recommending a co-worker or co-workers for our award – because while we can easily tell you that in 2007 Lifespan assisted more than 20,000 people – the numbers don't begin to convey the impact our 95 staff members and more than 300 volunteers make in lives.

I am so proud of them and the work that they do. I believe that our passion shows.

Warm regards,

Ann Marie Cook
President/CEO

Our passion shows!

by Paul Caccamise
VP Program at Lifespan

A neighbor called me very concerned about his late wife's parents. Both were in their 80s and extremely frail. They lived with a son who seemed stressed with their care and the care of an aunt and uncle, also in their 80s. We discussed the importance of involving their doctor and the possibility of an in-home assessment of their needs. My neighbor took this recommendation to his in-laws, but several days later he called to say that the situation had become urgent. His in-laws refused service fearing that "their house would be taken by the government." They had been admitted to the hospital for dehydration and other conditions. They also alleged that the son choked his mother and kicked his dad when he walked too slowly. My neighbor needed immediate help.

I went to Art Mason (director of our elder abuse prevention program) about the situation. He immediately made arrangements to meet my neighbor at his in-laws. He contacted law enforcement and the attorney representing the couple. He also asked Jewish Family Service to meet him at the home as the couple might be more likely to accept services from a Jewish agency. Through his prompt action he was able to assess the level of risk, make recommendations to the attorney and family about how to manage this situation and determine with Jewish Family Service that home care was needed because the woman revealed to him that she has terminal cancer. She is now receiving in home hospice care. The case is still pending in court, but because of Art's prompt and skillful interventions, the family, the health care system and the legal system are able to maintain the safety of this frail couple while honoring their wish to remain at home.

SPECIAL THANKS TO!

Lifespan's 95 staff members and more than 300 volunteers for providing knowledge and expertise, amazing service, one-stop assistance with integrity.

Catherine Carlson: for her wonderful support of Lifespan's Guardianship service for older adults who are deemed incapacitated by the courts.

MedAmerica Insurance Company of New York and Excellus BlueCross BlueShield for very generous support of the Celebration of Aging.

AM&M Financial Services for taking on the Presenting Sponsorship of Artful Aging.

Preferred Care for sponsorship of Information & Inspiration for Caregivers.

Dr. Bernard Brody and Rachel Brody Bandyck, Esq. for their very generous support.



Art Mason and Paul Caccamise

ARTFUL AGING

Artful Aging, an auction of the works of local older artists, had tremendous community support. Our special thanks to our Signature Sponsor, AM&M Financial Services Inc.

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Anne Woodhams and Ron Brandwein

Our passion shows!

by Anne Woodhams
Assistant Director of Eldersource

In December, an 80-year-old woman from Walworth walked into Lifespan very distressed over an issue with her mortgage company. She said she came here because she had called us once before, and we gave her good information. She didn't know where else to go. She said she was being harassed and threatened with foreclosure by the company because she was two months late with her payment. She said she knew she was having memory problems so she went to her bank to set up automatic payment so she would not be late, but the company had not taken any money out. She had all the information with her, but I could not tell exactly what had gone wrong, so I went in search of someone from our financial services department. Ron Brandwein stopped what he was doing and graciously offered to meet with the woman. He called the mortgage company headquarters in California, determined what happened, and gave the woman instructions on how to correct the situation. Ron spent a long time with her, sharing his knowledge and expertise, not only relieving her stress, but very likely preventing her from losing her home. I knew that we needed to do something immediately to help this woman because she was so distraught. I knew that Ron would not only know what to do, but that he would be more than willing to "come to her rescue." No matter she didn't have an appointment or even live within our service area. He made me proud to work here!

CELEBRATION OF AGING



We continue to be indebted to the community for its wonderful support of the Celebration of Aging, our largest fundraiser and marketing event. Our special thanks to our SuperHero Sponsors MedAmerica Insurance Company of New York and Excellus BlueCross BlueShield. Thirteen hundred people attended the 2008 Celebration of Aging with guest speaker Olympia Dukakis. The event grossed \$150,455. Proceeds support services that are not completely funded by other sources.

We gave the Carter Catlett Williams Award for Excellence in Aging or Long-term Care Services to Steve Ryan, M.D. of Evercare.

We gave the Eli Rudin Second Half Hero Awards to five older adults nominated by friends or family for *taking it on* in the second half of life. (l to r) Olympia Dukakis and Don Alhart with honorees David Rodgers, Pearl Rugless, Essie Germanow, Dr. Robert Frisina and Betsy Morse.



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MAJOR ACCOMPLISHMENTS

Lifespan Awarded Grant to Conduct a Statewide Elder Abuse Prevalence Study

Lifespan was awarded a \$194,000 grant to conduct a statewide elder abuse prevalence study. The project is a partnership between Lifespan, the New York City Department for the Aging (NYC DFTA), and Cornell University. This will be the first in-depth, statewide study of elder abuse prevalence in the nation. The project is funded, in part, through the New York State Children and Family Trust Fund, a program administered under the NYS Office of Children and Family Services. Experts estimate that only 1 in 14 cases are known to authorities. Who are the perpetrators of elder abuse? In our community, sons and daughters 49%, other family:15%, not related: 21%.

Lifespan Hosted Information & Inspiration for Caregivers

In recognition of National Caregiving Month (November of each year), Lifespan hosted a month-long series of free workshops for caregivers of older adults. The series, Information & Inspiration for Caregivers, was sponsored by Preferred Care. About 25% of American families are caregiving for family members. The average caregiver is a 47 year-old employed woman.

Lifespan Received Grant for Outbound Scams & Fraud Education Call Center

Lifespan received a \$200,000 grant from the AARP Foundation to open a call center dedicated to educating older adults around the country about scams delivered by telephone, mail and the Internet. Volunteers in our Consumer Fraud Prevention program call people identified by AARP as being at risk because they have already been scammed or their names may have been found on a call list that was seized when a telemarketing ring was exposed or they are known to be isolated or recently widowed.

Lifespan's Ombudsman Program Expanded to Yates County

Lifespan now provides Ombudsman services in nursing and adult homes in five area counties including Monroe, Wayne, Livingston, Genesee and Yates counties. We added Yates County in 2007. Ombudsmen are trained volunteers who visit long-term care facilities to advocate for residents and help resolve issues involving care.

Lifespan Launched an Employee Recognition Program

Lifespan initiated a monthly awards program geared toward making our "take it on!" tag line come alive for our clients. Each month, staff members nominated by a peer receives our WOW! Award." Winners included Dan Ryan, Lori Garofalo, Sue Gerould, Ron Brandwein, Jim Lynd and Bonnie McVicker. Tremendous teamwork also is acknowledged each month. Our team award winners were Consumer Fraud Prevention, Eldersource, Interpreting Services, Aging Adults with Developmental Disabilities, the Home Energy Assistance Program, Financial Services and Accounting.

Grant Allows Lifespan to Collaborate with UR on Elder Abuse Risk Assessment Tool

Lifespan's Elder Abuse Prevention Program, Eldersource¹ and the University of Rochester's School of Medicine's Department of Psychiatry are developing an abuse screening tool for use by professionals in the aging field. The assessment tool will detect possible elder abuse, neglect and exploitation of older adults — something many experts believe is vastly underreported. The two-year project is funded by a grant from the National Institutes of Health/Aging.

Share Alliance

The SHARE Alliance is a partnership between the University of Rochester's School of Medicine's Department of Psychiatry and Eldersource, with collaborators from the Departments of Community and Preventive Medicine and the School of Nursing. The National Institute of Mental Health awarded a \$2.57 million grant to UR to develop a community-based system to identify and treat older adults with depression and other mental illnesses using the Eldersource model. The project is the first comprehensive effort to join social services and mental health providers to develop approaches to care for the elderly. Some of the SHARE Alliance's early work has shown that 28% of Eldersource clients have depression or anxiety significant enough to warrant evaluation for treatment. In the next phase, researchers will track and measure the effects of the Eldersource services on elderly clients. SHARE Alliance participants then will develop a collaborative system that utilizes the resources of aging services and mental health care providers.

Guardianship Grant Helps Families Plan

The B. Thomas Golisano Foundation awarded a grant to Future Care Planning Services² to help families obtain guardianship of a loved one with a disability. Future Care Planning Services helps aging caregivers plan for the future care a loved one with a disability.

Our passion shows!

by Doris Green, Future Care Planning Services, a collaborative service of Lifespan, Al Sigl Center and Arc of Monroe

Paul is 59, and he has Cerebral Palsy. He uses a walker, but very slowly, and it is a real struggle for him to speak. When I met Paul two years ago, he was very concerned that he wouldn't be able to maintain his independence because of financial problems. He was referred to my program, Future Care Planning Services, by a CP Rochester caseworker. Well, Paul just completed a two-year follow up with us, and I am so proud of him and our staff because we all traversed the ups and downs of getting a plan in place for his future care. We connected him to an attorney who set up a Supplemental Needs Trust. We helped him become eligible for Medicaid and OMRDD (Office of Mental Retardation and Developmental Disabilities) services which made it possible to get more help for him in his home. And, we helped him move to a subsidized apartment which he loves!



Margaret Lonnen,
Doris Green,
Evelyn Exman,
Ginny Lyness and
Beth Kosoff

¹ A collaboration of Lifespan and Catholic Family Center.

² A collaboration of Lifespan, Al Sigl Center and the ARC of Monroe.

Our passion shows!

By Art Mason
 Director of Lifespan's Elder Abuse Prevention Program

Despite being a "part time" staff member, Jim Lynd in our Anti-scams program puts in hours closer to a full time person. He does scores of presentations for older adults, especially around the holidays, early in the day and also well into the evening when many of us are home after dinner. In the recent conviction of a notorious home improvement scammer, Jim used his expertise and networking skills to find the location of the perpetrator and then keep the momentum for prosecution going. The contractor is now serving 16+ years for fraud. Jim's attendance at the Bank Clearing-house Group allows other staff members in the Elder Abuse Prevention Program to have direct access to a number of law enforcement, bank, and other professionals that expedites our investigations with victims. It makes our jobs much easier. Jim provides amazing service to both his clients and colleagues, and does so in a quiet, unassuming manner.



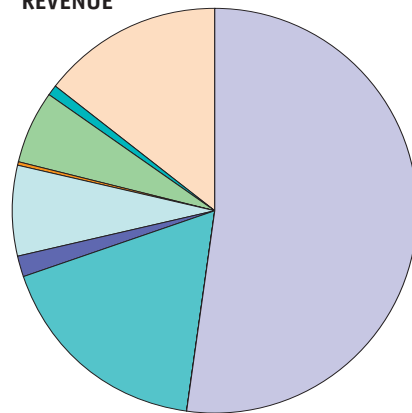
Jim Lynd and Art Mason

Ann McLane, Elaine, and Anne Woodhams



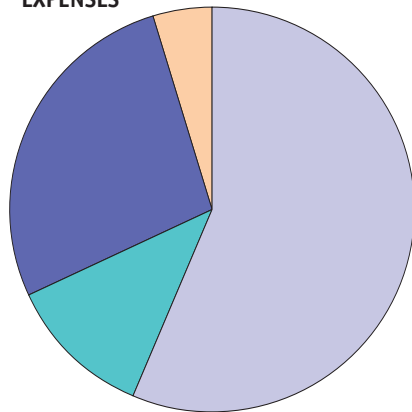
FINANCIALS

REVENUE



Revenue	
Government Grants	2,766,975
Non-Government Grants	933,848
Donations/In-kind	380,458
Fee Income	752,975
United Way	315,662
Interest Income	41,533
Portfolio Income	18,057
Bridge to the Future Released	81,546
Misc. Income	1,632
Total Revenue	\$5,292,686

EXPENSES



Salaries	2,976,460
Fringe Benefits	617,812
Operating	1,449,782
Rent	235,667
Total Expenses	\$5,279,721

Excess (Deficiency) of Support and Revenue over Expenses before	
Equity in Earnings of Eldersource	12,965
Equity in Earnings of Eldersource	0
Changes in Net Assets	12,965

Total Assets	\$1,554,638
Total Liabilities	\$ 971,476
Unrestricted Net Assets	\$ 583,162

Expenses by Service

Case Management	743,214
Deaf and Hard of Hearing	380,997
Aging Adults with Developmental Disabilities	467,536
Education Services	53,111
Elder Abuse Prevention	716,486
Employment Services	189,486
Financial Services	604,053
Fundraising and Marketing	300,604
Future Care Planning Services	373,554
Geriatric Addiction	133,247
HEAP	117,582
Home Safe Home	111,375
Lobbyist	42,105
Miscellaneous	1,814
Nursing Home Culture Change	191,701
Ombudsman	169,265
Volunteer Services	170,311
Volunteer Transportation	37,322
Wolk Older Adult Center	241,125
Women in Transition	234,833
Total Expenses by Service	\$5,279,721

Expenses

Program Services	4,457,541
Management and General (net)	604,140
Fundraising	218,040
Total Expenses	\$5,279,721

Our passion shows!

By Ann McLane
 Director of HEAP at Lifespan

Elaine (an Eldercare Specialist in Eldersource¹) received a referral from RG&E for an 82-year-old gentleman who had no heat. She immediately came to our program (HEAP – Home Energy Assistance) to discuss the situation. Because he does not have a phone, there was no way for us to reach him. Based on a very quick decision by Anne Woodhams in Eldersource, an Eldersource care manager made an immediate home visit to assess the situation and obtain a HEAP application. She even went to the gentleman's bank to obtain income verification, as well as contacted RG&E to have temporary service restored. Because of the combined efforts and quick action from the Eldersource staff, my program (HEAP) was able to provide this individual with heating assistance. This is just one of the many examples of how the Eldersource team has been of help to HEAP since we relocated within Lifespan.

¹ A collaboration of Lifespan and Catholic Family Center.

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Strong Health Geriatric Group
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In Memory of Elsie McCann
Carl Talbot
Lawrence & Florence Millerd

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In Memory of Bessie Guest
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In Memory of Emily Cassebeer
Peter Cassebeer

In Memory of James Samere
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In Memory of Louise Valenti
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In Memory of Marion Goodman
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In Memory of Mary Schneider
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Our passion shows!

by Jennifer Helmbold, Director of Lifespan's Aging Adults with Developmental Disabilities Service

A family presented to our team in crisis. Joe, a 45-year-old developmentally disabled son had resided with his mother his entire life, and now mom, at the age of 88, had fallen and broken her hip and shoulder. The family did not have a plan in the event his mother would not be able to care for him. There were no identified services in place for her son. Other programs outside of Lifespan were not an option for this man as he did not have OMRDD eligibility established, and he did not have Medicaid. Dan, manager of our adult day service, welcomed the opportunity to help this family. Within a week of our first encounter with the family, Dan had arranged for Joe to attend our day service as an emergency placement, and through clapping, laughing and smiling, the man expressed his excitement for being around other people. Dan also helped Joe establish OMRDD eligibility, obtain Medicaid and food stamps. Dan provided amazing service to this family. He did not let government contracts, lack of Medicaid or other procedural requirements stand in the way of delivering services. Lifespan, in essence, provided one-stop assistance for this family.

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Jennifer Helmbold and Dan