



# Annual Report 2021



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

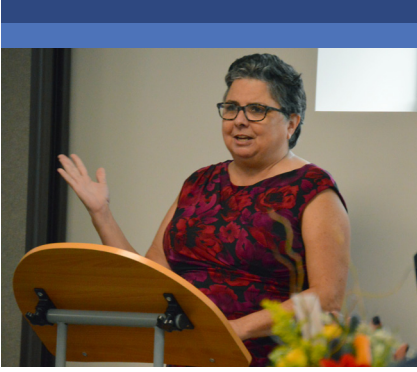


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**COASTLINE IS A NONPROFIT ORGANIZATION SERVING:**

Acushnet | Dartmouth | Fairhaven | Gosnold | Marion | Mattapoisett | New Bedford | Rochester

# A message from the president



**Michelle Beneski, Esq.**  
*President of the Board  
of Directors, Coastline*

The past year has been defined by a whipsawing pandemic. Just as we thought COVID-19 was beginning to subside, we were pulled back into the “new normal” of restrictions and uncertainty. Despite these added challenges, Coastline’s staff continued to provide quality services for the people they serve. As the full scope of the pandemic began to take shape in America back in the spring of 2020, Coastline was quick to act. As the weeks turned into months, our staff remained committed to serving our community, most of whom were the most vulnerable to severe illness and complications from the coronavirus.

As society shifted to remote services, many of our consumers felt left behind in the digital divide. Coastline took proactive steps to ensure that older adults can confidently navigate technology, which will help them socialize and access services.

And, perhaps the greatest news of all, there were signs that the pandemic may stabilize and, someday, end. Vaccines became available toward the end of 2020 and about nine months later, the Centers for Disease Control and Prevention reported that 99% of Massachusetts residents age 65 and older had received at least one dose of the COVID-19 vaccine. This is a huge accomplishment, and it goes a long way in keeping our community safe. The effects of the pandemic will undoubtedly be felt for a long time after it subsides. But we will also be able to look back at this era and be proud to know we worked tirelessly to protect our neighbors. My gratitude to Coastline’s leadership, staff, our Board and Advisory Council members, and the many volunteers who give so much to ensure that we can **care for the community**.

## Board of Directors

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# Letter from the CEO

After a year marked by uncertainty, we entered 2021 with a renewed sense of hope. Vaccines were beginning to slowly role out in Massachusetts, and Coastline took a major step into its future with the completion of its new headquarters. The project had been in the works for years, and – somewhat amazingly – the pandemic did not hinder construction.

Our new location at Belleville Avenue has space to accomodate the agency that Coastline has become as well as ample room to expand. Much like settling into a new home, our new headquarters comes coupled with new possibilities.

At the end of 2020, Coastline began work on a needs assessment survey, which helps the agency better align its focus with the self-identified needs of our community. Many of those needs were clearly tied to the pandemic, and Coastline is committed to addressing these unique set of challenges.

That work has already begun. As you will see in this report, Coastline has developed innovative strategies to assist our neighbors throughout the past year, and we will continue to help our neighbors age independently long after the pandemic has ended. That's due to the extraordinary dedication of Coastline's staff who work every day to enhance the lives of others. I'm incredibly grateful for their hard work and feel confident that their talents and commitment will see us through to the end of the pandemic.



**Justin Lees**

*Chief Executive Officer, Coastline*

## 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, Customer Satisfaction



**Justin Lees**  
*Chief Executive Officer*  
Coastline

2021



# Finances



## Revenue

- 43% Senior Care Options
- 16% Homecare
- 17% Community Choices
- 7% Enhanced Care Options
- 7% Title III Programs
- 3% Personal Care Attendant
- 2% Client Assessment & Eligibility
- 1% Senior Employment Program
- 1% Foster Grandparents
- 1% Supportive Living
- 2% Other Grants & Donations



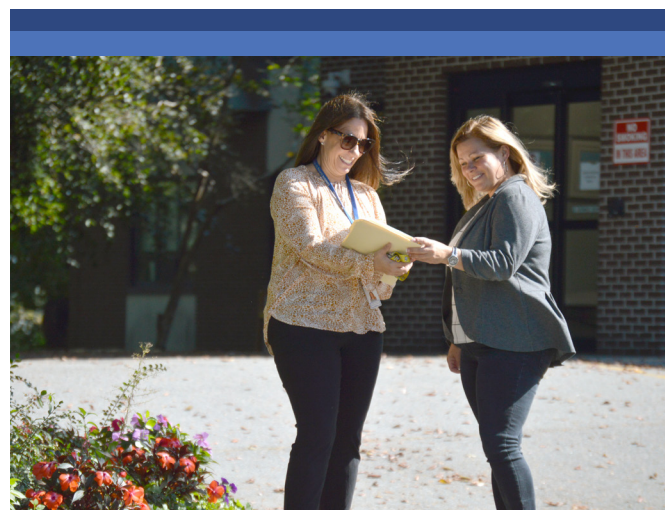
## Expenses

- 64% Purchased Services
- 27% Wages & Fringe
- 5% Management & Admin
- 1% Direct Program Costs
- 1% In Kind Rent
- 2% Occupancy
- 0% Title III Grantees

## Nursing Home Ombudsmen Program Continues to Advocate for Others

One group in particular was especially imperiled during the pandemic: residents of long-term care facilities. As COVID-19 restrictions tightened, this population became isolated from their loved ones. Coastline's Nursing Home Ombudsman Program stayed in contact with residents through phone calls and video conferencing software, and the program continued to advocate for others despite numerous obstacles.

The Nursing Home Ombudsmen Program is one of Coastline's volunteer-driven programs, and it serves as an extraordinary example of how people came together during the crisis to help others. The pandemic is projected to continue for the foreseeable future, and long-term care facilities continue to grapple with cases of COVID-19. Yet our volunteers remain committed to our community and have left a legacy of service, which is inspiring and admirable. To our volunteers, thank you!



*Nursing Home Ombudsmen Program Director Annabella Dougherty (left) and volunteer Amy DiPietro advocated for residents of long-term facilities during the pandemic.*



# New to the Neighborhood

Throughout the past decade, Coastline has expanded rapidly, providing more resources for the community. After outgrowing our main office on Purchase Street, we established a satellite office at Howland Place. To better streamline surfaces and to bring our staff together under one roof, we envisioned moving to one central location. We purchased a building on Belleville Avenue in New Bedford, and construction began in 2019. Just as we prepared to move to our new headquarters, the pandemic disrupted everyday life, and, much like the rest of society, we had to change the way we operated. After months of remote work, we moved to our new headquarters at the beginning of 2021. Our new home offers ample space for our growing staff and will enable us to better serve our community.



*A view of Coastline's former headquarters on Purchase Street, Coastline acquired the building in 1978 and remained stationed there through early 2021.*



*Coastline's new headquarters on Belleville Avenue brings our staff from Purchase Street and our satellite office at Howland Place under one roof.*

## Needs Assessment Survey

Every three years, Coastline conducts a needs assessment survey, which is distributed to older adults throughout the South Coast. The results of this survey enable the agency to get a better understanding of what necessities our community needs in order to age independently. The survey, along with several focus groups, was conducted during late 2020. Respondents indicated they felt left behind by society's push toward remote services during the first year of the COVID-19 pandemic, and a sizable portion of respondents needed help coping with mental health issues. The data collected from the survey has been factored into our Area Plan, which will help Coastline provide services to the public based on their self-identified needs. Below is a list of the top 10 needs, as indicated by survey respondents.

### *Survey respondents indicated they need help...*

- |   |                                  |
|---|----------------------------------|
| <b>1</b> learning to use email, internet & apps | <b>6</b> coping with anxiety     |
| <b>2</b> accessing physical activity programs   | <b>7</b> coping with memory loss |
| <b>3</b> paying for home repairs                | <b>8</b> accessing dental care   |
| <b>4</b> completing benefit forms               | <b>9</b> finding transportation  |
| <b>5</b> coping with depression                 | <b>10</b> coping with confusion  |

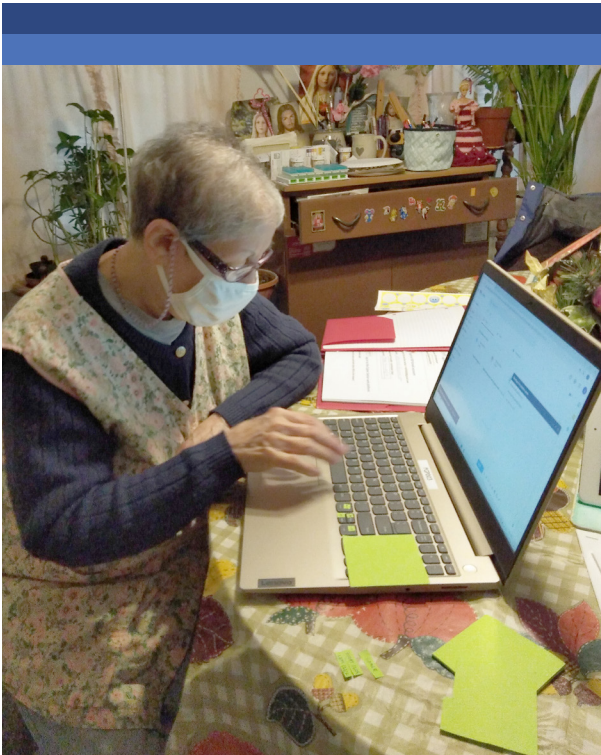
# Bridging the Digital Divide



In the early days of the pandemic, food security was top of mind for our consumers. The demand for home-delivered meals increased and eventually plateaued.

As the months continued, a new problem emerged. Older adults said they were unfamiliar with technology, and that created a barrier between them and basic services. They were unable to socialize, sign up for COVID-relief programs, or search for resources.

For the participants of the AmeriCorps Seniors Foster Grandparent Program, which is sponsored by Coastline, the ongoing social isolation caused by the pandemic was beginning to impact the health and well-being of the volunteers. As schools shifted to remote learning, the Foster Grandparents were no longer able to do what they love - work directly with the students in the classroom. Also, many of our volunteers did not have strong computer skills, limiting their ability to participate.



Coastline partnered with the nonprofit Cyber-Seniors, which trains older adults on computer basics. Mentors from Cyber-Seniors worked extensively with the Foster Grandparent volunteers, training them to navigate a Zoom meeting or send an email. This project helped our volunteers feel more confident.

Coastline was later asked to give a presentation on the subject during a meeting hosted by engAGED: The National Resource Center for Engaging Older Adults. A synopsis of the project was also featured in a publication produced by the n4a (the National Association of Area Agencies on Aging).

To keep the momentum going, Coastline launched a fundraiser in an effort to acquire and install video conferencing hardware for the meeting rooms in our new headquarters.



# Donor Recognition

In late 2020, Coastline conducted a needs assessment survey – the results of which were clear: older adults throughout the South Coast need stronger computer skills in order to keep up with society's shift to remote services.

Coastline solicited funds during the first half of 2021 with the aim of purchasing technology for our meeting rooms. We envisioned that this gear would be used for computer literacy classes, for in-service training for our volunteers, and for better collaboration and communication within Coastline and between our partnering agencies.

Due to the overwhelming support of our community, this fundraiser was a success. As a nonprofit, Coastline depends on the generosity of others so we can continue to serve our consumers. If the pandemic has proven anything, it's that our supporters understand our work and support our mission. We thank you for empowering us to help others.

Now with this newly installed technology, Coastline is already planning computer literacy classes for older adults, and we're eager to better meet the needs of our community.



## Special Recognition

- District Attorney Thomas M. Quinn III
- Meals on Wheel America
- Senior Whole Health

## Admiral

- Anodyne Homemaker Services

## Commander

- Trio Food Services
- United Healthcare

## Lieutenant

- Surprenant and Beneski
- Vibra Hospital of Southeastern Massachusetts

Alert Sentry  
Ambrosina Victorino  
Ann McCrillis  
Arlene Cloutier  
Charles Murphy - M.O. L.I.F.E.  
Dennis & Elaine Koczera  
Eugene Antonell - Hear Better Now  
Tinnitus & Hearing Center  
Greater New Bedford Community  
Health Center  
Guilherme Brasidio - Diman Laundry  
Jacqueline Medeiros

Jean Breault  
Jeanne Daly  
Jeannine Wilson Aidala  
Julius & Sandra Britto - Attentive Home Care, Inc.  
Justin Lees  
Lisa Mills  
Sylvia Nobre-Hilton  
Lois Spirlet  
Maureen McCarthy  
Michael Moses  
Rosemary & Ronald Raymond  
Trish Sylvia - South Coast Laundry, Inc.

We would also like to thank **R.P. Valois & Co.** and **VideoConferenceGear.com** for installing the technology in our building.

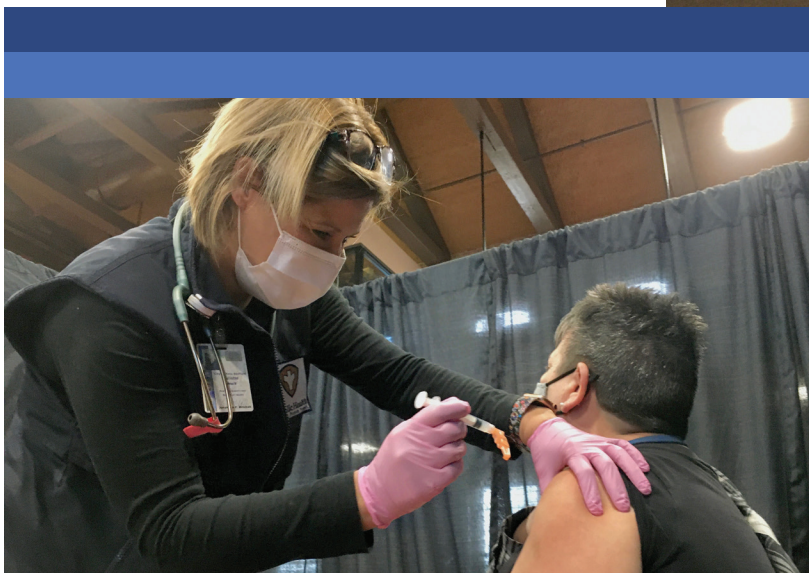


# Other Highlights

AARP Massachusetts awarded George Smith with the 2020 Andrus Award for Community Service, an award that honors one person from each state who demonstrates a commitment to volunteerism. In 2021, Smith was given a citation for his accomplishment by the New Bedford City Council.



Following months apart, Coastline's Nutrition Program returned to the region's councils on aging to provide meals (and smiles!) in the community.



Direct-care workers became eligible for the COVID-19 vaccine in early 2021. Diane Mendes (right), a supportive living coordinator from Coastline, received the vaccine during a clinic hosted by the City of New Bedford in January.



Bristol County District Attorney Thomas M. Quinn III visited Coastline's new office to provide volunteers with an overview on scams to avoid.

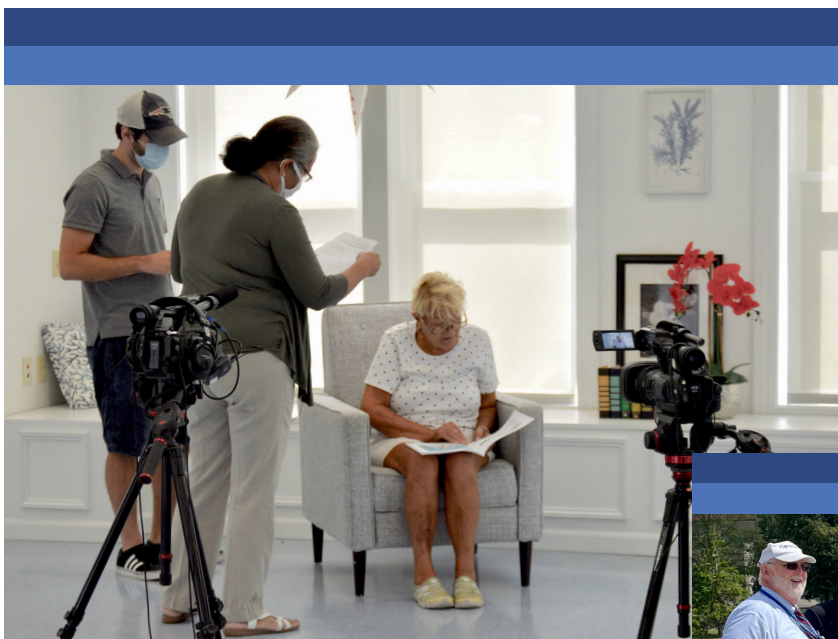




Falls Prevention Awareness Week, observed in late September, is a nationwide effort to raise awareness that falls are preventable. Coastline marked the occasion with a walk around New Bedford's Brooklawn Park. The walk coincided with an online version of the evidence-based program, Matter of Balance, which teaches participants about fall prevention strategies.



Despite numerous obstacles created by the pandemic, the Senior Employment Program persisted, offering ongoing support for participants. As COVID-19 restrictions loosened, the workers were allowed to return to their host agencies to do what they do best: work hard, further their skills, and prove that older adults are an incredible asset to the work force.



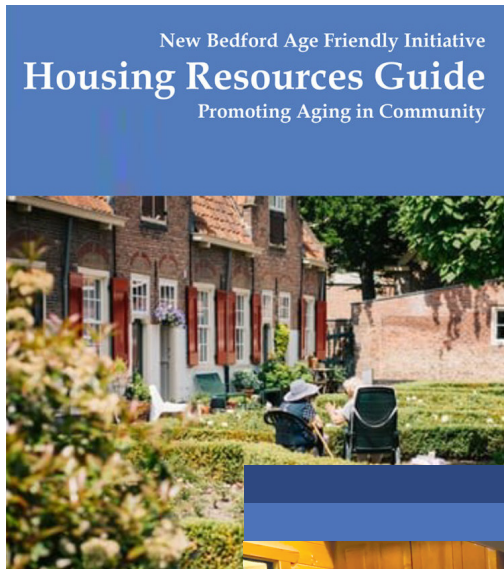
During the summer of 2020, we partnered with the local public access channel Dartmouth Community Media and launched a show called "FGP Storytime," where AmeriCorps Seniors Foster Grandparent Program volunteers read books to children. The project helped the grandparents stay connected to students despite COVID-19 restrictions. The show was filmed at the Dartmouth Council on Aging, and we recorded 80 episodes.



Coastline joined local officials to celebrate Massachusetts Farmers Market Week with Massachusetts Department of Agricultural Resources Commissioner John Lebeaux.



# Age-Friendly Accomplishments



*The Age-Friendly Initiative produced a housing resource guide (above) and videos during the pandemic to keep older adults informed and engaged (right).*

The Age-Friendly New Bedford Initiative is a partnership between the City of New Bedford, Coastline, community-based organizations, and volunteers all working together to improve economic, environmental, and social conditions for residents of all ages and abilities. The third year of the project coincided with the beginning of the pandemic, which shifted the focus of the Initiative as it continued to work toward its long-term goals.

Members of the Age-Friendly New Bedford team assisted with food delivery and distribution, facilitated transportation to COVID test sites, and identified home-bound adults for COVID-19 vaccination appointments.



Even with restrictions on gathering, the group found creative ways to reach the public with information and resources. Several videos were produced during the pandemic, including a multimedia campaign aimed at preventing elder abuse. A comprehensive housing guide was published to help the public navigate common questions. And the Initiative continued to tap into its talented network to launch projects, such as the installation of garden beds outside of senior housing.

## Employee Recognition

### 20 Years

- Candace Fernandes
- Christine Piszcz
- Ana Hayes

### 15 Years

- Paula Sipple

### 10 Years

- Kaitlin Deutra Silva
- Jean Breault
- Stephanie Silva
- Marlene Teixeira



*Christine Piszcz and Ana Hayes celebrated 20 years of serving the community.*



# 2021 Grant Funders

We are very thankful to the many local corporations, foundations, and entities that contributed funding, which helps us to provide services that strengthen our community in order to keep older adults healthy and independent. We are also very grateful to the many contributors who share our mission and contributed to our fundraiser to install video conferencing hardware for our meeting rooms.

- Bay Coast Bank
- City of New Bedford Office of Community Development
- Executive Office of Energy and Environmental Affairs
- George E. Curtis Charitable Trust
- Greater New Bedford Allies
- Katherine Pierce Trust
- Massachusetts Department of Agricultural Resources
- Massachusetts Executive Office of Elder Affairs
- Mass Home Care
- Meals on Wheels America
- Office of Bristol County District Attorney Thomas M. Quinn III
- Religious Society of Friends
- Southcoast Community Foundation
- Tufts Health Plan Foundation
- U.S. Corporation for National Community Services
- U.S. Department of Labor

# 2021 Older Americans Act Funding

Coastline provided Older Americans Act funding to 19 organizations to develop programs and services that enable older adults to access the many benefits provided, such as support groups, speech therapy, legal services, to name a few.

In Federal Fiscal Year 2021, more than \$300,000 was provided with Title III and Coronavirus Aid, Relief, and Economic Security Act (CARES) funding. These organizations were:

- Acushnet, Dartmouth, Fairhaven, Gosnold, Marion, New Bedford and Rochester Councils on Aging
- Buzzards Bay Speech Therapy
- Community Connections
- Community Nurse Home Care
- Grandparents Raising Grandchildren, Inc.
- Greater New Bedford Adult Day Health Care Center
- Immigrants Assistance Center
- Mashpee Wampanoag Tribe
- M.O. L.I.F.E. Inc.
- PACE
- South Coastal Counties Legal Services, Inc.
- Visiting Dental Hygienist
- YWCA of Southeastern Massachusetts



*Donald Bamberger of Grow Greater New Bedford installed garden beds outside of Munroe Terrace, a housing unit for older adults in North Dartmouth. The installation came about through connections from the Age-Friendly New Bedford Initiative.*

