



SeniorCare

Elder Services | Information | Solutions

44th Annual Report

2015 - 2016



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.



Bob Hobbs & SeniorCare's Tracy Chait at the Veterans Day festivities at the Kiosk for Living Well at the Beverly Council on Aging



Representative Brad Hill & Meals on Wheels Driver Glenn Prescott during the Meals on Wheels "March for Meals" awareness campaign

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Message from Our President and Executive Director



Thomas Tanous



Scott M. Trenti

SeniorCare continues to move forward, implementing our mission of being a “consumer centered organization” providing and coordinating 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. Our 44th year has seen an increase in the services provided to consumers in our home care program, protective services, nutrition services including meals on wheels, and in Options Counseling. Through Options Counseling, we are able to serve more adults with disabilities under the age of 60. We continue to assist many elders in returning to the community from nursing facilities who provide rehabilitation services and long term care.

Our current 45th year of providing services to the nine communities we serve will be as exciting and fruitful as new opportunities and challenges present themselves. As we review and revise our strategic plan, we must address the ever changing healthcare landscape we are currently experiencing. As the healthcare landscape and service delivery models change over time, so will we to ensure that the consumers we serve receive the best care and level of services possible. Moving forward, we are ready, willing, and able to effectively and efficiently address the needs of our consumers.

This year we recognize that community partnerships will be as important as ever in ensuring that all elders 60 and over as well as younger adults with disabilities receive what they need. SeniorCare will continue to build upon our robust network of formal and informal community agencies that share our common mission. We will reach out to and partner with other organizations to meet consumer needs. Remember, the whole is greater than the sum of its individual parts. This is certainly true at SeniorCare with our team approach and also true in collaborating with our community partners.

In the past and current year, our newly formed Marketing Department has successfully increased our outreach to our communities and the public in general. You may have seen our weekly “Monday morning from SeniorCare” email blast which communicates important weekly information we wish to share with all. Our Marketing Department has had a successful year, receiving grants to expand and support our service options (such as our hoarding program, protective services, and a newly developed medication reconciliation and pharmacy program to be implemented this year). In addition, we thank our supporters for contributing to our fundraising activities and look forward to continued collaboration in the coming year. Check out our Cape Ann Television Show “*Living Wisely, Aging Well*” as well, which communicates important information about our services and other community partners.

In closing, a sincere thank you to our dedicated staff, Board of Directors, Advisory Councils, volunteers, our provider network, community partners, and all direct and indirect supporters of our agency in carrying out our mission. Thank you to the communities we serve as well.

Carl and Marjorie Walker— A Lifetime of Love



Carl & Marjorie Walker later in life

Carl and Marjorie Walker first met December 31, 1949. Marjorie was born with a birth injury that mimics Cerebral Palsey. Forceps were used during delivery and damaged nerves in her brain and neck. Because of that injury Marjorie has always experienced speech difficulty and some motor impairment. But, she never let it stop her. Carl also suffered an injury at birth—a laceration to his eye that caused permanent blindness. When Carl was seven years old, his mother passed away. He was sent to live with his grandmother, aunt, and uncle. There was not a lot of money and Carl was sent out to work cleaning churches to earn 25 cents a week that was needed to help raise him.

In 1949, Marjorie was 14 years old and lived in Maine. She travelled to Boston with her family to attend the Billy Graham

Revival at the Boston Garden. At that time, Carl was 17 and lived with his family on the south shore of Massachusetts. He travelled to Boston to sing in Billy Graham’s choir. The two first ran into each other on the train platform, then in a store, and then again inside the Revival. Carl said he spotted Marjorie in the crowd, walked right up to her, and introduced himself. They chatted briefly and went their separate ways. Marjorie returned to Maine. Carl returned home to tell his family that he met the girl he was going to marry. The dilemma, if there was one, was that they did not exchange addresses or phone numbers.

After graduating high school, Marjorie moved to Massachusetts to attend Gordon College. One weekend she and her college classmates were returning to school on a train. It was on that train that serendipity blessed Marjorie and Carl.

Eight years after they first met, Carl and Marjorie ran into each other again. This time, Carl asked Marjorie out on a date. However, before Carl even had a chance, Marjorie wrote him a “Dear John” letter and cancelled the date. Carl not to be deterred, got himself a haircut, a new coat, and showed up at Gordon College to win Marjorie over. It was December 1957.

Carl and Marjorie fell head over heels in love and were married in June 1958.

They settled in Maine and raised their two children. Then, in 1978 the Walker family relocated to Beverly, where they still live. Carl worked for Gordon College in the maintenance department while Marjorie worked at Gordon Cromwell Seminary in the business office. Over the years, they made renovations *(story continues to the right)*



Carl & Marjorie Walker’s wedding in 1958

Arthur Timothy Ewald— A Lifetime of Science



Arthur Timothy Ewald today

A scientist by education and trade, Arthur Timothy Ewald graduated from Columbia University in 1954 with a master’s and bachelor’s degree in Pure Science. He has had an eclectic and varied career working on issues pertaining to computer science, nuclear effects in defense systems, medical science, oceanography, environmental science and more. He is still very involved in scientific issues that interest him. His kitchen is part kitchen, part office. Ewald’s computer sits on a desk against the wall opposite the stove and counters. Tools, paperwork, and photos, including one of his son, are strewn on desk level shelving. Ewald is appreciative of the daily meal delivered by Meals on Wheels. Above and beyond the nutritious meal though, he enjoys his connection with Mel Hanauer, a volunteer driver for Meals on Wheels.

“He solves problems before they become problems,” said Ewald about Hanauer. Ewald also likes Hanauer’s flexible nature. “Mel will adjust his schedule to make sure I’m home when he delivers the meal,” he says.

Ewald, who can no longer drive due to poor eyesight, also receives three hours a week of home care services from SeniorCare. His home care aide drives him on errands, cleans up the house, and occasionally the two will spar. “She doesn’t like my vacuum cleaner. She says it doesn’t work,” says Ewald with a chuckle.

Before Arthur Timothy Ewald moved to his current apartment he called the sailboat Xanadu II home. Ewald likes aspects of living on land and sea, but does not have a preference. His poor eyesight, however, makes living on land simpler.



Arthur Timothy Ewald as a young man

Carl and Marjorie Walker (continued)

to their home, were active in their church, and often volunteered to help others. Both Carl and Marjorie would take neighbors to medical appointments or go grocery shopping for them. They were invested not only in each other, but in their community.

Today Carl and Marjorie, both experiencing ailments that come with aging, receive in-home care from SeniorCare. It has been difficult for the Walkers to go from helping others, to having to accept help themselves. “We wouldn’t be able to stay together in our home if it weren’t for SeniorCare,” says Marjorie.

Elizabeth Lewis— A Lifetime of Friends & Family



Liz later in life

Born and raised in a northeastern coastal region of Suffolk, England, Elizabeth knew the dread of war. It was 1945, World War II was nearing its end and Elizabeth, 16, had fallen in love with an American soldier, William Irving Lee. With her parents’ mixed blessings, Elizabeth and William were married, and happily left the ravages of war. They moved to America to start a family in Beverly, Massachusetts.

William and Elizabeth settled into their new community and had three children. Then, the young family experienced a devastation. William died leaving Elizabeth a widow. The family stayed in America but, Elizabeth’s family wanted her to return to the England. After a couple of years, Elizabeth fell for another Massachusetts North Shore guy, Robert Emerson Lewis. The couple married and had two children and fulfilled a promise to move back to England. There, they had two more children and Robert completed his degree in Electrical Engineering. Eventually, they returned to Beverly to raise their family. Sadly, tragedy hit Elizabeth and her family again. Robert died of cancer at the age of 54.

It was not a life without its difficulties and heartaches. “Mum didn’t have an easy life,” said her daughter Jan.

But Liz lived as if the blessings far outweighed the hardships, because in her mind, they did. Her warm, energetic personality was magnetic; everyone loved her. She came to be known as Nana. Nana had an instinctive interest in everyone she met and had the knack to not just remember you, but your story. “She earnestly wanted to know about everyone,” said Jan.

“If she heard your voice, she’d remember you,” said her daughter Meg. Hearing people’s voices was Nana’s specialty. She began to lose her sight to Macular Degeneration when she was in her 70s. Loss of vision didn’t stop her though. All her other senses became magnified and she used them brilliantly to make people feel important and heard.

Nana opened her heart to everyone, but she had a particular soft spot for children. Meg describes her mum as a “baby whisperer.” Nana was dedicated to improving childhood education, founding the Beverly Community Play School in the early 70’s and First Friends Day-Care in the early 80’s. She mentored and taught many children and their families.

In her 80’s Nana was diagnosed with cancer. All seven children and their spouses rallied and supported their mum. SeniorCare was able to help Nana and her family with eight hours a week of companion services. Nana’s SeniorCare Care Manager, *(story continues to the right)*



Liz as a young woman

Immie (Imogen) Thayer— A Lifetime of Design



Immie Thayer today



A chance to see her bridal design years later

Immie (Imogen) Thayer attended boarding school in Limpsfield, England until she was 16. She then went on to attend St. Martin’s School of Art in London. Inherently creative—her mother was in theatre in Hong Kong and England before Immie was born in 1927—Immie eventually discovered a natural talent for designing and making wedding dresses. Never having had any formal education on dress making, Immie picked it up on her own and made a well-respected career of it.

At the age of 20, Immie married John Thayer who was sixteen years her senior and she moved to the United States with him to start a family. They first settled in Pennsylvania. Then after having four kids they moved to Bedford, New York, where she decided to open her first shop and Immie Designs was born.

In 1974, John and Immie moved to Ipswich and opened another Immie Designs.

In 1988, Immie lost her husband John as a result of Alzheimer’s disease. Twenty-seven years later, Immie was diagnosed with the same disease. Immie still lives in her Ipswich home with her son David, who is her full-time caregiver. SeniorCare supports his efforts by providing six hours of home care services per week.

In a twist of fate, SeniorCare’s Care Manager Judy Lezon became Immie’s care manager. In 1984 Immie had designed Judy’s wedding gown. During a visit this past summer, Judy brought the dress with her to show Immie and David.

Immie has interests and hobbies outside of her work making wedding dresses. She is an avid gardener, is passionate about helping the homeless in Ipswich, and loves politics. She was a regular caller on the David Brudnoy talk show on WBZ radio.

Elizabeth Lewis (continued)

Michele, absolutely adored her. “She’s one of my favorites,” said Michele.

Nana was considered a friend by countless people on the North Shore and she continued to make new friends to the end.

“One of the best things I learned from my mum,” said Jan, “is that you can always make new friends.”



SeniorCare’s Judy Lezon with her wedding gown



SeniorCare Executive Director Scott Trenti and Massachusetts Secretary of the Executive Office of Elder Affairs Alice Bonner



Massachusetts Representative Brad Hill, SeniorCare RSVP Director Ruth Lindsay, SeniorCare RSVP Asst. Director Elizabeth Carron, and Massachusetts Representative Jerry Parisella at the annual Volunteer Fair



Lennie & Dottie Linqata, owners of The Gloucester House and hosts of SeniorCare's annual Meals on Wheels Valentines Day Fundraiser breakfast

Community Report

SeniorCare is the Area Agency on Aging (AAA) and our Community Programs engaged in a variety of efforts to strengthen programming. On a national level, and of key import, legislation to reauthorize the Older Americans Act (OAA) was passed by Congress with unanimous, bipartisan support, ending a nearly five-year wait for reauthorization. The bill was signed into law by the President on April 19, 2016. The OAA is considered to be the major vehicle for the organization and delivery of social and nutrition services to older individuals and their caregivers, with 1 in 5 persons receiving OAA supported services.

- Long-time Assistant Director Jane Militello retired from SeniorCare after 22 years of dedicated service; her departure resulted in new staff moving into the roles of Director of Community Programs and Planner and Nutrition Director.
- The RSVP Volunteer program benefitted from a new Advisory Committee, established to help guide and provide technical support to the program. RSVP also held its second highly successful volunteer fair offering 38 area non-profits the opportunity to interact with potential volunteers.
- The Nutrition Department held special Veterans Day celebration meals in November at the Beverly and Gloucester Councils on Aging.
- The Money Management Program offered Financial Literacy on a Fixed Income workshops in Beverly, Ipswich, Essex, Gloucester and Wenham.

Homecare Report

The SeniorCare Homecare Department includes Information and Referral, Care Management, Clinical Assessment and Eligibility, Options Counselors and Protective Services. Our interdisciplinary model and team approach, combined with a person-centered focus, involves the whole team in the development of the consumer's plan of care.

Our three Information and Referral Specialists log 400-500 calls per month, responding to questions about homecare services, protective service reports, 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 (only 10% typically call on their own behalf).

SeniorCare provides in-home services to over 1,400 people per month in nine communities through contracts with a number of provider agencies. On average, 90 referrals for homecare services are reviewed per month. Services provided include personal care, homemaking, companion, transportation, skilled nursing, personal emergency response systems, and procurement of adaptive equipment, to name a few. SeniorCare Care Managers assess for eligibility and implement and monitor the service plans once someone becomes one of our consumers.

For those who do not meet the criteria for Homecare, one of our trained Options Counselors (OC) can work with them or their caregivers to assist in directing them to appropriate services and resources. OC services are available statewide through 11 regional Aging and Disability Resource Consortia (ADRC). OC services are always free. SeniorCare Options Counselors have assisted 309 adults over the past year.

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 screening assessments per month in facilities and the community.

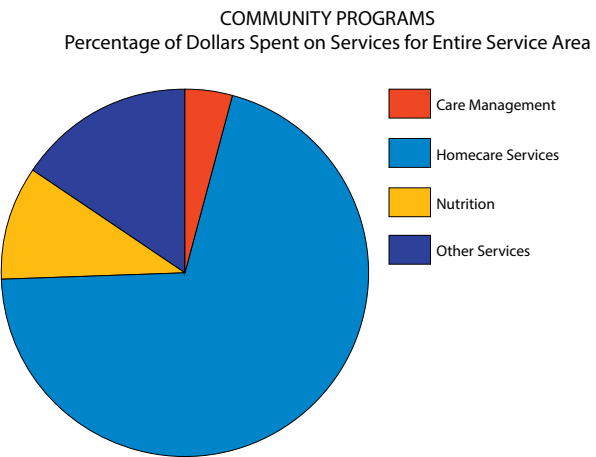
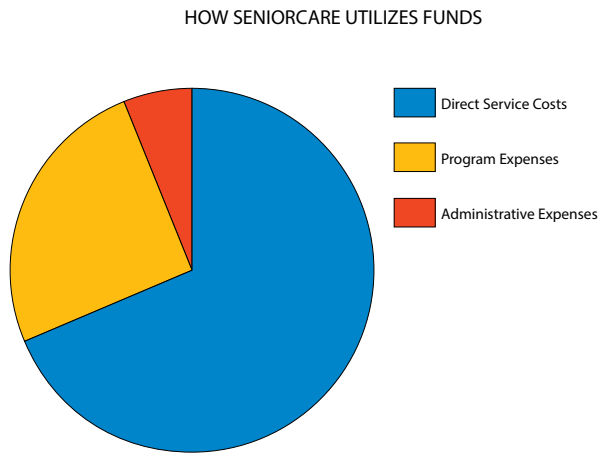
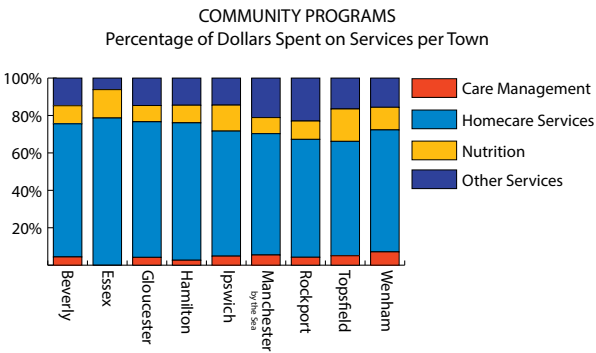
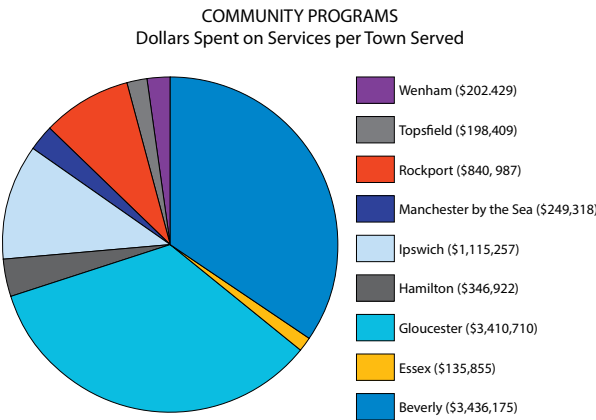
Protective Services investigates allegations of elder abuse and neglect from a wide range of sources, including family/friends, medical providers, police, emergency response personnel, and more. The most commonly reported condition is self-neglect. Other reportable conditions are caregiver neglect, physical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

In addition to the above departments, SeniorCare has a variety of other services. The Caregiver Support Specialist assists caregivers with resources to ease their burden. The Mixed Population Services Coordinator is regularly present in seven of the nine public housing complexes in our catchment area. She can work with any resident no matter what the age, connecting them to services and benefits as well as acting as a liaison to the housing authorities if there are issues that need attention. Our Hoarding Specialist works on a Harm Reduction Model. With buy-in from the consumer, she puts together a team to mitigate identified risks such as possible eviction, or fire hazards.

The SeniorCare Homecare Department is a critical support for those who wish to remain at home and independent for as long as possible. Providing the right combination of information and services can make all the difference in the lives of those we serve.

Finances

SeniorCare FY15 Cash Flow	
Revenue:	
State Contract Revenue	\$12,120,000
Federal Contract Revenue	\$532,000
Other Grants and Contracts	\$709,000
Fundraising and Contributions	\$603,000
Interest Income	\$4,000
Total Revenue	\$13,968,000
Expenses:	
Direct Service Costs	\$9,482,000
Program Expenses	\$3,494,000
Administrative Expenses	\$805,000
Total Expense	\$13,781,000
Forwarded to FY16	\$187,000
Percent Forwarded to FY16	1.34%



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.



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 fully funded by private donations, including our Money Management Program, our innovative harm-reduction Hoarding Program, and our new and successful Nurse/Pharmacist Medication Management Program.

Your donation will go directly to ensuring seniors in need receive the support they need to remain safely in their home and in their community of family and friends.

Memorial Gifts

SeniorCare offers you the opportunity to honor or memorialize beloved friends and family members 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.

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 and other funding sources.

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Making a Gift is Easy

Please complete the form on the attached envelope and return to SeniorCare. Or, go to 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.



Henry Sullivan and Eli Schiff at a Veterans Day Celebration

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ABC Home Healthcare Professionals joined in the fun on the Sunset Cruise aboard Cape Ann Whale Watch's Hurricane in July



Gloucester High School JROTC students helped serve at the Valentines Breakfast at the Gloucester House in February



SeniorCare Board Member George Nickless, June Nickless and Dick Forsley joined us on the Sunset Cruise in July



The Manchester Police Department joined us at the Lobsta Land Breakfast in the fall

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Josephine and Antonio
Taormina
Josephine Lovasco
Lydia Bertolino
Nancy F. Kinghorn
Onofrio and Angela
Maggiore
Othon and Georgia Mavro

In Memory of
Joseph K. Caron
Christine L. Barensfeld

In Memory of
Judith A. MacInnis
Joanne MacInnis

In Memory of
Mary and George DeAngelis
Eileen DeAngelis

In Memory of
Peter R. Hagberg
Mark Jackson and Karen
Hagberg

In Memory of
Ronald LaFlam
Tina LaFlam

Tribute Gifts

In Honor of
Judith MacInnis
Joanne MacInnis

In Honor of
Sewell S. Hayes
David F. Hayes

In-Kind Donations

Acme Apparel
Ani Sol Designs
Ansaphone, Inc.
Blue River Diamonds
Cape Ann Whale Watch
Cape Ann YMCA
Captain Bill & Sons WW
Charlie's C.A. Liquor Chest
Conley's Drug Store
Cricket Press
Day Spa C'est La Vie
Rosalyn Frontiera
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Mary Kay
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Menage Gallery
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Savour Wine and Cheese
Seaside Allure
Serenitee Management
Seven Seas Whale Watch
Stop and Shop
Sugar Magnolias
Sun 'N Aire Golf Center
Tom Shea's Restaurant
Toodeloos!
Virgilio's Italian Bakery
Denise Walter
Mary Lou Wonson
Zeno's Roast Beef and
Seafood

SeniorCare Services

Information, Referral, Advocacy

Care Management

Service Planning
Assisting with Long Term Care Choices
(Options Counseling)

Home Care

Personal Care, Homemaking
Medication Management Assistance

Meals on Wheels/Nutrition

Meals on Wheels (Home-delivered meals)
Neighborhood Dining Sites
Nutrition Consultations

Adult Protective Services

Help for Abused or Neglected Elders
Compulsive Hoarding, Cluttering, and
Acquiring Program

Supportive Living/Housing Assistance

Nursing Home Advocacy

Care Transitions Counseling
Monitoring/Assistance for Nursing Home
Residents

Nursing Services

Assessment for SeniorCare Services
Eligibility/Nursing Home Screening
Help with Discharges

Caregiver Support Services

RSVP Volunteers of the North Shore

Volunteers Age 55+ Providing a Variety of
Services
Volunteer Transportation to Medical
Appointments
Volunteer Money Management
Volunteer Tax Preparation Services

Health & Wellness Services

A Matter of Balance
Healthy Eating for Successful Living
Healthy Living Peer Support Groups
My Life, My Health
Powerful Tools for Caregivers
Seniors Out & About-- An LGBT Social
Gathering
The Kiosk for Living Well
Living Wisely • Aging Well TV series
(produced and aired on Cape Ann TV,
Gloucester)
SHINE Counseling-- Free, unbiased assistance
with Medicare enrollment & re-enrollment

Adults with Disabilities

Pawsitive Connections

Information, referral and advocacy on pet
issues



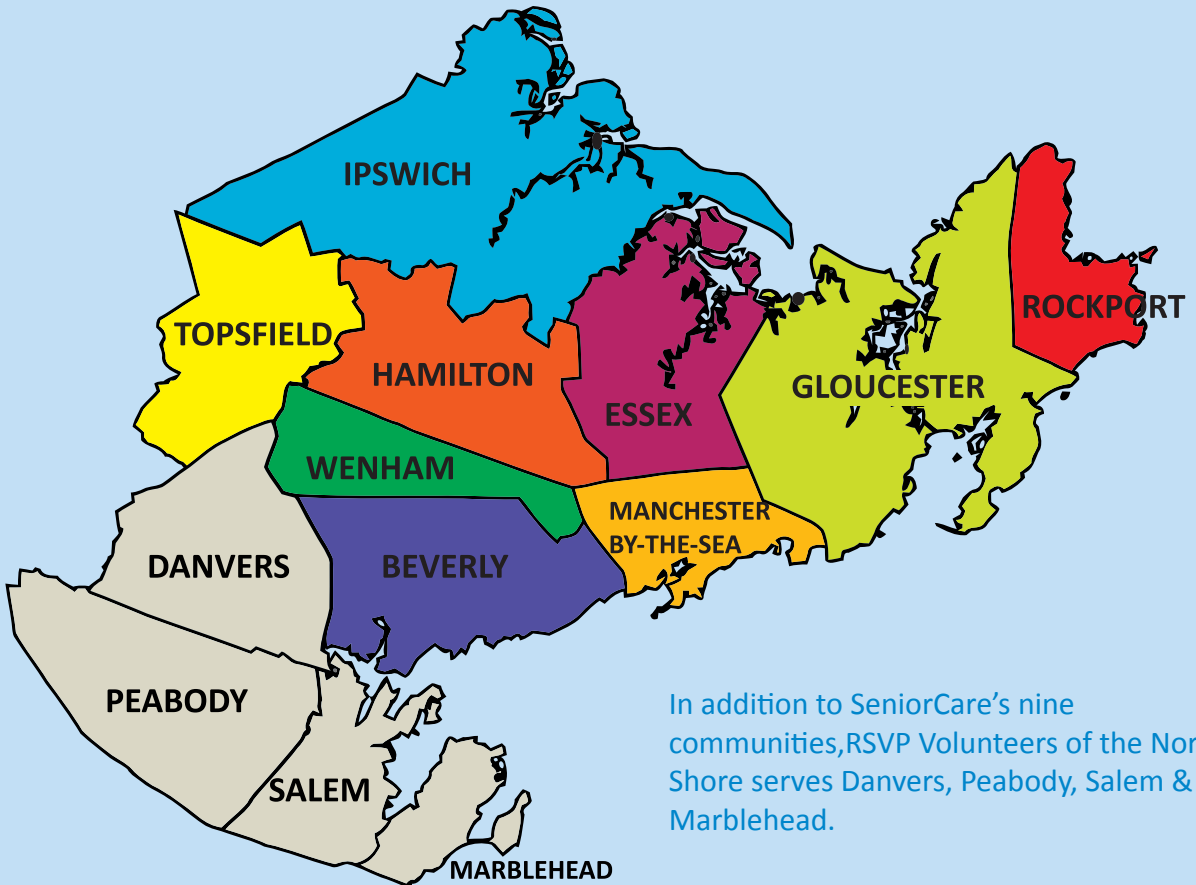
SeniorCare staff and volunteers at an Elder Abuse Awareness Rally in Beverly

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

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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