

A Community Report of Spectrum Generations The Central Maine Area Agency on Aging 1 The Aging and Disability Resource Center FISCAL YEAR 2013

**Promoting** life-long learning, health, wellness, nutrition, community engagement and the social well-being of all older and disabled adults.

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#### FROM THE PRESIDENT/CEO



As I write this annual report letter, it's October 17th and the federal government has finally reopened after 16 days of shutdown and dysfunction. Regardless of political affiliation, I think everyone can agree that it is no longer business as usual. Our economy has

been near stagnant for 6 years; and without more tax

lives and reduce the revenues from a stronger economy or tax increases on citizen income, the country's budget deficit will dementia so they a continue to grow. That is very dangerous. If our challenges this concleaders in Washington cannot figure out an agreed upon way forward, our country will be back in a shutdown status come January 15th.

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Spectrum Generations is wide awake industry today" to this new reality. Sequestration was a wakeup call. It cut our Older American Act programs include of by a near 5-6%, and remains in effect in fiscal year 2014 program at a 7-8% reduced funding. As currently written, these cuts do not stop until the year 2021. The effect was a is being waiting list for all of our programs. We can no longer count solely on the federal and state government to However support vulnerable older and disabled adults.

But we have a mission and the criticalness of that mission does not afford us the time to lament on the challenges we face. We must address these challenges straight on and adapt and overcome to the best of our ability.

We reached out to the community for support and were overwhelmed by its generosity; especially for our Meals on Wheels program. Thank you. But we cannot just hope people will donate their hard earned dollars to us. Additionally, we looked internally at how we deliver our services and tried to find efficiencies, eliminate redundancies and utilize collaboration and partnerships to meet the needs of older and disabled adults in central Maine. We had good success; we are starting out fiscal year 2014 without a waiting list for Meals on Wheels. But we need to do more.

As we investigated our program and service impact on the community, we came to the realization that what Spectrum Generations did, was having even more of a positive effect on people's lives than we had previously estimated. More surprisingly, the impact of our work has never been more beneficial to any sector then it is to the healthcare industry today. Our nutrition programs keep people nourished and away from the emergency room; our evidenced based wellness and prevention programs teach people to live more healthy lives and reduce the need for medications; our caregiver program educates those caring for persons with dementia so they are more prepared to deal with the challenges this condition brings and directly reduces/

delays the length of stay patients have in a hospital or rehabilitation center; and our outreach work ensures people know what benefit coverage they have and how to use this coverage to be proactively healthy. And this doesn't even

include our personal support service and adult day care programs, that allow caregivers to work, recreate, and stay healthy themselves, while knowing their loved one is being expertly cared for in a safe comfortable setting.

However, since we have always just been there, the healthcare industry is not fully aware of our success in helping produce quality outcomes and reduce the cost of care. In 2014, Spectrum Generations is embarking on a strategy to work with hospitals, insurers, healthcare systems, and self-insured businesses to identify the value and quality we bring to the table in improving patient experience, the quality of care and reducing cost of care. It is our hope that these "old" but "new" customers will see the return on investment of our work and begin directly contracting with Spectrum Generations to help them meet their healthcare goals.

Wish us luck.

sector then it is to the healthcare

Gerard Queally, President/CEO

#### **FY13 HIGHLIGHTS**

Guided by our Strategic Plan, 2013 was a mission driven year of change, challenges, and opportunities. With our dedicated work force, committed volunteers and strong community support, we helped central Maine seniors, disabled adults - and those who care for them – make informed decisions on long-term support options, healthy living and community engagement. With our 'no wrong door' approach to vital information and assistance, we provided education and solutions to live a longer, independent life in one's own home, own community, and in a way best fitting their life preferences and choices.

## We strengthened our partnerships and built new collaborations.

- We provided options counseling to patients of central Maine's five Community Care Teams.
- Our Bridges Home Care partnered with Full Circle American to bring virtual assisted living to central Maine.
- We collaborated with elder abuse leaders and advocates.
- We opened our Southern Midcoast Aging and Disability Resource Center at the People Plus Center in Brunswick.
- Launched our State Farm sponsored "Be Prepared" campaign providing emergency preparedness planning booklets to seniors.
- Created a Community Liaison staff position to expand our connections & collaborations.





We dedicate this Annual Report to the memory of a dear friend of Spectrum Generations – an advocate and advisor whose long standing support of our mission helped significantly improve the lives of those we serve: Dr. Kenneth Eskelund

## We provided a menu of services to improve health and wellness.

- Expanded skills to manage chronic pain with our evidenced based Chronic Pain Workshops across central Maine.
- Created a Health Advisory Council connecting consumers and professionals to improve the quality of lives and the quality of health care.
- Launched East Meets West Geriatric Fitness and Functional Movement program to promote independence and delay the onset of chronic disease.
- Increased higher valued nutritional products in our menus resulting in a national n4a Innovation Award for utilizing local foods from Maine farms.

#### We didn't stop there...

- Our State Area Plan was approved.
- We rebranded Bridges Home Care and Cohen on the Meadows catering.
- Installed VOIP telephone system allowing warm transfers to Aging and Disability network.
- Launched our upgraded, easier to navigate, ADA compliant web site.
- Trained our volunteers to better assess overall health of our Meals on Wheels consumers.
- Held our first annual Meals on Wheels Celebrity Chef Challenge to help end senior hunger.

We successfully navigated a year of change and challenges always keeping our consumers' health and safety foremost in our minds. We did not do it alone – we did it with you. *Thank you!* 

#### **FY13 TREASURER'S REPORT**

Spectrum Generations ends FY13 financially strong and stable after having generated more than \$6.6 million in revenues. A decrease of almost \$300,000 in Federal and State funding required Spectrum Generations to scale back some of its services, most notably MOW meals.

Spectrum's financial strengths continue to lie within its diversification and fee-for-service initiatives. Shortfalls in grant funding have been offset by increases in fee-for-service activity. The most successful fee-for-service program in the Spectrum Generations portfolio is Bridges Home Care. This program continued to see growth in FY13 with a 4% increase over the prior year. Bringing in over \$1.9 million of revenue, Bridges' profits allow Spectrum Generations to supplement Older Americans Act funding in order to provide additional services to Maine's seniors and disabled consumers.

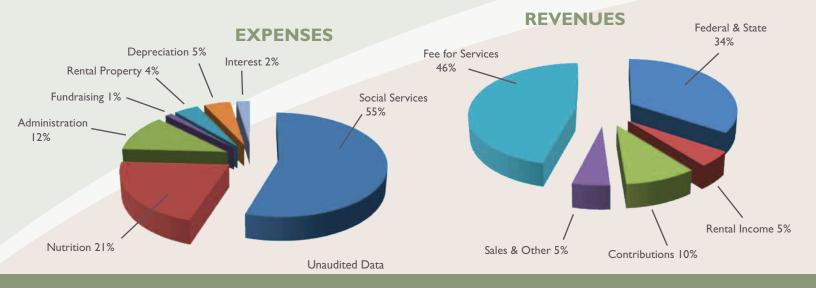
Another method Spectrum Generations uses to combat loss of Federal & State funding is through its special fundraising events. As a result of an ice fishing derby in February, a golf tournament in June, and the generous Sukeforth family Pig Roast and auction in September, Spectrum Generations earned over \$54,000. In September of this year we created a new fundraising event called the Celebrity Chef Challenge. This one-of-a-kind event was held at the Maine Maritime Museum and raised an additional \$13,900 for the agency. We're hopeful that this event will become Spectrum Generations' signature event and bring in additional fundraising revenues in the future. Overall, \$560,000 was raised through philanthropic efforts with 80 percent of each dollar received directly benefiting programs and services.

The funding challenges still remain as we struggle with continuing decreases in federal funding. Our FY14 goals



include not only delivering the services that we've always done, but to identify the value of our services to new customers so that we may grow and expand and help more of Maine's seniors and disabled adults. Here's to an equally successful FY14!

Revenues		
Fee for Services	3,065,634	46%
Federal & State	2,287,946	34%
Contributions	637,579	10%
Sales & Other	342,186	5%
Rental Income	332,440	5%
	6,665,785	100%
Expenses		
Social Services	3,580,594	55%
Nutrition	1,363,989	21%
Administration	753,505	12%
Depreciation	302,079	5%
Rental Property	277,911	4%
Interest	155,350	2%
Fundraising	80,924	1%
	6,514,352	100%



#### PEOPLE IMPACT

- We prepared and delivered 200,019 Meals on Wheels to 1,335 homebound seniors and disabled adults.
- We answered 2,860 requests for much needed assistance and support with the challenges of dementia and disabilities.
- 57,253 community dining meals were served.
- Our professionally trained staff responded to 44,904 requests for help with Medicare, insurance, prescription drugs, reverse mortgages, money management and other topics of importance.
- 108,633 hours of personal care delivered at home.

**ECONOMIC IMPACT** 

- We reinvested \$6,251,000 into six counties in central Maine.
- We expended \$2,095,300 with Maine businesses.
- We coordinated a volunteer labor force of over 662 men and women who generously donated 39,749 hours of service at a value determined by the IRS of \$880,043.

"I did a home visit. When I was there the daughter told me that they had a lot of different people coming into their home for her mom. I said I would be quick so that I could get out of their way. Mary replied, "Oh no - not you. You are from Bridges and Bridges is just like family."

...Bridges Home Care Employee





"I worked with a couple in their 80's who were in danger of being removed from their home and placed in assisted living. They wanted to remain where they were. They now receive home care services, two visits per day, and are using the assistance of their granddaughter. They also elected to have a small GPS unit to carry with them when they went outside their home in case one of them fell or they got lost."

...Spectrum Generations Aging and Disability Resource Counselor

#### **WAYS TO GIVE**

You can impact the quality of life of older and/or disabled adults throughout central Maine by making a charitable gift to Spectrum Generations. It's easier than ever to support Spectrum Generations as we offer many ways to donate. They include a gift of cash or stock, a tribute gift to remember a loved one, a planned gift in your will, an in-kind gift, or the gift of your volunteer time.

Visit www.spectrumgenerations.com to learn how you can support the work of Spectrum Generations.

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Ms. Linda Hepfner

# "To anybody and everybody responsible, I appreciate the love – it's heartwarming."

#### ...Meals on Wheels Consumer

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Zimba Corporation

Mr. and Mrs. Jay Zoller



### **OUR CORE VALUES**

- **Dignity:** We believe each person possesses inherent nobility and worth that demands a natural respect.
- **Professionalism:** Our staff and volunteers are the essential strength of our services who aspire to the highest standards.
- **Integrity:** We expect to be accountable to the consumer and communities we serve earning their complete trust and confidence.



#### **OUR OVERARCHING STRATEGY**

Actively engage the people of central Maine across all generations with programs that allow them to live healthy, socially enjoyable and independent lives. Our programs and services will be innovative and entrepreneurial that provide solutions to the challenges that aging and disabilities present to all families, our neighbors and our communities.

Working together, the Spectrum Generations team was successful in developing new collaborations vital to its future and exploring critical strategies to maximize the benefits to those we serve - our families, our neighbors, and our communities."

... Dick Coburn, Chairman of the Board, Spectrum Generations