



# SeniorCare

Elder Services | Information | Solutions

## 46<sup>th</sup> Annual Report 2017 - 2018

# SeniorCare

Elder Services | Information | Solutions

## 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.



*Ann Margaret Ferrante helped deliver meals during the March for Meals awareness campaign.*



*ABC Home Healthcare Professionals were the Presenting sponsor at the 45th Anniversary Gala, and again at the 46th Gala.*

## Board of Directors

Thomas Tanous, President, Wenham  
George Winston, Vice President, Beverly  
Carol Grimes, Treasurer, Ipswich  
Laurel A. Eisenhower, Ph.D., Clerk, Essex  
Linda Anderson-Mercier, Beverly  
William Bowler, Esq., Hamilton  
Ella M. Gutowski, Topsfield  
Randolph D. Maloney, MD, FACS, Beverly  
George Nickless, Manchester-by-the-Sea  
Patricia Roach, Gloucester  
Eileen Saunders, Rockport  
Nancy Scanzani, Ipswich  
Natalie A. Simon, Esq., Gloucester  
Thomas E. Sullivan, MD, Beverly  
Rona Tyndall, Gloucester  
Kathleen Van Demark, MD, Rockport

## Advisory Council

Patricia Ambrose, Chair, Manchester-by-the-Sea  
Elizabeth Dunbar, Vice Chair, Hamilton  
Richard J. Sagall, MD, Secretary, Gloucester  
Sue Bannon, Wenham  
Erin Battistelli, Rockport  
William J. Coughlin, Beverly  
Jerome J. Guillebbe, Beverly  
Kathleen M. Hurlburt, Gloucester  
Ilia Stacy, Ipswich

## Executive Staff

Scott Trenti  
Chief Executive Officer  
Jillian Cluett  
Chief Financial Officer  
Dori Prescott  
Director of Home Care  
Linnea Hagberg  
Director of Community Programs and Planning  
Rick Loomis  
Quality Assurance Director

## Message from Our President and Chief Executive Officer



Thomas Tanous



Scott M. Trenti

As we reflect on our accomplishments over the past year, we now focus on moving forward in our 47th year as a state Aging Service Access Point (ASAP) and federal Area Agency on Aging (AAA).

Last year, SeniorCare developed a three-year strategic plan which carries us through 2020. Year one goals were largely met and we now move to year two where we will continue to focus on our six overriding goals. Our mission remains as the core of our strategic plan goals. Last year, we added a goal six, which embraces the continued use of technology in our efforts for those we serve. For example, SeniorCare piloted a technology program Caring Connections Through Technology, aimed at the growing problem of social isolation. Through the use of staff and volunteers, elders were paired with volunteers who provided them with tablets and taught them how to use them in order to be able to connect with family and friends, use the internet to engage with others, and to explore their interests online. The program will continue in the coming year with enhancements along the way.

Through generous funding, SeniorCare will continue with our efforts to support catchment area wide age and dementia friendly communities. We have developed a hybrid model incorporating both the World Health Organization and AARP models for age friendly and the Dementia Friendly America and Massachusetts models for our four Cape Ann communities. In the coming year, action teams made up of key community stakeholders and leaders will put our efforts into practice. This is a grass roots effort and we are excited for the coming year. Stay tuned for a large summit in the late winter or early spring. See

our website for further information.

This past year, we introduced our STAY pet services private program. We will be expanding this program in the coming year to include more services. SeniorCare will be offering another private service for our consumers who do not qualify for the MA Money Management Program but still need assistance with bill paying and the like. We will also be offering Representative Payee services.

SeniorCare has made advances in working with health systems and our partners in the health care field. In particular, our partnership and relationship with Lahey Health will continue to strengthen in the coming year.

Our evidenced based programming has expanded over the past year to include SAVVY Caregiver to address the well-recognized needs of caregivers now and in the future. We have also added Healthy Ideas, a program to address depression in older adults often caused by social isolation. As we move forward, we will add other evidenced based programs.

In response to a significant increase in elder abuse and self-neglect reporting, we have expanded our Protective Services program to meet the needs of this ever growing problem.

SeniorCare is only as good as our Board of Directors, Advisory Councils, staff, volunteers, community partners, and supporters. We have a saying at SeniorCare that “the whole is greater than the sum of its individual parts.” The connected contributions of all is what makes it work for those we serve. We support and applaud our team.

Thank you to all who have supported our efforts over the past year and we look forward to new partnerships in the coming year.

## A Special Thank You to the SeniorCare Team

My name is Melissa. I grew up on the North Shore, but now live in California. I have two brothers—one in New York and one in Philadelphia. The three of us are busy with our jobs and families, but speak with and see our Mother, who lives in Beverly, as often as we can.

A few months ago, my brother received a call that my Mother was being evicted from her apartment after living there for eight years. She had two weeks to be out and, since she had never mentioned to any of us that there was something going on, we were very concerned.

I was able to get back to Massachusetts, and surprised my Mother, where I found her disheveled and delusional as to what was happening. She had been hoarding in a way that she could not open the front door, had only a small nest for her to sleep, and no access to the kitchen to prepare meals. Her legs were swollen and gashed. It was a tough sight for me to process or even know where to start for help.

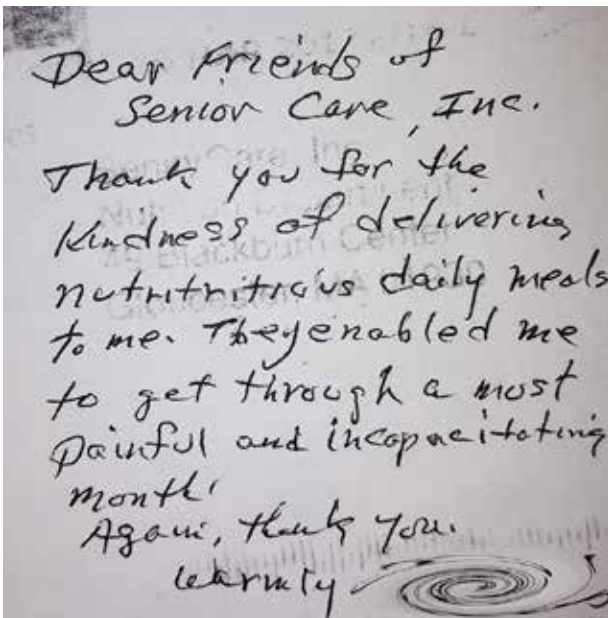
That Monday, I went right to the SeniorCare office in the Cummings Center, where they put me in touch with Robin, who was able to direct me with some starting points of how to get our Mom the help she needed. Not only was she helpful, but she was also compassionate and soothed my nerves over the phone. We were assigned Kelly as our Care Manager, who could not have been nicer to my Mother, my brothers and me. Kelly was so sweet and calm that my mother liked and trusted her right away. She even let Kelly into the apartment for an assessment.

Kelly was quick to respond to us and constantly checked in with my brother and me over the two weeks of figuring out a safe, new living situation for my Mom. Kelly was extremely helpful and helped make the situation easier.

Tiffany, SeniorCare's Hoarding Specialist, returned from vacation, and immediately started going above and beyond to help us. Tiffany was a true miracle worker! The way that she was able to get through to my Mom in such a short time was something I did not think was possible. I leaned on Tiffany tremendously and she became my rock. She was calm, compassionate, smart, resourceful, attentive, and made things happen! The way that Tiffany handled the situation was truly impressive. We could not have gotten through this without her!

We are now in such a better place and I sincerely owe it to your team! We were able to find my mother a room at the Brookhouse in Salem, where she is already thriving.

Thank you ...Thank you...Thank you....



*A note received from a grateful Meals on Wheels consumer.*





*Connected Home Care was the Presenting Sponsor for the annual Sunset Cruise fundraiser.*



*Dorothy Calandra of The Dinner Bell in Ipswich was honored at the 45th Anniversary Gala.*



*Hundreds of volunteers were thanked and honored at the annual RSVP Volunteer Luncheon*



*HAWC was one of the agencies that participated in the annual RSVP Volunteer Fair held at 2nd Congregational Church UCC in Beverly*



*Sidekim Chef Toby Hewitt and his team served up a delicious BBQ meal to Beverly's hungry seniors at the 2017 Senior Day in the Park.*



*Gloucester Elks Exalted Ruler Jill McGuire presented a donation to SeniorCare Nutrition Director Paula Curley.*

## Volunteers Helping Isolated Seniors Through Technology Program

RSVP Volunteers of the North Shore volunteers are addressing the needs of isolated seniors through a program called Caring Connections Through Technology. Volunteer Juanita Melanson tells us this story.

“When I first met Judy, she had just learned that her beloved dog Schooner had canine lymphoma. As I opened my iPad, she told me she wanted to research the condition immediately. I thought, ‘Oh no, this is a very bad way to start.’ The painful Google search that followed is how we began our Caring Connections journey. Difficult as it was, learning about Schooner’s prognosis helped Judy understand what to expect in the coming months.



*Judy and Juanita use Judy's tablet for a variety of activities, including research, communication, and games.*

Since then, we have investigated many other subjects and applications on Judy’s tablet. After creating a password record book, we set up email, iCloud and Facebook. Judy now video chats with her sister and other family members who live out of state. We have even researched her family history in Michigan.

Judy and I play Jeopardy, cribbage and trivia games. Both of us have experienced some binge-gaming episodes of online cribbage! Judy says that Schooner lets her know when she has been playing too long.

As for Schooner, we have taken pictures, used them for lock screens, and shared them via email. Next steps: creating videos of his antics. He’s a plucky little man. All in all, I think the Caring Connections Through Technology program has been very good for Judy and for me.”

## STAY Pet Services

SeniorCare launched STAY Pet Services in May 2018 with an introductory event at the Beverly Cummings Center. Staff and a corps of dedicated volunteers provide a variety of services to consumers throughout the North Shore.

Services have included dog walking for those who have been unable to walk their dogs following surgeries; in-home cat care when the owner has been hospitalized; transporting pets to veterinarians for consumers who have difficulty getting a cat into a carrier and for someone who no longer drives; and providing exercise and training for the new puppy of a consumer who uses a wheelchair. STAY staff and volunteers have been delighted to serve fifteen pets in Beverly, Gloucester, Peabody, Rockport, and Topsfield.

Proceeds from STAY Pet Services will go directly to underfunded and non-funded SeniorCare programs.



*Sunny, a loving poodle-mix puppy, is one of STAY Pet Services happy consumers.*

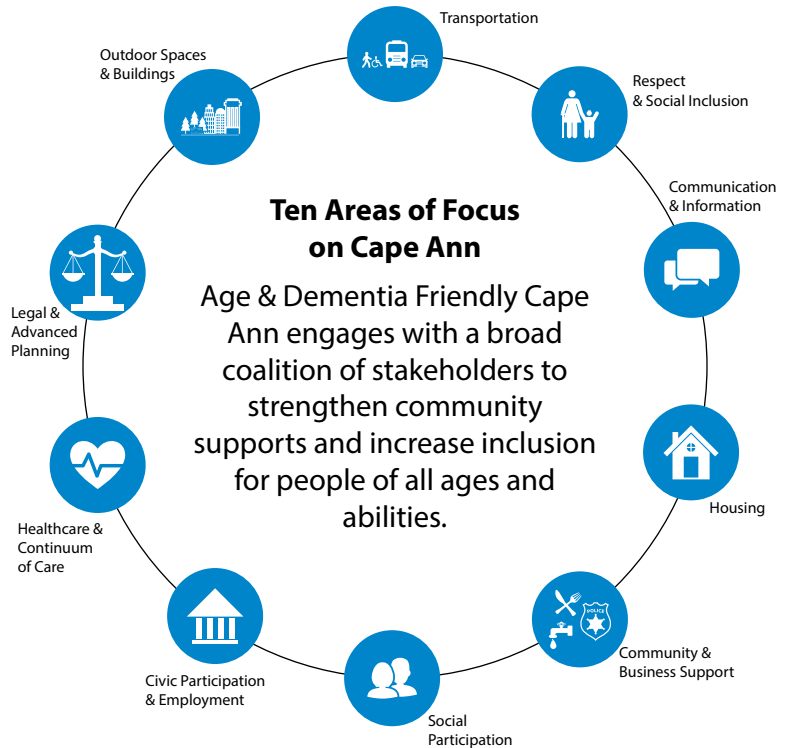
## Age & Dementia Friendly Initiatives

Age and Dementia Friendly communities strive to better meet the needs of all residents by addressing the environmental, economic, and social factors that influence health and well-being. They seek to assure that people of all ages and abilities can engage with and are supported by their community.

Plans and programs to make communities increasingly Age and/or Dementia-Friendly are underway throughout the nine cities and towns served by SeniorCare. The agency has pledged to support these efforts through all available means. These include community trainings; establishing a web page to support and coordinate activities throughout the region, and provide access to resources for professionals, residents, and caregivers; raising awareness of the needs and tools to promote age and dementia friendly communities; and seeking grants to support programming.

In the communities of Essex, Gloucester, Manchester-by-the-Sea, and Rockport, SeniorCare is the backbone agency for the Age & Dementia Friendly Cape Ann (ADFCA) initiative, uniting a broad coalition of stakeholders within these communities. ADFCA is taking intentional steps to create a supportive, welcoming environment where all residents, regardless of age, gender, ethnicity, health status or socioeconomic background can thrive.

In the past year, through grant support from the North Shore Community Health Network, SeniorCare partnered with the Center for Social & Demographic Research on Aging, Gerontology Institute of UMASS Boston, to conduct community assessments on Cape Ann. These included open forums in each community, focus groups, and key informant interviews. A grant from the Tufts Health Plan Foundation to support a part-time ADFCA coordinator has contributed greatly to moving the initiative forward. SeniorCare and ADFCA has established a steering committee to guide planning, set goals and initiate programming to effect change in the Cape Ann and Communities.





## Community Report

SeniorCare is a federally designated Area Agency on Aging, part of a nationwide network of state and local programs that help older adults plan and care for their life long needs. SeniorCare offers a wide variety of community programs and services to assist elders in living independently at home or in a setting of their choice while remaining a part of their community. Community programs include the Age & Dementia Friendly Cape Ann initiative, Medical Transportation, Money Management, Nutrition, Ombudsman and RSVP Volunteers of the North Shore.

Many of these programs rely heavily on volunteers, whose efforts are coordinated and supported by SeniorCare's RSVP Volunteers of the North Shore. This corps of nearly 400 volunteers perform a myriad of roles and services including working as tax aides, ombudsmen, medical transportation and home delivered meals drivers; providing money management, technology training and pet care to seniors in their homes; and creating handmade goods for Project Warm Friends. Through RSVP, volunteers are also placed in 13 partner agencies. In a newly launched initiative, SeniorCare enhanced an existing partnership with Needy Meds, a non-profit information resource, to train volunteer ambassadors who will provide people age 60 and over with in-person assistance to find health care and prescription cost savings through the NeedyMeds website and other programs.

Through SeniorCare's Long Term Care Ombudsman Program, advocates work to resolve problems related to the health, welfare and rights of individuals living in nursing or rest homes in SeniorCare's service area. In the past year, ombudsmen collectively provided approximately 28 visits per month to area facilities, offering a voice and support for residents.



*A SAVVY Caregiver 6-week evidence based workshop was hosted at the Residence at Riverbend in Ipswich. At the final session, Riverbend's Culinary Director, Michael Burrill, served a special meal to participants and explained how they serve their residents on the memory care unit, known as Reflections, in order to allow as comfortable a dining experience as possible.*

SeniorCare's Nutrition Program served more than 158,500 nutritionally-balanced meals in the past year. The Nutrition program offers a meal and more. Congregate dining meals served at area Councils on Aging add to the roster of services that older adults can access and help bring people into contact with the full range of opportunities available at the COAs. Home delivered meals also provide friendly regular contact with the driver and an informal safety check. In-home nutrition assessment and counseling delivered by the agency Registered Dietitian/Certified Diabetes Educator is also provided through the Nutrition Program; this year 17 consumers received in-home nutrition counseling.

The Money Management Program is a free service that assists low-income elders who have difficulty writing checks, balancing their checkbooks and managing their money. A dedicated cadre of Money Management Program volunteers provided this vital service to over 35 older adults this year, visiting elders as often as necessary each month.

Medical Transportation utilizes RSVP volunteer drivers to transport people age 60 and older to and from their local and out-of-town medical appointments. During the past year, 437 trips were provided.

Aided by dedicated volunteers, community programming continues to grow to meet the existing and emerging needs of area older adults.



## Home Care Report

As an Aging Service Access Point (ASAP), SeniorCare is a single point of entry for elders in the community for information, advocacy and services available. Having a competent, articulate and compassionate Information and Referral Department is a priority as the I & R Specialists are often the first point of contact for an elder or their family/caregiver. It is a priority to be able to answer questions, research resources and direct anyone who calls to the appropriate service or agency. The I & R Dept. fields well over 400 calls per month in addition to correspondence, disseminating information and submitting internal referrals.

SeniorCare has provided in-home services to over 1,500 people over the past year in its nine communities. I & R Specialists received over 1100 referrals for home care, averaging 96 referrals per month during fiscal year 2017-2018. Care Managers assess consumers for eligibility in one of the home care programs. Services available include personal care, homemaking, companion, transportation, skilled nursing, personal emergency response systems, and procurement of adaptive equipment, to name a few. Eligibility is determined based on an assessment of abilities and needs, regardless of income. Co-pays are assessed on a sliding scale basis.

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

For those consumers who are not sure what they are looking for or do not fit the criteria for a home care program, the Options Counseling Program is a free service to anyone regardless of age (22+), income or disability with the goal of offering community long term services and support. SeniorCare's Options Counselors assisted 293 individuals over the past year, providing them with information about valuable resources available in the community.

Preventing elder abuse and neglect is a priority for SeniorCare. Protective Services investigates allegations of elder abuse and neglect, including severe self-neglect. Reports come from a wide range of sources including family, friends, medical providers, police, emergency response personnel and others. All reports are screened to establish if there is a "reportable condition" under the law. Over the prior fiscal year, SeniorCare received 756 reports, averaging 63 per month, a 9% increase from the previous year. A little over half (53%) were assigned to a Protective Service Worker for investigation.

In addition to the above departments, SeniorCare has a variety of other services. The Caregiver Support Specialist can assist caregivers with resources and support to ease their burden. Caregiver Support groups in Gloucester, Beverly and Wenham meet monthly to provide mutual support from other caregivers. SeniorCare's Housing Advocate assists elders who are facing eviction or an inability to find adequate housing with the goal of preventing homelessness. Other housing advocacy staff include: the Mixed Population Services Coordinator who covers seven Public Housing complexes to assist any resident with services and benefits and acts as a liaison to the Housing Authorities; the Congregate Resident Services Coordinator in Beverly works to fill the 12 congregate units and assist the residents at Upton Place to live within a community of peers, problem solve and remain independent in the community; the Supportive Housing Coordinator in Gloucester works closely with the Housing Authority and service provider to assist those living at McPherson Park in a variety of ways including service provision, advocacy, activities and educational/supportive groups.

Providing the right combination of information and services can make all the difference in consumers' lives. It is a privilege to work with elders and their caregivers to assure choice, dignity and support as they age.

## Finances

### SeniorCare FY17 Cash Flow

#### Revenue:

State Contract Revenue	\$12,118,000
Federal Contract Revenue	\$513,000
Other Grants and Contracts	\$1,889,000
Program Service Revenue	\$582,000
Fundraising	\$93,000
Interest Income	\$5,000

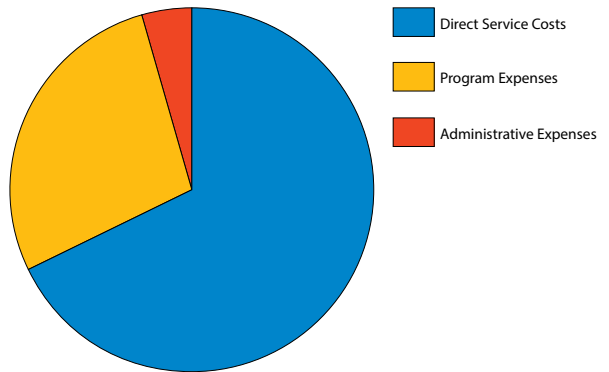
**Total Revenue** **\$15,200,000**

#### Expenses:

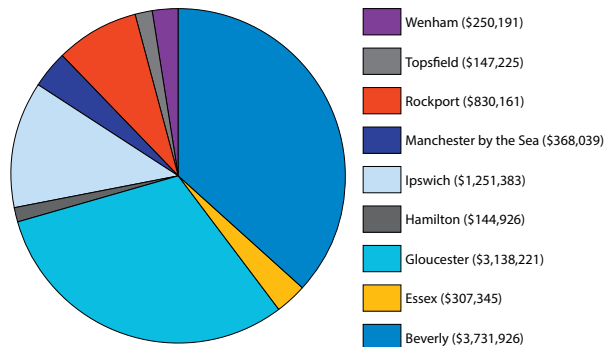
Direct Service Costs	\$10,065,000
Program Expenses	\$4,445,000
Administrative Expenses	\$635,000

**Total Expenses** **\$15,145,000**

### HOW SENIORCARE UTILIZES FUNDS



### DOLLARS SPENT ON SERVICES PER TOWN SERVED



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 Volunteer Patti Colbert was awarded with the President's Lifetime Achievement Award



Forums were held in the four Cape Ann communities to prepare for the Age & Dementia Friendly Cape Ann initiative

## 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 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 our website [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



*A four-film series of documentaries that discuss various aspects of aging included "Alive Inside" in Topsfield, "Mimi and Dona" in Gloucester, "Glen Campbell: I'll Be Me" in Beverly and "Being Mortal" in Ipswich.*

## Donors & Contributors

### Individual Gifts

Thomas & Susan Ackerman  
Santina Aloï  
Rose Amari  
Patricia Ambrose  
Linda Andrist  
Tracy Arabian  
Teresa & Joseph Arnold, Jr.  
Barbara Arsenault  
Louisa Asaro  
Bernadette Augusto  
Camilla Ayers  
Sally Baker  
Sue & Don Bannon  
Cindy Bass  
Norene Beck  
Cynthia Bedard  
Linda Berard  
Peter Bergholtz  
Lisa Biggio  
Martin & Cynthia Bolcome  
Celia Bossie  
Jules Boudreau  
Deborah Bouranis  
Barbara Brackett  
Leslie & Ronald Brennan  
Bruce Breton  
Elana Brink  
Dale Brown  
Ivan Brown  
Stephanie & Frederick  
Buck  
Elaine & Michael Butter  
Johanna Cafarella  
Susanne Caples  
Tracy Chait  
Ida Chambers  
Rose Chianciola  
Andrew Ciarfaroni  
Angela Ciaramitaro

Mary Ciaramitaro  
Maria Ciolino  
Amy Clancy  
Jillian Cluett  
John & Jane Coan  
Joanne Colamet  
Tiffany Cole  
Marie Companion  
Patricia Connelly  
Roger Corbin & Liz Serpa  
Norma Costa  
Diane & Ronald Costa  
William Coughlin  
Pamela Couture  
Mary Lou Crane  
Robert & Jean  
Cunningham  
Jennie Curcuru  
David Curley  
Hugh & Nancy Curley  
Paula & Steven Curley  
Debra Davidson  
Nancy Davis  
Marie Dawson  
Robert Dean  
Virginia Dench  
Theresa Dickson  
James Diedrich  
Patti Dineen  
Robert Dion  
Albert Win & Juliana  
Dodge  
Mary Ellen Donohue  
James & Jacqueline Dort  
Neiland & Priscille Douglas  
William & Jean Dugan  
Elizabeth Dunbar  
Bob & Bonnie Duncan  
Laurel Eisenhauer  
Jean Elliott

Wendy English  
Jaye Erwin  
Mary Famiglietti  
Shirlee Farina  
Deanna Fay  
June & Eleanor Filyaw  
G.D. Fitzgerald  
Cheryl Fonti  
Richard Forsley  
Karen Fraser  
Ed Gafanhao  
Gardner Garrett  
Renee Gauthier  
Ronald & Gail Gerring  
Robert Geswell  
Robert Gillis Jr.  
John & Susan Good  
Timothy & Elaine Good  
Madith Goodwin  
Diane Gordon  
Carol Grimes  
Paul Guanci  
Vincent & Mary Jolene  
Guerra  
Saul Gurman  
Ella Gutowski  
Mark Jackson & Karen  
Hagberg  
Linnea Hagberg  
Ms Patricia Hagberg  
John & Nancy Hall  
Myra Hall  
Paul Haviland  
Richard & Jane Heck  
Will Higgins & Leslie  
Anderson  
Diane Hildreth  
Brad Hill  
Margaret Hilton  
Rita Hoff

Mary Ann Horne  
Robert Hubbard  
Marie Hultin  
Rosalie Imbrunone  
Elaine Jackson  
Joan Jalbert  
Peter & Katharine Jarvis  
Keiko Johnson  
Tom & Natalie Kehoe  
David Kelleher  
Lillian Kennedy  
Linda Kenny  
Lenore & Fred Kepler  
Abdullah Khambaty  
Charles Kilm  
Janet Knott  
Jane Koza  
Elizabeth Kripke  
Robert & Patricia Krusell  
Roger Kuebel  
Donna & Thomas Kyroutz  
Rudolph Lahti Sr.  
Gilbert Laidlaw  
Frank Lander  
Beau Landry  
Paul Lanzikos  
Carol Linsky  
Gerald Lodge  
Richard & Pamela  
Mansfield-Loomis  
Joan Lovely  
Susan Lovett  
Janice Lupo  
Michael Luster  
Nancy Luther  
Kristin Macek  
Barbara Maddix  
Onofrio & Angela  
Maggiore  
Donald & Louise Maier



Volunteers with the Money Management program enjoyed the RSVP Volunteer Appreciation Luncheon



Just a few of the happy faces seen on the morning of the Lobsta Land breakfast fundraiser.



## Donors & Contributors

Madelyn Maker  
 Randolph Maloney, M.D.  
 Yolanda & Grace Marciano  
 Barbara Markell  
 Prudence Markos  
 Cheris Marquart  
 Paul McGeary  
 Kerry McKenna  
 Carol McKenzie  
 Robert & Virginia  
 McKinnon  
 John McManus  
 David & Karen Miele  
 Jane Militello  
 Maria Millefogie  
 Vincenzo Milone  
 Mary & Brian Mitchell  
 Melissa Moore  
 Carl & Shirley Moores  
 Pamela Morris  
 Ann & Andrew Morrison  
 Mildred & Richard  
 Morrissey  
 John & Patricia Murphy  
 Philip Murray  
 Helen Mutch  
 Charles Nahatis  
 Brooke Neugebauer  
 Maureen Nicastro  
 George & June Nickless  
 Jennifer Noble  
 Andrea Nunes  
 Carole Oliveri  
 Linda O'Neil  
 Donna Orlando  
 Arlene O'Sullivan  
 Diana Pacheco  
 Carol Pallazolla  
 Diane Palocce  
 Anna Marie Parisi

Maria Parisi  
 Rosalie Parisi  
 Sheila Parisien  
 Katherine Pessin  
 Patricia Peverada  
 Elizabeth Phillips  
 Brad Pierce  
 Joyce Richards & Vianna  
 Pilkington  
 Judy Pinkham  
 Ruth Pino  
 Tom Piraino  
 Susan Plutsky  
 Glenn & Pat Porter  
 Margaret Powell  
 Glenn & Dorothy Prescott  
 Jeannine Preston  
 Felicia Raftery  
 Catherine Randazza  
 Jim Reynolds  
 Serena Riley  
 Patricia Roach & Rob  
 Martin  
 Beatrice Robbins  
 Eugene Roberts  
 John & Jean Roccio  
 Harold Rogers  
 Maggie & Joe Rosa  
 Deborah Rosser  
 Jill Ruge  
 Joseph Samaro  
 Nancy Scanzani  
 Carole Schanley  
 Deborah Schwendiman  
 Norman & Lynda Seppala  
 Katie Shannon  
 Donna Shepard  
 James & Barbara  
 Siergiewicz  
 Leslie Silva

Peter & Diane Simonsen  
 David & Patricia Slade  
 Robert & Mary Smallman  
 Donald Smith  
 Gregor Smith  
 Marianne Smith  
 Barbara Sparks  
 Newton Sputt  
 Peter Edson & Ilia Stacy  
 David & Margaret Sullivan  
 Thomas Sullivan, M.D.  
 Lee Swekla  
 Robert Sylvester  
 Dorothy Tabor  
 Mary Taddie  
 Thomas & Esther Tanous  
 Josephine & Antonio  
 Taormina  
 Eleanora & Richard Tarr  
 Shelley Tettoni  
 Phil Thompson  
 Sandra Torode  
 Carrie Tracey  
 Scott Trenti  
 Melinda Troensegaard  
 Rona Tyndall  
 Kathleen Van Demark  
 Virginia Visser  
 Leslie Voss  
 Russell & Margaret Walker  
 Patti Wall  
 Paul Wasserman  
 Marianne Watts  
 Robert & Lillian Welcome  
 Erik Weldon  
 Bronwyn West  
 Jim McCarthy & Sarah  
 Wetzel  
 Sigridur Wilson  
 George Winston

Nancy Winter  
 Mary Lou Wonson  
 Diane Wood  
 Kristen Zerilli

### Gifts & Grants from Organizations and Business Partners

222 Arts & Wellness Ctr  
 ABC Home & Healthcare  
 Professionals  
 Aberdeen Home Care Inc.  
 ACME Merchandise &  
 Apparel  
 Action, Inc.  
 Addison Gilbert Hospital  
 Adult Foster Care of the NS  
 Amedisys / Associated  
 Home Care  
 American Red Cross  
 Anstiss & Company, P.C.,  
 CPA  
 BankGloucester  
 Bayada Home Health Care  
 Bertucci's  
 Beverly Bootstraps  
 Beverly Food Mart  
 Beverly Hospital  
 Beverly/Salem Lodge of  
 Elks #1309  
 Blackburn Center, LLC  
 Blue Ribbon Trus  
 Blueberry Hill  
 Rehabilitation and  
 Healthcare  
 Bonneville Design  
 Bring Care Home  
 Brooksby Village  
 Building Center of  
 Gloucester



*Festive bouquets in holiday mugs were among the gifts delivered to each of our Meals on Wheels recipients in December*



*Gloucester Mayor Sefatia Romeo Theken honored the National Service programs serving Gloucester, including Senior Corps*

## Donors & Contributors

C.B. Fisk, Inc.  
The Cabot  
Cape Ann Insurance  
Agency, Inc.  
Cape Ann Savings Bank  
Cape Ann Transportation  
Operating Co., Inc.  
CareDimensions  
Carroll Steele Insurance  
Casual Catering, Inc.  
Cazeault Solar & Home  
Commonwealth Care  
Alliance  
Connected Home Care, LLC  
Cummings Foundation, Inc.  
D.F. Clark, Inc.  
Danversport  
Eastern Bank  
EBSCO Industries, Inc.  
Edward Jones Investments  
Electric Life Insurance  
Element Care  
Eliason Law Office, LLC  
Essex County Community  
Foundation  
Fallon Community Health  
Plan  
Family Promise North  
Shore Boston  
First Ipswich Bank  
Gloucester & Rockport Real  
Estate  
Gloucester HealthCare

The Gloucester House  
Gloucester Lodge of Elks,  
892  
Glover's Floor Coverings  
Glovsky & Glovsky, LLC  
Grand Banks Building  
Products  
Greely Funeral Service  
Hagstrom Co Inc. - Asphalt  
Paving  
Harbor View Realty Trust  
Harborlight Community  
Partners  
David L. Harrison, DMD  
Healthpoint Plus  
Immanuel Baptist Church  
Independent Living Center  
of the North Shore and  
Cape Ann  
Institution for Savings  
Ipswich Inn  
John J. Walsh Insurance  
L & E Nominee Cove  
Lahey Health  
Landmark at Oceanview  
Ledgewood Rehab &  
Nursing Center  
Leslie S. Ray Insurance  
Liquor Locker  
Lobsta Land  
Manchester Police Assoc.  
Marblehead Bank  
Marsh & McLennan Agency

Massachusetts Council on  
Aging  
Miss Tina's Studio of Dance  
Natale Company &  
SafetyCare  
National Association of  
Nutrition and Aging  
Services Programs  
North Shore Community  
Action Programs, Inc.  
North Shore Community  
Health Network  
North Shore Elder Services  
North Shore Vascular  
Diagnostic Laboratory  
O'Hara Industries Services  
Oceanview at Landmark  
The Open Door  
Pathways for Children  
People's United Bank  
Perkins + Will  
Pier 23 Kitchen  
Katharine C Pierce Trust  
Precision Roofing Services  
of New England, Inc.  
Andrew W. Preston Charity  
FD Trust  
Prevare, LLC  
RB Strong Excavating &  
Sewerage Ctr, Inc.  
The Residence at Riverbend  
Rest.Stop.Ranch  
Right at Home

Rotary Club of Gloucester  
Rotary Club of Hamilton  
Wenham  
Rotary Club of Ipswich MA  
Manchester-Essex Rotary  
Club  
Rotary Club of Rockport  
Santa's Magic  
Seacoast Nursing & Rehab.  
Center  
Seasons of Danvers  
SeniorCare Inc.  
Sidekim Foods  
Silver Lining Solutions, Inc.  
Natalie A. Simon, Attorney  
Smith & St. John  
Law Offices of Spano &  
Dawicki  
Spaulding Outpatient  
Center Cape Ann  
Spectrum Adult Day Health  
Spiran Lodge Vasa Order of  
America  
Stanley Roofing Company  
Sully's Auto Body  
TD Bank  
Thomsen Construction  
Tufts Health Plan  
Foundation  
United HealthCare  
Verizon Foundation  
We Love Construction  
White Seagull Gallery



SeniorCare Board of Directors President Tom Tanous with MA State Rep. Jerry Parisella at the 45th Anniversary Gala



RSVP Director Ruth Lindsay at the Elder Abuse Awareness Rally in Beverly

## Strategic Plan Goals 2017-2020

### 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

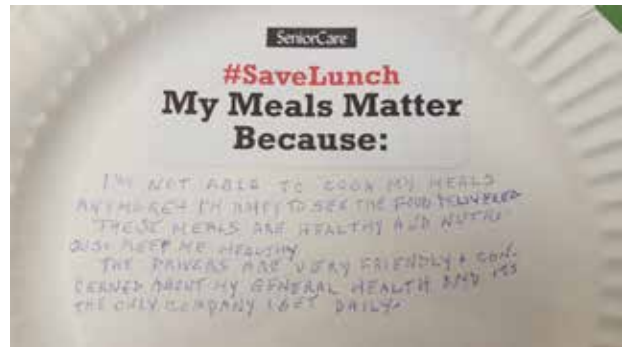
SeniorCare Inc. will take proactive steps to effectively assist all individuals with health and functional challenges by increasing staff knowledge through both internal and external means.

### Goal #6

SeniorCare Inc. will continue to develop and explore the use of innovative technology and programs to support our mission.



The Hamilton-Wenham Rotary Club switched their weekly meeting location to the Gloucester House for the Celebrate Spring breakfast



After hundreds of paper plates were decorated by consumers with reasons why Meals on Wheels is a critical program, the plates were sent to legislators.

This plate reads: "I'm not able to cook my meals anymore & I'm happy to see the food delivered. These meals are healthy and nutritious and keep me healthy. The drivers are very friendly & concerned about my general health and it's the only company I get daily."



Aberdeen Home Care joined us at the Elder Abuse Awareness Rally in Manchester by-the-Sea

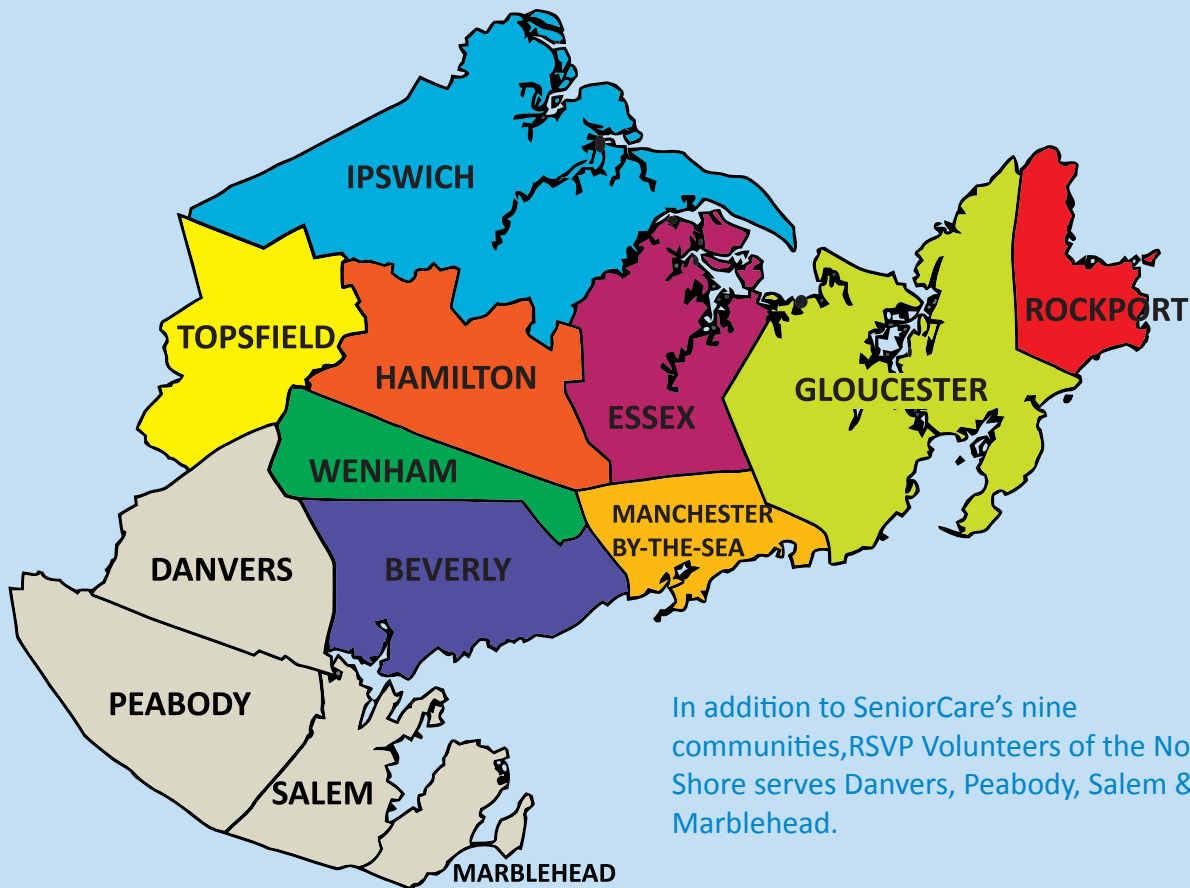


SeniorCare partnered with the Beverly Council on Aging and Sidekim Foods to provide lunch at the annual Senior Day in the Park

# 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.

49 Blackburn Center • Gloucester, MA 01930

100 Cummings Center, Suite 106-H • Beverly, MA 01915

978.281.1750 • 866.927.1050 • [srcare@seniorcareinc.org](mailto:srcare@seniorcareinc.org)

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