



SeniorCare

Elder Services | Information | Solutions

# 45<sup>th</sup> Annual Report

2016 - 2017

## Our Mission

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.



Corey Grammas, owner of Lobsta Land, and SeniorCare Board President Tom Tanous at the annual Lobsta Land Breakfast fundraiser



Carol Quinn-LeBrun and Carole Isaacson, both volunteers from Peabody, attended the annual Volunteer Appreciation Luncheon

## Board of Directors

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 Jillian Cluett  
 Chief Financial Officer  
 Dori Prescott  
 Director of Home Care  
 Linnea Hagberg  
 Director of Community Programs and Planning  
 Mary Mitchell  
 Human Resources Director  
 Rick Loomis  
 Quality Assurance Director

## Message from Our President and Executive Director



Thomas Tanous



Scott M. Trenti

We are committed to continued growth and creative services and programs moving forward.

The Board, Staff, and others have completed a three year strategic plan with six goals for 2017 to 2020. SeniorCare has added a new goal to our strategic plan and will be exploring and implementing new models of service to our consumers which incorporate the further use of technology.

As an Area Agency On Aging, SeniorCare has conducted a needs assessment to guide the development of our area plan which occurs every four years. The needs assessment revealed that the top four concerns for older adults are health care costs, transportation, affordable housing, and social isolation/loneliness. SeniorCare will be addressing these concerns to the greatest extent possible as part of our area plan in conjunction with our strategic plan.

SeniorCare continues to effectively implement our mission to assist seniors sixty and over through a vast array of service options including our home care program, care management and nursing services, nutrition services including Meals on Wheels, caregiver support services, protective services and ombudsman program, money management services, housing support, transportation, and through our volunteer services such as medical transportation and the RSVP Program. SeniorCare also continues to be committed to serving adults with disabilities age 22 and over and we have seen an increase in the provision of Options Counseling over the past year.

In recognition of the importance of health systems working collaboratively and systematically to address the needs of seniors and adults with disabilities, SeniorCare and Lahey Health Systems have forged a closer bond through joint programming, increased committee participation, and by having some of our staff embedded at Beverly and Addison Gilbert Hospitals. We look forward to a continuing and evolving relationship in the coming year to meet the needs of those we serve.

In the coming year, SeniorCare will be expanding our services to include a Pet Program. As you may or may not know, SeniorCare has had a program called Pawsitive Connections for over the past twenty years. Our new program will provide an array of new services available to seniors and adults with disabilities as well as the general public.

In addition, SeniorCare will be implementing a private geriatric case management service in 2018 as well as a money management program geared to seniors who are not financially eligible for the Massachusetts Money Management Program but still need assistance. We will continue to assess all avenues for increased program offerings.

Have you heard of Age and Dementia Friendly Communities? It is a national and state movement to bring together sectors of each of our communities toward the common goal of ensuring that seniors are able to stay in their home despite any disabilities through policy making, services, training, advocacy, and the like? SeniorCare is taking a lead role in coordinating efforts on Cape Ann and assisting in the other communities we serve and in collaboration with financial institutions, faith communities, town/city government, law enforcement, health systems, schools, and many more.

We wish to give a heartfelt thank you to our Board of Directors and Advisory Council who help to guide us towards success. We also thank our staff and volunteers who carry out our mission and who are the heart and soul of SeniorCare. Working together with our community partners and provider network is so important in realizing our shared missions and we thank them as well. Thank you to our donors and grantors who allow us to implement programs and services which might not otherwise be possible. Lastly, thank you to the nine communities for your support.

## Grace



Grace at home

Grace Misuraca Favazza is a woman of great faith. We talked with her at home, where she lives independently with the help of Care Dimensions and SeniorCare.

Grace is grateful for SeniorCare and her Care Manager Josephine Taormina. When we met with Grace, she emphatically said me, “I wouldn’t even be here today if it wasn’t for SeniorCare.” SeniorCare assists Grace twice a day. Once in the morning to make sure she is up and ready for the day, and again at night to make sure all is well before she goes to sleep.

Grace has faced life’s adversity and pleasantries with fierce faith and a winner’s attitude. She has also always had an open heart and a knack for connecting with others and making them feel at ease.

Grace is from a fishermen’s family. Her father and brothers were all fishermen. Heartbreak and loss is common among fishermen’s families. It was 38 years ago that her brother, Vito Misuraca, left Gloucester on the *Captain Cosmo* never to return. *Captain Cosmo* and all its crew were lost at sea, and never to be seen again.

Grace shares a birth year with Gloucester’s St. Peter’s Fiesta and has never missed this annual festivity. This past summer, Grace attended the Fiesta despite the complications of getting out doors, as she could not fathom missing it.

Grace has been a volunteer all her life and has infused all those roles with her positive attitude. She has volunteered at the Cape Ann Chamber, the American Red Cross, the Gloucester Fishermen’s Wives, SeniorCare’s RSVP Volunteers of the North Shore, and many other organizations.

Grace and her family have embraced technology to help with the challenges of aging. To ensure Grace’s safety, there are cameras placed strategically throughout the house that are monitored by her oldest daughter. And, Grace is participating in a SeniorCare program funded by Lahey Health called *Caring Connections through Technology*. As a result, Grace has learned to use a tablet. She can now do crossword puzzles and play other games. But, more importantly to Grace, she is able to “visit” with her four children regularly via Skype.

## Katie



Katie Shannon

Born in Ohio, Katie Shannon, was diagnosed with Juvenile Macular Degeneration (JMD) at the age of 10 and declared legally blind.

JMD is an inherited eye disorder and is different from age-related macular degeneration. JMD is a deterioration of the eye’s macula – which is the small area in the retina. The macula is responsible for one’s central vision, which allows one to see fine details clearly.

When she was 15, Katie, her mom and five brothers moved from Ohio to Massachusetts.

Katie’s strong spirit and incredible sense of humor help her to continually live a successful and meaningful life.

Fifteen years ago, in addition to JMD, Katie was diagnosed with Retinitis Pigmentosa, which gradually breaks down the cells that detect light.

## Joanna



Joanna at her new home

Joanna, 70, lived in a Gloucester nursing home for 10 years because she was unable to manage her medications. Over time, Joanna became so independent that she regularly would take the bus to a knitting group at the local Council on Aging. At the nursing facility, she had a long list of knitting orders that she worked happily, trying to meet the demand.

With the assistance of SeniorCare’s Care Transitions team, Amanda Holland and Housing coordinator, Diane Moses, Joanna applied to the Gloucester Housing Authority. The Money Follows the Person (MFP) program helped her transition back to her own apartment.

To break through a long housing wait list, SeniorCare helped Joanna file an emergency status application. Her doctor was skeptical that she could live independently again.

But Joanna’s persistence and the supportive team from SeniorCare convinced her doctor to write a letter to the Housing Authority, advocating for her return to the community with services.

Joanna received good news in January of 2017—an apartment at McPherson Park, a supportive housing residence, had become available. Joanna and her Care Transitions Care Manager visited the apartment. Joanna signed her lease and was handed the keys to her new home.

Because of her decade-long stay at a nursing facility, Joanna had no furniture or money for a security deposit or first month’s rent. MFP funds and Transitional Assistance were used as part of the Frail Elder Waiver to assist with the purchase of furniture, home goods, and the initial deposit. Joanna’s wrap-around services provided by SeniorCare include twice daily medication reminders, personal care assistance, companion and Money Management. These services, along with transitions support from Money Follows the Person and MassHealth, brought Joanna back to the community, defying the odds that she would ever live independently again.

## Katie (continued)

At the beginning of 2017, as her sight got worse, Katie’s contact at the Massachusetts Commission for the Blind suggested that SeniorCare might be able to help with errands and other tasks. Katie participated in SeniorCare’s Directed Care Program, where she received assistance with cleaning and shopping.

Katie has a liberal arts degree from Boston University. She enjoyed a career in business marketing followed by work in real estate management.

Today Katie describes herself as a domestic goddess. She was recently spotlighted on SeniorCare’s Cape Ann TV show *Living Wisely, Aging Well* where she provided tips to succeed in the kitchen despite her loss of sight.

Katie lives in Ipswich with her husband Robert and their two dogs Aspen and Hoover.

## Project Warm Friends Celebrates 20th Anniversary



Started in 1997, SeniorCare's RSVP Project Warm Child brought together crafters to provide warm knitted or crocheted baby clothing and blankets to needy newborn babies.

In 2004, the program was expanded to include larger items for the children at Pathways for Children in Gloucester.

In 2005, lap robes were included for nursing home residents and the program name was changed to Project Warm Friends to reflect this addition.

Every year, SeniorCare's Project Warm Friends Program donates thousands of beautifully sewn, crocheted and knit items to people throughout the North Shore:

- Homeless men, women, teens and families
- Single mothers and their newborn babies and children
- Low income families
- Isolated Elders
- Children enrolled in local head start programs
- Newborns, children and people of any age who are in area hospitals
- Veterans and their families

Since 1997, SeniorCare's Project Warm Friends Program has donated more than 25,000 handmade items valued at over \$250,000 to dozens of area non-profit organizations. In 2017, in addition to the local non-profit organizations, Project Warm Friends items were also donated to a Syrian Relief effort.



## A Special Thank You to Two Family Businesses

Communitarian donors, according to *The Seven Faces of Philanthropy*, are philanthropic people who do good, simply because doing good, for the sake of doing good, makes sense to them. Of course there are other, just as legitimate reasons to donate time and money to your favorite charity, but communitarians' focus is to make their community a better place to work and live.

SeniorCare would like to highlight two of its communitarian donors, Lenny Linquta, owner of The Gloucester House, and Corey Grammas, owner of Lobsta Land.

Every year, Mr. Linquta and Mr. Grammas both donate the use of their restaurant, their staff, and a full breakfast for the community to enjoy in order to support SeniorCare's programs and services, including the Meals on Wheels program. The Gloucester House breakfast is in the winter/spring, and Lobsta Land's breakfast is in the fall.

Community is a coming together for a common purpose. And these two men, their families, and their businesses represent the epitome of how communities thrive. Not only do they donate time, effort and money to these events each year, but the events themselves are well loved by members of the community. Each year, community members attend these events knowing they will connect with people they haven't seen in a while.

"Each year I get to see many of the same faces at the Lobsta Land and Gloucester House breakfasts. I reconnect with folks I haven't seen in a while and I meet new friends that I will hopefully see the following year," says Paula Curley, SeniorCare Nutrition Director.

**Thank you to the Linquta family and The Gloucester House for hosting our breakfast annually for 43 years and to the Grammas family and Lobsta Land for hosting our breakfast annually for 14 years!**





Meg Kelly spoke at the anniversary gala about SeniorCare's impact on her family's life



The annual Sunset Cruise fundraiser brought together SeniorCare's partners, board members, staff and friends for a night of music, dancing and enjoyment of our beautiful coastline.



Dottie, Mike and Lenny Linquata, owners of The Gloucester House, host SeniorCare's annual Meals on Wheels Valentines Day Fundraiser breakfast

## Community Report

SeniorCare is a federally-designated Area Agency on Aging (AAA) and our Community Programs engaged in a variety of efforts to strengthen programming.

- The SeniorCare Area Plan on Aging for FFY 2018-2021 was produced by the Agency Planner. This document, initiated with a needs assessment conducted in the nine cities and towns of SeniorCare's service area, identifies plans and opportunities to address elder needs and, together with AAA's from across the state, informs the Massachusetts State Plan on Aging.
- *Caring Connections through Technology*, an innovative pilot program using Android Tablets to link volunteers with seniors at risk of isolation and/or depression was launched this year. Funded through a Beverly & Addison Gilbert Hospitals Community Collaborative grant and conducted through RSVP, the program helps seniors learn to use the internet and applications like Skype to communicate with others. Volunteers initially meet in-person with seniors in their homes and, after the seniors are comfortable with the technology, touch base regularly through electronic communication.
- SeniorCare's Nutrition Department distributed a record number of Farmers' Market Coupons. SeniorCare staff worked with Councils on Aging to distribute \$25 coupons, redeemable for fresh produce at area Farmers' Markets. Whereby, 325 older adults were served. Through this program, an additional 77 homebound seniors received a bag of fresh produce on three occasions. Also, coupons for the Cape Ann Farmers' Market, obtained through a \$1,500 grant from New England Biolabs, were also distributed to older adults.

## Home Care Report

SeniorCare provides in-home services to over 1,400 people per month in nine communities.

SeniorCare's core mission is to offer critical support to those elders and adults with disabilities who wish to remain independent in a setting of their choice for as long as possible. The Home Care Department is person-centered, involving the whole team to develop the best plans of care for the consumers we serve in our nine town catchment area.

Our two Information and Referral (I & R) Specialists log 350-400 calls per month, responding to questions about home care services, housing and caregiver services, services for adults with disabilities, referrals to community partners, and much more. Two thirds of the calls are on behalf of individuals age 75 and older. On average, I & R Specialists receive 80 referrals for home care services per month.

Care Managers are assigned to assess consumers for eligibility in one of the home care programs. If deemed eligible, services available include personal care, homemaking, companion, transportation, skilled nursing, personal emergency response systems, and procurement of adaptive equipment, to name a few. If one is deemed eligible based on an assessment of abilities and needs, they are eligible regardless of income.

For those who do not meet the criteria for home care, one of our trained Options Counselors (OC) can work with callers or their caregivers to assist in directing them to appropriate services and resources. OC services are always free for adults age 22+, regardless of income or disability. SeniorCare's Options Counselors have assisted over 300 adults during this past year.

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

Protective Services investigates allegations of elder abuse and neglect. Reports of abuse come from a wide range of sources, including family, friends, medical providers, police and emergency response personnel. The most commonly reported condition is self-neglect. Other reportable conditions are caregiver neglect, physical abuse, emotional abuse, sexual abuse, and financial exploitation. SeniorCare receives 60-75 reports of elder abuse per month.

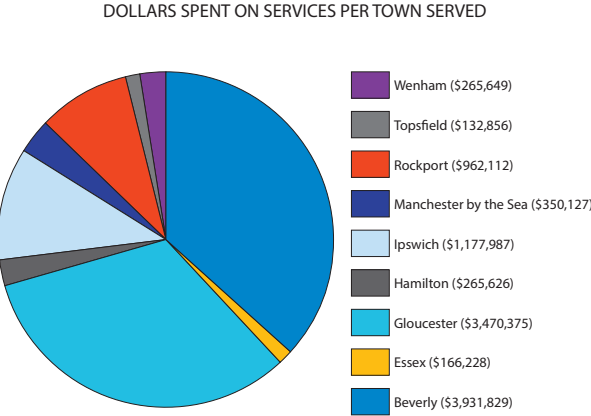
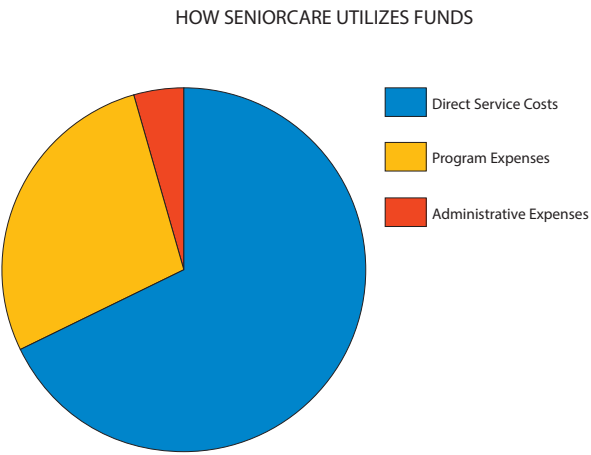
In addition to the above programs, SeniorCare has a variety of other services including support to caregivers, assistance and intervention with those who hoard, housing specialists, and Geriatric Support Specialists who manage care for Senior Care Options members. Providing the right combination of information and services can make all the difference in our consumers' lives.

It is our privilege to work with elders and their caregivers to assure choice, dignity and support as they age.

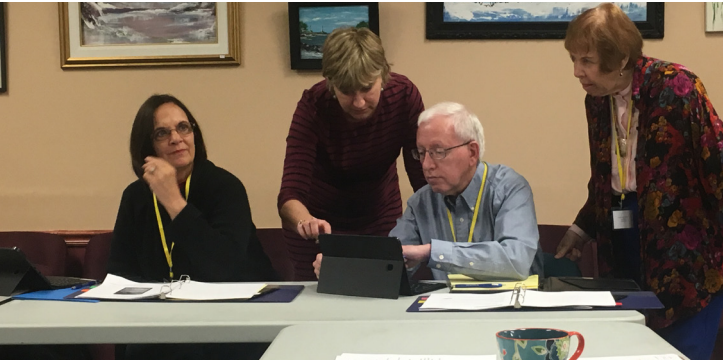


Finances

SeniorCare FY16 Cash Flow	
Revenue:	
Forwarded from FY15	\$24,000
State Contract Revenue	\$12,242,000
Federal Contract Revenue	\$560,000
Other Grants and Contracts	\$1,660,000
Program Service Revenue	\$604,000
Fundraising	\$96,000
Interest Income	\$4,000
Total Revenue	\$15,190,000
Expenses:	
Direct Service Costs	\$10,300,000
Program Expenses	\$4,255,000
Administrative Expenses	\$635,000
Total Expenses	\$15,190,000



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 Volunteers worked with staff in preparation for helping consumers use tablets as part of *Caring Connections through Technology* program funded by Lahey Health



RSVP Volunteer Judi Lebel and Grace Favazza discovered how to take a “selfie”

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 it 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 [www.seniorcareinc.org](http://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.

Mass Options • [www.massoptions.org](http://www.massoptions.org) • 844-422-MASS • 844-422-6277 • [www.800ageinfo.com](http://www.800ageinfo.com) • 1-800-AGE-INFO • 1-800-243-4636



SeniorCare PS Care Manager Burton Miller and Sheila Taylor, Executive Director of Ipswich COA at the Ipswich Elder Abuse Awareness Rally

## Donors & Contributors

### Individual Gifts

Anonymous	Thomas Chmura	Robert Gillis	Peter Kittredge
Thomas Ackerman	Ida Christopher	John and Patricia Gillis	Charles Klim
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George D. and Yvonne M. Anderson	Patricia Connelly	Carmen Gorga	Tina LaFlam
Linda Anderson-Mercier	Roger Corbin	Susan Gould-Coviello	Frank Lander
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Tracy Chait	Karen Fraser	Jane Moginot	Melissa Moore
	Rosalyn Frontiera	Stuart Morrell	
	Catherine Galenius		
	Richard Garrett		
	Renee Gauthier		
	Ronald and Gail Gerring		



The Hamilton Police Department made a holiday visit to the Hamilton COA in December



SeniorCare staff raised money for the agency in the annual Pride Stride walk in Gloucester

Ann E. and Andrew M. Morrison	Arthur J. and Lucia E. Sheehan
Thomas Moses	Russell Sherman
Helen Mutch	Mern Sibley
Rosalie Nicastro	James and Barbara Seed-Siergiewicz
George and June Nickless	Peter E. and Diane L. Simonsen
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Susan Plutsky	Annette Spanks
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Mary Jane Rudulph	Sandra Torode
Nicholas Safford	Scott Trenti
Joseph Samaro	Kathleen Van Demark
Eileen Saunders	Anthony J. and Adrienne M. Verga
William and Louise Scanlon	Virginia Visser
Nancy Scanzani	Leslie Voss
Carole Schanley	Shellie Walsh
Deborah Schwendiman	Jeanne Weigand
Nancy Sclafani	Bronwyn West
Cindy Sharfstein	
Jane Shaw	



SeniorCare RSVP Project Warm Friends donated hundreds hand-made items to dozens of North Shore agencies

## Donors & Contributors

Jim McCarthy and Sarah Wetzel	Chrysler-Dodge-Jeep, Inc.
George Winston	City of Beverly
Nancy Winter	City of Gloucester MA
Nanette Witkin	Commonwealth Care Alliance
Diane Wood	Connected Home Care, LLC
Peter Wood	Cummings Properties, LLC
Thomas Yee	Cricket Press

### Gifts & Grants from Organizations and Business Partners

ABC Home & Healthcare Professionals	David L. Harrison, D.M.D
Acme Apparel	Eastern Bank
Action, Inc.	EBSCO
Adult Foster Care of the NS	Edward Jones Investments
American Lazer Services	Element Care
AMRAMP	Eliason Law Office
Andrew W. Preston	Essex County
Charity FD Trust	Women's Fund
Associated Home Care	First Ipswich Bank
BankGloucester	The Gloucester House
Bio Pro Boston	Gloucester Lodge of Elks
Blackburn Center, LLC	Gloucester Pride Stride
Blueberry Hill Healthcare	Gloucester Superior Officers Association
Bring Care Home	Glover's Floor Coverings
Building Center of Gloucester	Glovsky & Glovsky, LLC
C.B. Fisk, Inc.	Golden Living Center
Cape Ann Insurance	Hagstrom Co Inc.
Cape Ann Savings Bank	Harbor View Realty Trust
Cape Ann Transportation Operating Co., Inc.	Harborlight Community Partners
Cape Ann Whale Watch	Healthpoint Plus
Care Dimensions	The Committee to Elect Brad Hill
Caregiver Homes, Inc.	Independent Living Center of the North Shore and Cape Ann
Carroll K. Steele Insurance	Institution for Savings
Cazeault Solar & Home	Ipswich Rotary Club
The Cheesecake Factory	Jalapenos



Representative Jerry Parisella joined with Joe Vaccaro to deliver Meals on Wheels in Beverly during the annual March for Meals campaign

## Donors & Contributors

James C. Greely Funeral Service  
John Hancock Insurance  
John J. Walsh Insurance  
Katharine C Pierce Trust  
Lahey Health  
Leslie S. Ray, Insurance  
The Lifebridge Campus  
Liquor Locker  
Lobsta Land  
Marblehead Bank  
Meineke  
Michael R Buxbaum Inc.  
Mighty Mac Realty Trust  
Natalie A. Simon, Attorney  
North Shore Community Health Network  
North Shore Elder Services  
Northeast Seafood Coalition, Inc.  
Not Your Average Joe's  
The Open Door  
Passports  
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Sidekim Foods  
Spaulding Outpatient Center Cape Ann

Sully's Auto Body of Gloucester, Inc.  
Thomsen Construction  
Town of Ipswich MA  
Town of Rockport MA  
Town of Topsfield MA  
United Health Care  
Video Impacts  
Vista Motel  
Windover Construction  
YMCA of the North Shore

### Memorial Gifts

**In Memory of  
Franco Casagrande**  
Josephine and Antonio Taormina

**In Memory of  
Anna D'Antonio**  
Donna Shepard

**In Memory of  
Calvin H. Cook**  
Michelle Cook

**In Memory of  
Charles R. Hicks**  
Mary Ann and Thomas Mannetta

**In Memory of  
Christine Tarr**  
John Guptill  
Mary Ann Anderson  
Nancy Luther  
Janet Knott  
Teresa Arnold

Stephen Dexter  
Leonard and Patricia Orlando  
Edwin Perkins  
Jessica Benedetto  
Robert Dipasquale  
Grace Favazza  
Hugh and Nancy Curley

**In Memory of  
Cora Clark**  
Edward and Jan Armstrong

**In Memory of  
Eleanore Fisher**  
William Fisher

**In Memory of  
Elizabeth Stanton**  
Rick Mitchell

**In Memory of  
Frances Sampson**  
Josephine and Antonio Taormina  
Ronald Grasso

**In Memory of  
Leah Anderson**  
Jennifer Anderson

**In Memory of  
Marg Maione**  
Mimi Fanning

**In Memory of  
Mariam Jacobs**  
Deborah Walker

**In Memory of  
Pamela Schwartz**

Robert Gillis  
Patricia Nunes  
Sharon Cronshaw  
Jennifer Hornish  
Bruce Swanson  
Mary-Helen Macleod  
Susan Marr  
Joanne Libro  
Susan Herron  
Elana Brink  
Ruth Griffin  
Janice Lawson  
Susan Orlando  
John MacEachern

**In Memory of  
Roberta Klusacek**  
Nancy Scanzani

**In Memory of  
Ruby Bowles**  
Nancy Winter

**Tribute Gifts**  
**In Honor of  
Gordon Hale**  
Jody Norton

**In Honor of  
Renee Gauthier**  
Valerie Hanson Gilman

**In Honor of  
Robert H. McKinnon**  
Robert & Virginia McKinnon

**In Honor of  
Sewell S. Hayes**  
David Hayes

## Strategic Plan Goals 2017-2020

*Adopted September 27, 2017*

### 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.

## Coming in 2018

**SeniorCare Strategic Plan  
2017-2020**

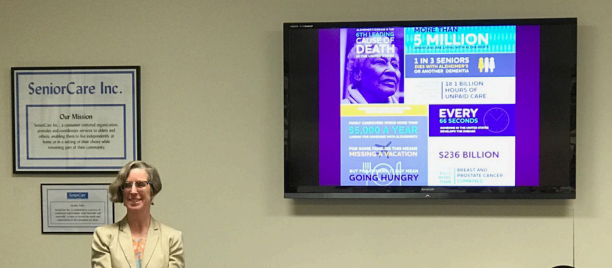
**SeniorCare Area Plan on Aging  
2018-2021**

**Age & Dementia Friendly Communities  
Cape Ann**

**All Inclusive Pet Program**

**Private Money Management Service**

**Private Geriatric  
Case Management Services**



Emily Kearns discussed the Age & Dementia Massachusetts Initiative at the Council on Aging Appreciation Day



Kathy Ryan explained Ryan & Wood's distilling process at the SeniorCare Donor Appreciation event

Our grateful thanks to all the individuals and businesses who gave during the past year, as well as those who made in-kind gifts, attended fundraiser events, or supported the SeniorCare mission in other ways. Every attempt has been made to recognize our supporters. Please notify us of any errors or omissions, and accept our sincerest apologies, should there be any.

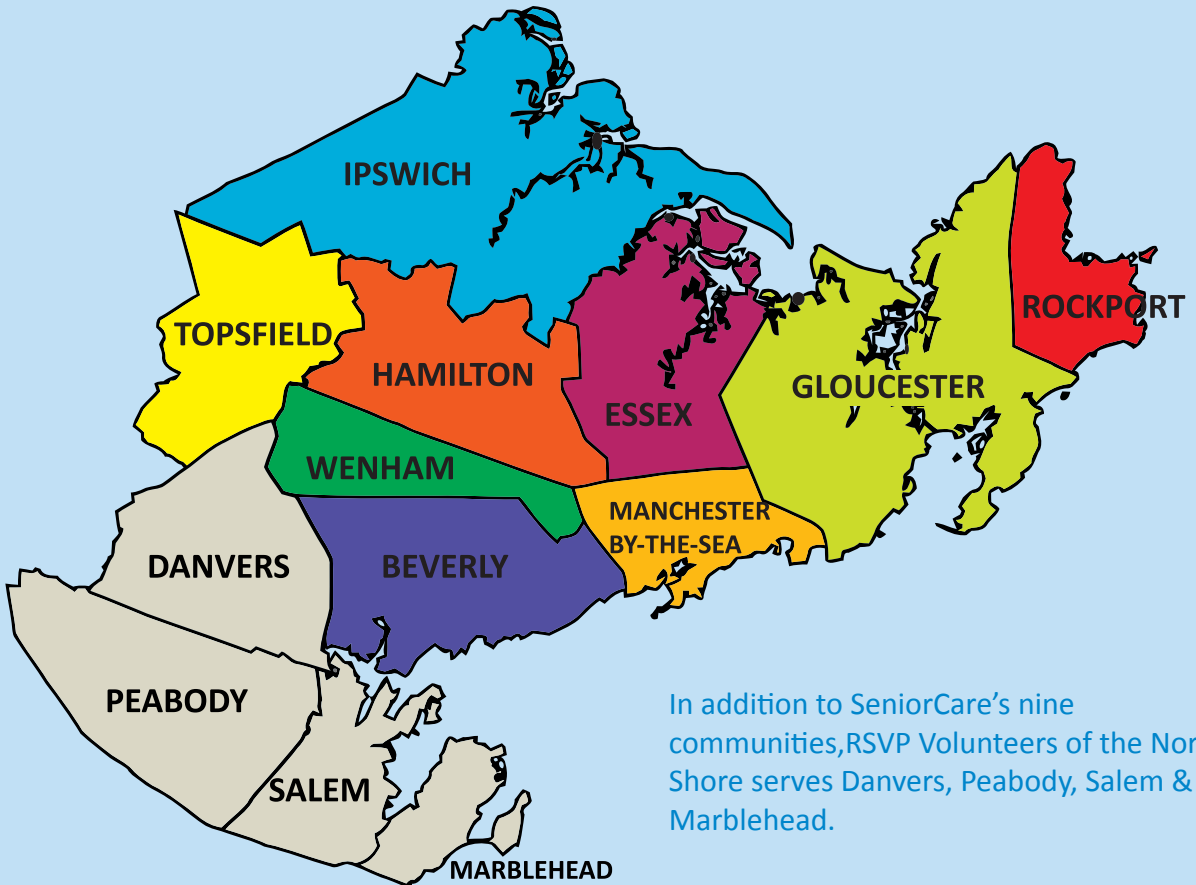


SeniorCare staff at the 2016 Anniversary Gala at the Misselwood Estate

# SeniorCare

Elder Services | Information | Solutions

Serving the elders of  
Beverly, Essex, Gloucester, Hamilton, Ipswich,  
Manchester by-the-Sea, Rockport, Topsfield & Wenham.



In addition to SeniorCare's nine communities, RSVP Volunteers of the North Shore serves Danvers, Peabody, Salem & Marblehead.

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