John, 82 and Ebeth, 80, met and found love at our Lily Café. They are taking on the opportunities of longer life.
Dear Friends of Lifespan,

I am proud of the work of our 160 staff members, but none more so than the work we do in preventing, intervening and educating about elder abuse.

The stories I hear about our abuse and financial exploitation cases are infuriating. I know from our data that adult sons and daughters are the most common perpetrators of abuse, but I struggle to understand such behaviors.

All too often, victims are too ashamed, too frightened to tell someone, to ask for help. Most elder abuse, in fact, is hidden, yet it occurs in all income strata, in all neighborhoods and in families you would never suspect. We estimate that only one in 24 instances of abuse is ever reported.

You will learn in our Spotlight article that Lifespan received a large contract from New York State to geographically expand an intervention that works to combat financial exploitation. The intervention uses multi-disciplinary teams of professionals to stop exploitation and win restitution for victims. To date, working in about 20 counties, over one million dollars has been awarded to victims.

The Upstate Elder Abuse Center at Lifespan is now staffed by 15 caring and extremely tenacious staff members. They travel the state with our educational message, Break the Silence. If you know someone who may be affected by abuse, encourage that person to break the silence. We cannot stop abuse unless we know about it.

Ann Marie Cook
President/CEO
The Upstate Elder Abuse Center at Lifespan provides:
- Intervention in ten counties.
- Statewide training for allied professionals.
- Consulting for Enhanced Multi-Disciplinary Teams in 22 counties (and counting).
- Elder abuse shelter services in collaboration with area nursing homes.
- Training for elder justice advocates.
- Scams education and intervention.
- Paid respite for victims.

In 2017/18, we helped 277 victims of elder mistreatment in a ten-county area.

1,183 older adults and caregivers attended educational workshops, and 859 professionals from across the state attended training.

1,561 older adults learned about scams and ID theft in presentations, and we assisted another 77 victims of scams.

Yet elder abuse is still a hidden problem. It affects about seven percent of older adults in New York State each year.

$2.5 Million Contact Expands the Work of Enhanced Multi-Disciplinary Teams to Combat Financial Exploitation of Elders

In 2017, our work in elder abuse prevention expanded with $2.5 million in annual funding from the New York State Office of Victims’ Services and the New York State Office for the Aging. The contract goal is to establish working Enhanced Multi-Disciplinary Teams (E-MDTs) throughout the state.

E-MDTs are composed of professionals from various disciplines whose primary focus is to investigate, intervene, and prevent financial exploitation of older adults, age 60+. Financial exploitation of older adults is the fastest growing and most common form of elder abuse and often requires involvement from multiple professionals for successful intervention. In 2017, financial exploitation was present in half of Lifespan’s elder abuse prevention cases. Perpetrators of exploitation are most often adult children or other family members.

E-MDTs provide the opportunity for collaborative case review and support for the professionals working on the complex cases of financial exploitation. Such professionals may include adult protective services, law enforcement, the Office for Aging, district attorney’s office, financial institutions and other stakeholders. Lifespan will develop additional E-MDTs throughout NYS, and each will have vital access to forensic accounting, geriatric psychiatry and legal services.

To date, the collaborative E-MDT process has resulted in $1,093,215 in court ordered or agreed upon restitution and over $182,826 returned to victims of financial exploitation in New York State.

Also in 2017, Lifespan was awarded a grant from the US Department of Justice Office for Victims of Crime to train individuals throughout the state to become Elder Justice Advocates. We are training individuals who work in a variety of settings, such as DA’s offices and law enforcement units, about how to effectively and empathetically communicate with victims and how to help them navigate the criminal justice system.

Our scam prevention staff member was busy in 2017 helping older adults apply for restitution from Western Union. The organization settled a lawsuit alleging they failed to take adequate steps to prevent customers from being victimized by wiring funds to scammers and fraud artists. Western Union agreed to set aside $568 million to compensate customers. Lifespan publicized the availability of these funds, and helped local residents apply for nearly two million dollars in reimbursements.
Our Year in Review

Community Care Connections Service Wins National Promising Practice Award

Mather LifeWays Institute in Chicago gives its Promising Practice Award to organizations that are moving away from conventional practices by developing and implementing innovative approaches in aging or long-term care services. The award is for our Community Care Connections service which coordinates both medical care and community-based social services for older adults with multiple chronic illnesses and other risk factors. In this service, Lifespan social workers are embedded in doctors’ offices and Lifespan’s LPN nurses work closely with medical care providers to coordinate care across the continuum — from doctors’ offices to hospital to home.

The New York Academy of Medicine evaluated this service and found that 72% of patients had fewer visits to the emergency department, and 65% had fewer hospitalizations, compared to 180 days pre-service. Estimates for the return on investment are between $2.27 and $4.58 per dollar spent, which adds up to $3.2 million in cost avoidance for 437 patients. It all adds up to better, more coordinated care for patients and cost savings for the health care system.

Greater Access to Healthcare Coordination for Medicaid Beneficiaries

The Finger Lakes Performing Provider System (FLPPS) awarded Lifespan a $200,000 contract to provide our Healthcare Coordination services for 100 Medicare/Medicaid beneficiaries. The goal is to reduce unnecessary ED visits and hospitalizations.

The healthcare coordinator role at Lifespan is staffed by LPNs and RNs. Our nurses work across ALL health care settings as well as in patients’ homes and provide the following services:

- Schedule primary care/specialist appointments and tests.
- Coordinate transportation for doctors’ appointments and medical treatments.
- Meet patients at medical appointments.
- Communicate results of medical appointments with appropriate family members and other providers.
- Assistance filling prescriptions.
- Prescription reconciliations.
- Links to other community-based services.
- Health education to encourage patients to take more active roles in their own health care.

SilverlineNY Makes Connections

SilverlineNY is a new service designed to connect older adults who feel lonely to a volunteer phone buddy. It’s a pilot project that replicates a similar service in Great Britain. Funding is provided by grants from the AARP Foundation and New York State Department of Health.

Lifespan and UR Medicine Collaborate on Project HOPE

A grant from the National Institutes of Health is allowing UR Medicine to collaborate with Lifespan on a project that studies the effect of volunteering on older adults who are isolated or lonely. Volunteers will be matched by Lifespan with other older adults who could benefit from friendly visiting. UR Medicine will follow the match for a year to determine if the volunteers’ experiences made a difference in their lives.
A Transformation for Lifespan's Wolk Café at Sibley Square

Downtown is transforming and so has Lifespan's Wolk Café at Sibley Square. We completed a physical renovation with generous funding from Rochester Primary Care Network, Davenport Hatch Foundation, The Louis & Molly B. Wolk Foundation, Wegmans, Charles & Burton August Family Foundation, Jocelyn Hicks-Brody and Jose & Eileen Fernandez. Traditional “senior centers” are a dying model nationwide. Lifespan’s café model is different. Within our three cafes at local YMCAs, and now downtown, we emphasize lifelong learning, health and wellness promotion, social connectedness and fun. Our café calendars are online at www.lifespanrochester.org.

A New Health & Wellness Activity — Tai Chi for Arthritis

Tai Chi for Arthritis joined our health and wellness offerings in 2017. We held ten classes for 150 people in locations around Monroe County. Tai Chi joined our workshop schedule that includes A Matter of Balance for fall prevention and Living Healthy with chronic disease.

Lifespan Named a Top Workplace!

We’re proud to have received a Top Workplace Award from The Democrat & Chronicle and Energage. We’re prouder to be named first in the “Meaningful Work” category. We appreciate statements from our staff who said, “It’s fulfilling, and Lifespan is a wonderful place to work where employees are valued,” and “I have a lot of opportunities to better myself, help my clients improve their lives, and feel valued.”

Fighting Medicare Fraud

Too many scams have popped up surrounding the federal government’s issuance of new Medicare cards. The new cards do not use Social Security numbers as the Medicare number. Lifespan received a grant from LiveOn NY to educate and provide anti-scam advice about the issuance of the new card, as well as the importance of reading Medicare Summary Notices and Explanation of Benefits forms to spot fraud.
Lifespan’s mission is successfully carried out every day because of the commitment and expertise of our staff. In addition to their passion for their work, Lifespan staff always take time to recognize excellence in their colleagues’ work—living the “take it on with Lifespan” mission. The monthly WOW! Award is a staff-nominated recognition, and each year, we choose our annual WOW! Award winner. The 2017 honoree is Vallere Hickok, a care manager in our Guardianship program.

Val has shown her value as a professional social worker and as a dedicated Lifespan staff person for almost 30 years! In an exceptionally challenging case, Val assisted Mr. M who was living at home with his son who was allegedly financially exploiting him before the guardianship was established. The son created obstacles to Val’s care plan, including bringing the case back to court to vacate the guardianship order and remove Lifespan from the case, a legal battle that spanned a year.

In declining health, Mr. M was placed in a nursing home following several hospitalizations. His children were constantly in conflict about his care. When Mr. M stopped eating and drinking, Val was in daily contact with his children, hospitals, the nursing home and attorneys. The ethical and medical issues around how far Lifespan went as guardian to intervene in Mr. M’s refusal to eat were enormous.

Val moved heaven and earth to arrange for medical equipment and 24-hour home care so that he could return home in his final days. When Mr. M passed away, Val was there until the end to mediate family conflict so that he could die peacefully and with dignity—and with his family present.

Val was nominated “for her knowledge, expertise and for her passion for serving older adults.” Navigating Mr. M’s many challenges and bringing dignity to his final days demonstrate Val’s compassionate commitment to taking on the complex challenges of older adults.

**Other Awards**

**Ann Marie Cook**, president/CEO of Lifespan was an Athena Award finalist.

**Karen Hall**, coordinator of our Financial Management service in Genesee County received the Hero of Hope award from Catholic Charities of Western New York.
How We Helped by the Numbers.

Our impact is growing to meet growing needs.

**NUMBER SERVED**

- 12,305 people consulted with our phone-based eldercare advisors.
- 512 volunteer drivers provided 21,677 one-way rides for older adults.
- 2,250 older adults and caregivers benefitted from our care coordination service.
- 5,457 consultations were provided by our Finger Lakes Alzheimer’s Caregiver Institute care managers.
- 11,376 hours of service by our volunteer Ombudsmen. They made 3,305 visits to nursing homes in our nine-county region.
- 73 volunteers provided in-home financial management assistance for 411 older adults.

**HOW WE HELPED BY THE NUMBERS**

- 9,209 people received information and guidance about Medicare/health insurance options.
- 885 homes are safer from fall hazards.
- 687 people attended our health and wellness classes like Living Healthy, Tai Chi for Arthritis, and A Matter of Balance.
- 1,724 people participated within our three older adult centers in three YMCA locations.

Our impact is growing to meet growing needs.

**NUMBER SERVED**

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<thead>
<tr>
<th>Year</th>
<th>Number Served</th>
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<td>28,770</td>
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<td>2016</td>
<td>32,116</td>
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<td>39,628</td>
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Bill Walton Captivated the Crowd at our 2018 Celebration of Aging!

Our guest speaker wowed the 1,700 people in attendance with an energizing speech. He stayed for an hour and a half after the luncheon to sign autographs and take pictures with audience members. The event raised $279,823.

A very special thank you to the Daisy Marquis Jones Foundation for once again providing a two-to-one match for every dollar donated at the event.

Thank you sponsors!

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John & Ebeth watching themselves in our video. The two 80-somethings held a commitment ceremony on Valentine’s Day.

Lifespan gave a surprise Second Half Hero Award to Don Alhart.

Bill Walton takes time to sign autographs at our 2018 Celebration of Aging.

### 2017-2018 Foundation and Corporate Support

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<td>Chapel Hill Training-Outreach Project, Inc.</td>
<td>Caregiver Respite</td>
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<td>Community Foundation for National Capital Region</td>
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<td>Davenport-Hatch Foundation</td>
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<td>Regional Primary Care Network</td>
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<td>United Cerebral Palsy of Huntsville and Tennessee Valley</td>
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<tr>
<td>Wegmans</td>
<td>Older Adult Center Renovation</td>
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</table>
Art & Barb Hirst —
“Time flies when you are having fun!”

Art Hirst came to know Lifespan as a volunteer in our financial management department in the early 1990s. Financial managers visit older adults in their homes to help with bill paying and budgeting tasks. “It’s the greatest thing I’ve done in retirement,” he says. That commitment led to 18 years as a member of Lifespan’s Board of Directors. Next year Art will join two other former board members as a Trustee Emeritus.

Art, and his wife Barb, are stalwarts at every Lifespan event. After a few moments with the couple, it’s easy to see they live their values. Both love traveling, yet they commit to donating to nonprofits the same amount they spend on travel. “We worked hard, we were lucky with good investments, this is our way of giving back,” Art says. Now 80, Art’s other goal is to be retired for the same amount of time he spent working. Both keep so busy during the day they rarely see each other. They participate in the same yoga class twice a week, Barb likes Zumba, and Art has only recently given up downhill skiing and biking after a couple of accidents. Their obvious contentment with life derives from “three necessary ingredients — physical food, emotional/spiritual food and financial food.”

Both see Lifespan as a necessary advocate for older adults. “I think what you do is so important,” Barb says. “It’s a great organization, with hardworking people.” Ann Marie Cook, Lifespan’s president/CEO, turns that phrase back to Art and Barb saying, “We are so fortunate to have supporters like Art and Barb Hirst at Lifespan. Their long-standing commitment to the agency is truly heartwarming, and Art’s knowledge and advice in Board meetings is second to none. We are very thankful for Art and Barb’s friendship.”
Financials
April 1, 2017 through March 31, 2018

**Revenue**

- Government Grants: $7,660,160
- Non-Government Grants: $624,561
- Donations/In-kind: $486,134
- Fee Income: $270,265
- United Way: $734,646
- Interest Income: $14,653
- Portfolio Income: $29,814
- Bridge to the Future Released: $287,251
- Other Restricted Assets Released: $554,285
- Misc. Income: $5,469

**Total Revenue - Unrestricted**: $10,673,818

**Operating Expenses**

- Salaries: $5,594,099
- Fringes Benefits: $1,187,005
- Operating: $3,822,293
- Rent: $312,446

**Total Expenses - Unrestricted**: $10,915,843

**Excess (Deficiency) of Support and Revenue over Expenses before Equity in Earnings of Future Care Planning**: $-242,025

**Total Unrestricted Assets**: $3,295,523

**Total Unrestricted Liabilities**: $1,836,053

**Unrestricted Net Assets**: $1,460,036

**Expenses by Service**

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<td>Aging Adults with Developmental Disabilities</td>
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<td>Elder Abuse Prevention</td>
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<td>Education Services</td>
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<td>Finger Lakes Caregiver Institute</td>
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<td>Fundraising and Marketing</td>
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<td>Geriatric Addictions</td>
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<td>Healthcare Initiatives</td>
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<td>Home Energy Assistance</td>
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<td>Other</td>
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Please Note: These numbers are unaudited and do not reflect Future Care Planning.
12

2017-18 Annual Donors

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Our Mission

Lifespan helps older adults take on both the challenges and opportunities of longer life. Lifespan is a trusted source of unbiased information, guidance, services, training and advocacy for older adults, caregivers and the community.

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