We gathered again!

Our Celebration of Aging & 50th Anniversary

“It's not about the fall; it’s how you get back up.”
Scott Hamilton speaking to 1,000 people at our March 24, 2022 Celebration of Aging & 50th anniversary party.
Dear Friends of Lifespan,

It was the late 1960s — baby boomers were overflowing schools, the voices of youth were everywhere, and yet in Rochester a small group of people were meeting to ensure the needs of older adults were not overlooked. In 1971, with help from the United Way, they formed an organization, the Regional Council on Aging, to advocate for elders. Few would imagine what the next 50 years would bring for this fledgling agency or for the field of aging.

In 2021 Lifespan celebrated 50 years of service for older adults and caregivers. Today, with a strong, supportive board and with over 150 dedicated staff, I’m proud that Lifespan has become a statewide leader in aging services.

Our reach extends south to the Pennsylvania border, west to Orleans and Genesee Counties, east to Wayne County and throughout the entire Finger Lakes region. We are home to the Upstate Elder Abuse Center, the Finger Lakes Caregiver Institute, the New York State Respite & Caregiving Coalition, and the NYS Coalition on Elder Abuse. Every year we assist thousands of older adults and caregivers, and we’re known as a nonbiased provider of expert information and guidance.

Hundreds of people participate in our online and in-person workshops. More find help through care management, mobility management, caregiver respite, health insurance counseling, minor home modifications for fall prevention and financial management. We’ve broken down a stubborn wall that existed between our services and medical professionals so that we can help older patients manage both their health care and needs at home. Significantly, we’ve learned through evaluation that collaborative work with doctors and their staff reduces unnecessary ED visits and hospitalizations. That’s a huge win for everyone.

Today about 56 million people in our country are 65 or older. In just a few years, by 2030, that number reaches 72 million because every baby boomer will be 65 or older. We’re committed to continuing to grow to help our increasing number of older residents take on both the challenges and opportunities of longer life.

Ann Marie Cook
President/CEO
Service Spotlight

Better Results for Doctors
Better Results for Patients

Why our Community Care Connections service is working.

“I just don’t know what I would do without [my LPN Healthcare Coordinator.] Some of my appointments she actually goes there with me to make sure I understand what the doctor or therapist is telling me. I’ve not been in control of my diabetes for a long time but now my A1Cs are going down.”
— Healthcare Coordination client

Doctors see older patients in their offices for a short time. What doctors do not see is where their older patients are living or how they are managing at home or what additional supports may be needed.

Older patients, on the other hand, are given lists of instructions, new medications and referrals to specialists. For some, following through is difficult.

The LPN healthcare coordinators and social workers in our Community Care Connections service provide a vital continuum of care for older people.

We partner with medical providers to help ensure the best outcomes. Better care, more coordinated care means fewer hospital and ED visits and less caregiver stress.

It makes sense, but for decades services like the ones provided by Lifespan sat outside of medical systems of care.

Integrating care while opening communication between our staff and medical personnel is not only giving physicians more tools and more awareness of all the facets of their patients’ lives, it also is reducing unnecessary hospitalizations and ED visits by 29% and 28% respectively.

Older adults must be referred by their physicians to our service. Contracts cover the cost of service for the majority of patients.

“Just dropping a brief note with a huge message. I think your healthcare coordination program is a life saver. I would love to be able to go on visits with my patients but, as I have so, so many very high need patients I am required to follow, it would be impossible. I wanted to let you know how much I appreciate your Healthcare Coordination program.”
— Janet Young BSN, RN, RN Care Manager, RRHS Primary Care, GIM, White Pines, Northridge and WNY IM

“[Lifespan’s LPN Healthcare Coordinator] is my godsend for my nephew. I live 2 hours away and I can’t get to his appointments. He doesn’t always tell me clearly what happens at his appointments, but she calls me to let me know. She tracks and schedules his appointments, meets him at the doctor’s office and communicates with me. He has so many appointments. She gives me a great sense of relief.”
— Caregiver

“[Lifespan’s LPN Healthcare Coordinator] has been exceptionally helpful in providing care coordination of a patient with many socio-economic challenges.”
— Ammar Alkassm, MD, Reidman Health Center

LIFESPAN’S COMMUNITY CARE CONNECTIONS SERVICE
Helping you take on health care challenges
Navigating medical care and managing things at home can be difficult.
Do you have difficulty getting to your medical appointments and managing your medications and health conditions?
Have you had problems managing your own care and/or been in hospital too often?
Are you trying to manage the care of a parent or friend?
Lifespan can help for more than 40 years, Lifespan has helped families take control of their care and care coordination by offering supportive services and the guidance to make the most of the years ahead.
Give us a call at 585-244-8400 ext. 270 or e-mail CCC@lifespanrochester.org

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How We Helped

75% of clients who completed the interventions in our Geriatric Addictions service achieved abstinence or decreased their use of alcohol and/or drugs as measured by the MAST-G scale, a screening tool designed specifically for older adults.

“My GAP (Geriatric Addictions) counselor is compassionate and helpful in every way.”

We provided one-on-one Medicare counseling for 2,364 older adults and helped 302 people access the Medicare Savings program which translated to an extra $1,782 in disposable income per client.

326 volunteer drivers helped 817 older adults get to medical and other appointments.

“Thank you for your caring heart and all you did to make our caregivers’ class so helpful and effective. I’m in a much better place after going through this course. I’m so glad I did it.”

Volunteer Ombudsmen and staff made 854 visits to area nursing homes to help address resident concerns and documented 856 complaints about discharges, staffing, hygiene, and theft.

“Our Home-Safe-Home service accomplished minor home modifications designed to prevent falls in 900 homes.”

Our eldercare advisors provided 17,477 phone consultations for 11,547 unduplicated people. The top call topics were about transportation, care management, COVID, Medicaid, housing, and home care.

“Sometimes what you do for your job affects someone for the rest of their life. Thank you so much for bringing life to St. Bernard’s.”

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“Thank you for your caring heart and all you did to make our caregivers’ class so helpful and effective. I’m in a much better place after going through this course. I’m so glad I did it.”

Jerry M., a volunteer Ombudsman at Lifespan

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Outcomes related to work in the Upstate Elder Abuse Center at Lifespan included: improved safety/stability in the home, reduced client stress, improved financial situation, and reduced/elimination of contact with perpetrator(s).

Eldersource care managers provided information, guidance, and assessment for 1,791 older adults/caregivers.

“[Person’s testimonial]”

We trained 3,734 people about issues related to elder abuse/financial exploitation.

“My social worker was very supportive and helped me obtain an order of protection.”

We helped 251 older adults through our in-home bill paying and budgeting service.

“Craig is so kind. He is some kind of angel from above. He is much more than my parents’ financial manager.”

We helped 204 caregivers find planning assistance for a loved one with a disability through our Future Care Planning program.

“The Lily Café is indispensable to many of us, keeping us connected to others. Otherwise, many of us would be isolated.”

590 older persons attended our health and wellness classes like tai chi, A Matter of Balance and Living Healthy.

“I am doing several of the exercises we learned in class. I do them mostly in the morning, and it makes me feel more energetic throughout the day.”
We’re now at the Jewish Community Center (JCC) and the Southwest YMCA. Through funding from the United Way of Greater Rochester & Finger Lakes, Lifespan’s staff is providing health and wellness classes for members of the Southwest YMCA.

The JCC and Lifespan have partnered to provide enhanced supports for JCC members 55 and older. We provide classes, resources, and a social setting to encourage connectedness and belonging. We support the JCC’s “Centered Wellness” mission by providing opportunities that focus on their five principles of wellness including physical, intellectual, emotional, environmental, social and spiritual outlets.

A New and Improved Certificate Program in Gerontology
Lifespan has offered a Gerontology Certificate course for years, but in 2021/2022 we took it fully online, revamped the course offerings and partnered with the Finger Lakes Geriatric Education Center at the University of Rochester to offer the best instructors and cutting-edge classes.

Calling Attention to World Elder Abuse Awareness Day June 15
Staff from our Upstate Elder Abuse Center acknowledged the day by “planting” pinwheels in front of our office representing the lives of persons who were abused, mistreated or financially exploited the previous year.

Elder Abuse Helpline for Concerned Persons Launched
Our Upstate Elder Abuse Center was funded to answer calls to a helpline for persons concerned about abuse/mistreatment of older persons. We manage the helpline for all areas north of New York City. The helpline provides support and assistance for concerned persons living anywhere in the world when the mistreated older adult lives in New York State.
Expanded services for Medicaid Beneficiaries

Lifespan won a contract to provide comprehensive care management and healthcare coordination for Medicaid beneficiaries 50 and older and other individuals with Medicare or private insurance living in nine area counties. Services are funded under a contract with the Finger Lakes Performing Provider System (FLPPS).

Lifespan, Touching Hearts at Home, and Entrusted Care launched Together in Caring LLC to provide comprehensive, private pay care management for challenges such as medical crises, health care coordination, home care, residential transitions, and social/mental health.

Together in Caring is a for-profit joint venture separate from Lifespan’s operations as the long-standing nonprofit leader in assistance for older adults and their caregivers. “This partnership expands geriatric care options for older adults whose needs are acute, long-term and best served in a private pay context. This service supplements and complements, rather than replaces or detracts from, the broad range of programs and services currently provided by Lifespan,” said Lifespan’s president/CEO Ann Marie Cook. Lifespan still offers donation-based care management for families needing general eldercare guidance and specialized guidance for families caring for a loved one with dementia.

Family Mediation and Coaching — A new service for family conflict

An alternative now exists for families struggling with conflict about eldercare. Mediation is a forum for family decision-making. It is voluntary, confidential, and an opportunity for each family member’s perspective to be heard in a supportive environment. Alternatively, one-on-one coaching with a neutral facilitator can help individual family members prepare for challenging conversations. Both services are provided by a trained mediator.

2021 NYS Virtual Summit on Elder Abuse

Lifespan and New York State Office of Victim Services cosponsored a third New York State Elder Abuse Summit to convene specialists and stakeholders in elder abuse to review and update New York’s statewide Action Agenda for elder mistreatment services. The focus was on underrepresented and marginalized communities including Black/African American, Latino/a, LGBTQ+, Native Americans, New Americans/Refugees/Immigrants, and rural older adults. The recommendations and themes resulting from the Summit are a starting point for convening people from across the state to begin the work of developing actionable steps.

Expanded Medicare Education & Assistance

Lifespan is now providing Medicare education and assistance in Livingston County through a contract with the Livingston County Office for the Aging. We provide monthly Medicare 101 workshops, help people understand their Medicare options, and troubleshoot Medicare payment or reimbursement issues.

“I just wanted to thank Judith for all her assistance in helping me select a Medicare plan. I was surprised how confusing the process was, and Judith was patient and kind. She provides so much context that can’t be gained from reading materials.”
Poverty in Later Life
Rochester’s poverty problem is a problem across the lifespan.
Too many older adults in Rochester are living in poverty.

Lifespan’s 2021 report, “Poverty in Later Life,” calls attention to the inability to meet basic needs among Rochester’s older adults. This is a hidden and rarely acknowledged issue. Our report summons attention to the lives of Rochester’s older residents who struggle to survive in their 60s, 70s, 80s and 90s. Our intent is not to pit old against young but to cast light on poverty across the lifespan.

Almost 7,000 city residents 60 and older (21%) live below 100% of the Official Poverty Measure of about $12,500 for one person or about $17,000 for two persons.

Over 11,000 city residents 60 and older (35%) live on less than 150% of the poverty measure of about $18,700 for one person and about $25,000 for two persons.

The poverty rate is highest for Latino elders, nearly twice the rate of Black elders.

The number of poor older adults living in the city is increasing as people age in place.

Older women are most susceptible to poverty as they bear the brunt of lower pay with longer lives.

The effect of poverty among older residents was highlighted during the COVID lockdowns. Unable to go to older adult centers, or food pantries, they needed food. As one woman told us, “I only have a sleeve of Ritz crackers.”

A copy of the report is available on Lifespan’s website at lifespanrochester.org. See the Resources tab.

Awards/Recognitions
United Way of Greater Rochester and the Finger Lakes gave Lifespan the “Perseverance” award for overcoming significant challenges while still running a successful campaign.

Paul Caccamise, Vice President for Program, was a co-author of a research paper published in the Journal of Elder Abuse and Neglect in August 2021: Elder Maltreatment in Europe and the United States: A Transnational Analysis of Prevalence Rates and Regional Factors. Paul and researchers from Cornell University and Emden University in Germany compared data from the NYS Elder Abuse Prevalence Study and the Abuel European Elder Abuse Prevalence Study to investigate the association between type and frequency of elder maltreatment and residential setting (rural, suburban, and urban settings in the U.S. and cities in Europe).

In honor of our 50th anniversary, Congressman Joseph Morelle awarded Lifespan a Certificate of Special Congressional Recognition.

The Board of Directors of Prevention 1st recognized Lifespan in appreciation for carrying on the Prevention 1st mission.
WOW! We gathered 1,000 people at the Convention Center on March 24 for a long-postponed 25th Celebration of Aging and 50th anniversary party!

We are so grateful to our sponsors, especially ESL, M&T Bank, and the Daisy Marquis Jones Foundation for their very generous financial support of this event.
(left) Our guest speaker, Olympic champion Scott Hamilton, shared his life story and that, “It’s not about the fall; it’s how you get back up.”

“Knowing that we have so many days... how are we going to live them? You know, like today is one of your days. What are you gonna do today that gives it weight, or impact, or importance, or joy?”

(right) Special thanks to 13WHAM’s Don Alhart for always adding a poem, written on post-it notes during the speeches.

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Carol Cavallaro

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Anita Caglardi

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Mildred Popowycz
Sheila Popowycz

IN MEMORY OF
My Daughter Maggie
Patricia Coone

IN MEMORY OF
My Parents
Anonymous
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Laurel A. Haezen

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Donna Silverman

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Jeanette Matott

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Irina Pylyshenko

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Yeates Cornell, MD

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Corporate and Foundation Support of Program

<table>
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Ann Marie Cook
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Karl Hagen
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Vice President for Marketing/Communications
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## Financials

April 1, 2021 through March 31, 2022

### REVENUE
- Government Grants $9,354,270
- Non-Government Grants $1,682,443
- Fee Income $395,721
- Donations/In-Kind $783,663
- Investment Gain $56,770
- United Way $585,000
- Releases from Restriction $66,163
- Miscellaneous Income $38,210
- Total Unrestricted Revenue $12,962,240

### OPERATING EXPENSES
- Salaries $6,135,368
- Fringe Benefits $1,404,569
- Operating $4,982,261
- Rent and Utilities $369,271
- Total Unrestricted Expenses $12,891,469

### FUNCTIONAL EXPENSES
- Program $11,149,171
- Management & General $1,478,279
- Fundraising $264,019
- Total Expenses $12,891,469

### EXPENSES BY SERVICE
- Upstate Elder Abuse Center $4,065,130
- Finger Lakes Caregiver Institute $2,283,439
- Healthcare Initiatives $1,251,045
- NY Connects $895,375
- Financial Services $655,525
- Eldersource $629,782
- Older Adult Centers $622,414
- Ombudsman $316,961
- Development $305,991
- Nursing Home Transition Diversion Waiver $247,900
- Volunteer Services $236,140
- Health Insurance Information & Assistance $153,792
- Home-Safe-Home $144,100
- Geriatric Addictions $133,233
- Home Energy Assistance $118,285
- Health and Wellness $101,338
- Other $731,019
- Total Expenses - Unrestricted by Service $12,160,450

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

LIFESPAN OF GREATER ROCHESTER, INC.
1900 SOUTH CLINTON AVE
ROCHESTER NY 14618

WOW! Award Winner
Linda Weissengger
Assistant Ombudsman Program Coordinator

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 recognizes excellence in their colleagues’ work and their dedication to our “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. Our winner is Linda Weissengger, assistant Ombudsman program coordinator.

On a Saturday in September, an 83-year-old man visited his lifelong partner at Wesley Gardens nursing home. Apparently despondent over her declining condition, he shot his ailing partner then took his own life at the nursing home, according to the Rochester Police Department. On learning of the horrific event, and even though it was a Saturday, Linda went to the nursing home to comfort residents who were understandably confused and shocked. Linda joined the facility social worker in speaking to residents to calm them and to assure them that they were safe. Linda is the recipient of Lifespan’s annual WOW! Award for showing remarkable compassion and commitment to her job and to the residents of Wesley Garden by responding so quickly to such a traumatic event.