

# 2022 ANNUAL REPORT

Coastline Elderly Services





# FROM THE PRESIDENT

In 1977 Coastline began its journey and started a small homecare corporation. Homecare was new then and there weren't too many options for older people who wanted to age in place in their own homes. Our mission then, as it is now, is to ensure that we continue to provide the resources and support that every person needs to live independently in our community.

Every journey starts with a single step, and I want to take this opportunity to thank those who have taken this journey with us.

My gratitude to Coastline's leadership, its staff, the countless volunteers who serve on the board of directors, advisory council members, and volunteers who are in the community each day, and who give so much so we can continue to serve the needs and improve the quality of life for those who need our services.

Our heartfelt gratitude to those volunteers who gave their time, such as Rep. Paul Schmid, Rep. Chris Hendricks, City Councilors Ian Abreu, Shane Burgo, Brad Markey and Ryan Pereira, Dartmouth Town Administrator Shawn MacInnes, and New



Bedford Director of Community Services Cynthia Wallquist to help us plate and deliver meals during our March for Meals campaign.

As this organization continues to grow, we must also thank the many partnerships and relationships we have formed for over 45 years, and the role they play in helping us to remain true to our mission.

I am proud to have been the president of the board of directors for the past year, and I look forward to serving this great organization for another year.

## BOARD OF DIRECTORS

Michelle Beneski, President  
Ivan Brito, Vice President  
Maureen McCarthy, Treasurer  
George Smith, Clerk  
Jeanne Daly  
Delia DeMello  
Amy DiPietro  
John Gonsalves  
Paulette J. Hudson  
Helena DaSilva Hughes  
Eric Poulin  
Martha Reed  
Dr. Andrew Revell  
Lois Spirlet  
Cynthia Wallquist

## ADVISORY COUNCIL

Maria Connor, Chairperson  
Michael Jackman, Vice Chair  
Daniel Fournier, Secretary  
Jacqueline Coucci  
Latoya Green  
Reverend Debra Lee  
Reverend David Lima  
John Lobo  
Charles McCullough  
Lisa Mills  
James Oliveira  
Alice Rebelo  
Krisanne Sheedy  
Jeannine Wilson  
Dawn Blake Sousa

# FROM THE CEO

Coming out of the pandemic, Coastline has continued to explore new ways of helping people age well.

In 2022, we turned our attention to helping people better understand the range of services we offer and how we can make the process of accessing services easier for those who want to remain independent as they age and the family caregivers who are supporting them.

Early in the year, we worked with a marketing firm to reshape our logo tagline, held focus groups to understand the challenges people face when accessing services, and highlighted managers addressing consumer questions on video.

We held a fall open house for area legislators and local community leaders to raise awareness of Coastline's many programs and look forward to hosting more of these in 2023.

It has been a challenging time for all of us as staff continue to adapt to change and learn to provide services despite obstacles, balancing safety with the need to continue to support our consumers.

Nevertheless, our services continue to grow including our technology program which helped 80 seniors and is preparing to launch a new smartphone class that was developed this year.

We know consumers are grateful for



what we do. We know our services help them continue to live independent lives and help family caregivers support their aging loved ones without overburdening themselves.

My own perspective on how Coastline improves lives expanded this year when a close relative began receiving services. When her daughter experienced these services firsthand, she was at a loss for words.

As one individual, whose mother we supported through dementia decline, put it — 'It takes a village to raise a child, but it also takes a village to support the end-of-life process.'

Coastline is that village for many families. We look forward to continuing to reach and support families in 2023.

## WHO WE ARE

### MISSION

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

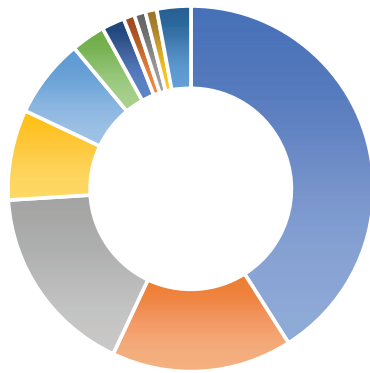
### VISION

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

### VALUES

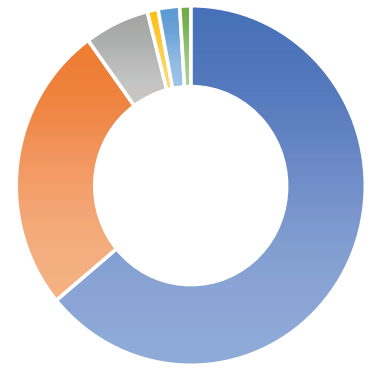
Integrity, Professionalism, Shared Vision, Teamwork, Transforming the Culture, Advocacy, Service, Excellence, Trust/Empowerment, Customer Satisfaction

# Finances



**Revenue**

- 41% Senior Care Option
- 17% Community Choices
- 7% Title III Programs
- 2% Client Assessment & Eligibility
- 1% Foster Grandparents
- 1% Other Grants & Donations
- 16% Home Care
- 8% Enhanced Care Options
- 3% Personal Care Attendant
- 1% Senior Employment Program
- 1% Supportive Living



**Expenses**

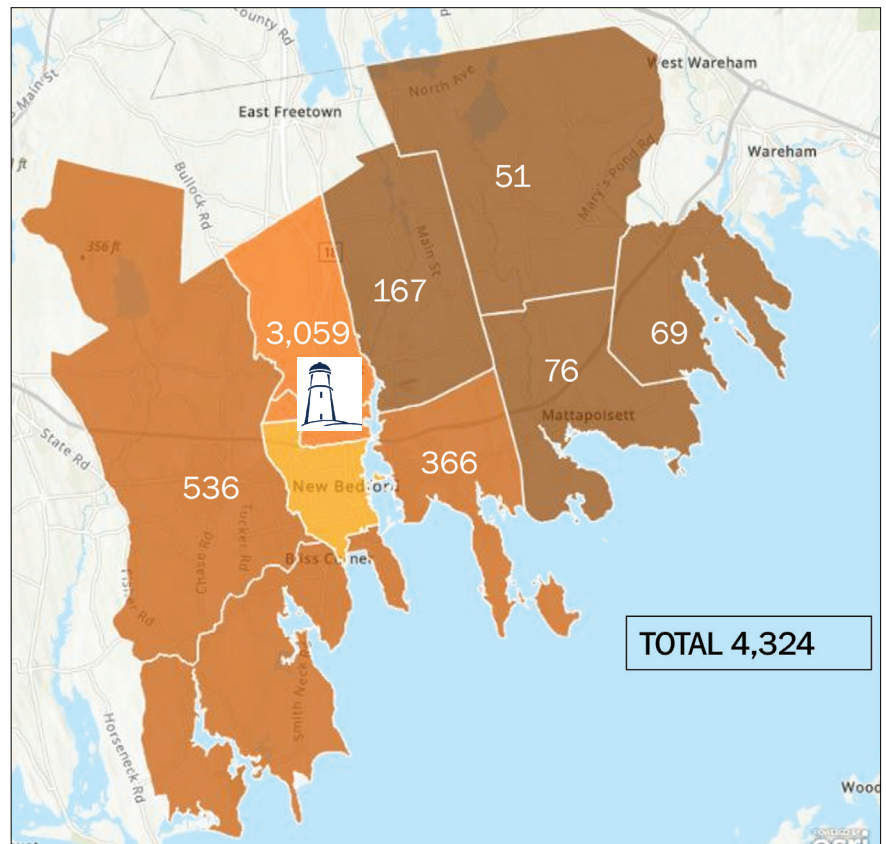
- 64% Purchased Services
- 26% Wages & Fringe
- 6% Management & Admin
- 1% Title III Subgrantees
- 2% Occupancy
- 1% In Kind Rent
- 0% Direct Program Costs

## Home Care: Numbers by Town

In 2022, Coastline provided home care services to 4,324 consumers in its service area broken down by town in the image to the right.

Some of these services, which represent one Coastline department's work to support older and disabled adults live independently, include:

- Homemaking Services
- Laundry
- Grocery shopping
- Personal Care
- Home Delivered Meals
- Personal Emergency Response System Medical Transportation
- Supportive Day Programs
- Adult Day Health
- Respite Care







## Technology classes draw hundreds of local seniors

Coastline's Needs Assessment Survey was conducted between September and December of 2020 to identify the needs of the older community within our service area. This Needs Assessment Survey was unique due to the COVID-19 pandemic highlighting long-standing systemic issues within our aging community.

Therefore, it came as no surprise that the number one need identified was technology access with 1 in 4 older persons surveyed saying they had difficulty learning to use email, internet, apps, and digital technology.

The data that was gathered from our Needs Assessment Survey allowed Coastline to go one step further and develop our own in-house program to provide local seniors with computer classes, free of charge thanks to funding from the American Rescue Plan Act.



**“The class was wonderful; it stimulated me to get out of the house and use the computer with confidence.”**

**—2022 Technology Student**

said one student.

We've heard the numerous calls we've received for smartphone classes and will begin piloting our smartphone classes at the end of 2022.

We contracted with a local instructor, Kraig Perry, who also hosts computer classes at the Fairhaven Council on Aging.

Since the start of the program, Coastline has served 80 senior students, and will go on to serve over 200 by the completion of the program in mid-2024.

The success of the classes can best be said by our students. “The class was wonderful; it stimulated me to get out of the house and use the computer with confidence. I would like to sign up for more classes, especially smartphone classes,”

# *Celebrating* **45** *YEARS* *of* *Community* *Service*



**1977-2022**

**I**n 1977 a group of concerned citizens came together to form a non-profit organization which was destined to enhance the lives of older people in Greater New Bedford.

These individuals — Joseph Rochette, Isabelle Preston, Ralph Walker, Anthony (Tony) Santos, Clara Louise Walters and Jacob Gould — had a vision, that there should be a better way to allow elders to live noble, independent and purposeful lives in their own homes.

In 1978, under the leadership of David Alves, Coastline Elderly Services, Inc. opened its doors in Welby Park, New Bedford, and received its first home care contract from the Executive Office of Elder Affairs with a total budget of \$309,917. At that time it would become one of 27 state home care agencies in Massachusetts to provide services to elders who were 60 years of age and older in Acushnet, Dartmouth, Fairhaven, Gosnold, Marion, Mattapoisett, New Bedford and Rochester.







Coastline founders, seen here in the 1970s, include (l-r) Joseph Rochette, Isabelle Preston, Ralph Walker, and Anthony (Tony) Santos.

By 1981, under the direction of CEO Charlie Sisson, Coastline began to provide home delivered and congregate meals, case management staff increased from 8 to 16, and the case load grew from 785 to 985.

The organization's operating budget grew from \$1.4 million to \$2.1 million, and 57 elders were placed in jobs through the first unsubsidized Older Workers Employment Program, now known as Senior Community Service Employment Program.

Over the next few years, Coastline's operational system was computerized, and many new contracts were provided, such as Managed Care, Respite Services, Nursing Home Ombudsman, and Foster Grandparent. Coastline received its first three vehicles from the Executive Office of Transportation and Construction, now known as MassDOT. Those vehicles were provided to our councils on aging to assist with transportation to medical appointments.



Coastline's home from 1992 until 2020 was at 1646 Purchase St. in New Bedford.

By its 10th year of operation, total annual funding had increased to \$5.2 million and due to staff expansion and many new programs, the agency would later move to the building it had purchased at 1646 Purchase Street in New Bedford.



New state legislation established Aging Services Access Points (ASAPs) across the Commonwealth in our 19th year, creating a coordinated system for managing long-term care services funded by Medicaid and the Executive Office of Elder Affairs. As part of this transition, Coastline became the ASAP for the Greater New Bedford area.

In 2010, Coastline was recognized for its longstanding partnership with the Social Security Administration in helping to educate the local community regarding legislative changes which impacted the lives of our seniors, such as targeting efforts in implementing Medicare Part D.

After the untimely passing of Charles Sisson in 2010, Paula Shiner was selected to serve as the chief executive officer until her retirement in 2020. Coastline saw the advent of new and innovative programs such as Options Counseling, Consumer Directed Care, Intensive Case Management, Transitional Assistance, ANCHOR, (Advocacy in Navigating Care in Homes with Ongoing Risks) and others. With a multi-year grant funding from Tufts Foundation, Coastline focused on nutrition and wellness outreach to older individuals with high risk medical needs, and later broadened its focus to play a key role in moving our community to an age-friendly livable environment for all.

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 communities, most of whom were the most vulnerable to severe illness and complications from the coronavirus.

After a year and a half marked by uncertainty, we entered 2021 with a renewed sense of hope as vaccines were beginning to slowly roll out in Massachusetts. It was a challenging time for many, and here at Coastline, the pandemic did not hinder construction of our new building at 863 Belleville Avenue in New Bedford, under the direction of our CEO Justin Lees and our Board of Directors.

Despite the pandemic and through the generosity of many individuals, including many major donors, such as the Office of Bristol County District Attorney Thomas M. Quinn, III, Meals on Wheels America, Senior Whole Health, Surprenant & Beneski, Anodyne Homemaker Services, Trio Community Meals, United Healthcare, and Vibra Hospital of Southeastern Massachusetts, we were able to purchase technology for all of our meetings and conference rooms, allowing us to modernize the way we operate.

For the past 45 years Coastline has planned and implemented a host of services, coordinated the role with community advocates of serving older people, identified solutions to meet needs and bridge gaps,



Celebrating local efforts to educate people on changes related to Medicare Part D are: (l-r) George Smith, Manuel Vaz, Inez Gonçalves-Drolet, Maria Connor, Delia DeMello, Charles Sisson, Rep. Robert Koczera, City Councilor Linda Morad, Rep. William Straus, Rep. Antonio Cabral, and Sen. Mark Montigny.





In late 2020, Coastline moved into its new building at 863 Belleville Ave. in New Bedford's North End. Below, Coastline employees and family members walk Buttonwood Park as part of Falls Prevention Week in September.

and received direct input from the older population about their needs and priorities. Coastline has increased its case load and consumer base from 525 in 1980 to over 5,000 annual consumers throughout all of Coastline's programs in 2022. Our staff also increased from 8 in 1977 up to 200 in 2022.

Our pioneers had a vision in 1977 that every person should be allowed to live a noble, independent and purposeful life. To that end, and for the next 45 years and beyond, Coastline will continue to assist elders and others in need to meet that goal and fulfill our mission.





# Employee Service Recognition

## 35 Years

- Cynthia Cobb

## 20 Years

- Priscilla De Barros

## 15 Years

- Heather Mello
- Nina Savage

## 10 Years

- Kimberly Pepin
- Karyl Ryan
- Natalie Pires
- Roger Yopp
- Jacqueline Johansen



Coastline CEO Justin Lees recognized employees with service awards in August. From left to right are: Roger Yopp, Heather Mello, Kimberly Pepin, Natalie Pires, Karyl Ryan, Justin Lees, and Nina Savage.



# FY 2022 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.

- Bank Five
- Bay Coast Bank
- Carney Foundation
- City of New Bedford Office of Community Development
- Community Foundation of Southeastern Massachusetts
- Executive Office of Elder Affairs
- Executive Office of Health and Human Services
- George E. Curtis Charitable Trust
- Katherine Pierce Trust
- Massachusetts Department of Agricultural Resources
- Office of Bristol County District Attorney Thomas M. Quinn, III
- Paycom
- U.S. Corporation for National Community Services
- U.S. Department of Health and Human Services
- U.S. Department of Labor

## Community Agencies Funded

Twenty-one local agencies received over \$280,000 in Title III, COVID-19, and ARPA funds, for coordination of community programs for older people in federal fiscal year 2022.

- Acushnet Council on Aging
- Buzzards Bay Speech Therapy
- Community Connections
- Dartmouth Council on Aging
- DEAF, Inc.
- Fairhaven Council on Aging
- Gosnold Council on Aging
- Grandparents Raising Grandchildren
- Greater New Bedford Adult Day Health Care
- Immigrants Assistance Center
- Marion Council on Aging
- Mashpee Wampanoag Tribe
- Mobile Dental Hygiene Services, LLP
- M.O.L.I.F.E., Inc.
- New Bedford Art Museum
- New Bedford Council on Aging
- New Bedford Department of Public Health
- PACE, Inc.
- Rochester Council on Aging
- South Coastal Counties Legal Services, Inc.
- YWCA of Southeastern Massachusetts



Rep. Bill Straus, above, chats with Coastline board member George Smith at an open house for community leaders in September. At top and middle right, meals are delivered by elected and appointed officials as part of the March for Meals celebration in March. And, bottom right, Foster Grandparent volunteers, an Americorps Seniors program, gather for an inservice discussion on education and children.



*Funding to Coastline is made possible through contracts with the Massachusetts Executive Office of Elder Affairs.*