



Annual Report 2012



Paula Shiner, CEO; Rita L'Etoile, President FY2012;
Charles McCullough, President FY 2013

We are pleased to report we have accomplished a lot this past year—although we still have a long list of items to tackle. Foremost, our designation review by the Executive Office of Elder Affairs could not have gone better. They visited us in June, met with several staff, and looked through a random sample of consumer files. All in all, it was a successful visit, and we are appreciative to all staff for the great work they do on a daily basis that led to this outcome.

It is comforting to know things are running smoothly here and that we have the support of EOEI because our volume continues to grow on a monthly basis. We have reorganized the Home Care and Intake Departments to more efficiently meet the needs of our consumers, and will be working through a new, grant-funded program to utilize community health workers to provide better outreach within the towns we serve.

We have also built stronger relationships with each town's Council on Aging. We met with the Council on Aging Directors on a quarterly basis over the past year to discuss their needs and issues, and to brainstorm ways we can collaborate to ensure we are meeting all of the needs of each town's unique demographics and to ensure we are using our limited resources to the best of our abilities.

As we all know state and federal resources are, at best, remaining level from the previous year, so we were pleased to roll out a successful development program this year, and are thankful to all of the corporate sponsors, foundations, and donors who supported us.

Looking into the future, we are working to strategically position Coastline to take advantage of new opportunities such as Integrated Care Organizations. We will also continue to closely monitor the quality of care we provide to our consumers, while assessing and managing our risks. And we will continue to closely monitor our resources to ensure we are delivering the highest quality of programs and services in the most efficient manner possible.

As always, we wish to thank all of our employees, vendors, partners, volunteers, and donors for their continued support and are looking forward to another successful year.

Paula Shiner

Paula Shiner
Chief Executive Officer

Rita A. L'Etoile

Rita L'Etoile
Immediate Past President

Charles McCullough

Charles McCullough
President

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Jane's Story

This past May, Jane (*name has been changed to protect privacy*) called our Information & Referral (I&R) Department because she was having financial trouble. Already a recipient of Meals on Wheels through Coastline's Nutrition Program, at 77, Jane knew to call us because she was having a hard time paying for much-needed medical supplies and was looking for help.

Lucy, one of our I&R Specialists, spoke with Jane at length—like she does with anyone who calls Coastline looking for help—to determine what all of her needs were. Lucy matched her to a program and asked Jane if she would like to apply for an emergency fund program by one of our partnering organizations, the Association for the Relief of Aged Women (ARAW).

Jane said she would like to apply, so Lucy walked her through the application and helped her fill it out. A few weeks later, Jane found out she had been approved for monthly funding to help her pay for the medical supplies she needed—and, on top of that, they agreed to help her pay the premium on her supplemental health insurance.

Now, Jane can continue living at home, and never has to worry again about not having enough money to pay her bills or buy groceries. When Lucy called Jane a few weeks after to follow-up, Jane said she was thrilled and so appreciative for Lucy's and Coastline's help.

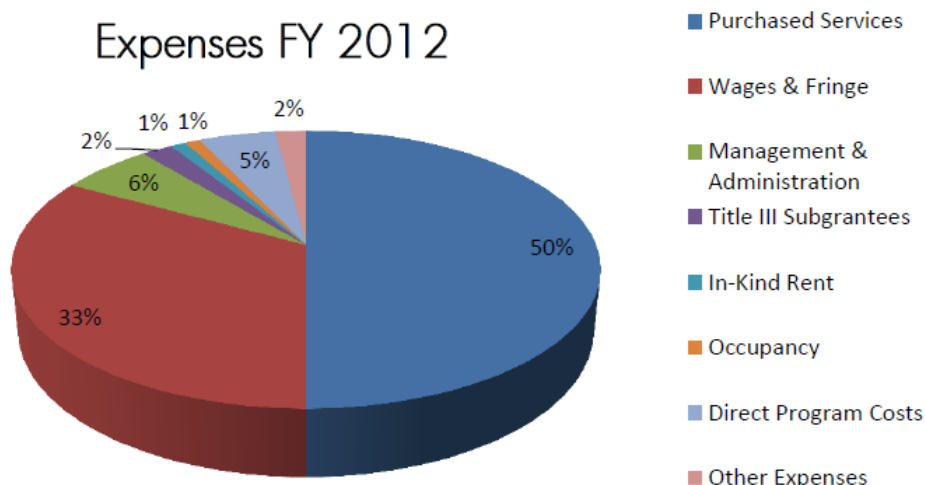
This is what we do best: match older adults with resources, programs, and services that allow them to continue living at home. Our I&R Department is the front line in screening thousands of individuals each year. They not only know Coastline's programs inside and out, but are experts on dozens of other programs and services available throughout the community.

Jane's story is representative of thousands of other older adults. Like Jane, many have one or two small hurdles in life that could easily force them into poverty or out of their home. Coastline works with thousands of elders like Jane each year to ensure they are able to continue living in their own homes, independent and healthy.



Financials

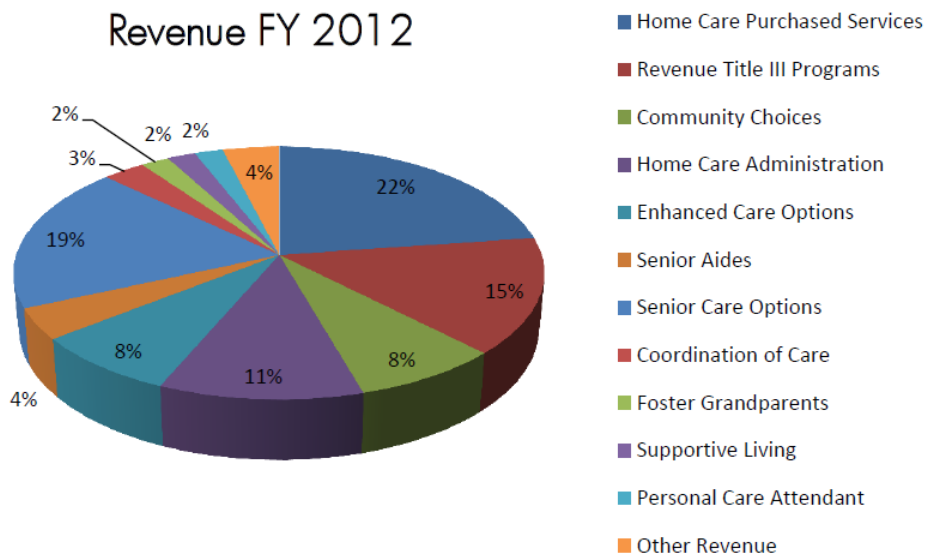
Expenses FY 2012



Grant Funders

- Association for the Relief of Aged Women
- Bank Five
- Bristol County Savings Bank
- City of New Bedford
- Community Foundation of Southeastern Massachusetts
- Curtis Charitable Trust
- Department of Public Health
- Department of Agricultural Resources
- FEMA/Hunger Commission
- Jack & Eleanor Borden Memorial Fund
- Jonas Fields, Charles Hannagan & David Walters Charitable Foundation
- Katherine Pierce Trust
- Massachusetts Department of Transportation
- Massachusetts Executive Office of Elder Affairs
- United Way of Greater New Bedford
- WalMart Foundation

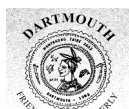
Revenue FY 2012



Thank you to all of our sponsors, donors, and grant funders! Without you, elders living throughout the community would suffer a lesser quality of life.



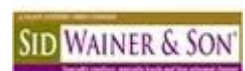
Patrick Carney Foundation



luzo's Market

Island Terrace

Brandon Woods



Coastline's Wellness Program

Because we at Coastline understand the importance a healthy lifestyle plays in aging independently, in April, we rolled out an employee-focused wellness program, called *On the Right Track*, to make Coastline a more healthy workplace that fosters positive lifestyle choices.

In a few short months, Coastline has offered a variety of programming, including:

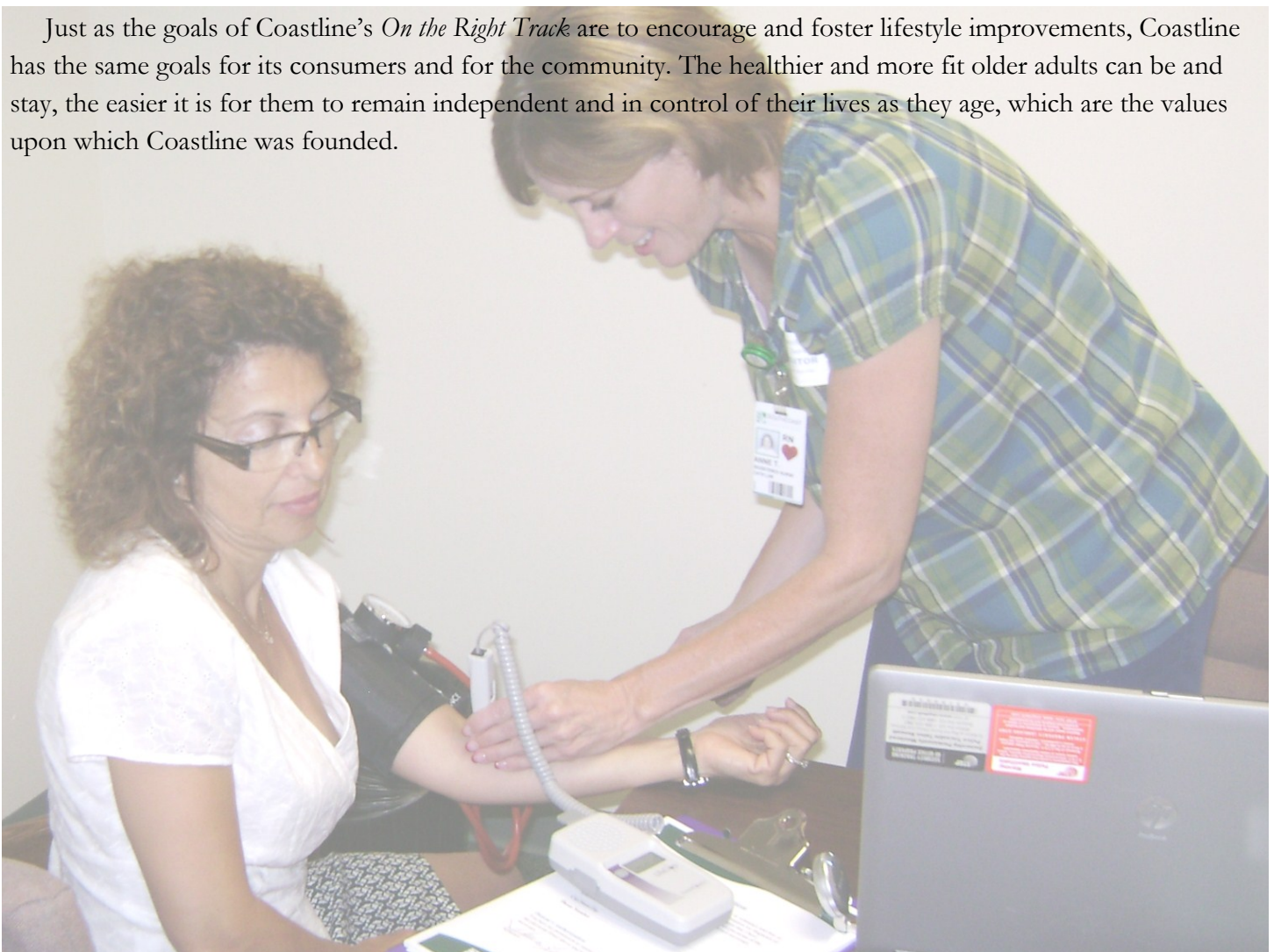
- General health assessments, including BMI, blood pressure and blood sugar
- A new, healthy option vending machine
- Monthly healthy cooking demonstrations
- Peripheral Artery Disease Screenings
- Viewings of HBO's documentary *Weight of the Nation*
- World No Tobacco Day (smoking cessation support)
- A Walking Challenge that 36 employees participated in



And that is only the beginning. Understanding the importance of stress reduction as a part of a healthy lifestyle, Coastline has also provided a financial fitness series to assist employees in budget and retirement planning.

Although *On the Right Track* is targeted toward the staff, it is one piece of a larger picture. Coastline has spent the past fiscal year planning a variety of evidence-based health programs to address the health needs of older adults living throughout our communities.

Just as the goals of Coastline's *On the Right Track* are to encourage and foster lifestyle improvements, Coastline has the same goals for its consumers and for the community. The healthier and more fit older adults can be and stay, the easier it is for them to remain independent and in control of their lives as they age, which are the values upon which Coastline was founded.



Employees recognized in 2012 for their years of service and dedication to Coastline

**Ramona Melo, 10 years | Sara Loranger, 10 years | Florence Machado, 10 years
Alga Mello, 15 years | Donna Cabral, 25 years | Cindy Cobb, 25 years**

To learn more about Coastline, or to subscribe
to our website, please visit us at
coastlineelderly.org

Coastline Elderly Services, Inc.



1646 Purchase Street
New Bedford, MA 02740