



# ANNUAL REPORT 2018

A YEAR OF ACCOMPLISHMENTS

 **508.999.6400**

 **[www.coastlinenb.org](http://www.coastlinenb.org)**

 **1646 Purchase St., New Bedford**

## MESSAGE FROM THE BOARD PRESIDENT AND CEO

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Coastline is a private nonprofit organization that has been serving the Greater New Bedford communities for more than 40 years. Our Mission is to be a trusted provider of resources and services that support self-determination and community well-being.

We believe that every person should have the resources and services needed to live in our community. With this in mind, Coastline has been a partner with the City of New Bedford and the Council on Aging in achieving the designation of **Age Friendly New Bedford**.

We also support the efforts of the surrounding communities in their Age and Dementia Friendly efforts.

## OUR COLLECTIVE FOCUS HAS BEEN ON 8 MAJOR DOMAINS OF LIVABILITY THAT INCLUDE:

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**#1**

Outdoor Space  
and Buildings



**#2**

Transportation



**#3**

Housing



**#4**

Social  
Participation



**#5**

Respect and  
Social Inclusion



**#6**

Civic Participation  
and Employment



**#7**

Communication  
and Information



**#8**

Community Support  
and Health Services



# 2018

## OUR MISSION:

To be a trusted provider of resources and services that support self-determination and community well-being.

## OUR VISION:

We believe that every person should have the resources and services needed to live in our community.

## OUR VALUES:

Integrity, Professionalism, Shared Vision, Teamwork, Transforming the Culture, Advocacy, Service, Excellence, Trust/Empowerment, and Customer Satisfaction.

## This year Coastline was awarded first place in home care.

For the second year in a row, SouthCoast Media Group asked its readers to select their favorite businesses, restaurants, and other service providers from throughout the region for its “Best of the Best” awards. More than 92,000 votes were tallied in this year’s event, and Coastline took first place in the Home Care Agency category.

On July 19, the media group hosted a red-carpet gala, which drew a crowd of more than 450, for the top three winners in each category. Coastline’s CEO Paula Shiner accepted the award on behalf of Coastline.



# BOARD OF DIRECTORS



*Pictured, left to right:* Reverend Debra Lee, Lisa Mills, Michael Cambra, Anne Silvia, Dan Fournier, Jeannine Wilson, Carol Nagle, John Turner, John Gonsalves

*Not pictured:* Ellen Keough, Leda Kim, Rita L'Etoile, Paula Rossi-Clapp, Lois Spirlet

# ADVISORY COUNCIL

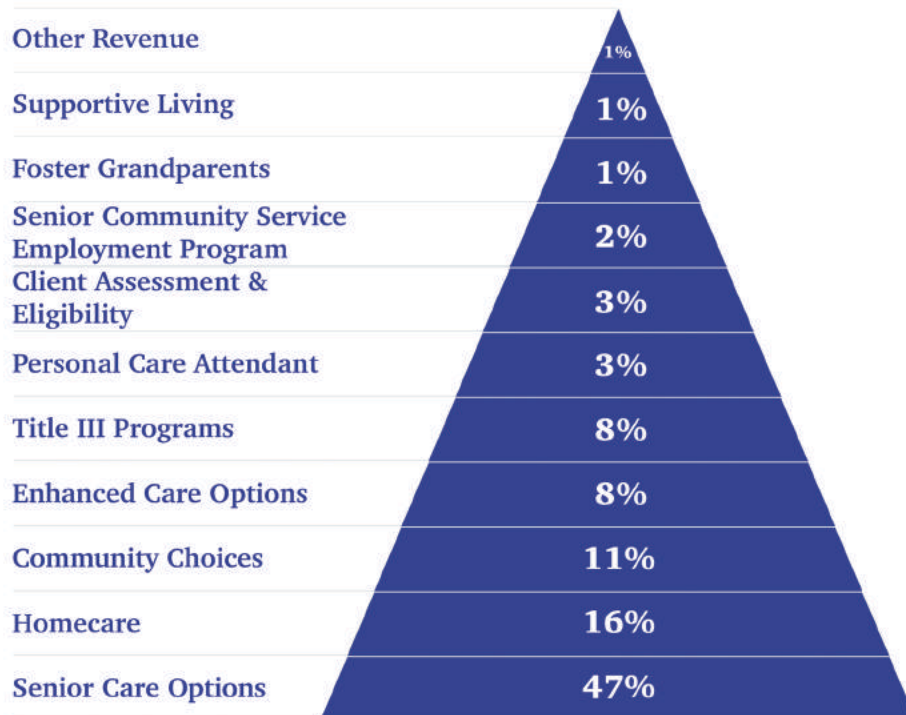


*Pictured, left to right:* Reverend David Lima, Maria Reina, Dr. Andrew Revell, Ivan Brito, Connie Meyers, Helena DaSilva Hughes, Delia DeMello, Jeanne Daly, Michelle Beneski

*Not pictured:* Anne Marie Askew, Gordon Helme, Glenda Izaguirre, LouAnn Jenkinson, George Smith, John Lobo and Patricia Geggatt-Midurski



# REVENUE FY 2018

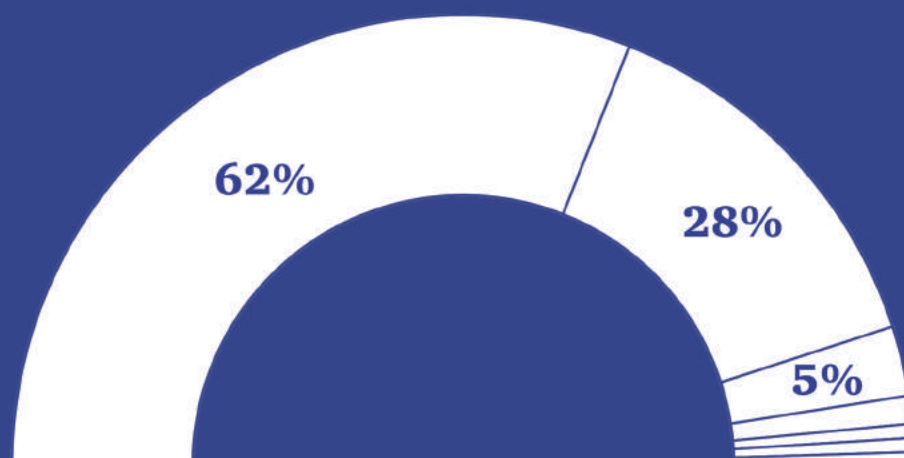


## Look how we have grown

Senior Care Options services increased its consumer base from 1,500 in 2015 to 2,300 in 2017, a 54% growth. Senior Care Options helps individuals to continue living in their community independently through Managed Care Mass Health programs. Their eligibility is determined by the Senior Care Options (SCO) providers, which includes BMC HealthNet, Commonwealth Care Alliance (CCA), Navicare/Fallon, Senior Whole Health, Tufts and United Healthcare.

The GSSC (Geriatric Service Support Coordinator) is a member of the Primary Care Team who works directly with SCO RNs to coordinate and provide community and in home services. GSSCs conduct initial and on-going in home assessments to develop and monitor customized service plans, helping to promote consumer's overall well-being and independence.

# EXPENSES FY 2018



- Purchase services: 62%
- Wages & Fringe: 28%
- Management & Admin: 5%
- Direct Program Costs: 2%
- Title III Subgrantees: 1%
- In Kind Rent: 1%
- Occupancy: 1%

# COASTLINE PROGRAMS

**Information and Referral** Consumers new to Coastline speak with our Information & Referral specialists who assess their needs and provide them with current information on the services and programs available.

**Home Care Services** are provided to seniors 60 or older (or those under 60 who have been diagnosed with dementia) who meet specific income guidelines. Services include: homemaker, chore, laundry, personal care assistance, community choices, and case management.



**Respite Care** is provided to unpaid caregivers age 60 or older who meet income guidelines. Respite care includes homemaker, personal care, home health aide, supportive day care, adult day health, and short-term institution care.

**Congregate Housing** is located at Grinnell Mansion for seniors 60 or older or individuals with a chronic disability.

**Residential Services**, located at Casey-Miller, are available to seniors who meet HUD income guidelines.

**The Family Caregiver Support Program** provides a wealth of information and resources to caregivers such as counseling, support groups, respite, caregiver training, education, and links to community services.

**The Money Management Program** promotes independent living for elders living on a limited income who are at risk because of their inability to manage their financial affairs and who do not have friends or relatives able to help. Volunteers are enlisted to visit the elder's home at least monthly to help keep track of income and expenses.

**Nursing Home Screening** is provided to individuals of any age when community services are not adequate to meet their medical needs; the program screens individuals for Mass Health eligible funded placements.

**Options Counseling Program** is provided to seniors 60 or older, individuals with disabilities of any age, family members, and caregivers, connecting them with services and supports to help develop personal long-term care plans and to connect them to resources.

**The Senior Community Service Employment Program** (SCSEP, also referred to as the Senior Aide Program) helps older adults find permanent employment by building skills and confidence through paid community service positions.

**Little Necessities** grants are provided to women who are 60 or older and who are home care consumers residing in Coastline's planning and service area. Grants are used to purchase appliances, personal care items, moving expenses, hearing aids, and other items that help these women continue living independently in safety and comfort.

**Supportive Living** locations are Tripp Towers (New Bedford) and Anderson Way (Dartmouth). The two locations are for seniors age 60 and older (or under 60 if diagnosed with Alzheimer's disease) with limited income and other needs. Residents receive help with light housekeeping, personal care, laundry service, medication assistance, grocery shopping, chores, and brief tasks.

**Community Choices** ensures that 60-or-older, eligible Mass Health consumers, who are enrolled in 2176 Elder Care Waiver, receive coverage for community services to delay or prevent nursing facility admission. Services include personal care services, home health aide, homemaker services, laundry services, social day care, and companionship.

**Enhance Home Care Programs** (ECOP) is provided to seniors age 60 or older who are enrolled in the home care program and meet the program guidelines. The senior must meet clinical eligibility for nursing facility services. Services include personal care, home health aide, homemaker services, laundry services, transportation, adult day health, social day care, and companionship.

**Personal Care Attendants** (PCAs) help an elder do things that take an exceptionally long time to do on their own. PCAs provide help so seniors can continue living independently and perhaps pursue activities such as work or school. A consumer's physician must prescribe PCA services, and the elder must be able to manage the program independently or have a surrogate.

**The Nutrition Program and Meals on Wheels** feeds thousands of elderly individuals each year at congregate meal sites, where older adults can meet, share experiences, explore new interests, and enjoy a hot lunch. The program employs a dietitian who runs wellness classes and meets with elders one-on-one to discuss specific nutritional needs. The program also provides home-delivered meals to homebound elders.

**Senior Care Options** (SCO) helps individuals to continue living in their community independently through Managed Care Mass Health programs. Their eligibility is determined by the SCO providers, which include 6 SCOs.

**The Community Mainstream Program** improves quality of life for low/moderate income elders age 60 or older who face significant financial hardship. The program screens elders for food stamps, veterans benefits, private grants, housing assistance, and other government benefits.

**The Foster Grandparent Program** is a program of the Corporation for National Community Service. It enlists elderly individuals to work with, mentor, teach, guide, and develop loving, trusting, supportive relationships with children.

**The Ombudsman Program** enlists volunteers to help individuals living in long-term care facilities mediate and solve any issue they may be having with staff or other residents. The purpose of this program is to ensure the safety of elders living in long-term care facilities.





# WELLNESS PROGRAM

Now in its sixth year, the *On the Right Track* program has been helping our employees help others. *On the Right Track* is an employee-based wellness program, featuring a variety of events and activities, including educational programs, fitness groups, flu clinics, and more.



Just as the goals of the wellness program are to encourage and foster lifestyle improvements among employees, Coastline has the same goals for the community. Healthy living fosters healthy aging, making it easier for older adults to remain independent and in control of their lives as they age, which are the values upon which Coastline was founded.

## Below is a snapshot of some of the activities Coastline has offered this year:

### January

- Yoga Series

### February

- Health Screening via Southcoast Wellness Van

### March

- National Nutrition Month Weekly Tips

### April

- Get the Facts on the new Nutrition Facts Label

### May

- National Salad Month

### June

- Picnic in the Park

### July & August

- Funner Summer Contest
- Invest in Kids Recycled Material Collection

### September

- Self Defense Class
- CESI Book Club

### October

- Southcoast Flu Clinic

***Throughout 2018, more than 50 employees participated in “On the Right Track” events.***





# EMPLOYEE RECOGNITION

## 30 years of service



- Terry Moniz, *Accounting Dept.*

## 25 years of service

- Mary Fitzgerald, *Care Options Dept.*

## 20 years of service

- Lucy Marques, *Information & Referral Dept.*

## 15 years of service

- Joyce Galipeau, *Elderly Nutrition Program*
- Dianne Mendes, *Supportive Housing Program*

## 10 years of service

- Susan Braga, *R.N., PCA Dept.*
- Susana Carrico, *Senior Care Options Dept.*
- Deborah Emond, *Senior Care Options Dept.*
- Ana DaSilva, *Senior Care Options Dept.*
- Rachel Fouts, *Senior Care Options Dept.*
- Jackie Medeiros, *Foster Grandparents Program*
- Betty Soares, *Home Care Dept.*

# 2018 GRANT FUNDERS

Raising funds is critical to any organization's ability to achieve its mission, and Coastline is no exception. We are thankful to many local supporters and foundations, which echo our mission in providing services that strengthen our community and keep seniors healthy and independent.

- City of New Bedford Office of Community Development
- Curtis Charitable Trust
- Executive Office of Elder Affairs
- Executive Office of Health and Human Services
- Harvard Pilgrim Health Foundation
- Katherine Pierce Trust
- Massachusetts Council on Aging
- Massachusetts Department of Agricultural Resources
- Mass Home Care
- Office of Bristol County District Attorney
- Southcoast Health System
- Tufts Health Plan Foundation
- United Way of Greater New Bedford
- U.S. Corporation for National Community Services
- U.S. Department of Labor
- Walmart Foundation



To learn more about Coastline,  
visit our website at [coastlinenb.org](http://coastlinenb.org).



**1-800-AGE-INFO**

[www.800ageinfo.com](http://www.800ageinfo.com)

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