Celebrating

FORTY YEARS

of Advocacy and Services

for Our Community’s
Older Adults and Caregivers

1971
Council on Aging
Being Organized

Golden Times
1988
RCOA Expansion Gives
the Elderly Access to
Needed Programs

Democrat & Chronicle
1995
Council on Aging
changes name; Lifespan stresses range
of services

Democrat & Chronicle
2009
Future Care Planning
Services receives
National Family
Caregiving Award

Rochester Business Journal
2009

In 1970, Monroe County was home to about 69,000 people 65 and older, and no agency existed to provide information, guidance or services that would help them maintain their independence.

In that year a group of community-minded nursing home directors knew something was missing, and they began conversations about launching a non-profit that would advocate for older adults and help them remain in their own homes for as long as possible. Taking the lead, Eli Rudin, then executive director of the Jewish Home, lobbied the United Way and others, and in 1971 the Monroe Council on Aging was founded.

Within one year the agency began to provide direct services, and it was renamed Regional Council on Aging (RCOA). We began with one service, the Retired & Senior Volunteer Program, and within a few years added GROW to help older workers find jobs and opened a senior center.

Today, Monroe County is home to about 100,000 people 65 and older. In the course of 40 years, Lifespan grew to meet needs — adding elder abuse prevention, care management for eldercare, geriatric addictions intervention and services for aging adults with developmental disabilities among many others. I am proud that in our 2010/2011 fiscal year, we crossed paths with almost 26,000 older adults and caregivers in our 30 services.

Though our name has changed (twice!) since 1971, our mission has never wavered. Lifespan exists to help older adults take on both the challenges as well as the opportunities of longer life. As aging baby boomers swell the number of people 65 and older during the next 20 years, Lifespan will be here to help them take it on!

Warmly,

Ann Marie Cook
President/CEO
Major Accomplishments
2010 - 2011

New York State Elder Abuse Prevalence Study

A first of its kind study of the prevalence study of elder abuse in New York State found a total prevalence rate of 76 per 1,000 older residents for any form of elder abuse. Applying the prevalence rate to the general population of older New Yorkers, an estimated 260,000 older adults in the state were the victims of at least one form of elder abuse in a one year period of 2008/2009. Findings point to a dramatic gap between the rate of elder abuse reported by older residents in the survey and the number of cases referred to and served by formal elder abuse service systems.

The New York State Elder Abuse Prevalence Study was the result of a unique collaboration by research partners including Lifespan of Greater Rochester, Cornell Weill Medical College and New York City Department for the Aging. Principal Investigators were Mark Lachs, MD, of Weill Cornell Medical College, and Jacquelin Berman, PhD, of the New York City Department for the Aging.

New York State Summit on Elder Abuse

Lifespan hosted an invitation-only Summit on Elder Abuse in Albany, NY on November 16 – 18, 2010 which brought together approximately 100 experts in elder abuse and aging services as well as nationally recognized speakers to hear the results of the Prevalence Study and to formulate an updated set of priorities, an Action Agenda, for elder abuse services in New York State.

The top Action Agenda recommendations emerging from the Summit focused on changing laws relating to elder abuse in New York, in particular those that deal with financial exploitation. The priority recommendations also emphasize the need for more uniform data collection about elder abuse across service systems in the state and for training and education programs to enhance identification of elder abuse among professionals and the general public.
New York State Caregiving & Respite Coalition

Lifespan is now managing the New York State Caregiving & Respite Coalition and is charged with more fully developing the coalition as an advocacy force supporting informal caregivers across New York State. The coalition of more than 250 organizations will provide access to information, guidance and education for caregivers and the professionals who support them and work to increase the availability of community-based respite services for caregivers of individuals with special needs of all ages. New York State ranks third in the nation with 2.2 million informal caregivers who are estimated to provide 80 percent of long-term care.

Lifespan Operates the New Caroline “Lily” Lobozzo Aging Resource Center

Lifespan opened a new older adults’ center within the Maplewood YMCA. The Caroline “Lily” Lobozzo Aging Resource Center is the first to be located within a YMCA. It offers healthy meals, wellness workshops, socialization, recreation, caregiver support and access to lifelong learning, volunteer opportunities and exercise programs. The center is funded by The United Way and Monroe County.

Matching Volunteers with Isolated Older Adults in “The Senior Connection”

A new research project of Lifespan and the University of Rochester funded by the Centers for Disease Control will connect adult volunteers (age 55 or older) to older adults who are screened by designated UR primary care physicians as people who could benefit from a weekly phone call or visit by a friend. The “Senior Connection” project hopes to prove that the connection to a volunteer “friend” helps older adults feel less isolated and less depressed, while also providing a beneficial impact for the volunteer.

The Senior Connection
RSVP Expands Service to Livingston County

Lifespan’s RSVP program, which recruits people 55 and older for volunteer positions in non-profit organizations, expanded services to Livingston County. The program has served Monroe County residents for almost 40 years.

Health Care Coordinator for Persons with Intellectual/Developmental Disabilities

In the fall of 2010, with the generous support of the B. Thomas Golisano Foundation, Lifespan successfully launched an innovative service to help older adults with Intellectual/developmental disabilities and their caregivers navigate the health care system. Participants are 45 or older and all have significant health issues or are perceived to be at high risk of not accessing healthcare services. The coordinator is a liaison between the consumer and medical personnel and advocates for medical care and follow up care as necessary.

Helping Older Adults Take on Depression

Eldersource* implemented PEARLS (Program to Encourage Active, Rewarding Lives for Seniors) for older adults living in Monroe County. PEARLS is designed to empower physically impaired, socially isolated older adults to develop problem solving skills, social and physical activation and to increase participation in pleasant events in order to reduce symptoms of depression. Depression affects 15%–20% of older adults and is known to profoundly compromise health and quality of life while increasing health care utilization and costs. The program has been proven to reduce depression and hospital visits and has been recognized in the National Registry of Evidence-Based Programs and Practices. The PEARLS team is supervised by a board-certified geriatric psychiatrist and a licensed clinical psychologist from the University of Rochester. PEARLS is supported by a grant from the Greater Rochester Health Foundation and United Way.

* A legal Joint Venture of Lifespan and Catholic Family Center.
Celebration of Aging

We got energized!

March 17, 2011 – Richard Simmons’ appearance in Rochester for our 15th Celebration of Aging had the audience rockin’! We hate to brag, but some said it was the best-ever luncheon held in Rochester. We agree!

The event raised $218,000, and we thank the Daisy Marquis Jones Foundation for matching 2:1 every dollar donated AT the luncheon by 1300 attendees.

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Unity Center for Aging
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Birnbaum, Jay
Catholic Family Center
Cele’s Fans
Christa Construction
Comfort Keepers
Cook Communications
Cove, Lisa
Crest Manor Living & Rehabilitation Center
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Gallina Development
Geriatric Consultative Services at Rochester General Health System
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Highland Hospital
Hirst, Arthur & Barbara
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Home Instead Senior Care (Greece & Pittsford)
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M&T Bank
Merrill Lynch Financial Advisory Team – Woodring/Ponticello
MVP Health Care
PAETEC
Pathstone
Philippe, Marie
Pricewaterhouse Cooper LLP
Realty USA
RFG Associates
Rivers Run
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Rochester Presbyterian Home
Rochester Regional Joint Board/Workers United
Rural/Metro Corporation
Sage Rutty & Co., Inc.
Special Care Systems, LLC
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St. John’s Home, St. John’s Meadows
Sutherland Global
The Arc of Monroe
The Highlands at Brighton
The Highlands at Pittsford
Thomson Reuters
Touching Hearts at Home
UltraMobile Imaging Inc.
University of Rochester;
Division of Geriatrics/Aging
University of Rochester Medical Center
University of Rochester School of Nursing
Visiting Nurse Service
Vivenzio, M.D., Rocco
Wegmans Food Market
YMCA of Greater Rochester

Special Thanks
Marten Czamanske Photography
Hyatt Rochester
Park Place Limousine

1997
Agency gets $250,000 to combat elder abuse

1998
Lifespan, M&T Bank Partner to Help Elder Customers
How we helped older adults take on the challenges and opportunities of longer life...

Staff and volunteers in the Consumer Fraud Prevention project spoke with 72,129 older adults around the country to provide information about avoiding fraud and scams.

Elder abuse was eliminated or reduced in 96% of 325 cases.

The transportation coordinator in Eldersource arranged for 5,159 one-way trips to medical and other appointments for older adults.

52 older adults were linked to in-home mental health counseling.

4,098 caregivers received information and guidance from Eldersource.

458 older adults received assistance with bill paying and budgeting tasks, and 91% increased or maintained their financial stability.

5,319 older adults obtained information and guidance about health insurance and Medicare.

68% of older adults completing intervention from the Geriatric Addictions Program reported abstinence.

The Golden Wishes program granted 72 wishes for residents living in long-term care.

The Home Energy Assistance Program processed applications for 3,545 requests for financial assistance with energy bills.

We completed minor home modifications that prevent falls in 625 homes.

82% of complaints about care in nursing homes were resolved through the Ombudsman program.

531 older adults participated in meals, events, activities at the Wolk Older Adults Center.

But the real story about what we do comes from our clients.

I wanted to thank Ron Brandwein for his excellent service. I contacted him 12/28/10 for Medicare Advantage assistance. I had an appointment the next day and Ron was extremely knowledgeable, courteous. All my questions were answered in 40 minutes and I enrolled in an Advantage program the same day! Wonderful service, great experience.

I am thankful that at my age there is an informative place that I can come to for assistance in my elder needs.

Tammy Leach was a godsend to me during this past year. She helped our family through difficult times with honesty, care and understanding. She fortified the decisions that had to be made. I was truly blessed to have met her.

Me and my wife had lost our jobs due to downsizing. Both of us are in our senior years in life and struggled desperately to earn an income for survival. We found Lifespan and it provided us employment and truly served our immediate needs. Thank you so much Lifespan. My wife is still under your care and support.

Social Worker came to house. She was excellent — very personable, but also professional.

I can’t say enough about the positive aspects of Lifespan. It’s been a lifesaver for me and I don’t know what I would have done without you and your wonderful staff! The support and training has been excellent.

If it was not for Lifespan I would not be working today. I am very glad I found your phone number in the yellow pages of my phonebook.

Your knowledge and your guidance has helped me a lot. I cannot find a word or phrase to express my feeling and thanks to you. I am so impressed by your attitude to help those who need help.

We appreciate greatly the work Lifespan does in assisting our older citizens. Thank you very much for the help we received in advocating for our elderly parent.

Democrat & Chronicle 1999 Putting a fresh face on the elderly’s options

Democrat & Chronicle 2002 Champion the rights of nursing home residents

Messenger Post/Seniors Today 2005 Stepping Stones to senior jobs; Lifespan pays seniors to train, then work and earn

Webster Post 2006 Taking on Identify Theft
Celebrating Longer
Life with Friends
**Financials**

**REVENUE**
- Government Grants $3,618,162
- Non-Government Grants 1,364,512
- Donations/In-kind 462,060
- Fee Income 696,303
- United Way 481,086
- Interest Income 23,792
- Portfolio Income 43,969
- Bridge to the Future Released 46,752
- Miscellaneous Income 18

Total Revenue $6,736,654

**OPERATING EXPENSES**
- Salaries $3,634,231
- Fringes Benefits 743,964
- Operating 1,996,987
- Rent 264,807

Total Expenses $6,639,989

**Changes in Net Assets** $ 96,665

Total Assets $1,781,541
Total Liabilities $1,121,141
Unrestricted Net Assets $ 660,400

**EXPENSES BY SERVICE**

<table>
<thead>
<tr>
<th>Service</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eldersource</td>
<td>$1,198,963</td>
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<tr>
<td>Elder Abuse Prevention</td>
<td>839,697</td>
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<tr>
<td>Aging Persons with Developmental Disabilities</td>
<td>788,097</td>
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<td>Financial Services</td>
<td>545,532</td>
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<td>Future Care Planning</td>
<td>449,549</td>
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<td>Fundraising and Marketing</td>
<td>365,146</td>
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<td>Employment Services</td>
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<td>Sign Language Interpreting</td>
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<td>Wolk Older Adult Center</td>
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<td>Home-Safe-Home</td>
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<td>Volunteer Services</td>
<td>235,688</td>
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<td>Women in Transition</td>
<td>232,536</td>
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<td>Ombudsman</td>
<td>201,118</td>
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<td>Home Energy Assistance</td>
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<tr>
<td>Geriatric Addictions</td>
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<tr>
<td>Nursing Home Culture Change</td>
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<td>Boomer Mentors</td>
<td>95,453</td>
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<td>Education Services</td>
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<td>Miscellaneous</td>
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<td>Give-a-Lift</td>
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<td>Caroline Lily Lobozzo Aging Resource Center</td>
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<tr>
<td>New York State Caregiving &amp; Respite Coalition</td>
<td>9,166</td>
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Total Expenses by Service $6,639,989

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**Democrat & Chronicle**

2006
Help available for joining workforce full time at 48

**In Good Health**

2006
Helping seniors deal with alcoholism, drugs

**Lifespan Newsletter Winter Edition**

2007
Lifespan to open scam education call center with AARP grant
Foundation/Corporate Support for Programs

B. Thomas Golisano Foundation
   Community Pooled Trust
   Health Care Coordinator
Jasco Heat Treating Fund
   Future Care Planning Services
Langeloth Foundation
   Statewide Caregiving & Respite
   Coalition of New York State
Rochester Area Community
   Foundation/Atlantic Philanthropies
   Boomer Mentors Program
Omnicare
   Golden Wishes
Women’s Club of Pittsford
   Financial Services
Davenport Hatch Foundation
   Space Reconfiguration
Picker Foundation
   Consumer Education for Nursing
   Home Culture Change
Daisy Marquis Jones Foundation
   Consumer Education for Nursing
   Home Culture Change
Greater Rochester Health Foundation
   PEARLS
Masonic Service Bureau
   Give-a-Lift
Presbytery of Genesee Valley
   Partners in Caring
Rochester Primary Care Network
   Tobacco Recovery

Special Thanks To

John DiMarco
Catherine Carlson
The Daisy Marquis Jones Foundation
Bernard B. and Ruth M. Brody
Charitable Trust
Bruner Foundation
Ad Council of Rochester

We thank the following people, our Circle of Life Members, who have included Lifespan in their planned giving documents.

Circle of Life Members

Rachel & David Bandych
Ann Marie Cook
Steve Meyer
Art Hirst
Will Irwin
Raymond & Laura Humphrey
Mary & George Brennan-Hayes
He gives so many a WOW! experience…
our 2010 Staff WOW! Award Winner:
Perry Brown

Perry started work at Lifespan in February 2010 and has been going non-stop ever since as the new coordinator for a program new to Lifespan — WRAP, a weatherization service for low-income older adults. Before his first day on the job, Perry researched what it was like to apply for assistance through WRAP by posing as a potential client. After his experience, he redesigned the work process from start to finish.

Perry then set about forming partnerships with reputable contractors and vendors and investigated the availability of other leveraged funds to help clients get the weatherization services they need. With the phone ringing non-stop, he has helped clients obtain hot water heaters, chimney repairs, new furnaces, oil tanks, roof repairs, etc. WRAP is funded by Monroe County Office for the Aging.

His clients are so appreciative…

“I’m thrilled with my new furnace after years of high heating bills, squealing and banging noise. What a wonderful program for low-income families. I must tell you that WRAP coordinator Perry Brown is fantastic and so knowledgeable. Your organization is extremely blessed to have him helping the community.” Deborah M.

“Mr. Brown is the MOST professional person I have dealt with. He shows such dignity and compassion. He needs to know what a difference he has made in assisting me during such a hard time that I’ve had since I assumed caring for my aging parents.” Renee R.

“Mr. Perry Brown was so helpful to me. He was a perfect gentleman (rare these days). He also took out my window air conditioner because I can no longer do it and I didn’t have anyone else who could!” Dee M.

“Mr. Brown was very professional during my interview. He was very knowledgeable about the resources that are available for senior citizens — and very courteous and respectful.” Evelyln R.