



Coastline

Elderly Services, Inc.

Annual Report

-2011-

A few words from the President and CEO



CEO Paula Shiner and President Rita L'Etoile

This past year has been a year of transition for Coastline Elderly Services. We will always be grateful for the leadership of Charles Sisson and his ability to guide the organization for over 30 years. We appreciate the interim leadership of Theresa Larson, who held the organization together during a difficult time. And we are sincerely grateful to the dedication and commitment of the Board of Directors, Advisory Council, and Coastline's staff and volunteers.

Despite our many challenges, Fiscal Year 2011 was a year of growth and opportunity for Coastline. Some of our many accomplishments included:

- The creation of the Options Counseling Program
- The growth of our collaboration with ADRC
- A newly created partnership with Southcoast Hospitals Group to put together the Care Transitions Program
- Our efforts to reduce the organization's paper burden

While we continue to focus on our mission—to keep older adults and individuals with disabilities independent and in their own homes for as long as possible—we are also starting to position ourselves for the future. We have developed an organizational plan with two goals in mind: efficiency and sustainability.

Over the next year, we will continue to improve our internal procedures and will simultaneously focus on new business opportunities, on strengthening our relationships and partnerships, and on creating a donor base.

We thank you for your support and hope you continue to follow our progress.

Rita L'Etoile
President, Board of Directors

Paula Shiner
Chief Executive Officer



Charles N. Sisson, Executive Director

1979-2010

For over thirty years, Charlie devoted his life to Coastline and to the older adults we serve. Charlie grew the organization from a small home care agency into what it has become today: an organization that helps thousands of older adults from all across the Greater New Bedford community. Charlie was a tireless advocate of older adults' rights to grow old in their own homes with a sense of safety and dignity.

Not only did he advocate for older adults at the local level, Charlie volunteered his time and energy as the Vice-President and then President of Mass Home Care at the state level, and then went on to serve as President of the *National Association of Area Agencies on Aging (n4a)*, the national advocacy group for older adults.

Last year, the newly created Men's Fund was renamed the *Charles N. Sisson Men's Fund* to honor Charlie's legacy and dedication to older adults.

Charlie's energy and passion has been and will continue to be missed, however, it lives on in the hundreds of individuals he inspired on a daily basis throughout his entire life.

In 2011, we introduced the Options Counseling Program

To help older adults and individuals with disabilities plan for their futures

The Options Counseling Program was rolled out in December 2010, and has grown steadily each month since. In this outreach-based program, our licensed social worker, Karyn Wylie, visits nursing homes, senior centers, adult day cares, and individuals in their homes, to discuss all of the elders' options, including programs and services that will help them to continue living safely in their own homes for as long as possible.

Karyn not only gives presentations, but will meet with older adults individually to provide them with options that reflect their personal needs, lifestyles, and goals. She can help them and their caregivers make decisions about issues such as supplemental insurance plans, adult day cares, or home care services. She can also refer them to other programs within Coastline that will meet their needs.



Karyn Wylie with consumer Linus Eldridge

One caregiver was able to take his aging father out of a nursing home (where he had been placed after being diagnosed with Alzheimer's) to live with him after meeting with Karyn. He summed up the goal of the Options Program perfectly, by saying that Coastline gave him "a point of orientation" and that the program "helps you with your thinking process because it's such a big decision."

The Options Counseling Program is so helpful because it looks at each older adult's individual goals and capabilities to make decisions, instead of blanketing everyone with the same solution.

Since December 2010, Karyn has visited 89 locations and helped 100 older adults and people with disabilities plan for their future.

Thank you to this year's sponsors:

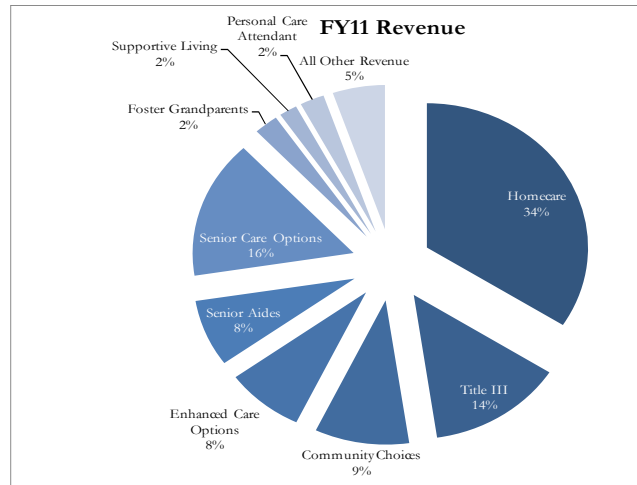


- Provided services to over 10,000 older adults and individuals with disabilities
- Distributed over \$304,000 in funding to 31 local community organizations to provide Title III programming
- Decreased operating expenses by \$30,000, which will continue to be realized on an annual basis
- Worked with 161 dedicated and energetic volunteers who contributed 74,803 hours of their time, saving local taxpayers an estimated \$1.9 million dollars
- Grew the Senior Care Options Program by 149%, allowing us to hire 2 additional care managers
- Delivered over 300,000 meals to older adults through the Meals on Wheels program
- Presented 169 programs and workshops to discuss multiple health and wellness topics to over 2,100 individuals

Financials

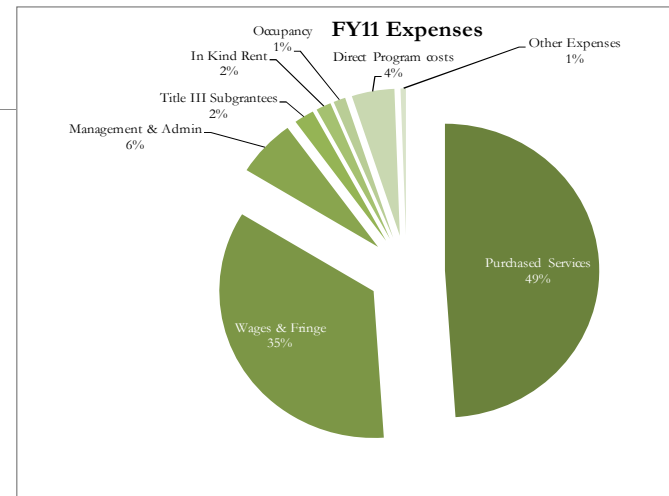
Revenue

Home Care Purchased Services.....	\$3,185,132
All Title III Revenue.....	\$297,367
Other Revenue for Title III Programs.....	\$1,640,113
Community Choices.....	1,344,177
Home Care Administrative.....	\$1,645,392
Enhanced Care Options.....	\$1,118,217
Senior Aides.....	\$1,063,774
Senior Care Options.....	\$2,202,998
Foster Grandparents.....	\$349,482
Supportive Living.....	\$258,900
Personal Care Attendant.....	\$346,073
All Other Revenue.....	\$746,915
Total Revenue.....	\$14,198,540



Expenses

Purchased Services.....	\$6,882,105
Wages & Fringe.....	\$4,899,871
Management & Administration.....	\$882,181
Title III Sub-Grantees.....	\$295,737
In-Kind Rent.....	\$223,658
Occupancy.....	\$177,854
Direct Program Costs.....	\$629,187
Other Expenses.....	\$77,188
Total Expenses.....	\$14,067,781



Thank you to our funders who make our work possible:

Massachusetts Executive Office of Elder Affairs
 Association for the Relief of Aged Women
 George E. Curtis Charitable Trust
 Department of Public Health
 City of New Bedford Office of Community Development
 United Way of Greater New Bedford
 Katherine Pierce Trust
 Community Foundation of Southeastern Massachusetts
 Massachusetts Department of Transportation

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Board of Directors & Advisory Council

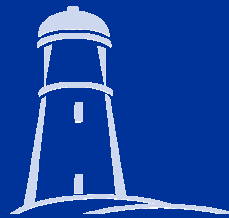
Recognized for ten years of service at Coastline:

Candace Fernandes
Patricia Foster
Ana Hayes
Theresa Larson
Patricia Lomba
Christine Piszcz
Christine Swann

Recognized for fifteen years of service at Coastline:

Donna Joseph
Kathleen Nicholas

Coastline Elderly Services, Inc.



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