



SeniorCare

Elder Services | Information | Solutions

47th Annual Report

2018 - 2019

SeniorCare

Elder Services | Information | Solutions

Our Mission

SeniorCare Inc., a consumer centered organization, provides and coordinates services to elders and others, enabling them to live independently at home or in a setting of their choice while remaining part of their community.



The Electric Insurance team helped setup, serve, and clean up at the Beverly Senior Day in the Park.



SeniorCare received a \$200,000 sustaining grant, payable over ten years, from the Cummings Foundation to support a new Intensive Case Manager through Protective Services.

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Linnea Hagberg
Director of Community Programs and Planning
Jessica Waggett
Quality Improvement Director

Message from Our President and Chief Executive Officer



Thomas Tanous

As we begin our 48th year of continued growth, we will enhance our mission to assist elders, adults with disabilities, caregivers, and others through our wide array of programs and services. We will also continue our efforts to strengthen existing community partnerships while identifying other agencies and entities with whom to collaborate. Our 47 years as both a state designated Aging Services Access Point (ASAP) and Federally designated Area Agency on Aging (AAA) was both successful and eventful.

In recognizing the increasing behavioral health needs of those we serve, SeniorCare will partner with five licensed therapists who will provide in home therapy in the coming year. We will continue with our strong partnership with Beverly and Addison Gilbert Hospitals high risk intervention team with one of our staff embedded on the team.



Scott M. Trenti

Over the past year, we added four new services to assist our seniors and others. They are our STAY Pet Services initiative and recently introduced PayWise of the North Shore, a money management and bill paying service for people who do not qualify for the statewide MA Money Management Program. We have recently become a Representative Payee agency as well. Another new service we offer is Medical Nutrition Therapy which occurs in a consumer's home by our Licensed Registered Dietician. Our expectation is that these four services will continue to grow in the coming year.

In this coming year, we will assess and update our strategic goals to guide us moving forward. One of our goals have been to increase the use of technology for those we serve. In the coming year, we are aiming to utilize care.coach which uses a 24/7 system of visual monitoring, reminders, social engagement and interaction, and other functionality. The

service is provided through the use of an avatar placed in the home and involves caregivers as well. We are also targeting increased volume of participants in our Caring Connections Through Technology service which pairs a volunteer with an elder (especially if socially isolated) and involves teaching the elder how to use a tablet they are provided with such that they can socially engage through the internet with family friends, learn how to share and send photos, skype, email, visit websites and topics that they are interested in, play games, and any other things that they wish to do. Also, we will be exploring the use of virtual reality applications in the coming year.

Our Age & Dementia Friendly Cape Ann (ADFCA) initiative which has gained statewide and national recognition will continue to grow as we will be in the implementation phase of our action plan. Please visit our website at ADFCA.org. In the coming year, we will focus on assisting our other community stakeholders in initiatives they undertake. Special kudos to our Councils on Aging for the work they have done in embracing this new national and international movement.

SeniorCare as members of the Massachusetts Homecare Association continues to provide legislative and other advocacy at the state level with our partners at the Executive Office of Elder Affairs and Legislators. We wish to say thank you to them and applaud their efforts in advancing our shared agendas, and ensuring that MA has the best system of care for those we serve.

SeniorCare is only as good as our Board of Directors, Advisory Councils, staff, volunteers, community partners, donors and supporters. We have a saying at SeniorCare that "the whole is greater than the sum of its individual parts". The connected contributions of all is what makes it work for those we serve. We support and applaud our "team" and look forward to the increased utilization of the vast and growing array of services we offer.

We wish to thank everyone who contributes to our mission now and in the future.

Home Care

SeniorCare's highest priority is to work with elders and their families to support independence in the living environment of their choice, often to remain in the community.

As an Aging Service Access Point (ASAP) we are a single point of entry for elders and others in our community for information, advocacy and services available. Our competent, friendly and well trained I & R Specialists respond to over 400 calls per month, making referrals and disseminating information. Our data base is constantly being updated to better serve those looking for information about a variety of topics.

SeniorCare provides in-home services to over 1,500 people per month in nine communities through contracts with a number of provider agencies. These services are managed by the Care Managers who not only work with consumers and families to develop the service plan but advocate and assist them on a daily basis. This past year EOEI reinstated a service for higher risk service resistant consumers called ANCHOR (Advocacy & Navigating Care in the Home with Ongoing Risks) and our ANCHOR care manager was hired in the spring.

One of SeniorCare's core services is Options Counseling (OC), a free service to anyone regardless of age, income or disability, with the goal of offering long term services and support. OC is a collaborative process providing information and guidance about community options, but always with the consumer in full control of the process.

The Clinical Assessment and Eligibility (CAE) department is comprised of RNs who determine clinical eligibility for home care programs as well as nursing facility level of care when consumers are seeking payment through MassHealth. They are a crucial part of the interdisciplinary team, providing valuable input to the Care Managers who oversee the service plan.

The Protective Services department investigates allegations of elder abuse and neglect including caregiver neglect, physical abuse, emotional abuse, sexual abuse, financial exploitation and the most common, self-neglect. Over the prior fiscal year, there were 822 reports, averaging 68.5 per month, almost a 10% increase over the prior year. In 2019 SeniorCare received a sustaining grant from the Cummings Foundation to add an Intensive Care Manager within the PS department to work with those who need longer term intervention to address chronic issues that impact them in areas such as housing stability, financial issues and medical challenges that are not managed.



SeniorCare celebrated with Michele Cohen and Peter Souza, who both earned their MSW this year.

SeniorCare has a presence in public and/or subsidized housing buildings in all nine of the towns covered in our catchment area as well as a Hoarding Specialist who works with those who need assistance in reducing harm caused by their hoarding behavior. Additionally, the caregiver support program has grown exponentially over the past year. The Caregiver Support Specialist now runs three support groups and is receiving on average 8-10 referrals a month.

We are always looking for ways to grow our services and support for the elders in our nine communities and beyond. Meeting the challenges using technology, evidenced based programs and peer support are some of the opportunities to explore. It is an exciting time to be doing this work and we look forward to continuing to serve the aging and disability communities for many years.



Julie Hazen Lafontaine, Mary Ann Camp, and William Coughlin were honored at the 46th Anniversary Gala at Danversport.



Sidekim "Traveling Chefs" offered special lunches monthly at the SeniorCare Congregate Dining Sites.



Senator Joan Lovely helped deliver lunches to Meals on Wheels consumers during the March for Meals campaign.



SeniorCare staff and community partners participated in the Elder Abuse Awareness Rally in Rockport in November.



RSVP volunteers joined with SeniorCare staff in creating beautiful holiday floral arrangements to gift to Meals on Wheels recipients.



Jean Garvey celebrated her 101st birthday in the spring. SeniorCare CEO Scott Trenti, Home Care Director Dori Prescott, and Care Manager Lisa Murrin were honored to share this celebration with Jean and her daughters Joan and Judy in Jean's Gloucester home.

Community Report

SeniorCare is both a Massachusetts Aging Services Access Point (ASAP) and a federally designated Area Agency on Aging (AAA). Area Agencies on Aging are part of a nationwide network of state and local programs that help older adults plan and care for their life long needs. SeniorCare offers a wide variety of community programs and services to assist elders in living independently at home or in a setting of their choice while remaining a part of their community. Community programs include the Age & Dementia Friendly Cape Ann initiative, Medical Transportation, Money Management, Nutrition, Ombudsman and RSVP Volunteers of the North Shore.

Many of these programs rely heavily on volunteers, whose efforts are coordinated and supported by SeniorCare's RSVP Volunteers of the North Shore. This corps of nearly 400 volunteers perform a myriad of roles and services including working as tax aides, ombudsmen, medical transportation and home delivered meals drivers; providing money management, technology training and pet care to seniors in their homes; and creating handmade goods for Project Warm Friends. Through RSVP, volunteers are also placed in partner non-profit agencies.

The Medical Transportation program utilizes volunteer drivers to transport people age 60 and older to medical appointments. This personalized service initiates through contact with an empathetic, knowledgeable SeniorCare transportation coordinator. Those needing rides are picked up at their home by a volunteer who accompanies them as far as the waiting room, and then brings them home. Information about transportation services throughout the nine cities and towns SeniorCare serves is also provided through this program. This vital program has been experiencing increasing requests for service and new volunteers are always welcomed.

SeniorCare's Nutrition Program provided nearly 162,000 nutritionally-balanced meals in the past year. In addition to ensuring those 60 years of age have access to a healthy meal the program has added benefits. Home delivered meals offer friendly regular contact with the driver and an informal safety check. Congregate meals offer the opportunity to dine with others and bring people into contact with a myriad of programming offered by SeniorCare and area Councils on Aging. SeniorCare's staff registered dietitian provides in-home nutrition assessment and counseling which now include Medicare-reimbursed Medical Nutrition Therapy and screening for malnutrition.



SeniorCare helped Mr. Randall Lane celebrate his 100th birthday with his son Tim and his Meals on Wheels driver Charlene Delaney.

Through SeniorCare's Long Term Care Ombudsman Program, advocates work to resolve problems related to the health, welfare and rights of individuals living in nursing or rest homes in SeniorCare's service area. In the past year, ombudsmen collectively provided approximately 28 visits per month to area facilities, offering a voice and support for residents. In addition to their traditional duties, the SeniorCare Ombuds staff has been conducting additional programming in October, which is national Resident Rights month.

The Money Management bill-payer program is a free service that assists low-income elders who have difficulty writing checks, balancing their checkbooks and managing their money. Volunteers visit elders as often as necessary each month. Through the Money Management Program, representative payee services are now being offered.

Age & Dementia Friendly Cape Ann (ADFCA)

Age and dementia friendly communities strive to better meet the needs of all residents by addressing the environmental, economic, and social factors that influence health and wellbeing. The goal is to assure that people of all ages and abilities can engage with and be supported by their community.

Plans to make communities more age and dementia friendly are underway throughout the nine cities and towns served by SeniorCare. The agency has pledged to support these efforts through all available means.

Age & Dementia Friendly Cape Ann (ADFCA) is a regional age and dementia friendly initiative serving the four communities of Cape Ann: Essex, Gloucester, Manchester-by-the-Sea, and Rockport. SeniorCare is the convener for this initiative, uniting a broad coalition of stakeholders within these communities.

ADFCA's approach to integrating the Age Friendly and Dementia Friendly initiatives is unique in Massachusetts and has been a model for other communities looking to engage in the process. The town of Essex was also the first in the state to receive an Age and Dementia Friendly Community Compact grant from the Baker Administration with the plan to utilize it regionally for all four Cape Ann communities.

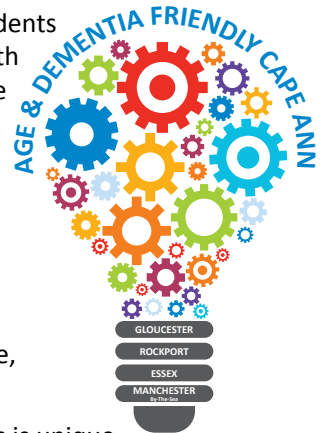
In the past year, ADFCA completed an extensive Cape Ann community assessment process. Synthesizing data gathered from a community survey conducted by ADFCA and a community assessment conducted by the Center for Social & Demographic Research on Aging, Gerontology Institute of UMASS Boston, ADFCA was able to identify community strengths and areas of need. Utilizing that information, the ADFCA Action Plan was developed. This Action Plan is a roadmap for ADFCA's work moving forward and can be found online at www.ADFCA.org.

In May 2019 ADFCA hosted a summit in Gloucester to explore building a community for all ages on Cape Ann. The summit featured state and local officials speaking on the importance of embracing age and dementia friendly policies. Also at this summit, the communities of Essex, Gloucester, Manchester-by-the-Sea, and Rockport officially received their Age-Friendly designations from AARP and Dementia Friendly designations from Dementia Friendly Massachusetts.

Support for the ADFCA initiative was



provided by a grant from Tufts Health Plan Foundation.



Elected officials and representatives from a variety of Age and Dementia Friendly initiatives participated in the ADFCA Summit, including Front row: Senator Bruce Tarr, Anita Albright, AARP MA Executive Council, Becky Jaques, Manchester Selectman, Patty Sullivan, Dementia Friendly MA & MCOA, Andrew Spinney, Essex Selectman. Middle row: Marylou Sudders, MA Secretary of Health and Human Services, Gloucester Mayor Sefatia Romeo Thekan, Ruth George, Rockport Selectman, Karin Carroll, Gloucester Public Health Director. Back row: Robin Lipson, Chief of Staff and Chief Strategy Officer, MA EOE, Linnea Hagberg, SeniorCare Director of Community Programs and Planning, Gregory Federspiel, Manchester Town Administrator, Scott Trenti, SeniorCare Chief Executive Officer

STAY Pet Services - Year Two



STAY Pet Services saw a burst of activity over the spring and summer as the word spread and new customers contacted STAY. The focus of STAY is on in-home pet care, dog walking and transportation for pets to get to their veterinarian appointments, with a limited amount of boarding services for dogs.

One of the RSVP “Project Warm Friends” volunteers is a repeat customer. She hired STAY in April to visit her cat daily during a week she would be away from home, and after she adopted an adorable 4-month old kitten, she hired STAY again for two visits daily during her summer vacation. We all enjoyed the playful kitten!

Another new customer is an animal-loving couple who live in a fifth-floor apartment in Peabody. The husband and wife both have health problems that make it difficult to take their Jack Russell Terrier outside. A STAY volunteer visits daily to ensure the dog gets regular outside exercise.

Plans for FY2020 include pet care for low-income customers supported by a Meals on Wheels America Pet Grant and other charitable dollars, and providing in-home pet care for seniors living in the Brooksby Village Retirement Community and in Central Grammar apartments in Gloucester.



Mental and Emotional Wellness Support

Understanding the connection between mental and emotional wellness and overall well-being, SeniorCare is pleased to partner with several organizations to support our consumers.

Brain injury can occur in the blink of an eye. In that moment, everything changes. The Brain Injury Association of Massachusetts provides support and information for brain injury survivors, family members, caregivers, professionals and others. SeniorCare hosts a monthly Brain Injury Survivor Support Group, which is facilitated by the Brain Injury Association of Massachusetts, at our Beverly offices.

SeniorCare offered two evidence based workshops during the year. The Savvy Caregiver is a free six-week program for individuals who are caregivers of those living with Alzheimer's or related dementias. The program teaches caregivers many of the skills needed to care for their loved one. It also provides tools for self-care, helping the caregiver maintain a positive attitude throughout this difficult part of their life.

A Matter of Balance is another free evidence based program. This is an award-winning program designed to manage falls and increase activity levels. While the physical aspects of avoiding falls is covered, the emotional impact of having fallen and being afraid of falling again is also covered. Fear of falling can result in a person isolating themselves in their home, possibly becoming depressed.

SeniorCare's Caregiver Support Specialist offers monthly support groups in the communities of Beverly, Gloucester, and Wenham. These groups focus on peer support, education and training, and the development of coping skills. Support groups provide a valuable resource to a caregivers emotional well-being.

A memory café is a welcoming place for persons living with dementia and their caregivers. While a memory café is not a respite program, it does provide the caregiver the opportunity to know they are in a safe place and they do not have to worry that their loved one will be misunderstood if a difficult situation arises. There are now two memory cafes in SeniorCare's area—the Rest Stop Ranch gardens in Topsfield and the Ipswich Memory Café, hosted monthly at the Ipswich Public Library. SeniorCare partnered with the Ipswich Council on Aging for one year to help establish the Ipswich Memory Café. Assistance with activity planning, facilitation during the event, and marketing materials were a few of the ways SeniorCare was able to support the establishment of this important community resource.

SeniorCare is fortunate to work with five Licensed Independent Clinical Social Workers, who provide in-home therapy to the elders that we serve. All five have significant experience working with the elder population and are proficient on working with clients on issues such as transitions, grief and loss and symptoms of loneliness and depression, so prevalent among this cohort.

SeniorCare hosted the "I Am More" art exhibit at our Gloucester offices in June. "I Am More" is an art and writing project founded by Amy Kerr as a reminder that we are more than our mental challenges. Sixteen portraits of Cape Ann residents, along with an essay written by each subject, were on display. Weekly viewing hours and a reception offered the public an opportunity to experience this powerful presentation.



"Susie" is one of the sixteen portraits in the "I Am More" exhibit at SeniorCare during the month of June.

Finances

SeniorCare FY18-19 Cash Flow

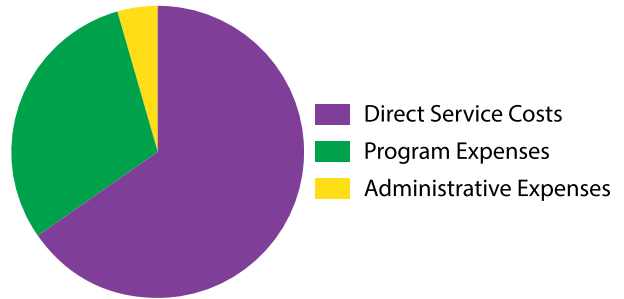
Revenue:

State Contract Revenue	\$11,691,000
Federal Contract Revenue	\$506,000
Other Grants and Contracts	\$1,527,000
Program Service Revenue	\$1,349,000
Fundraising	\$85,000
Total Revenue	\$15,158,000

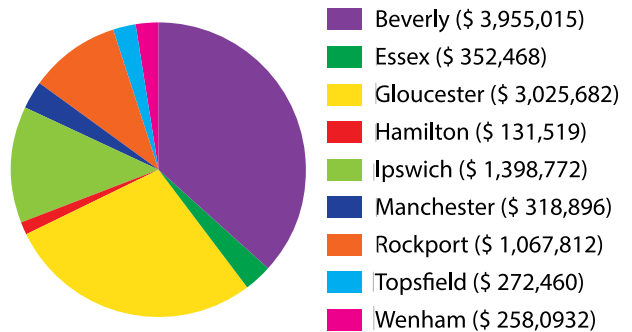
Expenses:

Direct Service Costs	\$9,859,000
Program Expenses	\$4,530,000
Administrative Expenses	\$669,000
Total Expenses	\$15,058,000

DOLLARS SPENT ON SERVICES PER TOWN SERVED



DOLLARS SPENT ON SERVICES PER TOWN SERVED



ABC Home Healthcare Professionals were once again the Presenting Sponsor at the 46th Anniversary Gala at Danversport.



The Gloucester Police Department joined our seniors at Gloucester's annual BBQ at Stage Fort Park.

How Can You Help?

Your support helps SeniorCare provide more meaningful services. We work diligently to go above and beyond the baseline services that state and federal funding offer.

Your financial commitment enhances SeniorCare's Meals on Wheels Program, supports our Protective Services Program that helps protect seniors from harm, helps to increase the number of volunteers we recruit to drive seniors to their medical appointments, and increases the number of hours our nurses can spend with seniors on home visits.

SeniorCare has several programs partially funded by private donations, including our Money Management Program (partially funded by the Essex County Women's Fund), our innovative harm-reduction Hoarding Program (partially funded by the Cummings Foundation, Sailor's Snug Harbor of Boston, and City of Gloucester Community Devel. Block Grant), and our successful Nurse/Pharmacist Medication Management Program (partially funded by Andrew W. Preston Charity FD Trust).

Your donation will go directly to ensuring seniors receive the support they need to remain safely in their home and in their community of family and friends.

Gifts in Honor of Your Loved Ones

SeniorCare offers you the opportunity to honor or memorialize beloved family members and friends by making a gift in their names. You can donate to a specific SeniorCare program, such as Meals on Wheels, Elder Protective Services, Caregiver Support Services, or make a general donation to be used where it is needed most at the time of the donation.

Making a Gift is Easy

Please complete the form on the attached envelope and return to SeniorCare. Or, go to our website www.seniorcareinc.org to make a one-time or on-going donation via credit card. **Thank you for supporting the community of the North Shore.**

SeniorCare Inc. is a 501(c)(3) tax-exempt organization. All contributions made to the agency are tax deductible to the extent permitted by law. SeniorCare Inc. and its programs are funded in whole, or in part, by contracts with/or grants from the Massachusetts Executive Office of Elder Affairs, the Federal Administration for Community Living and other funding sources.

Mass Options • www.massoptions.org • 844-422-MASS • 844-422-6277 • www.800ageinfo.com • 1-800-AGE-INFO • 1-800-243-4636



Gloucester Mayor Sefatia Romeo Theken delivered lunches to Meals on Wheels recipients during the March for Meals campaign.

Donors & Contributors

Individual Gifts

Thomas & Susan Ackerman	Richard & Aida Cyphers	Patricia Graham	Carol Linsky
Cliff Allen	Glenn Dansker	Carol Grimes	Janice Lloyd
Jennifer Allport-Anderson	Debra Darby	Vincent & Mary Jolene Guerra	Susan Lovett
Bruce Amero	Nancy Davis	Ella & Eric Gutowski	Nancy Luther
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Linda Anderson-Mercier	Mary Delaney	Patricia Hagberg	Randolph Maloney, M.D.
Lisa Andrews	Will & Julie Dodge	Ellen Harris	Grace Marciano
Teresa & Joseph Arnold, Jr.	Beverly Dolinsky	David & Michele Harrison	Linda & Richard Martin
Rosemary Attridge	Erik & Janelle Dombrowski	Brad Hill	John & Patricia McCarthy
Erin Bavaro	Maureen Donahue	Margaret Hilton	Janet McFadden
Douglas Bender	Neiland & Priscilla Douglas	Kathleen & Arthur Hurlburt	Kerry McKenna
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William F. Bowler	Laurel A. Eisenhauer, Ph.D.	Lynne Khambaty	Carla & Cheryl Messier
Dale Brown	Cathleen Estep	Charles Klim	Joanne Minichillo
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Jillian Cluett	Lucile Gatchell	Tina LaFlam	Charles & Stella Nahatis
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Roger Corbin & Liz Serpa	Robert Gillis	Janet Lemnah	George & June Nickless
Diane & Ron Costa	Timothy & Elaine Good	Herman & Ann Lilja	Diana & Bruce Pacheco
William Coughlin	Madith Goodwin		Sarah & John Perry
	Shelly Gossom		Peggy Picard



Gloucester MA Elks Lodge #892 Exalted Ruler Jill Maguire presented an Elks Gratitude Grant in December.



Gloucester Healthcare's Kathy Hitchcock picked up her gift at the Meals on Wheels Valentine's Breakfast at the Gloucester House.

Donors & Contributors

Joyce Richards & Vianna Pilkington

Ruth Pino

Andrew & Miriam Silva Preas

Glenn & Dorothy Prescott

Patricia Roach & Rob Martin

Harold & Linda Rogers

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Nan Webber & Margaret Eddie

Mary Weir

Richard & Susan Wilson

George Winston

Nancy Winter

Diane Wood

Gifts & Grants from Organizations & Business Partners

ABC Home & Healthcare Professionals

Aberdeen Home Care, Inc.

ACME Merchandise & Apparel

Action, Inc.

Adult Foster Care of the North Shore

Amedisys / Associated Home Care

American Lazer Services

American Ramp Systems

Andrew W. Preston Charity FD Trust

Anstiss & Co., PC.

Bank Gloucester

Beauport Hospitality Group

Beauport Law, LLC

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Addison Gilbert Hospital
Beverly Hospital

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Brace Cove Foundation

The Building Center

Cape Ann Insurance,
a div. of Salem Five
Insurance Services, LLC

Cape Ann Savings Bank

Cape Ann Transportation
Operating Co., Inc.

Care Dimensions

Carroll Steele Insurance
Agency

Chelsea Jewish Lifecare

City of Gloucester
Community Devel.
Block Grant

CM&B Construction
Management &
Builders, Inc.

Commonwealth Care
Alliance

Connected Home Care

Cummings Foundation

Danversport

Daryl Townsley Studio
Potter

Den Mar Health &
Rehabilitation Center



Patrick Thorpe, Mark Hubbard, Robert Gillis, James Perry joined in the festivities at the 46th Anniversary Gala at Danversport



Renee Gauthier and long-time volunteer Ida Christopher attended the RSVP "Seniors are Super Heroes" Volunteer Appreciation Luncheon.

Donors & Contributors

Gifts & Grants from Organizations & Business Partners (continued)

Disability Resource Center
Eastern Bank Charitable Foundation
EBSCO Industries, Inc.
Jan Dik, Edward Jones Investments
Electric Insurance Co.
Element Care
Eliaison Law Office
Essex County Community Foundation
The Eternity Rose
First Ipswich Bank
C.B. Fisk, Inc.
Francie's Boutique
Gloucester & Rockport Real Estate
Gloucester HealthCare
The Gloucester House
Gloucester Lodge of Elks
Gloucester Police Assoc.
Glover's Floor Coverings

Glovsky & Glovsky, LLC
Greely Funeral Service
Hagstrom Company, Inc.
Harborlight Community Partners
Hollan Publishing
Institution for Savings
Jim's Bagel & Bake Shoppe
John J. Walsh Insurance
Landmark at Oceanview
Lando & Anastasi, LLP
Ledgewood Rehabilitation and Skilled Nursing Center
Lobsta Land Restaurant
Logue Insurance Agency
Manchester House
Manchester Police Assoc.
Marblehead Bank
MDH Computer Consulting
Meals on Wheels America
Natale Company & SafetyCare
North Shore Elder Services
North Shore Community Action Programs

North Shore Music Theatre
Open Book Systems
The Open Door
Partners Healthcare
People's United Bank of Eastern Massachusetts
Katharine C. Pierce Trust
Michael J. Powers, DDS
Precision Coating
Precision Roofing Services of New England, Inc.
Prevare, LLC
The Residence at Riverbend
Rest Stop Ranch
Law Office of Rifkin & Morgan
Right at Home
Town of Rockport MA
Rockport Mortgage Corp.
Rotary Club of Beverly
Rotary Club of Gloucester
Rotary Club of Hamilton-Wenham
Rotary Club of Ipswich
Rotary Club of Manchester-Essex

Rotary Club of Rockport
Sailor's Snug Harbor of Boston
Seasons Condominium Association
Sidekim Foods, an Elior Company
Spaulding Outpatient Center Cape Ann
RB Strong Companies
TD Bank
Thomsen Construction
Timberline Enterprises LLC
Town of Topsfield MA
Tufts Health Plan Foundation
United HealthCare
Vanguard Charitable
Vista Motel
We Love Construction
Wenham Tea House
Williams Family Nominee Trust
Windover Construction
YMCA of the North Shore



Kailyn Smith from The Residences at Riverbend was one of the many partners who supported the RSVP Volunteer Appreciation Luncheon



Staff from Sidekim Foods and Electric Insurance braved the hot summer sun to prepare lunch for Beverly's Senior Day in the Park.

Strategic Plan Goals 2017-2020

Goal #1

SeniorCare Inc. will continue to be a highly visible, well-respected agency that attracts increased numbers of consumers and higher levels of contributions to support the mission.

Goal #2

SeniorCare Inc. will provide cost effective and efficient services, and meet the needs of consumers and the diversity within the communities it serves with dignity and respect.

Goal #3

SeniorCare Inc. in recognizing the value of our staff will retain and continue to develop a highly qualified and motivated workforce to support the mission.

Goal #4

SeniorCare Inc. will maintain financial security through sound fiscal management including the continuation of cost savings, efficiencies and development.

Goal #5

SeniorCare Inc. will take proactive steps to effectively assist all individuals with health and functional challenges by increasing staff knowledge through both internal and external means.

Goal #6

SeniorCare Inc. will continue to develop and explore the use of innovative technology and programs to support our mission.



Margaret Mills Michael was honored for 15 years as a dedicated volunteer in SeniorCare's RSVP program.



SeniorCare's home care staff took a much deserved break from their duties to enjoy the annual Sunset Cruise around Cape Ann.



MA Representative Brad Hill and SeniorCare Board President Tom Tanous joined us at the Meals on Wheels Valentine's Breakfast.

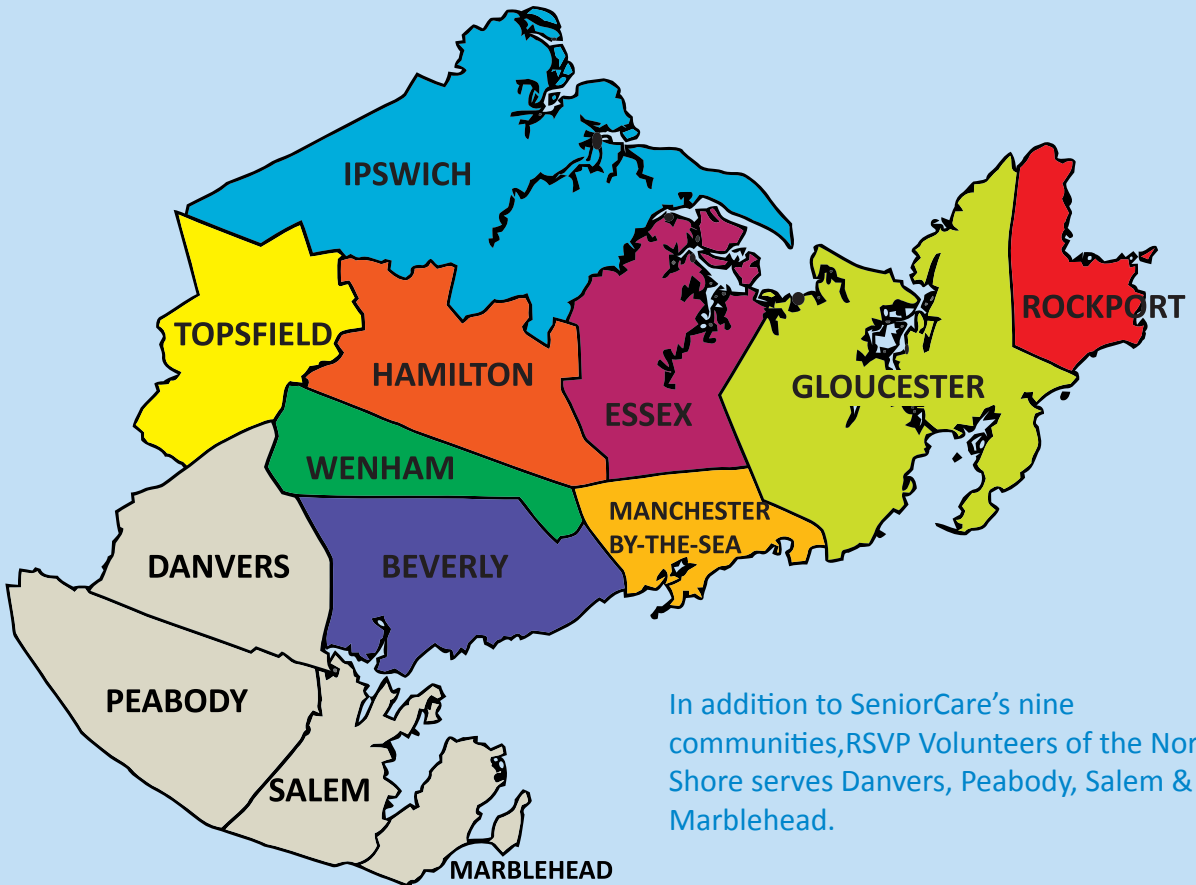


Right at Home in Home Care honored SeniorCare with a donation of a wheelchair to Free Wheelchair Mission.

SeniorCare

Elder Services | Information | Solutions

Serving the elders of
Beverly, Essex, Gloucester, Hamilton, Ipswich,
Manchester by-the-Sea, Rockport, Topsfield & Wenham.



In addition to SeniorCare's nine communities, RSVP Volunteers of the North Shore serves Danvers, Peabody, Salem & Marblehead.

49 Blackburn Center • Gloucester, MA 01930

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978.281.1750 • 866.927.1050 • srcare@seniorcareinc.org

www.seniorcareinc.org