

*Never stop dreamin'  
The theme of this day  
A message to carry  
As we go on our way*

*Rosa Wims sent a challenge  
As we gathered to dine  
Never stop dreaming  
At age "Eighty-Nine!"*

*Our "Second Half Heroes"  
Willie, Diane, and Dan  
Pat Ward Baker & Dick  
Doing all that they can*

*And what ABOUT Willie?  
Her energy abounds  
She can "bench-press" a hundred  
And "Twenty-plus" pounds*

*A lesson from Diana  
No matter our age  
TWO choices to make  
To RETREAT or ENGAGE*

*Engage Life, she has  
Until her face is a beamin'  
An inspiration to us  
To "Never Stop Dreamin'"*

Written and read by Don Alhart, at the conclusion of Lifespan's 16th Celebration of Aging



2011-2012  
Annual Report

# The words “health and wellness” aren’t just nice buzzwords at Lifespan; they are a genuine focus of our strategic plan, and we’ve worked over the last year to breathe life into the plan in several ways.



Every so often we get to work with great partners to bring a new entity to life. Such was the case with the opening in 2011 of the Caroline “Lily” Lobozzo Aging Resource Center (affectionately known as the Lily Café) within the newly renovated Maplewood YMCA.

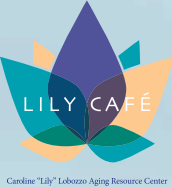
The Lily Café is a model for a new type of “senior” center for those who are post-60, and it embodies our health and wellness strategic pillar. The Lily Café is a place that feeds the body, mind and spirit by providing healthy meals, informative classes, fun, volunteer opportunities in the community, a sense of belonging and access to all the YMCA has to offer.

I’m so pleased that Lily is already garnering attention; we received “Great Ideas in Aging” recognition from the New York State Office for the Aging, and the *Aging News Alert*, a national publication, recently mentioned the Lily in an email blast sent to other aging service providers. We truly view it as a new model that can and should be replicated.

Our focus on health and wellness also prompted us to launch an evidence-based chronic disease self-management program, *Living Healthy*, which was developed by Stanford University. Seven Lifespan staff members became certified Master trainers, and we offered the six-week course at several locations. The results are very promising! One attendee was able to stop taking three medications for high blood pressure, another lost 30 pounds and across the board, exercise routines have become more consistent. Attendees realize they are accountable for their own health outcomes.

In another significant achievement related to health and wellness, Lifespan is partnering with Finger Lakes Health Systems Agency, four area hospitals and two home care agencies to improve care transitions between hospital and home for Medicare fee-for-service beneficiaries. We were awarded a \$1.6 million annual contract from the Centers for Medicare and Medicaid Services (CMS) to implement the Care Transitions Program®, an evidence-based intervention pioneered by Dr. Eric Coleman that is proven to reduce the 30-day re-admission rate for hospitalizations — which is both a national and local goal.

“On a daily basis at the Lily, I learn how much I missed by just sitting at home. Now I walk in the gym, eat lunch with wonderful people at the Café, and I enjoy every minute I have at Lifespan learning new things.”



Ten thousand boomers are turning 65 every day, and it’s estimated that 40% are already living with a chronic disease. Their health care needs in the next 20 to 30 years could undermine our economy. Lifespan is committed to doing our part to help our community’s older adults take on the challenge of living healthier and staying fully engaged in life!

Warmly,  
  
Ann Marie Cook  
President/CEO

# Taking It On



## These are some of the ways we helped older adults take on the challenges and opportunities of longer life...

144 people completed the *Matter of Balance* fall prevention workshops in 17 courses held around the county.

About 25% of people 75 and older no longer drive so volunteer drivers hold the key to helping them get to medical and other appointments. The Give-a-Lift program recruited and trained 91 new volunteer drivers and 336 drivers provided 14,649 one-way trips. *"The reason I volunteer is that I've received from the community for 55 years, and it's my turn now since I'm retired and have time to be able to give back."*

Seven Lifespan staff members were certified to provide the six-week Chronic Disease Self-management program, *Living Healthy*. A participant reported losing 45 pounds after attending the six-week course that encourages people to set healthy goals.

233 people engaged their minds, bodies and spirits at the new The Lily Café at the Maplewood YMCA (an updated version of a "senior center").

*"They made Christmas at home safe for my dad!"* This quote from a daughter refers to our Home-Safe-Home service which did safety assessments and minor home modifications to prevent falls for 656 people.

Our elder abuse prevention team opened 240 cases and eliminated the abuse in 97% of cases. Financial exploitation was the most common form of abuse.

160 families received assistance planning for the future medical, legal, housing and financial needs and decisions of a loved one with a disability. *"It would have been difficult for us as parents to navigate the guardianship waters...without your advice."*

727

Staff and more than 120 trained volunteers in the Ombudsman program addressed 727 complaints about care in nursing homes in seven area counties. 82% of residents or their family members reported that the complaint was adequately resolved. *“Thank you for helping my sister. She’s now in a safe environment.” “My residents look forward to having me share some time with them as some have no family and very few friends to look in on them and advocate for them...I am there for them!”* (An Ombudsman volunteer.)

6000

More than 6000 people were guided by our health insurance advisors. *“He spent a lot of time with us, answered questions, clarified our knowledge and even did the Internet work to sign my mom up for prescription coverage.”*

13,000

Eldersource phone advisors provided information and guidance for more than 13,000 callers.

2267

2267 people received assistance from an Eldersource care manager. *“The care manager was so courteous and understanding. She knew I wasn’t ready to change everything, yet gave me housing options to consider.”*

446

52 volunteers helped 446 older adults with in-home bill paying/budgeting tasks.

106

106 new clients entered the Geriatric Addictions program. 76% of people whose cases were closed decreased their use of or abstained from their use of alcohol/drugs. *“Kelly was a godsend when I needed one most! She is a compassionate, professional and competent counselor. Because of her I had made many changes in my behavior.”*

2300

The Wolk Older Adult Center at Lifespan Downtown served an average of 49 meals a day and provided more than 2300 activities for participants. Half of the participants are men!



# Living Healthy



## Lifespan and Eldersource... Our forte is helping people on the “other side of the health care door.”

Negotiating the maze of health and long-term care systems is difficult and confusing, and it's one of the main reasons people turn to Lifespan for information and guidance. Below are some of the reasons people called Lifespan and Eldersource this year...in their own words.

*I was looking for options for our Mom as she may need more care than I can provide.*

*My dad is 89 and needing more and more of our help as well as other services. My brothers and I wanted to find out what types of services are available in the community to help.*

*For Medicare information.*

*My mother in law has been transferred from an assisted living to a rehab “living center.” We were concerned with the quality of care she was receiving.*

*I didn't know where to turn and caring for my mother was becoming more and more difficult.*

*Living in Maryland, I needed help from someone in Rochester to check on my brother, also in Rochester, to see how his dementia was affecting him day to day.*

*I didn't know what to do with my mom. She could not live with me anymore and be safe.*

*I needed future care planning after a spinal cord injury.*

*I am going to have surgery next month, and my husband has health issues that make him unable to take care of himself. Although we have plans for one or two relatives to care for him, I wanted to “cover all bases” and explore possible sources of help should the need arise.*

*To learn about dealing with aging parent.*

*Looking for an emergency medical alert system for my in-laws.*

*I had surgery a year ago this past December and was concerned over a few issues.*

*I was coming to the “end of my rope” in having the patience, energy, and time in dealing with my mother-in-law (age 90) and father-in-law (age 92). The burden is on me for their doctor appointments, errands, grocery shopping, prescription needs, check writing, etc.*

*Very concerned about our uncle and his health and living conditions.*

*For railings and hand grips in shower.*

*My mother was diagnosed with dementia and can no longer drive. She lives alone, all children live quite a distance from her and we needed to know about local resources for her. So far mom insists on staying in her home.*

*My brother’s landlord made the contact because of my brother’s advancing dementia.*

*Lifespan was recommended by a social worker at Highland Hospital two years ago for my mother.*

*I think it is time for my mother and stepfather to move into an assisted living environment. It will not be easy to make this happen and know I and they will need experienced outside assistance.*

*I contacted Lifespan because I thought my mother suffered from dementia... and come to find out — she does.*

*Assistance with my mother’s needs and our decisions.*

*Checking out available benefits for my 92-year-old mom.*

*I was in a depressed state due to needing surgery.*

*To help my aging parents negotiate the challenges they are facing.*



## Significant Accomplishments 2011 – 2012

### **The Centers for Medicare and Medicaid Services Awards Lifespan a \$1.6 Million Annual Contract to Test Hospital to Home Care Transition Model**

The Community-based Care Transitions Program (CCTP), created by Section 3026 of the Affordable Care Act, tests models to improve transitions of beneficiaries from the inpatient hospital setting to other care settings, to improve quality of care, to reduce readmissions for high risk beneficiaries, and to document measurable savings to the Medicare program. Lifespan is partnering with Finger Lakes Health Systems Agency, Strong, Highland, Rochester General, Unity and Newark-Wayne hospitals, Lifetime Care and Visiting Nurse Service to provide the evidence-based Care Transitions Intervention (CTI®) for Medicare fee-for-service patients discharged from hospital to home.

### **Lifespan Formed the Finger Lakes ID Theft Coalition**

Lifespan of Greater Rochester was one of ten awardees for the National Identity Theft Victims Assistance Networks Project grants. The national project is funded by the U.S. Department of Justice, Office for Victims of Crime (OVC), through the Crime Victims Fund. This unique fund is financed by fines and penalties paid by convicted federal offenders, not from tax dollars. Lifespan took the lead in forming a new Finger Lakes Identity Theft Coalition which is focusing on the victimization of older adults. A regional network of professionals and other stakeholders makes presentations to educate older adults and their caregivers about ID theft and to assist older adults who have been victimized.

### **Certified to Provide *Living Healthy* Workshops**

Lifespan staff members were certified to provide *Living Healthy* workshops, an implementation of the Chronic Disease Self-management Program developed and tested by Stanford University. *Living Healthy* is a six-week workshop that teaches practical skills while dealing with chronic conditions such as diabetes, heart disease, obesity, and arthritis. It was designed to complement and enhance medical treatment and disease management.

### **Awards**

Lifespan received the Joanne Otto Distinguished Service Award from National Adult Protective Services Association. This award is given in recognition of significant contribution by an individual or organization

to the growth and development of the field of abuse of elders and persons with disabilities or adult protective services.

### ***Take It On For Mom*: Consumer Education about Culture Change in Nursing Homes**

With funding from the Daisy Marquis Jones and Millbank foundations, Lifespan planned and launched *Take It On For Mom*, an effort to spread the news that there are better ways to live and work in nursing homes. The TakeItOnForMom.com website was developed to provide consumers with information about how to choose a nursing home that embraces the person-centered care movement.

### **Lifespan Awarded Contract for the Monroe County Caregiver Resource Center**

Lifespan received a Monroe County contract to manage the local Caregiver Resource Center which provides support groups and information for caregivers.

### **Ombudsman Expands to Seneca County**

Lifespan's Ombudsman program which trains volunteers to advocate for nursing home residents expanded to serve Seneca County. We now manage the program in seven area counties.

### **The Caroline "Lily" Loboza Aging Resource Center – The Lily Café Marks One Year Anniversary**

You've never been to a place quite like the Lily Café! Just don't call it a "senior center!"

The Lily Café within the Maplewood YMCA is a place to dust off dreams and discover the joy of new opportunities. Everything we do is geared for a new post 60 generation — the generation that wants to *take it on* in the second half of life! It's already received recognition from the New York State Office for the Aging.

"We found what we needed! From the moment we entered this beautiful facility, through exercise, the lunch at the café, we are surrounded by kindness, inspiration, support and friendship."

– Mirko & Irma Pylyshenko

Our partnership with the YMCA, along with funding from The United Way and Monroe County, has made the Lily Café a resounding success.

## 2012 Celebration of Aging with Diana Nyad

March 28, 2012 — Some had never heard her name before the Celebration of Aging, but after her engaging speech before 1300 people, long distance swimmer Diana Nyad now has a legion of Rochesterians rooting on her next attempt to swim 103 miles between Cuba and Florida — at age 62. During the program, we gave five amazing people, Willie Murphy, Pat Ward-Baker, Dick Lawrence, Dan Burrell, and Dianne Hickerson, our Second Half Hero awards for fulfilling a passion in their second half of life.

Veronica Barber and Rebecca Priest of St. John's Communities received the Carter Catlett Williams award for Excellence in Aging/Long-term Care services.

The event raised \$210,093, and we thank our sponsors, table supporters, and donors! A special thank you goes to the Daisy Marquis Jones Foundation for matching 2:1 every dollar donated at the luncheon by attendees.



Long-distance swimmer, Diana Nyad



Second Half Heros: Pat Ward-Baker, Willie Murphy, Dianne Hickerson, Dick Lawrence, and Dan Burrell

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### Special Thanks

Marten Czamanske Photography  
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# Enjoying Friends



## Information & Inspiration

Lifespan hosted Information & Inspiration workshops in November and May for older adults and caregivers thanks to our sponsors:

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Nancy Touhey  
Robert & Anne  
Woodhams  
Leslie Zornow

*In Memory of Josephine Arnitz*  
Sara Visingard

*In Memory of Kenneth Young*  
Alice Young

*In Memory of Linda Shepard*  
Sanford & Gay Abbey  
Mona Alongi  
Robert & Carol Alton  
Burton S August  
Ruth Baker  
Gayl Belcher  
John Bernacki  
Martha Cathron  
Linda Ciaccia  
Thomas & Barbara Clark  
Clayton & Susan Cloen  
Tim & Ann Marie Cook  
Mark & Melissa Cronin  
Gary & Patricia Genthner  
Michael Gow  
Grymin & Jaufmann  
Allen & Kathleen Harter  
Joan Maxwell  
Harry P Messina  
Kathleen Mielke  
NAIOP Upstate New York  
Chapter  
Q'Strait  
Rochester Management  
Douglas & Laurie  
Scribner  
Scutti Leasing  
Anne Sevier Buckingham  
Spoleta Construction LLC  
Peter & Martha Sullivan  
Michael Telesca  
Louis & Valerie Thyroff

*In Memory of Lois Morehouse*  
Shirley Bloomer  
BVR Construction  
Honeoye Falls Lima  
Transportation  
Department  
Kaddis Manufacturing

*In Memory of Lottie Zabinski*  
Charles Zabinski

*In Memory of Madeline Rolesen*  
Angela Young-Stevenson

*In Memory of Marie Urlacher*  
Mary Jean Gutberlet

*In Memory of Mary Elizabeth Grizzanti*  
Joe Grizzanti

*In Memory of Michael Meagher*  
Barbara Meagher

*In Memory of Millie LaChusia*  
Shelley Stout

*In Memory of Miriam Greenberg*  
Will Greenberg

*In Memory of Mr. & Mrs. Charles Pedro*  
JoAnne Carroll

*In Memory of Peter Lynd*  
James & Karen Lynd

*In Memory of Robert Bierre*  
Michelle Bartleston

*In Memory of Susan Cook*  
Richard Cook

*In Memory of T. Murray Lynd*  
Ann Lynd

*In Memory of the deceased members of the Boylin Family*  
Anna Mae Boylin

*In Memory of Timothy Brown*  
Timothy Datz  
Richard Brown

*In Memory of Vinni Simpson*  
Donna Davern

*In Memory of Wesley Parker*  
Anne Bonita Gibbons  
Richard & Marie Birch  
Iroquis School Social  
Committee  
Marty and Thelma  
Nemeroff  
P.S.B. Ltd  
Rochester Abrasives  
Industries

*In Memory of William Lennox*  
Kristen Koenig

## BOARD OF DIRECTORS

**Chair** Mark Cronin  
**Vice Chair** Robert Nasso  
**Treasurer** Tom Combs  
**Secretary** Liz Corcoran

## Executive Committee/Members at Large

Chris Perna (Ex-Officio)  
Dr. Richard Gangemi  
Patty Phillips

## Directors

Steve Arvan  
Rachel Brody Bandydch, Esq.  
Dennis Buchan  
Donald Chesworth, Esq.  
Lisa Cove  
Jill DiVincenzo  
Mary Gehl Doyle  
Timothy Galli  
Patrick Glavey  
John Hedges  
Art Hirst  
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Matt Hurlbutt  
Will Irwin  
Michael King  
Anna Lynch, Esq.  
Dr. Richard Machemer  
Dr. Daniel Mendelson  
Steve Meyer  
Renee Forgensi Minarik  
Dr. Marie Philippe  
Diane Quinlisk  
Carlos Rodriguez, Esq.  
Thomas Rusling

## Senior Management

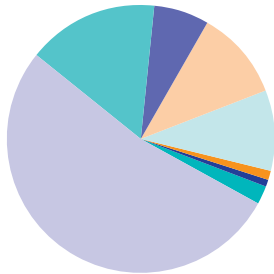
Ann Marie Cook  
*President/CEO*  
Mary Rose McBride  
*VP Marketing & Communications*  
Paul Caccamise  
*VP Program*  
Jody Rowe  
*Associate VP Program/Corporate Compliance Officer*  
Sue MacDonald  
*Human Resources*  
Karen Accorso  
*Controller*



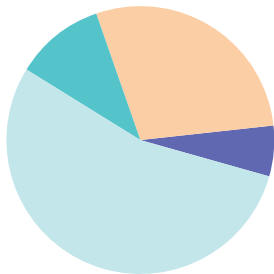
# Engaging Minds

## Financials

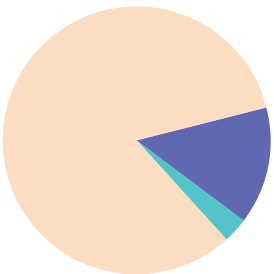
### REVENUE



### OPERATING EXPENSES



### EXPENSES



Government Grants	\$3,451,409
Non-Government Grants	1,010,464
Donations/In-kind	414,558
Fee Income	710,343
United Way	683,530
Interest Income	22,856
Portfolio Income	22,650
Bridge to the Future Released	78,278
<b>Total Revenue</b>	<b>\$6,394,088</b>

Salaries	\$3,474,660
Fringes Benefits	683,682
Operating	1,869,591
Rent	352,300
<b>Total Expenses</b>	<b>\$6,380,233</b>

Excess (Deficiency) of Support and Revenue over Expenses before Equity in Earnings of Eldersource and Future Care Planning \$ 13,855

Total Assets	\$1,812,598
Total Liabilities	\$1,085,316
Unrestricted Net Assets	\$ 727,282

Program Services	\$5,310,410
Management and General	898,477
Fundraising	171,346
<b>Total Expenses</b>	<b>\$6,380,233</b>

### EXPENSES BY SERVICE

Chronic Disease Self Care Management	\$ 2,001
CMS Operating	2,922
Matter of Balance	20,014
Volunteer Transportation	43,551
Education Services	50,565
Culture Change Activities/Eden Alternative	62,227
Boomer Mentor	92,608
New York State Caregiving & Respite Coalition	93,830
Geriatric Addictions	105,422
Home Energy Assistance	139,670
Caroline Lily Lobozzo Aging Resource Center	175,495
Women in Transition	175,853
Ombudsman	198,350
Employment Services	214,508
Wolk Older Adult Center	231,631
Home-Safe-Home and WRAP	274,549
Sign Language Interpreting	295,950
Volunteer Services	323,628
Fundraising and Marketing	360,142
Future Care Planning	477,996
Financial Services	556,582
Elder Abuse Prevention	561,259
Aging Persons with Developmental Disabilities	842,124
Eldersource	1,079,356

**Total Expenses by Service \$6,380,233**



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## 2011 Staff WOW! Award Winner: Bonnie McVicker

Lifespan gives a monthly WOW! Award to a staff member nominated by a co-worker for amazing client service. One of the twelve winners is chosen by senior management for the annual WOW! award.

Bonnie McVicker is the service coordinator for “Ben,” an older adult with a developmental disability who lives in a private residence. Ben’s landlord helps him handle his finances — but there has always been a question of propriety, though nothing could be proven. Ben seemed comfortable with this arrangement despite multiple conversations with him about it.

A few months ago, Bonnie received a phone call from Ben who said that his sole source of income, Supplemental Security Income (SSI) had stopped. Bonnie had to do quite a bit of digging to find out that years ago Ben’s mom had bought a small life insurance policy and the cash value had just gone over \$2000 — which is over the SSI resource limit. Bonnie worked diligently with Ben to help him cash out the life insurance policy and set up a bank account to create a paperwork trail to get the SSI flowing again. Once

the bank account was opened, Bonnie helped Ben understand that he could pay off accumulated phone and RG&E bills to get his resources under \$2000.



On the day of the SSI hearing, Bonnie was not feeling well, but still met Ben at SSI and waited with him more than four hours to meet a representative. By the end of the day, Ben’s SSI benefits were reinstated and, Bonnie was able to encourage him to have his benefit check deposited into his newly opened bank account — taking the landlord out of the financial equation. Bonnie’s perseverance resulted in amazing assistance for Ben. His benefits were restored and his finances were safe.