Dear Friends of Lifespan,

We were days away from hosting our 24th Celebration of Aging with 1,600 people at the Convention Center when New York State went into lockdown. In a matter of hours, we pivoted from organizing the event and providing our normal array of services to delivering thousands of boxes of food, other staples and prescriptions to older adults who could not leave their homes.

Our social workers pivoted to reaching out to our client lists by phone. “It’s been quite amazing how many clients and family caregivers are really eager to receive our call. They need someone to talk to,” one of our staff members reported. One older adult client compared the situation to World War II. “Food and paper products were rationed then. The only difference is that we were all together during the war. This is different. This is very lonely.”

Lifespan was better able to help by becoming part of a coordinated community response. The Systems Integration team, led by the United Way, Congressman Joseph Morelle and Wade Norwood at Common Ground Health, organized to ensure that immediate needs were met. As Lifespan sent out calls for help, our nonprofit partners and community leaders responded. The United Way and Rochester Area Community Foundation came together to raise funds together to address nonprofits’ emergency needs. When we were overwhelmed with calls for emergency food in the first two weeks of the crisis, Foodlink jumped in to provide food boxes. Wegmans and Tops allowed us to shop without quantity limits. ABVI Goodwill offered their loading dock and Medical Motors offered use of their vans and drivers for deliveries. We delivered hot meals funded by the Monroe County Office for the Aging to older adults who normally attended our downtown center.

We pivoted in other ways. While Microsoft Teams was available to us prior to the pandemic, with 75 percent of our staff working from home, learning to use online collaboration and meeting tools suddenly became a necessity. We embraced technology further by offering our menu of workshops for older adults and caregivers online.

Although the COVID-19 crisis comprised just two weeks out of an otherwise busy and successful fiscal year, we do highlight some of our work in this report. We also highlight what occurred “BC – Before COVID.” For example, the map on page 19 shows how we’ve extended our service reach throughout New York State, and an article on page 4 notes the honor of a national award for the ways we are integrating our work with medical systems of care.

I think we’ve all learned to be grateful for our way of life before COVID-19. We are grateful we have world class medical care for those who need it. We are very grateful our community cares.

Be well,

Ann Marie Cook
President/CEO

“It was not only moving to help homebound older adults; it was so very eye-opening. I have such an appreciation for our social workers who work every day to help those less fortunate, isolated, afraid and lonely. Being on the ‘front lines’ for the first time, I am seeing older adults who have little food, no transportation and are dealing with other illnesses. It is heartbreaking.” —Lifespan staff member
Service Spotlight

How Our Pooled Trust Benefits People with Disabilities

James is a 73-year-old developmentally disabled man whose mom died without planning for his care. Although she left the house and half of her financial resources to James, this small inheritance meant he would have to pay Medicaid $830 a month as a cost share for continued coverage – coverage he needs because he functions as a 6-year-old. James' brother called Future Care Planning Services for help with the situation.

Future Care Planning Services, a joint program of Lifespan, the Al Sigl Community of Agencies and the Arc of Monroe, helps families plan for the care of a family member with a disability. A corollary to Future Care, the Community Pooled Trust was launched in 2009 because beneficiaries of programs like Supplemental Security Income (SSI) and Medicaid can lose their benefits when they come into an inheritance, receive money in their own names from an accident settlement, or merely accumulate too much money in a bank account.

Our recommendation was for James to join the Community Pooled Trust. This means his Medicaid cost-share goes into the trust, and he can use those funds to pay for care and living expenses. Because he needs 24/7 care, we also enrolled James in the Nursing Home Transition and Diversion Waiver program which pays for in-home assistance at a lower cost than nursing home care. Future Care Planning Services and the Community Pooled Trust helped James access public health assistance and remain in the only home he has ever known.

About the Community Pooled Trust

The trust is designed to supplement the beneficiary’s basic needs but not supplant the public benefits that are available to provide those basic needs. It is an Irrevocable Trust. Individuals who are disabled as defined in Social Security Law Section 1614(a) (3) [42USC 1382c (a) (3)] are eligible to participate. There are no funding restrictions with respect to an individual's disability, ethnicity or religious beliefs. A disability determination from the Social Security Administration or Department of Human Services (Medicaid) office is required.

Examples of things the trust can pay for:
- The continuation of family traditions;
- Resources needed to allow the person with a disability to pursue hobbies;
- Education;
- Home repairs;
- Computers that facilitate communication
- Adaptive and medical equipment not covered or reimbursable through other insurances.

We accept participants from Monroe, Genesee, Livingston, Ontario, Wayne, Seneca counties.
Lifespan Wins National Award for Excellence and Innovation

Lifespan’s Community Care Connections service received the Archstone Foundation’s National Award for Excellence & Innovation. This annual award was created in conjunction with the Aging & Public Health Section of the American Public Health Association. It serves to recognize best practice models in Gerontology and Geriatrics and is given to innovative programs that effectively link academic theory with applied practice in public health and aging.

Lifespan staff saw the need to close gaps in care for medically frail older adults experiencing multiple emergency department visits and hospital readmissions. Lifespan created the Community Care Connections (CCC) pilot program in 2015 with support from the New York State Department of Health. The goal of the project was to prove that integrating traditional community-based services through partnerships with healthcare providers positively affects cost, quality, and patient and physician satisfaction.

The newest evaluation data shows the Community Care Connections service is reducing hospitalizations, ED visits and observation stays for older patients. In a cohort of 1,352 patients, hospitalizations decreased by 21%, ED visits by 29% and observation stays by 23%.

Honoring Female Veterans

For International Women’s Day, the Retired and Senior Volunteer Program (RSVP) at Lifespan, hosted, “Sisters in Service,” a tribute to local female Veterans and first responders. RSVP member, Joy Underhill, artistically portrayed stories of service by women in a touching photographic display. The event was held in collaboration with CompeerCorps and the Rochester Museum and Science Center. Sisters in Service is one of many ways RSVP at Lifespan supports Veterans and military families. In 2019 RSVP hosted holiday parties for the local families of NY Army Reserve National Guard, Unit C Company 1-171st Aviation Regiment (MEDEVAC). 44 soldiers were deployed to Afghanistan in 2019. RSVP is funded by the Corporation for National & Community Service.
Lifespan’s COVID-19 Crisis Response
These are just a few of the ways Lifespan responded to the COVID-10 emergency.

Lifespan’s “food warriors” responded daily to up to 25 emergency calls for food and other staples. We purchased groceries, gratefully accepted donations of groceries and delivered boxes and bags of food within every city neighborhood and in every suburb.

In partnership with Foodlink and Medical Motors, we delivered boxes of food three times a week to more than 2,000 older adults in just six weeks. In partnership with the Monroe County Office for the Aging, we also delivered hot meals with the help of volunteers from the Police Exam Career Prep class.

To combat the feeling of isolation for older adults, Lifespan distributed 150 “JOY FOR ALL” robotic companion cats and dogs to older adults in Monroe County. They were supplied by the New York State Office for the Aging. We also matched volunteers with over 200 older adults for friendly phone calls. Nursing home residents received cards and letters from community members who dropped them off at our office.

We emailed and mailed letters about how older adults were going to receive the federal government’s stimulus payments to more than 3,000 clients.

We uploaded “how-to” videos to our COVID-19 webpage thanks to Daniel Jones (www.danielteaches) covering topics like how to use online shopping apps like Instacart and how to use online conversation apps like Zoom and Messenger.
**Project Uplift**

Project Uplift is an initiative of the United Way, funded by ESL, to get critical funds directly to people in poverty and to the working poor. Lifespan received $92,000 to provide limited financial support for older adults for the purchase of necessities.

In three months, we helped 106 older adults, dispersing $42,000 of the $92,000 grant. Our care managers referred clients who needed assistance with rent, utility bills, furniture, car repairs, medications, adaptive equipment, moving fees, hearing aids, televisions, hot water tanks, etc. During the first two weeks of the COVID-19 crisis, an additional 100 older adults received help with food and medication purchases using Project Uplift funds.

“Thank you so much for assisting our patients with the grant. Roberto is very appreciative and happy with his bed and dresser, and absolutely beyond words because he received enough food and hygiene products to hopefully affront this crisis. Both patients receiving funding stated they have never received help in such abundance like they did from you and your agency. I did tell them you were superheroes in disguise.” Care manager from Anthony Jordan Health Center

**Launching a National Elder Justice Network**

Lifespan participated in launching a National Network of State Elder Justice Coalitions (NNSEJC) to focus on elder abuse detection, prevention, and intervention. The network sponsors quarterly virtual membership meetings at which a featured state coalition makes a presentation about its mission, structure and current activities, a policy issue is discussed, and members share information. The NNSEJC also participates in advocacy efforts through membership in the National Elder Justice Coalition. As a founding member and a participant on the NNSEJC, Lifespan helps to facilitate communication among state coalitions, promote the formation of new coalitions and elevate their collective voice to influence policy and the direction of elder abuse and elder justice issues at a national level.
How We Helped by the Numbers

122 volunteers helped 455 older adults with ongoing financial management by assisting with in-home billpaying and budgeting tasks. This helps older adults remain living independently.

87% Lifespan’s Geriatric Addictions Program (GAP) helped 87% of clients achieve abstinence/decrease in abuse of alcohol/drugs. The program co-hosted a one-day conference on opioid addiction among older adults for healthcare professionals.

33 Lifespan served as legal guardian for 33 older adults who lack the capacity to make their own decisions.

5,522 5,522 people received one-on-one guidance about Medicare and health insurance options.

4,374 4,374 attended one of our Medicare 101 workshops.

750 During a heatwave in July, Lifespan gave out 750 fans to older adults without any other means of cooling.

1,685 Lifespan expanded services for families caring for a love one with Alzheimer’s disease and other dementias four years ago.

In 2019/20 we assisted 1,685 caregivers. 2,354 hours of respite were provided.
508
508 volunteer drivers provided 21,696 one-way trips for medical and other appointments.

870
Minor home modifications can help prevent falls. Our Home-Safe-Home service did modifications in 870 homes.

52
The Long-term Care Ombudsman program’s 52 volunteers provided

52 volunteers

8,066
6,066 hours of service in nursing homes and adult care facilities. The top complaints were about discharge, dignity/respect and resident preferences/choices.

2,211
To increase socialization for older adults, Lifespan operates gathering spots within three YMCAs where older adults find friendship, activities, education and fun. 2,211 people 55+ participated and 75% told us their overall well-being improved. 86% made new friends. The average age is 73.

2,243
The Upstate Elder Abuse Center at Lifespan conducted educational presentations about the signs/symptoms of elder abuse for 2,243 individuals. Financial exploitation is the most prevalent form of abuse. The center also has established operational E-MDTs (Enhanced Multidisciplinary Teams) in 39 New York State counties.

61,316
Lifespan recruits, matches and places people 55+ in volunteer roles in many nonprofits. 627 volunteers provided 61,316 hours of service to nonprofits in Monroe and Livingston counties.

293
Lifespan manages the NYS Caregiving & Respite Coalition. We hosted the 2019 ARCH National Respite Conference in Buffalo for 293 people from 39 states.

PHOTO: GELFAND PIPER PHOTOGRAPHY
How a Celebration of Aging Became a Celebration of Thanks

We were days away from hosting our 24th Celebration of Aging with 1,600 people at the Convention Center when the COVID-19 virus forced us to cancel our annual fundraiser. Over the next days, we contacted sponsors, table supporters and our contracted guest speaker, John Quiñones.

A Celebration of Thanks!
We are extremely thankful because almost every organization and business donated their full sponsorship or table payment to Lifespan. Additionally, our guest speaker, John Quiñones, graciously returned our payment.

Our thanks and gratitude to:

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And event co-chairs
John and Lauren Doyle

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Karin received a referral from a nurse care manager at a primary care office for a patient, Mr. C. The nurse was concerned because Mr. C. lives alone and reported he’s been without water. He is medically complex and admitted to struggling to maintain his home. Karin knew from asking safety questions that the condition of the house was a concern but what she found was more than she bargained for. The house was in extreme disrepair and infested with insects, rodents, squirrels, mold and evidence that this gentleman could no longer attend to his personal care. The client admitted there had been no running water for about ten years and that his furnace was broken. He said he had no one to help him. Mr. C. was willing to move but to where? And could this get done before cold weather hit.

Karin was ready to “take on” this challenge. She facilitated Mr. C. gathering his financial statements, and medical documentation. She arranged for transportation to his appointments and for tours of assisted living facilities. She found a realtor, a car dealer willing to buy the car and helped him move into the facility of his choice. He did not have one stitch of clean clothes so Karin (with approval and access to funds) shopped for him so he would look nice when he moved in. One of the first things Mr. C. said when he entered his new home was, “Hey, running water!” and gave her a big thumbs up. Thank you, Karin, for going the extra mile to help someone very much in need.

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.

Karin Nowicki, MSW, is our annual WOW! honoree.
April 1, 2019 through March 31, 2020

**REVENUE**

- Government Grants $7,619,706
- Non-Government Grants $1,243,509
- Fee Income $462,259
- Donations/In-Kind $501,746
- Investment Gain $88,920
- Interest Income $26,473
- United Way $738,689
- Releases from Restriction $814,397
- Miscellaneous Income $30,259

**Total Unrestricted Revenue** $11,525,958

**OPERATING EXPENSES**

- Salaries $5,807,613
- Fringe Benefits $1,369,315
- Operating $3,924,415
- Rent and Utilities $380,640

**Total Unrestricted Expenses** $11,481,983

**FUNCTIONAL EXPENSES**

- Program $9,634,247
- Management & General $1,573,693
- Fundraising $274,043

**Total Expenses** $11,481,983

**Excess of Support and Revenue over Expenses before Equity in Earnings of Future Care Planning** $43,975

**Total Unrestricted Assets** $5,250,036

**Total Unrestricted Liabilities** $1,565,346

**Unrestricted Net Assets** $3,684,690

Please Note: These numbers are unaudited and do not reflect Future Care Planning.

**EXPENSES BY SERVICE**

- Aging Adults with Developmental Disabilities, $746,486
- Caregiver, $126,874
- Caregiver Respite, $359,470
- Education Services, $27,173
- Elder Abuse Prevention, $2,628,494
- Eldersource, $811,354
- Financial Services, $784,622
- Finger Lakes Caregiver Institute, $1,703,908
- Fundraising and Marketing, $274,003
- Geriatric Addictions, $121,546
- Healthcare Initiatives, $1,168,911
- Home Energy Assistance, $144,686
- Home-Safe-Home, $135,550
- Matter of Balance, $63,239
- Multipurpose Aging Resource Centers, $431,513
- NY Connects, $942,398
- Ombudsman, $269,553
- Pioneer Network, $15,943
- Volunteer Services, $198,064
- Work Older Adult Center, $281,876
- Other, $246,317

**Total Expenses - Unrestricted by Service** $11,481,980
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Julie Murawski, director of development
Lifespan, now a regional nonprofit, provides all of its services in Monroe County, some services in outlying Finger Lakes counties, and coordinates the work of elder abuse Enhanced Multidisciplinary Teams in 39 NYS counties.
Some of our 60 Ombudsmen, volunteers trained as advocates for people living in long-term care, gathered for their annual luncheon.

ON THE COVER: Taking it on! Six members of our Lily Café at the Maplewood YMCA, a lively gathering spot for older adults, are 90+ years-old! Pictured are Terry Smith, Bill Schencke, Nell Bostick, Bernie Roth, Ellie Maher and Bob Stevenson.