



Annual Report 2013

Message from the CEO & President



Last summer, Coastline's Board of Directors and Senior Leadership began talking about Coastline's future goals and vision, and how they are reflected by our name and outreach. As we have watched the health care and social services landscape evolve and begin to overlap more and more, we have worked to ensure Coastline is prepared to thrive in this new environment.

This coming year, you will see those efforts come to fruition through Coastline's new strategic initiative. One of the steps we took in this process was to identify Coastline's core values. These core values have been in place for many years, have contributed to past successes, and made Coastline what it is today. We simply spelled them out to recognize our strengths, and we would like to share them with you here:

Community: We provide home and community based services to individuals so they can continue living in their community; we pride ourselves in knowing the local community, and its resources, inside and out.

Responsiveness & Quality: We connect individuals to quality programs as quickly as possible; if we are unable to meet their needs internally, we refer them to an external agency, and follow-up to make sure their needs have been met.

Expertise: We are the experts on long-term support services—for older adults and individuals with disabilities, in particular. We are committed to keeping up-to-date on all programs, services, resources, and policies relevant to this group.

We acknowledge that we live in a changing environment, and we are committed to meeting the needs of our consumers by providing programs and care that always help them remain independent and in their own homes and communities.

And, as always, we could not work toward this vision and goal without the hard work and commitment of our employees and volunteers, and the continuous support of our donors, partners, and local legislators and advocates. Thank you for all that you do and we look forward to another successful year.

Paula Shiner
Chief Executive Officer

Charles McCullough
President

Coastline Program Wins National Award

Over the summer, at a national conference held by n4a (National Association of Agencies on Aging), Coastline won an Aging Achievement Award for the *Coastline Cooks—Healthy Cooking with Kim* program, a collaboration between Coastline and Dartmouth Community Television (DCTV). The award recognizes the success of this project and its outreach to older adults in the community.

Coastline Cooks, originally hosted by Coastline's former Dietitian, Kim Ferreira and now hosted by Dietitian, Jamie Bучcheri, features guests each month who bring a favorite recipe to cook. The show aims to demonstrate to the audience how to cook healthier recipes and make classic favorites a little healthier by using alternative ingredients.

We strive to use fresh and local vegetables whenever possible, but also use frozen vegetables and other short-cut ingredients to show our viewers how easy and quick it can be to cook a healthy and delicious dish. We encourage our viewers to try new food combinations and ingredients, and to try new cooking techniques.

To date we've taped over a dozen shows, ranging from appetizers to dinners to desserts. You can find all of the recipes and the episodes on our website. We're excited for Jamie to take over where Kim left off and hope to increase viewership this coming year. We're grateful to DCTV for this collaboration and to n4a for recognizing and awarding our hard work.



Jamie Bучcheri, the new face of Healthy Cooking.



Nurse Manager, Cynthia Hamlet and former dietitian, Kim Ferreira.

LGBT Initiative

This past spring, with help from the Boston-based LGBT (Lesbian, Gay, Bisexual & Transgender) Aging Project, we hosted a focus group with a number of older LGBT individuals to see what programs and projects we could put into place to support this community.

The focus group was a success. What has followed has been an even greater success. Since our summer Kickoff BBQ at the Fairhaven Council on Aging, we have partnered with the LGBT Aging Project and the Fairhaven Council on Aging to continue hosting Supper Club social hours for the LGBT community.



Sometimes, older LGBT individuals do not seek social services and assistance because they fear discrimination and abuse, and they may lack supportive family members and friends to lean on when they are in need.

We look forward to continuing to work with the Fairhaven Council on Aging in hosting more LGBT social and educational events this coming year.

Evidence—Based Programming

This year, one of our priorities was to increase the number and variety of evidence-based programs we offer. Subsequently, we had staff trained in Chronic Disease Self-Management, Diabetes Prevention Program, Matter of Balance, Powerful Tools for Caregivers, and Healthy Eating for Successful Living Among Older Adults. We also have plans to send staff to be trained in Tai Chi, another evidence-based program that helps older adults avoid falls.

We successfully held Matter of Balance and Healthy Eating programs this year, and have already been asked to hold both programs again by partnering organizations. We also plan to roll out Powerful Tools for Caregivers in spring 2014, and our two coaches have been asked to speak at an event about caring for individuals with Alzheimer's Disease.

Evidence-based programs are based on research, taking tested program models and turning them into practical community programs. These programs offer participants a supportive network where peers can relate to one another because they face similar health challenges. The workshops are also limited in size so participants can effectively interact and receive one-on-one attention.

Evidence-based programs seek to empower individuals to realize they have significant control over their health and well-being. The programs help individuals address their own fears, set goals, and gather the tools needed to meet those goals.

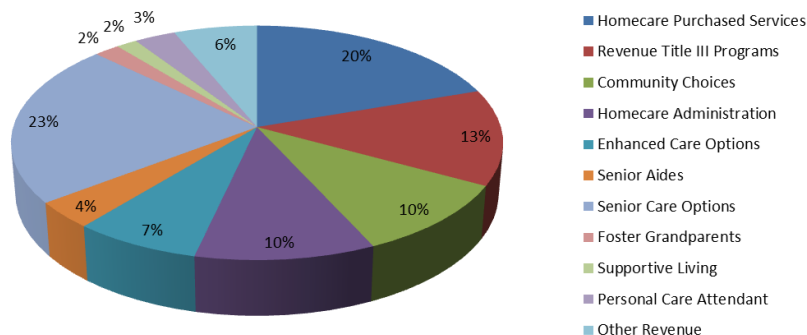
Coastline is excited to continue to provide more and more of these programs to the community.



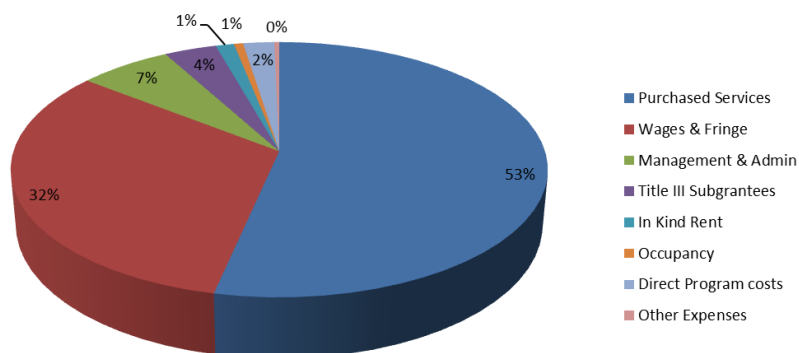
Matter of Balance workshop participants, 2013.

Financials

Revenue FY 2013



Expenses FY 2013



Grant Funders

- Association for the Relief of Aged Women
- Bank Five
- City of New Bedford
- Community Foundation of Southeastern Massachusetts
- Curtis Charitable Trust
- Department of Public Health
- Department of Agricultural Resources
- Katherine Pierce Trust
- Massachusetts Department of Transportation
- Massachusetts Executive Office of Elder Affairs
- United Way of Greater New Bedford
- Executive Office of Health & Human Services

Sponsors



Patrick Carney Foundation



www.waring-sullivan.com
www.rock-funeralhome.com

Brandon Woods of Dartmouth & New Bedford



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