



50  
YEARS  
1972  
2022

# SeniorCare

Elder Services | Information | Solutions



# 50<sup>th</sup> Annual Report • 2021 - 2022

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## Our Mission

SeniorCare Inc., a consumer centered organization, provides and coordinates services to elders and others who need assistance to enable them to live independently at home or in a setting of their choice while remaining part of their community.



Caregiver Support Specialist Susan Doughty and her emotional support buddy continued to provide Support Group meetings throughout the pandemic shutdowns, including virtual meetings and outdoor meetings.



SeniorCare Care Manager Andrea Basso (left) and Home Care Director Dori Prescott (right) helped Francesca Crivello celebrate her 100th birthday at the Mosher Gallery in Rockport.

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## Message from Our President and Chief Executive Officer



Thomas E. Sullivan, MD

Founded in 1972 as a Home Care Corporation, SeniorCare Inc. is celebrating our 50th year of providing vital services to older adults, people with disabilities, and their caregivers. We have seen our agency grow over the past 50 years to include and add new programs and increase services. While we have continued to offer services as a state designated Aging Service Access Point (ASAP) and federally designated Area Agency on Aging (AAA), we have always strived to offer more through the generous support of foundations, donors, and others. Encoded within the DNA of SeniorCare is helping to provide services to those who wish to “Age in Place” and remain in a familiar, safe, helpful and friendly environment. As we now enter our 51st year, we will continue to look to expand our reach and offerings.

This past year, our four-year Area Agency on Aging Plan was developed, is currently being implemented, and will be incorporated into the overall strategic plan process.



Scott M. Trenti

The pandemic continues to present ongoing challenges, even two and a half years later. This has been most evident with the needs of both caregivers and socially isolated and lonely older adults as well as the increased need for the utilization of technology.

Despite little funding from the federal government for our caregiver support program and no state support, SeniorCare remains committed to maintaining our help to caregivers through multiple support groups, one-to-one counseling, and information and referral. The pandemic has compounded the needs of caregivers and SeniorCare is here to help.

Social isolation and loneliness are areas which, while problematic prior to the pandemic, have been exacerbated by it. The effects from social isolation on the health and wellbeing of older adults are well researched and documented. Social isolation has a negative effect on the mental health of those who experience it. SeniorCare has and will continue to address this in the upcoming year through our newly formed Friendly Caller Program and through the use of technology.

SeniorCare has always embraced the use of technology and understands its vital importance in addressing the needs of caregivers and socially isolated older adults. In recent years, we introduced care.coach, a unique software program which provides virtual monitoring, socialization, care plan reminders, and more with a 24/7 health coach available. Equally important, it allows long distance caregivers a means to stay connected to their loved ones while providing peace of mind. We have now begun to utilize virtual reality for individual and small group sessions.

In the coming years, we will seek funding from foundations and private donors to purchase a vehicle equipped with various forms of technology. This vehicle will be brought to people’s homes, providing the education and support needed for them to use technology to connect with others including their friends and families.

We wish to thank our community partners and collaborations including Councils on Aging, Housing Authorities, our contracted provider network of in and out of the home services, our team of licensed therapists who conduct home or virtual therapy, Addison Gilbert & Beverly Hospitals, food pantries, first responders, nursing homes, local town and city government, colleges, our legislators, and many more. In the coming year, we plan to strengthen our relationships with YMCAs to offer presentations, evidenced based programs, and information and referral on site.

In addition, we will develop and improve upon our interim COVID strategic plan by establishing a new plan for the coming years.

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

As always, a special thank you to our Board of Directors and Advisory Councils for their continued support. And most of all, thank you to our staff and the many volunteers who support our mission. We couldn’t do what we do without you, and you are sincerely appreciated for all you do.

## Home Care Services

For the past 50 years, SeniorCare's core mission has been to support older adults in the community to remain independent and at home whenever possible.

Since SeniorCare's inception, our programs have changed, and it is now possible to provide a much more comprehensive service package through the frail elder waiver which came into existence about 15 years ago. When SeniorCare began its mission in 1972, the only viable option for someone with significant care needs with limited informal support was a nursing facility and, thankfully, that is no longer the case.

A significant statewide workforce shortage has impacted the availability of **Personal Assistance Services**, however there are more options available. In addition to Personal Assistance Services, consumers can receive durable medical equipment, medication management, a plethora of technology devices, dementia coaching and electronic pets, mental health therapy and peer support, goods and services such as incontinence supplies, health club memberships, and more. With the recent workforce shortage, it is critical to think outside the box to meet the needs of consumers seeking to remain at home using all available options.

The process for consumers and their families to receive services through SeniorCare begins with the **Information and Referral (I&R) Department**, staffed by I&R Specialists. Of note, the I&R team fielded over 5,400 calls in 2021, the majority calling on behalf of those 75 years old and older and most looking for services in the community.

The **Home Care Team** includes Care Managers (CM) and Registered Nurses (RN) who work together to assure that consumers are provided the best care possible to meet their individual needs. Additionally, the Care Transitions team comprised of CMs and RNs collaborates with the goal of assisting residents of Long Term Care Facilities return to the community with the appropriate support they need.

For those looking for in-depth information about services beyond those that SeniorCare would provide, the agency has **Options Counseling**, a free service to anyone regardless of age, income, or disability. This is a collaborative process providing information and guidance about options, always keeping the consumer in full control. Over 200 people were assisted through the Options Counseling program in 2021.

The **Protective Services (PS)** department investigates allegations of elder abuse and neglect including caregiver neglect, physical abuse, emotional abuse, sexual abuse, financial exploitation, and the most common, self-neglect. Often, a PS referral will come from a professional worker visiting the home of an elder and witnessing potential problems. The pandemic drastically reduced the number of reported incidents to the agency, largely due to fewer professionals providing services in the homes of elders. As the requirements for social distancing have lessened, we have returned to our baseline of receiving 70-80 reports per month.

The **Caregiver Support Program** provides information and support to family caregivers as they navigate this challenging and often stressful role. Through support groups, one-to-one sessions, and some respite services, we have helped many caregivers over the past year, averaging roughly ten referrals per month.

SeniorCare maintains a presence in public and subsidized housing buildings in the nine towns of our catchment area. This includes **Congregate Housing** in Beverly, a **Supportive Housing** site at McPherson Park in Gloucester, a **Housing Advocate** to assist consumers to find housing, and a **Housing Specialist** who works as a liaison and advocate in several of our housing sites.

It has been a very challenging two years for everyone at SeniorCare, as the effects of the pandemic have greatly impacted all of our programs. Rising to this challenge, we have increased the tools used to reach those seeking our assistance including online support groups, video visits with staff and providers, and new technological interventions to help reduce isolation and loneliness. We look forward to the coming year and will continue to expand our reach to those in need and how we help them as we strive to assist older adults remain in the setting of their choice as they age.

## Community Programs

SeniorCare Community Programs are hallmarked by their use of volunteers to assist in service provision and are typically accessible to anyone age 60 or older who meet individual program requirements regardless of whether they also receive Home Care services. The past year reflected recovery and growth.

SeniorCare's **RSVP Volunteers of the North Shore**, a program of AmeriCorps Seniors engages and matches volunteers to assist in both SeniorCare programs and those of partner organization. This year, 380 volunteers provided 41,764 hours of service. Volunteers have many roles. They deliver meals, provide medical transportation, prepare taxes, create handcrafted items distributed throughout the region through area non-profits, provide in home bill-paying and financial organization through the SeniorCare Money Management program and more.

With support from Point32Health Foundation, **Age & Dementia Friendly Cape Ann (ADFCA)**, an initiative of SeniorCare and the four communities of Cape Ann, continued to create inclusive communities for all, regardless of age or ability. Programming included an installation of photographer Joe Wallace's inspiring *Portraits of Dementia* show, designed to destigmatize dementia. The show was displayed at SeniorCare, then moved to Gloucester's Sawyer Free Library. Five additional Sawyer Free Library presentations were held in conjunction with SeniorCare and ADFCA. A partnership with Cape Ann Museum and area Councils on Aging (COAs) offered residents focused tours of the museum. The Cape Ann Virtual Senior Center, utilizing a dedicated 1623 Cape Ann Television channel, continued programming in conjunction with the four COAs and launched specialized physical activity programming through a new partnership with For Every Body.

To help address the digital divide and the need to ensure older adults can access and use relevant technology, SeniorCare launched its new **Technology Navigator** program in May 2022. The program provides free one-to-one assistance to help older adults access the internet, learn about technology resources and programs, and utilize technology to meet their goals. This support emphasizes meaningful and patient assistance to older adults, while respecting individual levels of understanding and unique requirements.

The dedicated drivers in the **Nutrition Program** were heartened when distanced delivery was discontinued, allowing direct interaction with elders (with safety precautions). The Nutrition program continues to meet the food needs of older adults, providing nearly 172,000 nutritionally balanced home delivered meals per year. March saw the welcome return of our congregate dining programs after a long hiatus. The program also began contracting with Salem-based Root for special meals, a partnership that provides fresh, healthy meals to elders while supporting Root's mission to empower young adults through culinary training.

**STAY Pet Services** was able to reinvigorate services this year, after COVID-imposed restrictions. STAY services include in-home pet care, dog walking, and transportation of pets for veterinarian appointments. Bolstered by a grant from Meals on Wheels America, this year the program provided food and medications as well as vet visits, helping ensure the well-being of many elders' closest companions.

Responding to social isolation, the **Friendly Caller** program trains and matches older adults with older adult volunteers to provide meaningful social connection through regular telephone calls. The program is open to all area older adults who would enjoy regular, friendly contact.

SeniorCare's **Volunteer Medical Transportation** program meets an essential social determinant of health: offering round-trip transportation to medical appointments for those unable to provide transportation for themselves. This year 27 volunteers logged 1,352 hours of service helping elders access needed medical care.

The past year saw a gradual return to pre-COVID practices within the SeniorCare **Ombudsman Program**, as staff and volunteer ombudsmen were able to return in person to advocate for and support residents in long-term care facilities.

## SeniorCare's Number One Cheerleader

Sitting on her white leather couch, next to a purple orchid plant, fresh cut flowers and a brightly colored helium balloon, and beaming a big, beautiful smile, Sharon Longo proudly announces "It was my birthday yesterday and I just turned 79 years old!" Thanks to Care Transitions Care Manager Chilton Brettin, and other key SeniorCare support staff, Sharon was able to celebrate her 79th birthday in her own home and with her family who live nearby in Ipswich.

Chilton was instrumental in assisting Sharon with services and housing. She coordinated her move from her former health care facility into her current Senior Living home in Ipswich to give her more independence and to allow her to be closer to her two children and many grandchildren who lovingly call her "Mimi." "I am so happy to be here in Ipswich and near my family," says Sharon. "I couldn't have done this without Chilton or SeniorCare."

Sharon attended North Andover High School, where she became a cheerleader, enthusiastically cheering on her North Andover Knights Football Team. As a High School student, Sharon also worked at Glennie's Dairy, where she scooped ice cream. Her favorite flavor then and now is vanilla. When asked why vanilla, she said "I know it sounds boring to everyone, but you can put anything on vanilla!"

After graduating High School, Sharon earned her bachelor's degree in Teaching from Bridgewater State University. She was hired as a teacher in the Lawrence school system where she taught third graders for more than 20 years. "I didn't teach anyone that was bigger than me," she laughed "... and I am only five feet tall." In addition to raising her family, Sharon knew that teaching was her life's calling. "I really enjoyed teaching and helping students with every subject. It was very rewarding."

Maybe due to her Italian heritage, Sharon enjoys eating all Italian food, particularly pizza and spaghetti. She has been an avid cat fan for as long as she can remember, recalling her favorite childhood kitty, named Caramel. She also enjoyed traveling to the islands and recalls wonderful trips to the Bahamas with her family.

For hobbies, Sharon loves to read books. Her favorite books include all the Nancy Drew novels. When not reading, she enjoys watching Judge Judy. "I just love watching her. She is smart and she is good company."

You can't help to notice the friendship and the bond between Sharon and Chilton as they converse about how services are working out and if SeniorCare is doing all they can to help her. "Sharon has truly inspired me to strive to do my best for all consumers to make sure they have the resources that they need," explains Chilton. "I couldn't be prouder of SeniorCare or feel more rewarded than to see Sharon thriving independently in her own home and near her family."



Consumer Sharon Longo with SeniorCare's Care Transitions Care Manager Chilton Brettin

## A Special Thank You

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 Linquata, owner of The Gloucester House, and Corey Grammas, owner of Lobsta Land.

Prior to the pandemic, Mr. Linquata and Mr. Grammas both donated the use of their restaurant, their staff, and a full breakfast for the community to enjoy in order to support SeniorCare's Meals on Wheels program.

**Thank you to the Linquata family and The Gloucester House for hosting our Valentine's breakfast for 45 years and to the Grammas family and Lobsta Land for hosting our Autumn breakfast for 15 years!**



Lennie Linquata (Left) and Corey Grammas (right)



The Project Warm Friends volunteers once again donated thousands of hand-crafted items, which were distributed to more than 30 agencies throughout the North Shore.



The Massachusetts Senate and House issued citations honoring the National Senior Nutrition Program's 50th Anniversary. (left to right) Rep. Jerry Parisella, SeniorCare Board President Tom Sullivan, SeniorCare CEO Scott Trenti, and Senator Joan Lovely.



SeniorCare joined with the Alzheimer's Association on December 21—the longest night of the year—with a luminaria display that symbolized shining our lights to diminish the darkness and illuminate a path toward a world without Alzheimer's and all other dementias.

## SeniorCare - 50 Years and Still Growing Strong

SeniorCare is proud to mark this historic and major milestone of achievement. Now is a time for reflection and celebration. A time to examine what makes us so unique, successful, and worthy of continued support. A time to look back at the incredible challenges and persistence that has made SeniorCare a recognized and respected name as a leading Aging Service Access Point (ASAP) serving the Senior Community on the North Shore of Massachusetts since 1972.

Recognizing the need to protect and support seniors, the Older American Act of 1965 was established as the first federal level initiative aimed at providing comprehensive services for older adults. It initially created the National Aging Network comprising the Administration on Aging on the federal level and State Units on Aging at the state level. In 1972, Area Agencies on Aging at the local level were established.

This network provides funding for nutrition and supportive home and community-based services, disease prevention/health promotion services, elder rights programs, the National Family Caregiver Support Program, and the Native American Caregiver Support Program.

As a result of the Older Americans Act, Area Agencies on Aging (AAAs) and Aging Services Access Point (ASAPs) developed locally, supported by state and federal funds, as well as private donations. Federal funding is channeled through the Massachusetts Executive Office of Elder Affairs (EOEA) and then to regional AAAs. State funds are distributed via the EOEA to ASAPs. Both funding sources have the goal of ensuring that seniors have access to essential services. There are currently 26 ASAPs across the Commonwealth, each serving a designated geographical area. Many of these agencies share a dual designation of AAA and ASAP. SeniorCare is one of these AAA/ASAPs and serves the North Shore communities of Beverly, Essex, Gloucester, Hamilton, Ipswich, Manchester-by-the-Sea, Rockport, Topsfield, and Wenham. In addition, RSVP Volunteers of the North Shore, an AmeriCorps Seniors RSVP Volunteer Program, serves Danvers, Peabody, Salem, and Marblehead.

Today, SeniorCare provides information and referrals for senior services, including home care services, housing options, public benefits, legal assistance, hospice care, ombudsman program, health insurance, senior companions, and adult day care. We provide elder care advisers, case management services, caregiver support and nutrition services. ASAP case managers intake and assess the situation, develop, and implement a plan of services need for the senior. Additionally, they monitor and reassess the needs of the senior. ASAP Protective Services case managers investigate allegations of abuse and neglect of seniors. Evidence-based workshops are offered to elders and their caregivers. Innovative technologies such as computer tablets and virtual reality programs specially designed for older users are also a part of the offerings.

Longevity is often quite correctly associated with integrity. SeniorCare's proven history of providing services to our senior community since 1972, demonstrates that we have gained the trust and resources of our constituencies and that we have delivered proven, achievable results.

As SeniorCare moves into our fifty-first year, memories fade and timelines of innovative programs, leadership and other milestone events can become lost with turnover of staff, retirements, and location moves. Now is the time to reinvigorate our staff, board members, volunteers, and donors and to inspire a new generation here at SeniorCare. Fifty years of challenging work, dedication, and optimism of past generations of SeniorCare staff, board, volunteers, and donors, can give us the perspective, motivation, and momentum we need to move us forward into the future.

Senior Care is here to stay. We have taken root here on the North Shore to help our senior community weather the joys and challenges of aging and we will continue to help them live their lives with independence, choice, and dignity.





## Finances

### SeniorCare FY20-21 Cash Flow

#### Revenue:

|                            |              |
|----------------------------|--------------|
| State Contract Revenue     | \$10,812,000 |
| Federal Contract Revenue   | \$839,000    |
| Other Grants and Contracts | \$1,333,000  |
| Program Service Revenue    | \$466,000    |
| Fundraising                | \$136,000    |
| Other Revenue              | \$92,000     |

**Total Revenue** **\$13,678,000**

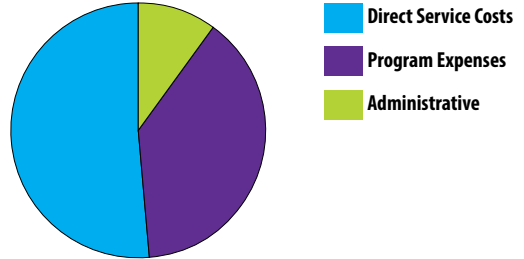
#### Expenses:

|                         |             |
|-------------------------|-------------|
| Direct Service Costs    | \$7,293,000 |
| Program Expenses        | \$5,526,000 |
| Administrative Expenses | \$1,446,000 |

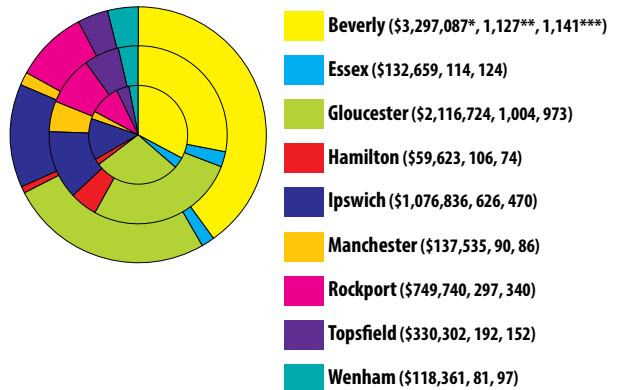
**Total Expenses** **\$14,265,000**

*Note: Deficit this year is offset by gains over the previous two years*

### DOLLARS SPENT BY CATEGORY



### HOME CARE SERVICES PER TOWN



\* Home Care dollars spent per town (Case Mgmt, Caregiver Support, ECOP, I&R, Opts Counseling) Chart: outer ring  
 \*\* # of residents age 65+ (source: 2018 Massachusetts Healthy Aging Community Profile) Chart: center ring  
 \*\*\* # of Home Care consumers served per town, Chart: innermost ring



Meals on Wheels volunteer driver Sean Fennasey delivered candy donated by the Rotary Club of Rockport as part of the 50th Anniversary of the National Senior Nutrition Program.



SeniorCare CEO Scott Trenti presented a special Board Award to Rockport Council on Aging Director Diane Bertolino.

## Major Grantors FY 2021-22

AmeriCorps Seniors  
Andrew W. Preston Charity FD Trust  
Beth Israel Lahey Health  
Cape Ann Community Foundation  
Coburn Charitable Society  
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Massachusetts Association of Home Care Programs  
Meals on Wheels America  
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People's United Community  
Foundation of Eastern Massachusetts  
Point32Health Foundation  
Town of Essex  
Town of Rockport  
Town of Topsfield

## 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, helps to increase the number of volunteers we recruit to drive seniors to their medical appointments, and more.

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

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



*SeniorCare received a grant from Meals on Wheels America as part of the 14th Annual Subaru Share the Love Event, which benefits the national charities of ASPCA, Make-A-Wish, National Park Foundation, and Meals on Wheels America. Over the past thirteen years, Subaru has helped Meals on Wheels to deliver more than 2.5 million meals nationwide.*

## 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 recurring donation via credit card. **Thank you for supporting the elder community of the North Shore.**

## 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 name. You can donate to a specific SeniorCare program or make a general donation to be used where it is needed most at the time of the donation.

## Donors & Contributors

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## Strategic Plan Goals (updated 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: effectively assist all individuals with health and functional challenges 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 (to achieve our mission), will retain and continue to develop a highly qualified and motivated workforce to support the mission, increasing staff knowledge through both internal and external training means.

### 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 monitor emerging local, regional and national concerns that may impact the health and safety of its consumers and staff and engage in active collaborative amelioration.

### Goal #6

SeniorCare Inc. will continue to develop and explore the use of innovative technology, best practices and sustainable programs that support our mission.



SeniorCare's Nutrition Dept distributed the annual Farmer's Market Coupons at the Cape Ann Farmer's Market in July and August

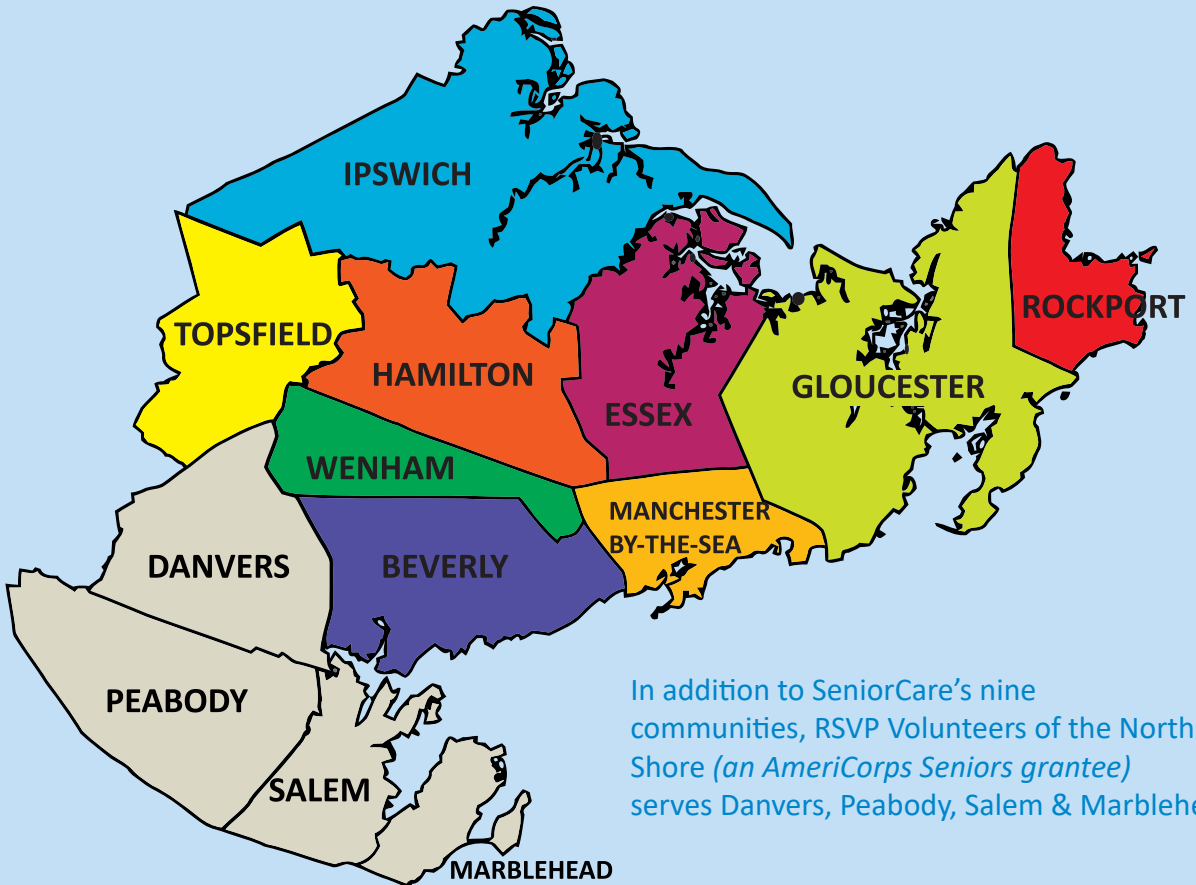


World Elder Abuse Awareness Month in June was recognized with rallies in several North Shore communities, including Manchester-by-the-Sea.

# 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.

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