




— FULFILLING THE —
PROMISE

Lifespan is here to help you
and your family age well.
We promise.

2014-2015 ANNUAL REPORT

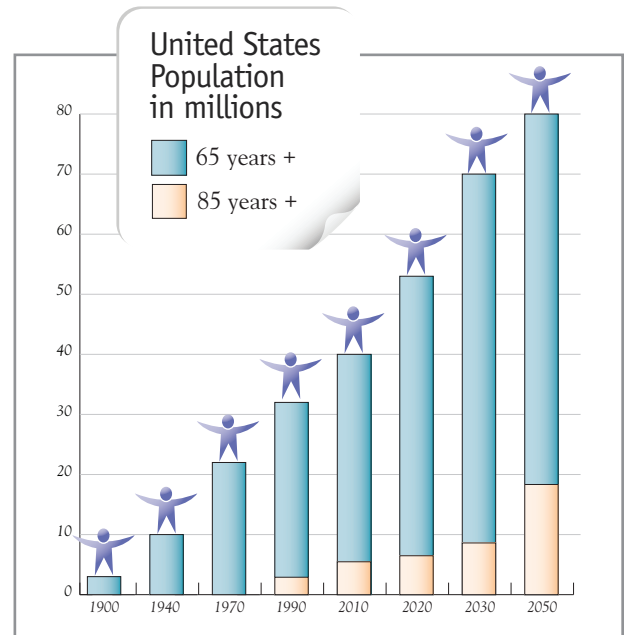
It's time to fulfill the promise that Rochester will be a great place to age well.

Dear Friends,

This is a transformational moment in time. Our community, like the state, country and world, has more people 60, 65, 75 and 85 and older than ever before.

2015 is the tipping point year. In 2015, 20 percent of New York State residents and 21 percent of Monroe County residents are 60 or older for the first time in history. Within a few years that number will grow to 25% or one in four. Demographers call this the age wave.

It's often said that Rochester is a great place to raise a family. Now, with more people living longer, we are faced with a challenge to also make Rochester a great place to age well.



Lifespan serves as the regional aging services "utility" by providing the essential services residents need to age well. Lifespan's sole focus is providing information, guidance and services geared toward helping older adults and their caregivers take on the challenges and the opportunities of longer life. It's a promise we made over 40 years ago, and we intend to keep it.

In 2014 we launched the *Fulfilling the Promise* fundraising campaign because we need to change the ways we think about aging and the ways we guide and inform older adults and caregivers. With the *Fulfilling the Promise* campaign, we are challenging this community to make older adults a center of attention — both those who want to use their experience and talents through purposeful aging, as well as those who need supports.

In the coming years, Lifespan will begin an age wave transformation focused on:

- Helping more older adults live at home as long as possible.
- More fully supporting family caregivers.
- Ensuring that elders are free from abuse and financial exploitation.
- Promoting purposeful aging and helping a new generation of "retirees" decide the "what's next" in their lives.



Simply put, it's time to fulfill the promise that Rochester will be a great place to age well.

Warmly,

Ann Marie Cook
President/CEO

Take Charge of Your Health and Wellness to Age Well. We can help!

New Help for Coordinating Medical Care

It can be hard keeping track of medical appointments, remembering what questions to ask and what the doctor said during an appointment, finding transportation and knowing about medications. To enhance care, Lifespan began providing health care coordination for Medicaid beneficiaries age 50 and older under a contract with the New York State Department of Health.

R.N. and L.P.N. nurses are helping people with all aspects of their health care including setting up appointments and transportation, being present at medical appointments to act as a scribe and advocate and ensuring that the correct prescriptions are filled and used as directed. Our goals include fewer ED visits, hospitalizations and 30-day readmissions, a reduction in caregiver stress and ultimately postponement of long-term care placement. Here's how we help.

M. is diabetic and had very little knowledge of how to manage it. He struggled with eating, compliance, taking his blood sugar count and calling the doctor when his diabetes symptoms warranted it. He rarely made it to scheduled appointments, and he found it difficult to make life choices that would make his symptoms better. Due to our involvement in his medical care, the doctor agreed to increase his insulin, and he is working with a nutritionist to compile a weekly grocery list. We provided diabetes education and, helped him improvise a tracking device for his blood sugar. M. is now attending all of his scheduled appointments and is starting to get caught up with specialist appointments. With the help of a health care coordinator, M. is now invested and taking an active role in managing his medical appointments and compliance.

This service is also available as a private pay option.



Prevent a Fall to Age Well!

A quarter of older hip fracture patients will be in a nursing home for at least a year according to the National Council on Aging. Some will never go home again. Our country spends \$30 billion a year treating older adults for the effects of falls.

And many people who fall, even if they are not injured, develop a fear of falling. This fear may cause them to limit their activities, which leads to reduced mobility and loss of physical fitness, and in turn increases their actual risk of falling.

It's a Matter of Balance

In 2014 almost 500 older adults attended one of our eight-week fall prevention workshops. Developed by Boston University, "A Matter of Balance" is proven to reduce the fear of falling and increase activity levels. Katherine Hewitt is a Lifespan staff member and certified master trainer for A Matter of Balance. She teaches peer volunteers to lead classes throughout Monroe and Livingston counties. A Matter of Balance is supported by MVP Health Care.

Living Well with Chronic Disease

The National Council on Aging says that about 90% of older adults have at least one chronic disease, and 77% have at least two, with diabetes affecting 12.2 million Americans 60 and older or 23% of the older population. Yet, only 1% of health dollars are spent on public efforts to improve overall health.

That is why we sent staff to be trained to lead chronic disease self-care management classes. Developed by Stanford University, "Living Healthy" and "Living Healthy with Diabetes" are proven to help people with chronic conditions learn how to manage and improve their own health while reducing health care costs. The program focuses on problems that are common to individuals dealing with any chronic condition, such as pain management, nutrition, exercise, medication use, emotions, and communicating with doctors.

One of our participants wrote this letter to her doctor:

Dear Dr. Suozzi,

I am writing to introduce you to a workshop given by Lifespan which has benefited both my husband and me. It's named, "Living Healthy with Diabetes," and though I don't suffer from this chronic condition, my husband does. The workshop is a six-week, peer-lead health education program. We were to form an "action plan" to achieve our goals. We kept a food diary. It was an eye opener to me regarding the amount of carbohydrates in foods. Changing our diets has resulted in my husband's blood glucose level decreasing, and we both lost weight. My hope is that this is a way of life. It's also my hope that you gain knowledge of this program and share it with your patients."

*Sincerely,
Marilyn R.*

"Living Healthy" is supported by Excellus BlueCross BlueShield.



Great Connections to Help You Age Well – Lifespan and YMCA's!

Four years ago we connected with the YMCA and opened the Caroline "Lily" Lobozzo Aging Resource Center within the Maplewood YMCA. The Lily Café, as it's affectionately known, now boasts 462 participants ages 60 – 86 who enjoy all that the Y offers in addition to healthy lunches, recreational activities, educational classes and comradery galore.

Two years ago we opened our second location within the Westside YMCA with funding from MVP Health Care and the United Way. And we just opened our third café within the newly remodeled Penfield YMCA. These "senior" centers of the 21st century focus on mind, body and spirit —not BINGO. They provide a place to meet new people over coffee or over a tomato plant (we have gardens!), learn something new (kayaking, for instance!), and thanks to our amazing staff (Kris, Michelle, Tracy and Nancy), the YMCA staff and the United Way, these are places that help Rochester residents age well!

Health & Wellness Stats for 2014

- 1,273 participants in workshops and/or the cafés.
- 40 patients participated in Health Care Coordination (three months data). Another 35 patients with developmental disabilities also participated in Health Care Coordination.
- 45 trained Matter of Balance peer leaders.



Shining Light on Elder Abuse – the hidden problem

Each year our elder abuse prevention team works on about 400 cases of suspected and/or confirmed cases of abuse. This includes physical and psychological abuse, neglect and financial exploitation which is the most frequent type of abuse.

The common theme is an older adult being influenced by another person through guilt, persuasion, and/or threats (to be left alone or put in a nursing home if they don't do what is asked; to physically harm the older adult or others, including pets; to not be able to see grandchildren or other loved ones; etc.).



These tactics are used primarily by perpetrators to gain access to the older adult's money or property via joint accounts, property transfers, or powers of attorney — all ways of getting away with stealing assets because it appears on the surface that the older adult may have given the assets willingly.

Our team works collaboratively with other Lifespan programs, law enforcement, financial institutions, prosecutors, aging and protective services, medical professionals, and other government and community agencies to investigate, reduce and prevent financial exploitation as well as other forms of elder mistreatment. Without Lifespan's individualized, intensive intervention older adults would have no place to turn for coordinated care to help maintain their quality of life.

Lifespan is working to develop best practices in elder abuse prevention including forming Enhanced Multidisciplinary Teams (EMDTs) in the Finger Lakes area. The EMDTs consist of professionals from various disciplines whose primary focus is to investigate, intervene and prevent financial exploitation of older adults. Bringing together multiple disciplines streamlines communication, results in timely, in-depth investigations, protects older adults from further harm and commences prosecution when appropriate. The teams provide a holistic response which includes

recommendations and support to those professionals working on very complex financial exploitation cases. All the EMDTs have unique access to a forensic accountant and geriatric psychiatrist. Since 2012 court ordered or agreed upon restitution to victims has totaled \$514,765. The E-MDT project is funded by a federal grant to New York State from the Administration for Community Living.

Lifespan also manages the New York State Coalition on Elder Abuse. We compile and update information pertaining to NYS laws and proposed legislation, maintain the coalition website and email information to members.

Through the *Fulfilling the Promise* campaign, we want to expand our efforts and launch an Upstate Elder Abuse Prevention Center.

Elder Abuse Results 2014

- 382 victims assisted.
- 1,381 professionals trained to recognize the signs and symptoms of elder abuse.
- 3,785 people attended community presentations about elder abuse and scams.

Overall 2014 Results

10,930

people attended
our presentations.

Eldersource provided

12,275

telephone consultations.

Questions about housing,
help with care management,
benefits and transportation
topped the list of
presenting issues.

96%

of care management clients
reported "very good
or excellent" service.

403

mental health assessments
were completed.

3,752

people were counseled
regarding Medicare insurance
options. 99% were happy
with the information they
received in workshops or
one-on-one sessions.

Assisted with

441

Medicare Savings program
applications resulting in an
average increase in disposable
income of \$1,200 per person.

27,806

people assisted –
an

8%

increase
over 2013.



Lifespan was
court-appointed guardian for
25 individuals.

As guardian, we make financial,
health and legal decisions on
behalf of a ward.

202
families

participated in the
Future Care Planning service
which helps people plan
for the future of a loved one
with a disability.

Home-Safe-Home provided

795

home safety assessments
and minor home modifications
to prevent falls.

Trained, volunteer
Ombudsman made

3,407 visits

to area nursing homes. Their
role is to advocate for residents
and provide information and
consultation about care issues.

They provided 1,902
consultations with residents
and/or family members.

The number one concern
about care in 2014 was
failure to respond to requests
for assistance.

135
volunteers

provided companionship
in the Senior Connection, a
program that links older adults
at risk of isolation/loneliness
with a trained friendly visitor.
The effect of having a friend
is being researched by the
University of Rochester.

In total,

423

Lifespan-trained and
supported volunteers
extended our reach four-fold.
They are Medicare counselors,
peer leaders in fall prevention
and disease management
workshops, Ombudsmen in
nursing homes, financial
management counselors and
respite volunteers.

2015 Celebration of Aging

Former Good Morning America host, Joan Lunden, provided a warm and genuine keynote at Lifespan's March 25th Celebration of Aging.

A record 1470 people attended, and the event raised \$236,223.55 thanks to our wonderful sponsors, table supporters and individuals.



Joan Lunden greeting Donald Whitney, president of the Daisy Marquis Jones Foundation.

Special Thanks! Once again the Daisy Marquis Jones Foundation matched two-to-one every dollar donated at the event.

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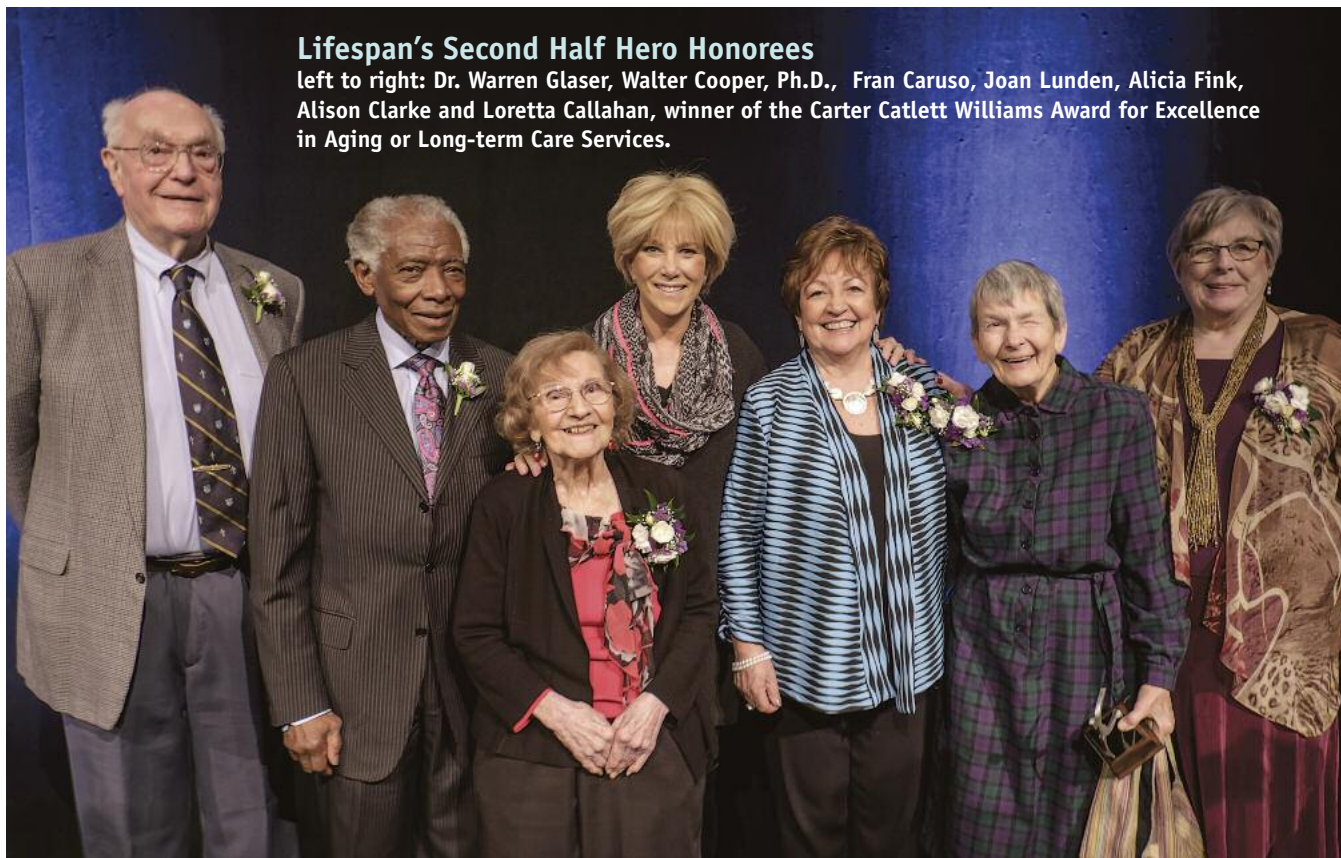
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Lifespan's Second Half Hero Honorees

left to right: Dr. Warren Glaser, Walter Cooper, Ph.D., Fran Caruso, Joan Lunden, Alicia Fink, Alison Clarke and Loretta Callahan, winner of the Carter Catlett Williams Award for Excellence in Aging or Long-term Care Services.

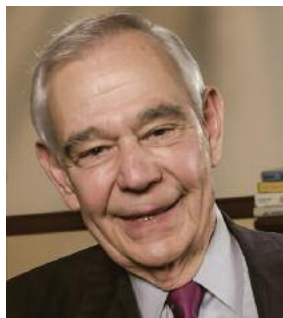


Fulfilling the Promise Campaign

Lifespan's *Fulfilling the Promise* campaign launched in 2014 under the leadership of a campaign cabinet chaired by R. Carlos Carballada. The campaign will provide the funding necessary to meet more needs of the age wave. We will:

- Help more older adults live at home as long as possible.
- More fully support family caregivers.
- Ensure that elders are free from abuse and financial exploitation.
- Promote purposeful aging and help a new generation of "retirees" decide the "what's next" in their lives.

"When I said 'yes' to chairing this campaign, I did so not just because Lifespan is a tremendous organization; I did so for the greater community good. It is said over and over again that Rochester is a great place to raise a family. I want to ensure that it's also a great place to age well."



Fulfilling the Promise Campaign Cabinet

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The following people or organizations are helping Lifespan Fulfill the Promise with their contributions to the campaign. We thank them for their generosity. Together, we will make Rochester a great place to age well!

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2014
WOW!
Award
Winner

Lindsay Calamia, LMSW



At Lifespan we strive to provide customer service that lives up to our “take it on with Lifespan” brand promise. Each month, staff members nominate each other for a “WOW!” award, and each year we choose one person to receive our annual WOW! Award. For 2014 that person is **Lindsay Calamia**, a social worker in our Elder Abuse Prevention program. Lindsay was nominated for her knowledge and expertise, amazing service, integrity and trust, one-stop assistance and her passion for helping older adults in a difficult, complex case involving financial exploitation and a guardianship petition.

The case involved a pastor, two housing facility directors, a physician, an adult protective worker, a geriatric psychiatrist, three attorneys and a daughter. This is the number of people that Lindsay had to coordinate in her effort to help an older adult who lost more than \$100,000 as a result of financial exploitation, a common form of elder abuse.

For more than two months, Lindsay acted as the go-between for the victim’s daughter — who was petitioning for guardianship of her father — and all the people involved in his case. On the day of the court proceeding, numerous private conversations ensued between the judge, the attorneys and the daughter who — with Lindsey’s guidance — stood her ground. Ultimately, the victim’s daughter was appointed as guardian for her father’s property and financial affairs which ended the exploitation. This victim and his daughter were fortunate to have Lindsay by their sides.



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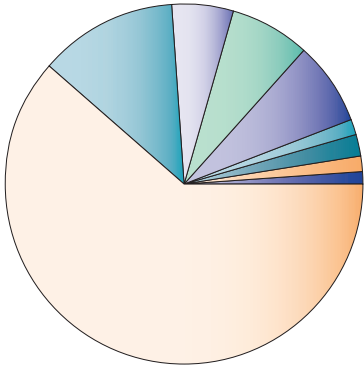
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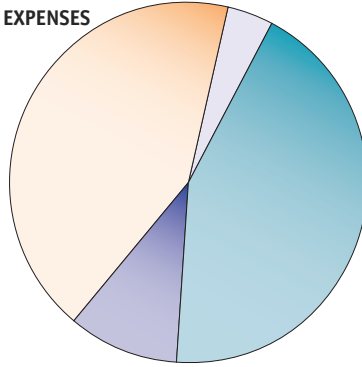
Financials April 1, 2014 through March 31, 2015

REVENUE



Government Grants	\$5,186,855
Non-Government Grants	1,171,113
Donations/In-kind	426,160
Fee Income	585,346
United Way	660,707
Interest Income	16,954
Portfolio Income	25,299
Bridge to the Future Released	34,671
Misc. Income	18,702
Total Revenue	\$8,125,807

OPERATING EXPENSES

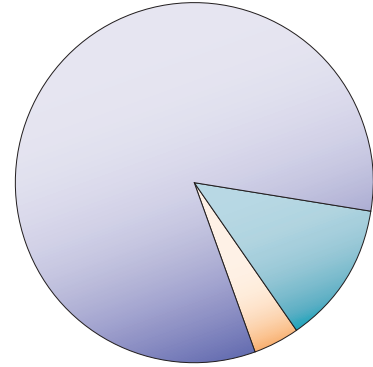


Salaries	\$3,694,912
Fringes Benefits	774,042
Operating	3,355,715
Rent	267,200
Total Expenses	\$8,092,769

Excess (Deficiency) of Support and Revenue over Expenses before Equity in Earnings of Eldersource and Future Care Planning \$ 33,038

Total Assets	\$5,949,061
Total Liabilities	\$1,695,842
Unrestricted Net Assets	\$4,253,219

EXPENSES

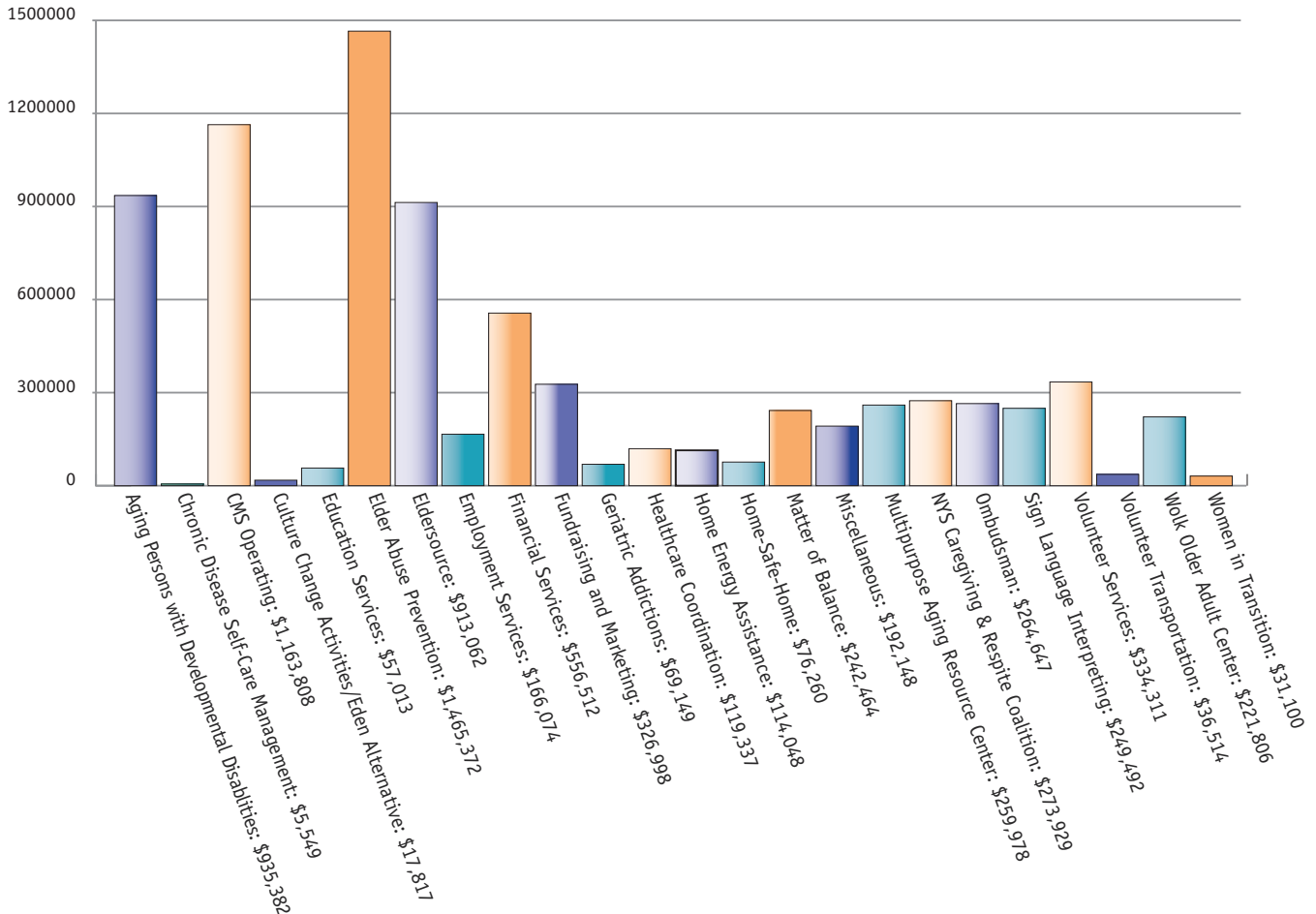


Program Services	\$6,896,310
Management and General	869,461
Fundraising	326,998
Total Expenses	\$8,092,769

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

EXPENSES BY SERVICE

Total Expenses by Service \$8,092,769



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