



SeniorCare

Elder Services | Information | Solutions

48th Annual Report

2019 - 2020

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.



Meals on Wheels drivers never missed a beat, continuing to deliver lunches to homebound elders throughout the pandemic



ABC Home Healthcare Professionals were the Presenting Sponsor at the Annual Gala Celebration at Cruiseport Gloucester in September

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Message from Our President and Chief Executive Officer



Thomas Tanous



Scott M. Trenti

As we enter our 49th year of providing services to elders, adults with disabilities, caregivers, and others, we will continue to enhance our programs and services for those we serve. Our 48th year of providing services as a state designated Aging Service Access Point (ASAP) and federally designated Area Agency on Aging (AAA) has been successful, yet quite challenging, due to the onset of the COVID-19 pandemic.

In the first seven months of the year, many of our programs and services were strengthened and enhanced. Examples include the further evolution of our Age & Dementia Friendly Cape Ann initiative, heightened utilization of consumer-facing technology to support older adults and caregivers, increased agency-wide staffing to support our agency growth, and creative services resulting from grants received.

With the onset of the pandemic, we were able to quickly shift to a virtual office and equipped our staff with the necessary technology needed to continue their work from home. ASAPs and AAAs were designated as “essential employees” at the onset of the pandemic. We have never stopped working since March, and will continue to do so until the public emergency ends and we resume normal operations.

There is now a commonly used saying, which is “we’re all in this together.” This has been and continues to be the case at SeniorCare. Our staff and volunteers, collectively and in unison, have continued to provide our core services. They have risen to the occasion throughout this time, albeit in a different manner. We have utilized increased phone calls to consumers, telehealth assessments, abbreviated home-visits, and rides to essential medical appointments. Our Meals on Wheels and Grab & Go meals have had a 40% increase since

March. Adult protective service investigations and support have continued without interruption.

Our community partnerships have been significantly strengthened since the pandemic began. This includes more contact and closer collaboration with our housing partners, provider network of in-home care, hospital systems and other medical providers, nursing facilities, food pantries, city and town officials and others. A special shoutout to our nine Councils on Aging, who have provided significant help in their communities. Positive outcomes occur when we are indeed “all in this together.”

Through the generous support of foundations and donors, SeniorCare was provided the opportunity to purchase personal protective equipment (PPE) to ensure the safety of our staff and volunteers, and most importantly, older adults we serve. We deployed PPE to elders, caregivers, community partners, and to other entities. We will continue to do this for as long as it takes and thank those who have made this possible.

We wish to thank the Executive Office of Elder Affairs (EOEA), Office of Long-Term Support Services (ie. MA Health) and our MA Home Care Association for their tireless work, guidance and support of our network.

Special thanks to our Board of Directors and Advisory Councils for their support throughout the year, especially during the pandemic. We continue to embrace the concept of “the whole is greater than the sum of its individual parts,” which has been even more evident this year.

“We’re all in this together!”



George Winston, a respected, dedicated and admired member of the Beverly community and the SeniorCare Board, died in January 2021. The SeniorCare Board plans to support a diversity, equity and inclusion activity in the coming year in honor of George’s many years of commitment to those principles. The Board is proud to have served with George in his role as Vice President.



Joanne MacInnis of Aberdeen Home Care (left) congratulates Mary Crowe of Care Dimensions (right) for having been honored with a Special Board of Directors Award at SeniorCare's Gala Celebration



SeniorCare's Home Care team and neighbors helped Lorraine DeCoff celebrate her 101st birthday



The SeniorCare team collected food to donate to The Open Door in Gloucester over the holidays

Home Care

SeniorCare is a consumer-focused agency whose mission is to support independence and choice. The year has been especially challenging, both for those providing and receiving services.

Service procurement was a significant problem throughout the year. After March, many paid caregivers reduced the number of consumers they served, with very few new applicants to fill the gap. In addition, Home Care referrals declined by 23% and new enrollments by 33% in the second half of the year. With elders declining visits by professionals, protective service reports dropped during this time, falling 18% in the second half of the year. These trends were echoed by other Aging Service Access Point agencies throughout the Commonwealth.

Options Counseling remained steady throughout the year and Caregiver Support referrals grew. Virtual support groups have become a lifeline for caregivers.

SeniorCare added many new services this year, including care coach, a computer tablet that is placed in the elder's home. The tablet is programmed to respond to conversation, with a wellness coach available 24 hours a day. This amazing tool has become important in addressing social isolation and loneliness—two elder care issues that have been exacerbated during the pandemic.

The Home Care staff shifted to working remotely in mid-March, and for the remainder of the fiscal year, most visits were done by phone or internet communications. Protective Services were the exception as it is not always possible to assess risk remotely. Nurses, care managers, housing, hoarding, caregiver and Information & Referral specialists quickly adapted as well, becoming proficient in virtual communications platforms such as Zoom. Our staff rose to the occasion!

SeniorCare has a presence in public/subsidized housing in our nine-town area. Eviction and move-in numbers were lower due to the pandemic, keeping the census stable. Many of the buildings closed to all but essential workers and none had a significant outbreak of COVID-19 cases.

Through this year, many lessons have been learned and certainly many new services and service delivery options are here to stay. SeniorCare is prepared to meet the challenge and be an integral part of the aging and disability network for many years to come.



SeniorCare Board Members Nancy Scanzani (left) and Trish Roach (right) were among the 200+ guests at the Gala Celebration



The SeniorCare Nutrition team held presentations and offered informational materials for Malnutrition Awareness Week



Gloucester Mayor Sefatia Romeo Theken and Gloucester House owner Mike Linquata enjoyed the celebration of Meals on Wheels at the annual Valentine's Day Breakfast

A Tribute to Tom Tanous

Tom Tanous is stepping down from his role as President of the SeniorCare Board of Directors after eleven years of leading this important entity. It's difficult to be brief in writing a tribute to Tom Tanous, as some of us have known him over more than a decade.

Tom has been absolutely essential to SeniorCare's success and growth over the eleven years in his role as President. He seems to know every detail of how to lead a nonprofit, tax supported and charitable organization. Tom's experience in leading the organization so well may stem, in part, from his past long-standing role as a teacher as well as his political and administrative role with the Massachusetts Teachers Association. He just appears to have known everyone in politics on the North Shore over the past 40+ years.

Tom's concern for the SeniorCare staff and his detailed interest in policies and procedures served the Board and the Agency well.

At SeniorCare, we have experienced some major challenges through this past decade, and the Board, Advisory, staff and volunteers are proud to have been led by Tom's leadership and his wisdom.



Tom & Esther Tanous

Community Report

Prior to March 2020, this report would have focused on areas such as the launching of SeniorCare's Representative Payee program, a new catering partnership for senior dining in Gloucester, efforts to address malnutrition and provide medically tailored meals, approval of the Age & Dementia Friendly Cape Ann Action Plan by AARP, the stellar work of the staff and volunteers of RSVP to provide volunteer services for both internal programs and external community partners, and a new focus by the Medical Transportation team to provide guidance on transportation options as well as scheduling for medical appointments. Then the COVID-19 pandemic arrived.

In the Nutrition Department, meals continued to be delivered without pause. SeniorCare staff filled in to help plug delivery gaps. Safety protocols were devised and revised, working through an initial scramble to obtain basics like hand sanitizer, masks, and disinfecting wipes. A staff team member contacted each person receiving meals to check in and review new delivery procedures. Frozen and shelf-stable meals were distributed as back up in case of emergency closures. By the end of June, meal counts had increased by 40%, a Grab & Go program was established to provide meals for those 60+ who could access a community dining site to pick up a meal, and a host of volunteers had stepped up to help.

The RSVP program staff took on the role of screening, providing orientation, and scheduling these new volunteers. In June 2019, RSVP held an ice cream social for volunteers, accompanied by a training on home care services; in June 2020, RSVP held Zoom trainings on safety protocols for volunteers. Distance training procedures were implemented with the assistance of the existing driving team and nutrition site managers competently juggled the increases in meals and delivery crews.

The Volunteer Medical Transportation program also operated without interruption, creating and implementing new procedures to support provision of rides to essential medical appointments for those who needed them while keeping both consumer and volunteer as safe as possible.

The Age & Dementia Friendly Cape Ann coordinator expanded her role, adding the tasks of obtaining, centralizing and disseminating information about the Councils on Aging, community programs and SeniorCare. In addition, she initiated regular meetings with our Council on Aging partners.

In mid-March, the Department of Public Health restricted visitation to all long-term care facilities. The Long Term Care Ombudsman Program, whose central role is to advocate and support residents in long-term care facilities, turned to telephone, teleconferences and email to communicate with residents, families, patients, and staff.

The various Community programs have always worked closely together and supported one another's work, exemplifying the spirit of teamwork that is a SeniorCare hallmark. While the months of March through June were difficult and taxing, it was inspiring to witness the way all worked together to provide services to those who need them.

All of these efforts were buttressed by the tremendous support received from funders and the community that provided everything from purchase of new foodservice equipment to meet expanded needs, vital funding for meals, PPE including beautiful hand-crafted face masks, and sweet and touching gifts and cards for those receiving home delivered meals. Our gratitude cannot be expressed often enough.



More than two hundred volunteers were honored for their impact on our communities at the annual RSVP Volunteer Luncheon



Volunteer Elaine Butter (left) and RSVP Director Ruth Lindsay (right) were instrumental in the success of the Gala Celebration



The grassroots community group "We're All in This Together-Gloucester" donated 100 blessing bags, which were given to elders in the early months of the pandemic, when many vital supplies were difficult to obtain



Meals on Wheels drivers made a special effort to provide a little extra cheer during the holidays



SHICS Healthcare Solutions were among the many sponsors of the RSVP Volunteer Luncheon



SeniorCare Protective Services Director Renee Gauthier-Carr (right) congratulates Judy Cox (left) on being awarded the Rosemary F. Kerry Service Award at the Gala Celebration

From the Mail Room

Thank you! SeniorCare meals are manna from heaven. Thank you!

When my husband became ill, SeniorCare suggested a caregiver support group. I thought to myself initially “Not really interested. I have enough to do.” I’ve been in support groups for many years and I know how they work. I found every excuse I could think of.

However, little by little, I connected with (SeniorCare Family Caregiver Support Specialist) Susan Doughty and joined in, listening on the phone, and joining the group in person and via zoom.

If I have learned anything, it stresses the fact there is always more to learn, new ways to help yourself and more self-care techniques.

I have found the group to be very wise, very diversified, all ages, all different challenges and thoroughly uplifting. I always leave the hour long meeting with new thoughts and new strategies. I enjoy writing and am a note writer. So, I jot down important snippets I hear in our gatherings and can refer back to my notes, when needed.

Kudos to Susan and all of us who have had the will, determination and the openness to learn new and helpful ways to cope in our difficult role of being a 24/7 caregiver. Most importantly, the knowledge being learned without losing ourselves and our well being physically, mentally and emotionally.



SeniorCare’s Transportation Coordinator Carole McNair (seated left) and RSVP Director Ruth Lindsay (seated right) participated in a Transportation panel discussion at the Beverly Council on Aging

Thank you so much for the Meals on Wheels program. It has been a huge help during this time!

You guys are the best. Thank you!

Thank you for the masks. They were desperately needed and appreciated.

To all of you at SeniorCare,

Please accept this note of profound gratitude for the sensitive kindness with which you provided professional care to my sister Jennie* in the last years of her life. It was very frustrating to me and my other sisters that we were able to do so little, confined as we were by physical distance, to support Jennie’s increasing need for care and companionship. Knowing you were there for her was a comfort and security.

I met several of her caregivers, but I fear, not all. Please extend our thanks to all—knowing that your fondness for Jennie, as well as your attentiveness to her health and safety, were noticed and appreciated.

Please be safe in the work that you do.

Sincerest thanks.

*consumer’s name changed to maintain her and her family’s privacy



Nutrition Director Paula Curley helped celebrate Kenneth Harvey’s 100th birthday

SeniorCare’s Response to the COVID-19 Pandemic

Concerning national news became serious local news in February 2020. Coronavirus was no longer a distant public health issue. It was fast moving and headed our way. SeniorCare leadership took a hard look at our Emergency Preparedness Continuity Of Operations Plan, and moved quickly to assess our capacity to respond should we need to modify our operations.

In the early weeks of March 2020, business at SeniorCare changed dramatically. Massachusetts declared a State of Emergency due to the COVID-19 pandemic on March 10. Our ability to work in our offices, deliver services and supports to our consumers and to our community partners needed to change in an unprecedented way. SeniorCare stepped up to the challenge and continues to do so to this day.

SeniorCare has remained open and operational throughout the pandemic. In large part, due to dedicated and resilient staff, we have been able to pivot how we operate daily. Most importantly, we have continued to ensure high quality services and care to our consumers and to our communities, while keeping our staff and clients safe and healthy.

A multidisciplinary team, the Incident Team, was activated and tasked with ensuring response, readiness and compliance with the safety guidance rapidly coming from Massachusetts Executive Office of Elder Affairs (EOEA), Massachusetts Department of Public Health (MA DHP), and the Center for Disease Control (CDC).

During the initial 4 months of the pandemic SeniorCare accomplished a tremendous amount.

Office capacity was reduced to less than 10%, moving most staff to remote work. Technology access, upgrades, support, and training were a top priority. SeniorCare, together with Prevare IT, moved swiftly to deploy laptops, cell phones, printers and more to staff working remotely. All computers were upgraded to Office 365. Platforms to support communications were put into place—enhanced conference calling, ZOOM, Teams, as well as enhanced web and social media presence.

Leadership focused on ensuring health and safety for staff, consumers, and community partners. Securing PPE (masks, gloves, face shields) and disinfecting supplies was a critical need. SeniorCare successfully procured ample PPE and supplies to be able to provide to staff, consumers and often to our community partners.

Office protocols and trainings for staff and volunteers were rolled out to ensure effective self-screening, mask wearing, social distancing, individual hygiene, as well as cleaning & disinfecting.

Improvements to air quality were researched and plans were put in place to significantly improve the air flow and air filtration at the Gloucester office.

In May 2020, it was clear that the pandemic would not resolve anytime soon. Moving from a place of emergency response to sustained response—SeniorCare convened our Reopening Team, another multidisciplinary team. This group was tasked with preparing and supporting staff for return to the office as well as work in the field. Enhanced safety protocols and trainings for staff and volunteers were implemented to support safety work and interaction in the field and at consumers homes. While things were far from ‘normal’ in the summer of 2020, SeniorCare continued to strive to ensure the agency was able to continue working safely to provide critical services and supports.

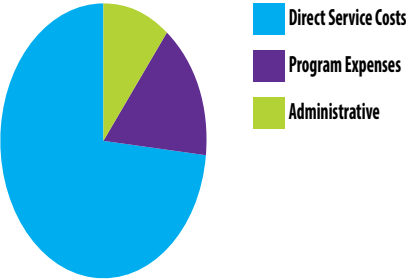


Beverly Bootstraps and Intershell Seafoods donated freezer space to store extra food until it could be delivered

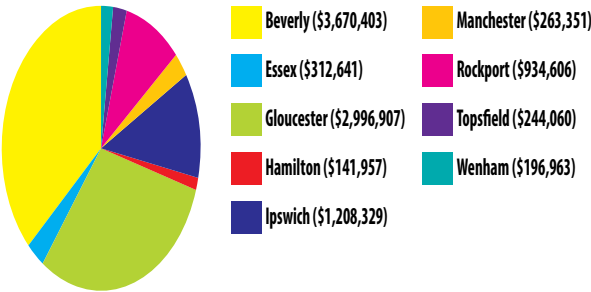
Finances

SeniorCare FY19-20 Cash Flow	
Revenue:	
State Contract Revenue	\$11,807,000
Federal Contract Revenue	\$585,000
Other Grants and Contracts	\$1,625,000
Program Service Revenue	\$624,000
Fundraising	\$163,000
Total Revenue	\$14,804,000
Expenses:	
Direct Service Costs	\$10,611,000
Program Expenses	\$2,338,000
Administrative Expenses	\$1,550,000
Total Expenses	\$14,499,000

DOLLARS SPENT BY CATEGORY



DOLLARS SPENT ON SERVICES PER TOWN SERVED



The Age & Dementia Friendly Cape Ann initiative has offered several “Dementia Friends” in-person and virtual information sessions, where participants learn key messages about living with dementia and simple things that can be done to make a difference in the community

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 Women’s Fund of Essex County), our innovative harm-reduction Hoarding Program (partially funded by the Cummings Foundation, Sailor’s Snug Harbor of Boston, and City of Gloucester Community Devel. Block Grant), and our successful Nurse/Pharmacist Medication Management Program (partially funded by Andrew W. Preston Charity FD Trust). Support for the Age & Dementia Friendly Cape Ann initiative was provided by a grant from Tufts Health Plan Foundation. Nutrition received funding for its program, including several grants connected to COVID-19 Relief funding. These included Boston Foundation, Eastern Bank Foundation, Essex County Community Foundation, Harvard Pilgrim Foundation, Meals on Wheels, New England Biolabs and the People’s United Community Bank Foundation of Eastern Massachusetts.

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.

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 to make a one-time or on-going donation via credit card. **Thank you for supporting the elder 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.

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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.



The Institution for Savings contributed to SeniorCare’s Nutrition Program with a safely distanced check presentation

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A special luncheon for area Council on Aging Directors and representatives was held at the Cummings Center

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.



Mark Nestor was honored with the Myra Herrick Outstanding Older American Award at the annual Gala Celebration.



As part of the Coronavirus Food Assistance Program, the USDA provided boxes of agricultural products throughout the summer. SeniorCare distributed these products through local Councils on Aging.

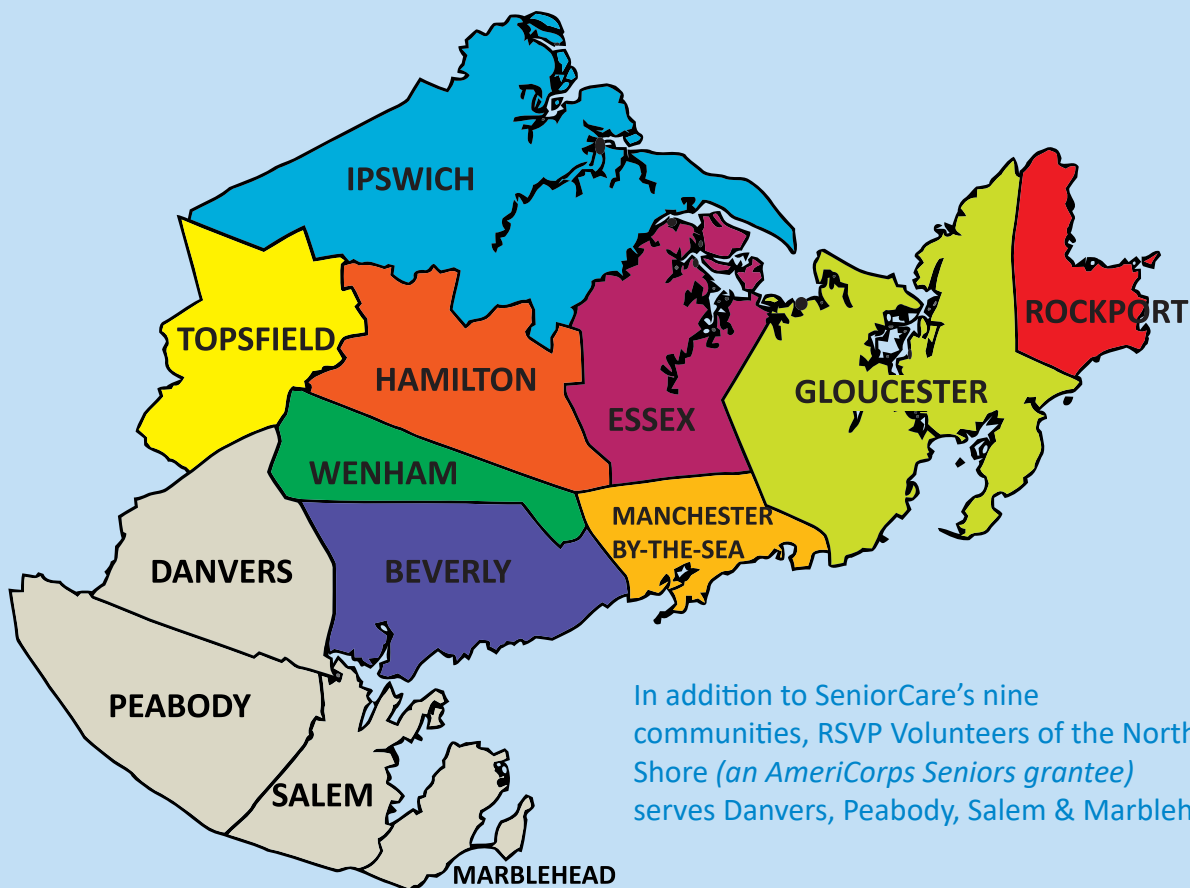


New England Biolabs created dozens of goody bags that were given to area elders over the holidays

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 (*an AmeriCorps Seniors grantee*) 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

www.seniorcareinc.org