It’s the Agewave!
Meeting the needs of a growing population of older adults.

United States Population in millions
- 65 years +
- 85 years +

1900 1940 1970 1990 2010 2020 2030 2050

2012-2013 ANNUAL REPORT

Lifespan
take it on!
Who is the oldest person YOU know?

I love the new Prudential Insurance television ad that has people pinning cards on a wall for the oldest person they know. Not so coincidentally, the resulting wall in the ad looks a lot like the demographic chart on the cover of this report. Our community, our state, our country — in fact most of the developed world — is at the cusp of an unprecedented age wave.

What will happen in our country when the number of people 65 and older almost doubles from 40 million to 72 million by 2030? 2030 is just 17 short years from now. Yet few people outside of our world, the world of aging services, are talking about the age wave — and fewer still are planning for it.

At Lifespan, we strive to help people take on both the challenges and opportunities of longer life. We strive to provide information, guidance and services that meet the needs of a growing aging population by constantly looking for gaps in services, by bringing new services to our community and by always staying focused on the issues that envelop older adults and caregivers.

As you’ll read, this year we worked in tandem with Rochester Area Community Foundation to develop a volunteer-based respite service for caregivers. Having a volunteer stay with an older adult will give a caregiver a much needed break to do things like run errands, go for a walk or attend church.

We won one of just five grants nationwide to develop a multi-disciplinary approach to combat financial exploitation.

Our elder abuse prevention staff also recognized that our community did not have a safe place to shelter an elderly victim. We approached local nursing homes and five agreed to provide temporary shelter for someone who must be removed from an abusive situation.

Last fall, our health insurance specialists — both staff and trained volunteers — helped more than 6,000 people choose the right Medicare plan. And, we held special workshops for Kodak retirees who were losing their employer-based health insurance benefit.

In all, we touched more than 25,000 lives. I thank our 110 staff members, our 300 volunteers and our 29 board members for their work and dedication to our mission.

So, who IS the oldest person you know?

Ann Marie Cook
President/CEO
These are some of the ways we helped older adults and caregivers…

Overall
25,820
individuals served.

Our eldercare advisors in Eldersource provided 13,760 phone consultations.

Our Eldersource care managers guided 2,858 older adults and their families through eldercare situations.

“I made the call to Eldersource at the recommendation of our attorney to find resources available for my husband and myself. The advice and understanding we received was excellent and helpful in planning our future.”

| 70 volunteers helped 398 older adults with monthly bill paying and budgeting tasks. | 2,849 people received one-on-one consultation about health insurance and Medicare. | Acting as a court-appointed guardian, Lifespan makes all health care, legal, housing, financial decisions for 23 incapacitated older adults. | 3,628 people attended Medicare workshops. 99% were very satisfied with the information they received. |
The number of people who were 65 and older in the United States on July 1, 2011, up from 40.3 million on April 1, 2010. A million person increase in 15 months.

| 123 families completed written plans covering future housing, legal and financial arrangements for a family member with a disability. | 384 volunteer drivers in the Give-a-Lift program provided 20,000 hours of service and 15,672 one-way trips. |

| 92.0 million Projected population of people 65 and older in 2060. People in this age group would comprise just over one in five U.S. residents at that time. Of this number, 18.2 million would be 85 or older. |

Our Wolk Older Adult Center served 18,712 meals and provided 2,446 activities.

| "You have provided us a place to gather socially, opportunities to express our talents, programs to stimulate our minds and a nurturing atmosphere. We’re one, big, happy family sharing our blessings and challenges.” |

| 117 older adults attended our eight-week, evidence-based fall prevention classes. | Our Home-Safe-Home program provided fall safety assessments and minor home modifications to prevent falls for 649 older adults. |

| “We are so grateful. My husband will now be able to negotiate the stairs, shower, bathroom and bed safely. The staff was so helpful and knowledgeable about what was needed.” |

| 336 people took part in activities and meals at the Lily Café at the Maplewood YMCA. | Our Ombudsman staff and volunteers investigated 620 complaints from nursing home residents. |

| "Thank you for all your help in selecting health care plan options for me. The task is absolutely overwhelming for me because I take so many expensive medications which I can’t afford. With your help, I have coverage which makes my life easier. Thank you, Lifespan.” |

| “Without your help, I would have trouble getting my groceries every week. I have no one else to take me.” |

| “The Ombudsman assigned to my mom’s nursing home is perfect for the position. She visited my mom’s household and is ready and willing to help out in any way she can. I feel so comfortable knowing she is there and loves to advocate for the residents.” |
Significant Accomplishments

Grant Funds Enhanced Multi-Disciplinary Team to Combat Financial Exploitation

Lifespan is a key partner in a three-year, $1 million Elder Abuse Prevention Interventions grant from the U.S. Administration for Community Living (ACL). The grant, which will be coordinated by the New York State Office for the Aging (NYSOFA), was awarded to initiate and test a program to combat financial exploitation and elder abuse in New York State.

The partners are piloting an enhanced multi-disciplinary team (E-MDT) with the unique feature of a forensic accountant to investigate and intervene in cases of financial exploitation of older adults. Other professionals and specialists, such as Adult Protective Services (APS), area agencies on aging (AAA), mental health professionals, and local legal and law enforcement, will work in tandem. Another main focus will be prevention, education and increased collaboration with financial institutions, which often are the front line in detecting financial exploitation.

Shelter Option Now Available for Abused Elders

Five area nursing homes now provide a new temporary housing alternative for victims who must be relocated from an abusive situation, but are too frail or incapacitated to go to traditional housing or domestic violence shelters. The new option provides for an expedited nursing home placement which allows victims to receive healthcare and social work services in a protected setting while the abuse is investigated and a safe discharge plan is developed. Participating homes include St. Ann’s, the Episcopal Church Home, The Friendly Home, the Jewish Home of Rochester, and St. John’s. A similar agreement with the Hurlbut Care Communities provides shelter beds for mistreated older adults who live in surrounding counties.

Elder Abuse Specific Website Launched

Lifespan also launched a new website, www.nyselderabuse.org, filled with resources for professionals and victims and their family members. The site is especially useful for people working in the fields of aging, health, law enforcement and financial services who may encounter victims or who assist victims.

Volunteer-based Respite Service Funded

Lifespan, through a grant from the Helen L. Morris Fund at Rochester Area Community Foundation, is working with Community Place and The Alzheimer’s Association to launch a service that will recruit, screen and train volunteers to provide respite for caregivers of older adults who cannot be left alone. This fills a gap in respite options for caregivers who provide 80% of all long-term care in New York.

Lifespan Helped Launch New Westside Volunteer-based Transportation Provider

Lifespan’s Give-a-Lift transportation program worked with the Sweden Senior Center to launch a new volunteer-based transportation option. The new program fills a dearth of transportation options for older adults living west of Greece.

2056
The year in which, for the first time, the population 65 and older would outnumber people younger than 18 in the U.S.
Awards

Lifespan received the Ames-Amzalak Award for Nonprofit Excellence.

Ann Marie Cook, president/CEO of Lifespan, received the 2012 Presidential Award from the New York State Office for the Aging for leadership in the field of aging.

The Lily Café at the Maplewood YMCA was honored in Albany in June 2012 as “Most Promising Best Practice in NY State.”

Lifespan was honored to accept the YMCA’s Collaboration Award.

2012/13 Staff WOW! Award Winner

Jim Lynd, Scam Prevention

IRS struggles with identity theft cases.
Avoiding ID theft while filing taxes.
Senate hearing targets tax refund fraud.
Case puts a face on identity theft.
How to get $12,000 in free money.
Your grandson is in jail in Mexico and needs your help.
You’ve won!

Lifespan gives a monthly WOW! Award to a staff member nominated by a co-worker for exemplifying one or more of our brand promises. (They include Knowledge & Expertise, Amazing Client Service, Integrity & Trust, One-Stop Shop, Operational Efficiency, Passion for Older Adults and a Great Place to Work.)

Jim Lynd is our anti-scams, anti-fraud guru. He takes on the bad guys every chance he gets. Two colleagues nominated Jim for his work helping a 94-year-old woman who has dementia. The woman had a habit of responding to sweepstakes offers, ordering items via mail and giving out her credit card number. She started receiving many, many books she did not order, as well as bills for the books. She was upset and didn’t have the money to ship the books back as the company was insisting she do. Jim immediately contacted the company and instructed them to send pre-paid shipping labels to him so she could return the books. But his efforts didn’t end there. Having learned that she didn’t have boxes to ship the books, Jim came to the office — even though he was on medical leave — with an armload of boxes for his client.
2013 Celebration of Aging with Rita Moreno

The stunning and inspirational Rita Moreno headlined our March 2013 Celebration of Aging. Almost 1400 people heard the actor say she is, “having the time of her life!” “Who knew,” she said, “that at 81, I would be so busy!”

Lifespan also gave the Eli Rudin Second Half Hero Award to five amazing people, Shirley Jones, Bob Brown, Cathy Medina, Richard Rosen and Ed Ziegler for aging with vitality. Ronni Abramovitz received the Carter Catlett Williams Award for Excellence in Long-term Care/Aging Services.

The event raised $234,034, and we thank our sponsors, table supporters and individual donors.

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Special Thank You!
The Daisy Marquis Jones Foundation once again matched 2:1 every dollar donated at the luncheon by attendees.

Eli Rudin Second Half Hero Award winners with Rita Moreno

Carter Catlett Williams Award for Excellence in Long-term Care/Aging Services winner, Ronni Abramovitz (right), with Carter Catlett Williams.
Information & Inspiration
Lifespan hosted more than 30 Information & Inspiration workshops for older adults and caregivers in November and May.

Our Information & Inspiration sponsors:
MVP Health Care
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The Villages at Unity
Rivers Run
Highland Hospital
Legacy at Willowpond
Baywinde

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Rochester Area Legislative Delegation and Assemblywoman Joan Millman

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Special Thanks to:
John DiMarco, The Daisy Marquis Jones Foundation and John & Jayne Summers Foundation

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In Memory
We remember
Rocco Vivenzio, M.D., a longtime Lifespan Board member and friend.
Rocky brought wisdom, guidance and his sense of humor to countless meetings of our Board of Directors and to our Special Review and Eldersource Advisory committees. He was always willing to do whatever we needed; never saying he was too busy with his own practice to contribute. Rocky was a gentleman who was not afraid to tell it like it was. He was a strong advocate for frail elders. He was a friend to many. He will be missed very much.

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**REVENUE**

- Government Grants: $3,858,211
- Non-Government Grants: 961,373
- Donations/In-kind: 422,678
- Fee Income: 546,811
- United Way: 646,114
- Interest Income: 18,479
- Portfolio Income: 23,900
- Bridge to the Future Released: 85,949
- Misc. Income: 723
- **Total Revenue**: $6,564,239

*Please Note: These numbers do not reflect Future Care Planning.*

**OPERATING EXPENSES**

- Salaries: $3,325,110
- Fringes Benefits: 660,904
- Operating: 2,301,704
- Rent: 257,154
- **Total Expenses**: $6,544,872

Excess (Deficiency) of Support and Revenue over Expenses before Equity in Earnings of Eldersource and Future Care Planning: $19,367

**EXPENSES BY SERVICE**

- Program Services: $5,389,510
- Management and General: 984,017
- Fundraising: 171,346
- **Total Expenses**: $6,544,872

16.1%
The percentage of people 65 and older who were in the labor force in 2010, up from 12.1 percent in 1990.
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45.5% Percentage of the population of Sumter County, Florida that was 65 or older in 2011, which led all of the nation’s counties.
The number of people 75+ living in Monroe County in 1970 and projected by 2015.
The number of people 65+ living in Monroe County in 1970 and projected by 2015.

66,887 and 103,594

Lifespan 2012-2013 Annual Report
5,700 and 17,444

The number of people 85 and older living in Monroe County in 1970 and projected by 2015.

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Bonnie L DeGraeve
In memory of George Shir
Mary Shirk
In memory of Grace Williams
Willis Williams-Dano
In memory of Henry Ames
Semon Amzalak and Dan Amzalak
Ames-Amzalak Memorial Trust
In memory of Henry Terborg
Rebecca Terborg
In memory of Howard & Helen Ichern
Mary H Ichern
In memory of Ida Tabone
Herb & Linda Holdiday
In memory of James Street
Richard Barker
In memory of John Phiblin
David Ford
In memory of Judith Locy
Michael H Henrichs
In memory of Karen Gella
Les & Ronni Abramovitz
Daniel & Rose Marie Fagan
William & Anne McLane
In memory of Kenneth Young
Alice L Young
In memory of Loma B. Ehrich
Laura J Palmer
In memory of Magdalaine Selby
Lawrence & Randi LaRussa
In memory of Mary Dann
Laura Doray
In memory of Mary Ellen Eck
Norman J Eck
In memory of Mary Patricia Schneider
Edward Schneider
In memory of Mel Knapp
Carol M Knapp
In memory of Mildred Moelk
Patricia E Baker

In memory of Mrs. Betty Cinanni
Carmen Cinanni, Sr.
In memory of Myrna Rosser
Dorothy Kunz
In memory of Myron Russnak
Irene Russnak
In memory of Nancy Walsh
Nancy Walsh
In memory of Neil Pfouts
Neva Pfouts
In memory of Raymond and Esie Maquin
Susan Clevenger
In memory of Raymond Bauman
Betty Bauman
In memory of Raymond LeChase
Rachel LeChase
In memory of Rob Wise
Lawrence & Randi LaRussa
In memory of Robert Carlos
Robert Carlos
In memory of Robert Geberth
LaRussa
In memory of Shirley Gray
Lillian Gray
In memory of Shirley Stone
Susan S Barnes
In memory of Suzanne Clayton
Linda Faubel
In memory of Tatiana Bondar
Paul Birch
In memory of the Brownstein Family
Stephen Brownstein
In Memory of Timothy M. Brown
Timothy Datz
Joseph and Mary Shanahan
In memory of Valerie Altobelli
Madeline G Pasquarella
In memory of Vivian & Wesley Seward
Jennifer H McDermott
In memory of Wayne Lednor
Lawrence & Randi LaRussa

L I F E S P A N  2 0 1 2 - 2 0 1 3 A N N U A L  R E P O R T
Monroe County Population Age 60 Plus
1970–2015

- 60 years +
- 75 years +
- 65 years +
- 85 years +