



SeniorCare

Elder Services | Information | Solutions

# 51<sup>st</sup> Annual Report

2022 - 2023

# SeniorCare

Elder Services | Information | Solutions

## 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.



SeniorCare Board member and former Board President Tom Tanous and his wife Esther were greeted by CEO Scott Trenti at the annual RSVP Volunteer Appreciation Luncheon in April.



SeniorCare Care Manager Lisa Murrin joined Ann and Bruce Campbell—celebrating Bruce's 100th birthday in November.

## 2023-2024 Board of Directors

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## Executive Staff

Scott Trenti  
Chief Executive Officer  
Gary Larsen  
Chief Financial Officer  
Dori Prescott  
Director of Home Care Programs & Services  
Linnea Hagberg  
Director of Community Programs & Planning  
Jessica Waggett  
Director of Quality Improvement  
Noel Marecka-Legan  
Director of Human Resources



## Message from Our President and Chief Executive Officer



Thomas E. Sullivan, MD



Scott M. Trenti

Over the past year, SeniorCare has continued to provide high-quality services to elders, caregivers, and adults with disabilities over the age of 22, despite significant challenges created due to the workforce shortage of homemakers, personal care workers, and home health aides. SeniorCare has brought other services in order to meet the needs of those we serve, offering Options Counseling to help individuals and families as they learn to navigate the elder services world. In addition, we have increased enrollments in our Consumer Directed Program, where elders or their surrogates become the employer and hire whomever they wish, including family members.

SeniorCare has continued to expand our use of consumer-facing technology, including care.coach tablets to provide virtual monitoring and video conferencing with family, friends, and

providers, care plan reminders, socialization opportunities, and much more. In addition, care.coach has a 24/7 health coach behind the scenes to communicate with the elder. This year, we introduced virtual reality (VR) to address social isolation, loneliness, and behavioral health needs such as depression and anxiety. We continue to run VR groups with our Technology Navigator facilitating the sessions. Other technologies, including medication dispensing machines, personal emergency response systems, and electronic comfort pets, continue to be utilized.

We thank our community partners and contracted providers who assist us in carrying out our mission to help elders and their caregivers. The best outcomes emerge when SeniorCare and our partners work together to meet our consumers' needs. Special appreciation goes to our donors and foundations who support us through grants. With this aid, SeniorCare can provide creative programs not funded by federal or state dollars. Many thanks to the Executive Office of Elder Affairs as well. Lastly, we wish to acknowledge with gratitude our Board of Directors, Advisory Council, our amazing staff, and our extraordinary corps of volunteers who support us in many ways.



*SeniorCare's Age & Dementia Friendly Cape Ann collaborated with Essex County Greenbelt to offer safe and inclusive experiences for individuals living with dementia and their caregivers from spring through autumn. The walks were tailored to participants' abilities and seating opportunities along the way were available.*



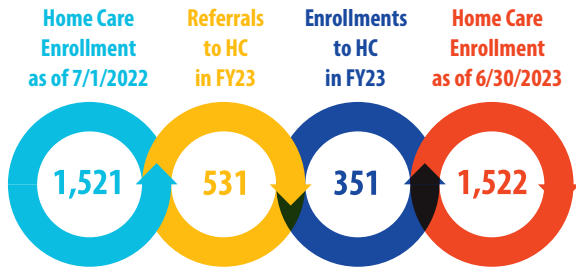
*SeniorCare honored 4 community heroes at our 50th Anniversary Celebration (l-r) Jim Nentwig, Santa's Magic; Posie Mansfield, Good Company; Felicia Webb, Cape Ann Transportation Authority; and Lisa Bonneville, Longevity Bench Project.*



*A video promoting the annual Meals on Wheels Breakfast Fundraiser aired on the WCVB Channel 5 Wake Up Call.*

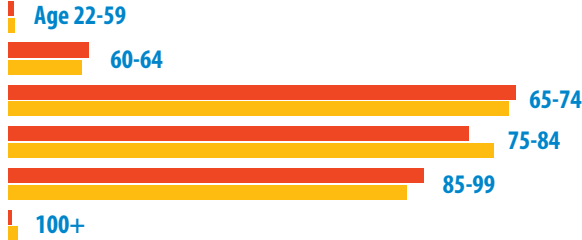
## Home Care Services

### HOME CARE BY THE NUMBERS FY2023



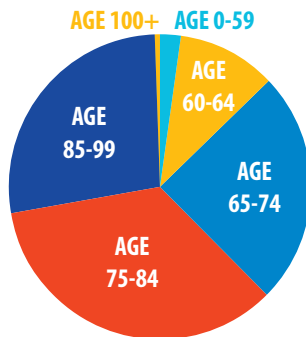
#### Number of Home Care Consumers By Age

as of 7/1/2022 & as of 6/30/2023



#### Information & Referral Calls Received During Year

3,711



#### PROTECTIVE SERVICES

PS Reports Rec'd: 845  
PS Investigations: 671

#### OPTIONS COUNSELING

OC Opened Cases: 213  
OC Closed Cases: 201

#### CAREGIVER SUPPORT

CS Referrals: 120  
Support Grp Attendees Per Month Average: 50

#### Information & Referral (I&R) Services

A core Aging Services Access Point (ASAP) and Area Agency on Aging (AAA) service, I&R specialists field all calls from people looking for information about services for older adults or younger adults with disabilities. It is a one-stop shopping service and callers can be directed to services offered by SeniorCare or other community partners/providers, depending on the need of the individual caller. They also send information about service providers.

#### Home Care Programs

Care Managers and Nurses work together to ensure that consumers are provided the best care possible to meet their individual needs through one of the six Home Care Programs. Services range from personal assistance services (personal care, homemaking, etc.), home delivered meals, transportation, day programs, technology, medical equipment, and much more.

#### Options Counseling (OC)

OC is a collaborative process providing information and guidance about community options but always with the consumer in full control of the process. OC is a free service for older persons, adults of any age with a disability, their family members, or caregivers.

#### Protective Services (PS)

Investigates allegations of elder abuse and neglect. PS services are provided without regard to income.

#### Caregiver Support

Provides information and support to family caregivers. Three well attended support groups are offered throughout the month.

#### Other Home Care Programs & Services:

- Benefits Support Specialist
- Care Transitions Liaison Program
- Nursing Services
- Evidence Based Wellness Programs
- Housing Services (Supportive, congregate and homeless advocacy)
- Money Management Program
- Social Security Representative Payee
- Intensive Care Management for High Risk Consumers
- Geriatric Support Services Coordinators for SeniorCare Options (Managed care MassHealth insurance programs)

## Community Programs

### AmeriCorps Seniors

#### RSVP Volunteers of the North Shore

RSVP engages people in significant volunteer activities benefitting elders and others in the community. Volunteers provide crucial support to both SeniorCare and community partner programs. In addition to the essential help they provide, volunteers find fulfillment through their service.

#### Long Term Care Ombudsmen

Through the Ombudsman Program, staff and volunteer ombudsmen represent the residents of the six long term care facilities in SeniorCare's service area, helping to give residents a voice and resolve concerns.

#### Nutrition Services

Nutrition Services provide healthy meals at senior dining sites and through Grab & Go programs. The home delivered meals program (Meals on Wheels) brings a meal to an elder's home, providing social interaction and an informal safety check as well as nourishment. The program's registered dietitian/nutritionist offers group presentations and conducts in-home nutrition consultations.

#### Volunteer Medical Transportation

This critical program provides transportation to medical appointments for older adults who lack other options. Program staff also identify transportation options and connections to other programs to help meet individual needs.

#### Friendly Callers

The Friendly Caller program connects volunteers with isolated elders via telephone for regular companionship.

#### Technology Navigator

The Technology Navigator services include visits to elders in their homes to teach and troubleshoot, office hours at community sites, and small group virtual reality sessions.

#### Age & Dementia Friendly

Age & Dementia Friendly services work to create and support inclusive communities, identifying programs and policies that support aging.

## COMMUNITY BY THE NUMBERS FY2023



### 39,614 HOURS OF SERVICE

380 volunteers provided services ranging from driving to balancing a client's checkbook



### 192,000 MEALS SERVED

Community dining, Grab & Go, and home delivered (Meals on Wheels)



### 1,192 HOURS OF PET CARE

17 STAY volunteers provided 1,192 hours of pet care services



### 314 HOURS OF ADVOCACY

4 volunteers & 2 paid staff provided advocacy to long term care residents in 6 facilities



### 700 FRIENDLY PHONE CALLS

14 volunteers made friendly visit phone calls to elders experiencing loneliness



### 14,900 HOURS OF CRAFTING

40 Project Warm Friends volunteers created thousands of blankets, hats, gloves, etc.



### 1,747 HOURS OF DRIVE TIME

39 Volunteer Medical Transportation Drivers provided 747 round-trip rides



## VR Technology Fights Isolation and Loneliness, While Supporting Mental Health

SeniorCare's Virtual Reality (VR) initiative took off in FY2022-2023 with VR sessions held in various locations, including housing sites, councils on aging, caregiver groups, and nursing homes. The VR setup currently allows four individuals to be connected to the same virtual content, sharing a unique activity that they may not be able to experience outside of the VR world. The goal of this program—beyond simply offering an interesting and fun activity—is to lessen feelings of isolation, loneliness, depression and anxiety in older adults, adults with disabilities, and their caregivers, all of which are significant issues in the elder community as these conditions are proven to contribute to a decreased quality of life and even premature mortality.

SeniorCare was honored to receive a grant in June 2023 from Beth Israel Lahey Health's Beverly and Addison Gilbert Hospitals to support our VR project. This funding will help expand the program and allow further review of how VR can be used to lessen the negative impact of isolation, loneliness, depression, and anxiety.

***“SeniorCare is a very valuable community organization that continues to look for innovative ways to positively impact the lives of seniors in our community.”***

**Joseph Hwang, COO  
Beverly and Addison Gilbert Hospitals  
Beth Israel Lahey Health**



## Rockport High School Students Learn About Life with Dementia

Rockport High School students in Science teacher Amanda Jylkka King's class learned about "Dementia Friends" last spring as part of a campaign to tackle the stigma and lack of understanding about dementia.

Dementia Friends is a worldwide initiative to change people's perceptions of dementia. It aims to transform the way we think, talk and act about the disease by providing information sessions in the community. The Dementia Friends session helps people learn about dementia and the small ways they can help people living with the condition.

The Rockport students engaged with the topic, learning new information and getting a deeper understanding of the condition. One student stated "I learned a lot more about dementia than I already knew...I think that if more people could understand dementia, the community can change the world." Another student elaborated "I also know now that you can be happy while living with dementia. And that even though it will be with you for the rest of your life, you can still live a good life."



Age & Dementia Friendly Cape Ann Coordinator Carrie Johnson met with students in Rockport High School Science teacher Amanda Jylkka King's Wellness Class to learn about life with dementia. (Photo credit: Amanda Jylkka King)



Gloucester Mayor Greg Verga delivered lunch to Maureen Hodgkins during this year's "March for Meals" campaign to spread awareness about the importance of Meals on Wheels—more than just a meal.



Senator Bruce Tarr was joined by several volunteers as he arrived at this year's Meals on Wheels "Wicked Good Breakfast for a Wicked Good Cause" fundraiser at the Gloucester House.



## STAY Pet Services Rebounds After Pandemic

SeniorCare developed the STAY Pet Services program in 2018 as an expansion to the previous Pawsitive Connections program.

Seniors can experience a multitude of physical, emotional, and social benefits from owning a pet. The companionship, health improvements, and sense of purpose that come with pet ownership can significantly enhance the well-being and overall happiness of seniors. However, it's essential for seniors to carefully consider the type of pet that suits their lifestyle and ensure they can meet the responsibilities and financial demands associated with pet ownership.

STAY answers some of the concerns of pet ownership for older members of the community. Providing transportation services to the groomer and vet, helping with pet care during hospital stays, walking and helping with in-home care of pets are the main services provided by STAY's amazing volunteers.

In the past year, 17 STAY volunteers provided 1,192 hours of pet care services to 35 elder consumers and 64 paying pet owners.

While STAY's focus is to serve older pet owners, anyone can use STAY services for a fee. Proceeds from paid services are used to fund the program. In addition, STAY received funding from Meals on Wheels America this year to support pet ownership among our senior friends and family.

***"For the past two years I've been walking dogs for individuals who can no longer walk them and it's been the most rewarding experience I've ever had. The joy the dogs have on these walks and the joy their owners' have knowing that their dog is getting outside is worth the time and effort. And I've come to enjoy the friendships with the owners as much as with the dogs. It's a wonderful feeling to know you're helping to keep a dog happy and healthy."***

**STAY Volunteer Emily**



STAY Volunteer Anna walks Bella and Shadow



Rocket took more than 90 walks with STAY



Volunteers are the heart of the STAY Pet Services program, providing close to 1,200 hours of service this year.





200 guests attended SeniorCare's 50th Anniversary Celebration at the beautiful Beauport Hotel in Gloucester.



Adult Foster Care of the North Shore provided candy and other treats for Meals on Wheels recipients for Valentine's Day.



Teddie Peanut Butter's Mark Nazarian and a member of his crew loaded hundreds of jars of peanut butter, which were donated to the Meals on Wheels emergency food pantry.



The Cape Ann Community Foundation provided funding to enhance programming on the Cape Ann Virtual Senior Center—a collaboration of Age & Dementia Friendly Cape Ann, the four Cape Ann communities, and 1623 Studios.



The Gloucester House hosted our 49th annual Meals on Wheels fundraiser— "A Wicked Good Breakfast for a Wicked Good Cause."



The annual RSVP Luncheon returned to an in-person event this year with 180 volunteers being celebrated at Danversport.

## Finances

### SeniorCare FY22-23 Cash Flow

#### Revenue:

State Contract Revenue	\$10,628,000
Federal Contract Revenue	\$930,000
Other Grants and Contracts	\$1,420,000
Program Service Revenue	\$431,000
Fundraising	\$196,000
Other Revenue	\$136,000

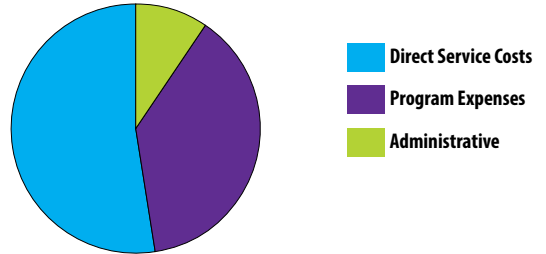
**Total Revenue** **\$13,741,000**

#### Expenses:

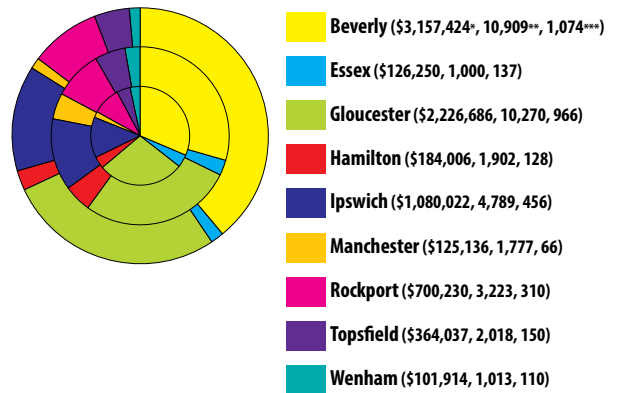
Direct Service Costs	\$7,211,000
Program Expenses	\$5,268,000
Administrative Expenses	\$1,325,000

**Total Expenses** **\$13,804,000**

### 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 60+ (source: 2020 United States Census) Chart: center ring

\*\*\* # of Home Care consumers served per town, Chart: innermost ring



The Protective Services team partnered with councils on aging and police departments to hold elder abuse awareness rallies in Gloucester, Essex, Beverly, Manchester, Rockport, Topsfield, and Hamilton.



Christopher Gomez-Farewell, Director of the Beverly Council on Aging, and his team joined the Elder Abuse Awareness Rally at the Police Station in Beverly.



## We Thank Our Major Grantors FY22-23

AmeriCorps Seniors

Andrew W. Preston Charity Fund

Applied Materials Foundation

Beth Israel Lahey Health

Beverly Hospital & Addison Gilbert Hospital

Betty Shuler Family Giving

Cape Ann Community Foundation

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Massachusetts Association of Home Care Programs

Meals on Wheels America

New England Biolabs

North Shore Community Health Network

Plumbing Academy, Inc.

Point32Health Foundation

Rivera Krall Family Foundation

## 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**

**Planned Giving Program**

*Creating a Legacy of Impact*

***Consider leaving a legacy  
of your continued support and caring  
that will impact future  
generations of older adults.***

You can support older adults by leaving a planned gift to SeniorCare. Your gift will be a living legacy of your compassion for those who struggle with the challenges related to aging and caregiving.

Learn more at [www.SeniorCareInc.org/Legacy](http://www.SeniorCareInc.org/Legacy)

## Making a Gift is Easy

Click this QR code or visit [seniorcareinc.org/donate](http://seniorcareinc.org/donate) to make a one-time or recurring donation.

**Thank you for  
supporting the elder  
community of the  
North Shore.**





## We Thank Our Donors & Contributors

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*In September, the SeniorCare staff returned to the office on a hybrid format. Greeting them upon return was a treat cart with healthy snacks for the first morning back in the office.*

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Stephen Howard



*Beth Walsh, Site Manager of Beverly Meals on Wheels, was honored by Bridgewell with its annual Champion Award for her outstanding work and remarkable support for the program and community.*

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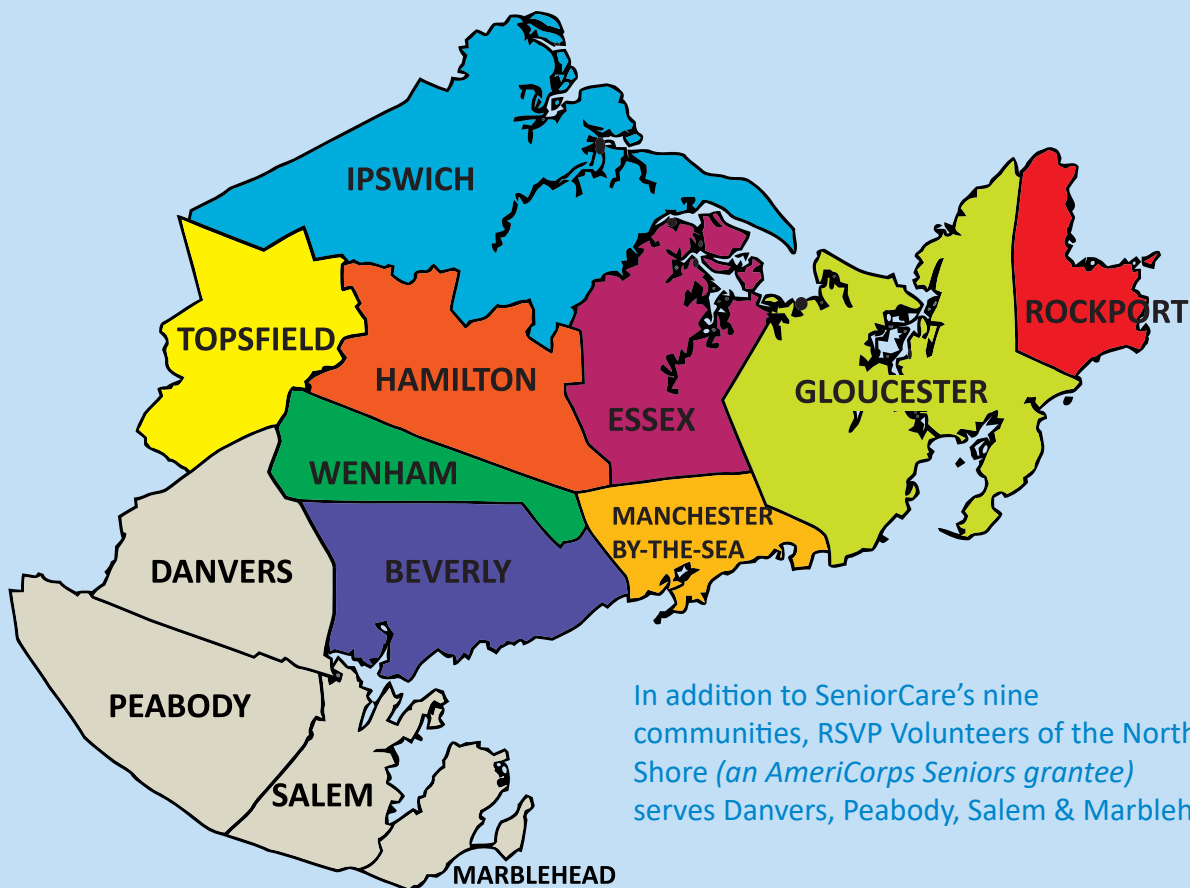
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R&S Realty Trust	SCL Home Services LLC	Mary Thibodeau	Mary Ellen Widberg
Paul Rebesch	The Scrapbook	Timberline Enterprises LLC	Paul Willenbrock
The Residence at Riverbend	Sea Meadow Gifts	Sally Tlumacki	Jan Williams
Suzanne Geoffrey & Donald Ressel	Seacoast Nursing & Rehab Ctr.	Michele Todesca	Dick Wilson
Restoration Home Health, Inc.	Seasons of Danvers	Topsfield Fair	Peggy & Aliverne Wilson
Rev Kitchen	Norman & Lynda Seppala	Town of Topsfield	Winning Solutions
David Richardson	Emily Anne Shamsuddin	Total Wine & More	Wolf Hill Landscaping & Supply, Inc.
Nathan Richardson	Lisa Shanko	Annie Townsend	Gretchen Wood
River Spirit Massage & Bodyworks	Shaw's Give Back Where It Counts	Tradeport	Woodman's of Essex
Patricia Roach	Elizabeth Sheeran	Treetop Yoga	Joy & Graham Wyatt
Rockport Mortgage Corp.	Donna Shepard	Scott Trenti	Xaverian Brothers
Rockport Music	Dorothy Sieradzki	Tri-City Sales	Thomas Yee
Town of Rockport	Silver Lining Solutions, Inc.	Trio Community Meals	Ronald Zabilski
Rockport United Methodist Church	Elise Sinagra	Melinda Troensegaard	Lynda Zarrow
Harold & Linda Rogers	Elizabeth & Anthony Slabacheski	Donna Tulla	
Norman Ross	David & Patricia Slade	Turtle Alley	
Richard Ross	Robert Smallman		
Deborah Rosser	Donald Smith		
Rossetti Restaurant & Bar	Peter Souza		
Rotary Club of Gloucester	Barbara Sparks		
Rotary Club of Hamilton- Wenham	Spaulding Outpatient Center Cape Ann		
	Roy Spittle		
	Michael & Beth Spratt		
	Laurie Ann St. Hilaire		
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