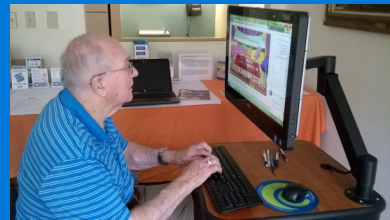
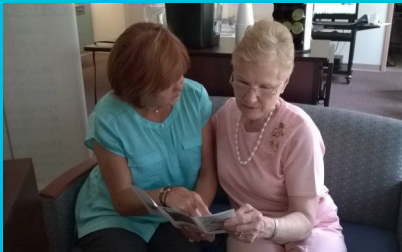


Active Mind



Healthy Eating



Active-Body

A Message from our President and Executive Director



Thomas Tanous
President

We approach our 44th year of providing an array of services to the people of our nine greater North Shore communities. But we must do more! We must look at what we do and how we can improve our services to all who need the help to live a fruitful life in the setting they want and need.

We must look at the people from ages 22 to 59 living with a disability that are underserved and seek ways to improve their life and well-being. Our commitment to staff training must continue and increase through opportunities for learning, especially in working with adults with disabilities under the age of 60. SeniorCare has over 14 Options Counselors trained to work with elders as well as younger adults and their family or caregivers.

We must improve and enlarge our outreach program in all of our communities. We must work to eliminate the so called “cracks” so that those in need are not missed or forgotten.



Scott M. Trenti

We must use the dollars that are allocated to us even more wisely. We must open doors and windows of all the organizations that work with us to better serve all.

SeniorCare has made giant strides in the past few years including:

- Our care transitions team has assisted many elders in returning to the community from nursing homes.
 - We continue to engage and collaborate with the medical community to bridge the gap between acute hospital and nursing facility care and community based services. An example of this is the state Community Links Portal.
- Our hoarding program continues to grow and receive increased referrals for assistance. Through grant funding, a Coordinator and student interns from local colleges have helped the program.
- Our protective services department has been quite busy over the past year with increased reports to respond to, advocacy and community trainings, and public awareness events.
- Our long term care ombudsman program continues to ensure that the rights of residents in nursing facilities are adhered to.
- SeniorCare continues to increase our housing services and advocate for increased low income housing for our consumers.
- Our volunteer services and Retired Senior Volunteer Program (RSVP) serving thirteen north shore communities continues to have a dedicated group of over 400 volunteers.
- SeniorCare continues to serve as a leadership agency of the Aging & Disability Resource Consortium of the Greater North Shore, Inc. in the delivery of a “no wrong door” approach to service access and delivery.

Our Meals on Wheels and Congregate Dining Sites remain strong and vibrant. Given the snow storms of this past year, our Meals on Wheels drivers persevered. Through grant funding, our nutrition department also implemented a “diabetes lunch ‘n learn” at the Beverly Council on Aging which we hope to replicate in other settings.

One of our preferred sayings at SeniorCare is that “the whole is greater than the sum of its individual parts.” We recognize that in order to be successful, a team effort is needed not only within the SeniorCare walls but beyond as well. Our successful collaboration with community and our local and state governments are all critical to the successful implementation of our shared missions.

Lastly, we wish to thank our staff, Board of Directors, Advisory Council, volunteers, our provider network, community partners, and all direct and indirect supporters of our agency in helping us to carry out our important mission.

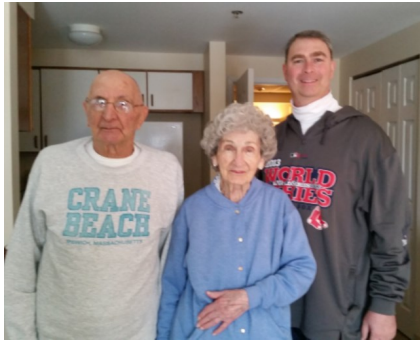
Sincerely,



Thomas Tanous, President



Scott M. Trenti, Executive Director



Representative Brad Hill with
Meals on Wheels Consumers

OUR MISSION

SeniorCare Inc., a consumer centered organization, provides and coordinates services to elders and others, enabling them to live independently at home or in a setting of their choice while remaining part of their community.

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Scott M. Trenti, Executive Director
Jane Militello, Assistant Executive Director
Jillian Cluett, Chief Financial Officer
Dori Prescott, Director of Home Care

SeniorCare Inc.

Strategic Plan Goals

Goal #1

SeniorCare Inc. will be a highly visible, well-respected agency that attracts increased numbers of consumers, volunteers, and higher levels of contributions to support operations.

Goal #2

SeniorCare Inc. will provide effective and efficient services, develop innovative programs and meet the needs of consumers and the diversity within the communities it serves.

Goal #3

SeniorCare Inc. will maintain and develop a highly qualified and motivated workforce that delivers the mission of the agency.

Goal #4

SeniorCare Inc. will maintain financial security through the continuation of cost savings, efficiencies and development.

Goal #5

SeniorCare Inc. will take proactive steps to effectively assist adults with disabilities by increasing its staff knowledge through both internal and external means.

43rd ANNUAL MEETING KEYNOTE SPEAKER

Alice F. Bonner, Secretary Executive Office of Elder Affairs



Secretary Bonner is someone who is well-known to the aging network in Massachusetts. She has had a long-standing interest in the care of older adults. Secretary Bonner most recently has served as an Associate Professor at the School of Nursing in the Bouve College of Health Sciences at Northeastern University. Prior to that, she served as deputy associate regional administrator for the Northeast, and director of the Division of Nursing Homes, for the Centers for Medicare and Medicaid Services (CMS) at the US Department of Health and Human Services. She also worked as Bureau Director of Health Care Safety and Quality at the Massachusetts Department of Public Health and served as Executive Director for the Massachusetts SeniorCare Foundation. A passionate advocate for caregivers, Secretary Bonner has made it clear that under her tenure, the Executive Office of Elder Affairs will have an aggressive and ambitious agenda.

43rd ANNUAL MEETING AWARD RECIPIENTS

The Rosemary F. Kerry Community Service Award is presented annually to an individual of outstanding character, who gives of their time, expertise, or resources, showing the highest level of community service to improve the quality of life of elders. The recipient may be of any age or occupation, but should be a resident of the SeniorCare Inc. or SeniorCare RSVP service area.

The Rosemary F. Kerry Community Service Award

Susan Thorne
Community Advocate

Susan Thorne grew up in Norwood and Wellesley Massachusetts. She attended Colby College in Waterville, Maine. She then married and settled down on the North Shore. Sue and her husband Fred have called Manchester-by-the-Sea home for 55 years. They have three sons and five grandchildren.

Sue is a spirited volunteer and community advocate. She served on the Board of Selectman in Manchester-by-the-Sea for ten years serving as chair four years.



There is a long list of volunteer positions she has held over the years at several community organizations, including, but not limited to Manchester Community Center, Friends of the Library, and the Historical Museum.

Currently Sue volunteers at the Manchester-by-the-Sea Council on Aging office one day a week answering phone calls and making van appointments, she sits on the Finance Committee and is the co-chair of the Community Preservation Committee. Also, Sue was recently elected to the Manchester Housing Authority Board to which she brings her passion to be more proactive in addressing the needs of elderly housing residents.

George Nickless, SeniorCare Board Member states that "Sue's leadership style of quiet yet thoughtful persuasiveness encourages others to follow her lead."

The Myra L. Herrick Outstanding Older American Award is given yearly to an individual who has made a significant contribution to the welfare of elders in an innovative, creative, or dedicated way, or who is a role model for continuing to live an active, healthy, and purposeful lifestyle. To be considered for the Outstanding Older American Award, an individual must be 60 years of age or older, and a resident of one of the communities that SeniorCare Inc. serves. The individual may be nominated for his or her community service, professional expertise, leadership qualities, or other criteria the nominator feels makes this individual an exemplary older American.

The Myra L. Herrick Outstanding Older American Award

Robert Blanchard
Wenham Fire Chief

Robert (Bob) Blanchard has been with the Wenham Fire Department for 36 years. He has been the Fire Chief for the last nine years.

He was born and raised in Beverly. In 1977 Bob settled in Wenham with his wife Debby, where they raised their two children Matthew and Laura. Bob, a consummate volunteer, is passionate about community relations with people of all ages from education programs – preschool to college – to the Council on Aging.

In his spare time, Bob can be found at home on Chebacco Lake in Hamilton, where he enjoys hosting groups of family and friends.



Board of Directors Community Partners Special Recognition

Tim Riley
Executive Director, Action, Inc.

Gloucester native Tim Riley began his 40-year history with Action, Inc. back in the mid-70's, directing an early version of the agency's youth program. He worked alongside long-time Executive Director Bill Rochford developing many new programs over the years including the COMPASS alternative high school and Gloucester's first emergency homeless shelter. Tim saw the beginning of Action, Inc. and SeniorCare's decades-long partnership, with SeniorCare forming under Action and later operating independently as Action's own HomeCare Division which grew to employ nearly 100 care workers. Playing a range of roles at the agency, Tim also served as Energy Fiscal Manager as Action's Energy Services division began to grow to what it is today: a lead agency overseeing 26 sub-agencies conducting energy conservation improvements across Massachusetts.



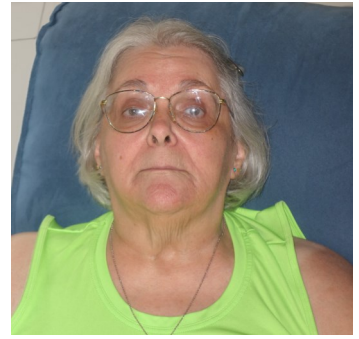
During Tim's tenure as Executive Director, Action's revenue more than doubled, the footprint of the agency increased with new satellite offices in Ipswich and Rockport, and its programs expanded greatly. Examples include enhanced adult education classes offered in partnership with North Shore Community College; the development of Cape Ann's first and only Housing First program, an innovative new model for connecting chronically homeless individuals with housing and help; the co-founding of Gloucester's High Risk Task Force to help those most at risk in collaboration with Gloucester police, fire, and others, and the opening of Action's brand new Education and Training Center just this year. Many of the Home Health Aide and Nurse Aide students trained in the Center will go on to serve SeniorCare clients through Action HomeCare. Under Tim's leadership, Action, Inc. also received one of the highest assessment scores for organizational management ever given by the Northeast Institute for Quality Community Action.

With his retirement in September, Tim greatly looks forward to spending more time with family but will always treasure his many years working with Action, Inc.'s devoted staff, Board of Directors, and strong community partners like SeniorCare Inc.

At the Heart of Things - Faces of SeniorCare

In 2013 Louise Willey was admitted to Beverly Hospital for a back operation. Shortly after she was transferred to Blueberry Hill Rehabilitation & Healthcare Center in Beverly. She lived at Blueberry Hill for two years while searching for a place to call home.

SeniorCare has helped her transition to her new home in many ways. A volunteer Long-Term Care Ombudsman advocated for Louise and other residents while in Blueberry Hill to help make her stay more comfortable. Also while in Blueberry Hill Louise was introduced to Amanda Holland, a SeniorCare Transitions Care Manager.



Louise Willey

"Amanda has been fabulous," said Louise. "I had no idea what SeniorCare had to offer."

Amanda, along with Diane Moses, SeniorCare's Housing Specialist, helped Louise find an apartment. SeniorCare helped to furnish the apartment with a program titled "Money Follows the Person." Beverly Bootstraps was able to provide Louise with a refrigerator.

"My work at SeniorCare in the Money Follows the Person Program as a Care Transitions Care Manager has been most rewarding and challenging position I've had," said Amanda. "For Louise it gave her another chance at self-determination and the right to choose where she wanted to live, which was in the community. It's exciting to see that some of her goals include establishing friendships, volunteering, taking a class, and having a pet."

Louise is now living independently in an apartment in Beverly with support from SeniorCare's Home Care Program and Meals on Wheels. A homemaker comes every morning to help Louise with cleaning, getting breakfast together, and other miscellaneous household things. Once a week Louise receives help from a companion who is able to drive Louise to appointments, the grocery store, and other necessary places. David, her meals on wheels driver, delivers her a healthy meal every day. "These people who come to my home to help are lovely people," said Louise.

Louise has made a few friends in her new home, watches PBS, and enjoys spending time with her two living sons.

Barbara Imbeault was in Building 8 at the Plains elderly complex when a fire broke out during the day. She and the other residents in buildings 8 and 9 had to be relocated. Barbara feels fortunate to have been able to remain at the Plains. She moved to another building. But she lost many of her household items due to smoke damage. "SeniorCare took good care of us, they allotted each person \$1,000 to replace lost items," said Barbara. With that allotment Barbara was able to purchase a coffee maker, microwave oven, air conditioner, and new carpeting.



Barbara's Coffee maker and microwave purchased from SeniorCare's Independent Living Fund.

Barbara is amazed at the way people came through to assist all the fire victims. "The extent of goodness surprised me," she said.

Barbara's connection with SeniorCare started before the fire. "SeniorCare helps me out in so many ways," she says. It was about four years ago that Barbara realized she needed some help. "I've always been so independent, and SeniorCare really respects that."

Barbara receives coordinated services from SeniorCare to help her with daily living. She is greatly appreciative of SeniorCare, "I am so grateful to have SeniorCare," she said. She also adds that her heart goes out to the donors of SeniorCare, "I thank them for caring."

Barbara, born in Marblehead, and her husband Rene', a native of Manchester (who passed away in 1999) lived in Hawaii for 15 years and returned to Manchester in 1991. The Plains has been home for Barbara for most of those years. Before returning from Hawaii, Barbara was a hospital administrator and Rene' was a counselor mostly for combat vets. Rene' was a wounded veteran himself, having lost most of his left arm in the Korean war.

Helping Others Live a Safer and Happier Life

George Wallick is a Brother with the 10th Masonic District. As the chairman of the Hospital Equipment Loan Program (HELP), he volunteers to organize, coordinate, and deliver much needed equipment to seniors and others living with disabilities. HELP has been in operation for twenty something years. George has been the chairman of the program for the last three years, but has volunteered part-time for the program more than ten years.

Donations come in all the time says George. They are kept in the basement of the Ipswich Masonic Temple but all the donations cannot fit in the Temple. This caused the need to rent two 40 foot containers which are filled with hospital equipment including walkers, commodes, wheel chairs, hospital beds, and so much more.

George picks donations up and delivers them to people in need. About eight months ago he delivered a lift chair. Soon after the recipients called to say the chair had broken. The same day they had a new chair lift. George took the broken one home and fixed it, and it soon went to someone else in need.

“There are hundreds of stories of people who didn’t know we existed and find us and they are so grateful,” said George.



George Wallick

You can buy a shower chair for \$30 - \$40, which for many seniors is cost is prohibitive and if they had to buy one it would be a choice between eating dinner or safely taking a shower, said George.

What makes the program so valuable is that it is people helping people. It gives the people who donate a feeling of helping out, and the people who receive the equipment do not need to be stressed about cost.

George gets calls from Home Health care Aides, Physical Therapists, Occupational Therapists, Housing Authorities, Councils on Aging, as well as many calls from SeniorCare. George works the overnight shift at his paid job and goes to the Temple in the morning to be available to people picking up items, or to deliver to people who can’t get out.

“George has been helping seniors within the community to obtain donated adaptive equipment which enables consumers to stay in their homes safely and saves money for the consumer,” said Joanne Mercaldi of TLC @ Home. “He is always willing to donate countless hours of his time to set up hospital beds, lift chairs, and even help install equipment when a consumer does not have the means or the family to assist them.”

SeniorCare thanks George and the 10th Masonic District for their selfless acts of kindness.

SENIORCARE SERVICES

Information, Referral, Advocacy

Care Management

Service Planning

Assisting with Long Term Care Choices
(Options Counseling)

Home Care

Personal Care, Homemaking
Enhanced Services & Supports

Care Transitions

Nursing Home Diversion Programs

Meals on Wheels/Nutrition

Meals on Wheels, Neighborhood Dining Sites
Nutrition Consultations

Adult Protective Services

Help for Abused or Neglected Elders

Caregiver Support Services

Supportive Living/Housing Assistance

Money Management

Trained Volunteers Helping Elders Manage their Bills

Nursing Home Advocacy

Monitoring /Assistance for Nursing Home Residents

Nursing Services

Assessment for SeniorCare Services
Eligibility/Nursing Home Screening
Help with Discharges

RSVP Volunteers of the North Shore

Volunteers Age 55+ Providing a Variety of Services

Transportation

Volunteer Transportation to Medical Appointments

Evidence-Based Programming

A Matter of Balance
Healthy Eating for Successful Living
Healthy Living Peer Support Groups
My Life, My Health
Powerful Tools for Caregivers

Pawsitive Connections

Information, Referral, Advocacy and Training on
Pet Issues affecting Elders and Adults with Disabilities



March for Meals

State Senator Joan Lovely delivers a meal.



RSVP Luncheon

Front Row: George Nickless, Board Member, June Nickless, Leigh Keyser, Board Member, and Patricia Roach, Board Member. Back Row: Tom Tanous, Board President, Representative Theodore Speliotis, Senator Bruce Tarr, Senate Minority Leader and Senator Joan Lovely.



Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★



Above at the Lobsta Land Breakfast: Paula Curley and Representative Jerry Parisella; Tom Tanous Board President, Corey Grammas, Owner of Lobsta Land, and Scott Trenti, Executive Director; Peter Simonsen, Retired Chief Financial Officer and Scott Trenti, Executive Director. Below at the Boat Cruise: Denise Walter, Josephine Taoromina, Kathleen Knoble, all SeniorCare Case Managers; Don Kelley, Director Wayside Transcorp; Rick Loomis, Quality Assurance Director SeniorCare, Elizabeth Caron, RSVP Program Assistant, and Pam Loomis.



Statement of Financial Condition **Fiscal Year 2014**

Cash & Reserves	\$ 763,374
Other Current Assets	\$ 2,281,161
Total Assets	\$ 3,230,758
Current Liabilities	\$ 1,366,326

Total Revenues	\$12,720,243
Current Year Surplus	\$ 389,774

Percent Current Year
Surplus/Total Revenues 3.27%

How SeniorCare Utilizes Funds



■ Programming - 91% ■ Administrative - 9%

FEATURED ON
**The
Giving
Common**

SeniorCare is a Massachusetts Aging Services Access Point, and a federally designated Area Agency on Aging. We are a 501 (c) (3) non-profit corporation, thus contributions are tax deductible.

Our programs are funded by contracts from the Massachusetts Executive Office of Elder Affairs, grants and other funding sources.

www.800ageinfo.com

1-800-AGEINFO 1-800-243-4636

Translation available.

Community Report

SeniorCare's Area Agency on Aging (AAA) and Community Programs had an invigorating year in FY 2015. The 50th Anniversary of the Older American's Act (OAA) that created legislation for AAA's and a focus on the betterment of the lives of older adults, was celebrated in several venues and activities. SeniorCare was one of over 600 organizations, groups and agencies nationwide that held a "Watch Party" to share in the live streaming of the White House Conference on Aging in a July day-long session. Individuals and elders from local nursing facilities, advocates, vendors and service providers, and staff attended the session. Each individual found something of importance for themselves and for the future of the aging services network. A few of the highlights of the AAA and Community Programs follow:

Disabilities Awareness training was enhanced and executed through common language and a glossary of terms and on-going/enhanced trainings, events, and focus groups.

Two new community members joined our Advisory Council representing Rockport and Wenham and the Advisory Council worked to see that Title III contractors renewed their service provision for the coming year and two Councils on Aging (COA) returned to provide Outreach services.

The RSVP Volunteer program held a volunteer fair where 30+ agencies interacted with potential and active volunteers to match up goals, possibilities, and opportunities for engagement.

Two new salad bars were added to the meal choices at SeniorCare meals sites in Beverly and Gloucester. A meal site was moved to the Hamilton COA and a Lunch & Learn Diabetes education series was presented at the Beverly COA to an overflow group.

SeniorCare Nutrition Director, Linnea Hagberg, was honored to be nominated and appointed to serve for three years on the board for the National Association of Nutrition and Aging Services Programs.

Also the 50th Anniversary of the Older American's Act activities included a sharing session with Councils on Aging where best practices, coordination, and building relationships was the focus. Plans and new ideas were established for the future of the aging network.

Currently 11 million older adults, or 1 in 5 persons, receive OAA supported services.

Sincerely,
Jane Militello, Assistant Executive Director

SeniorCare hosted a viewing session for the 2015 White House Conference on Aging (WHCOA) on July 13, 2015. The Conference built on a year-long effort to listen, learn, and share with older adults, families, caregivers, advocates, community leaders, and experts in the aging field. Pictured to the right is a group of community members watching President Obama speak via streaming video in SeniorCare's Myra Herrick Conference Room.



Home Care Department Report

SeniorCare's top priority is articulated in our mission statement - **SeniorCare Inc., a consumer centered organization, provides and coordinates services to elders and others, enabling them to live independently at home or in a setting of their choice while remaining part of their community.** Every service and program that we offer is done so in light of our overall mission.

As an Aging Service Access Point (ASAP) we want to be a single point of entry for elders in our community for information, advocacy and services available. It is important for us to be able to assist those that call, regardless of whether or not we are the service provider. It is our priority to be able to answer questions, research resources and direct anyone who calls to the appropriate service or agency. The I & R Department fields well over 400 calls per month in addition to correspondence, disseminating information and submitting internal referrals.

Assisting elders to live independently in a setting of their choice is not just a catchy phrase in our mission statement, but something in which we really believe. We do this in a variety of ways. The most significant way is through the coordination of appropriate service plans for consumers in their homes. Our care managers and nurses assess, coordinate and monitor service plans through our State Home Care programs. During the assessment process, eligibility for specific programs is determined based on income and functional impairment. We have seen a change in the "profile" of consumers that we serve as those with more serious chronic and acute conditions are choosing to stay in the community whenever possible. Our service plans range from a few hours a month (homemaking, companion, shopping, etc.) to several hours a day. SeniorCare serves over 1,300 consumers per month through the various Home Care and Mass Health programs.

For those consumers who are not sure what they are looking for or do not fit the criteria for a home care program, the Options Counseling Program, is a FREE service to anyone regardless of age, income or disability with the goal of offering long term services and support. An Options Counseling session can be done by telephone, face to face or by email depending on the needs of the consumer. It is a collaborative process with the OC providing information and guidance about community options but always with the consumer in full control of the process.

Another way we assist elders and adults with disabilities to live independently in a setting of their choosing is by assisting residents of institutions to return to the community if this is their choice. We have care managers and nurses who are at each of the seven area nursing facilities on a weekly basis to assess and assist residents, their families and caregivers.

Preventing elder abuse and neglect is another priority for SeniorCare. Protective Services investigates allegations of elder abuse and neglect including severe self-neglect. Reports come from a wide range of sources including family/friends, medical providers, police, emergency response personnel, to name but a few. All reports are screened to establish if there is a "reportable condition" under the law. As the population ages and the 60 and over population grows, it is expected that reports of elder abuse and neglect will increase. Many reports involve multiple allegations of abuse, the most common being self-neglect. Other reportable conditions are caregiver neglect, physical abuse, emotional abuse, sexual abuse, and financial exploitation.



SeniorCare has a presence in public and/or subsidized housing buildings in all nine of the towns covered in our catchment area. Advocating for residents is available through the Mixed Population Services Coordinator, Housing/Homeless Advocate, Congregate and Supportive Housing Coordinators. They all work closely with Care Managers, Nurses, Housing Authorities and other community service providers to assist those in need of support with a variety of issues ranging from public benefits to in home services.

To meet new challenges in the future, community partners are essential. We have many current collaborations, such as high risk and hoarding task forces and others that come together for a specific event such as a recent collaboration for the showing of the documentary "I Remember Better When I Paint" to assist those caring for loved ones with Alzheimer's disease. SeniorCare will continue to find new ways to collaborate with our partners to meet the many challenges of the future. We look forward to continuing to serve the aging and disability communities for many years to come.

Sincerely,
Dori Prescott, Director of Home Care



RSVP volunteers of the North Shore Presidential Award winners at our Volunteer Appreciation Luncheon and Business Showcase October 15, 2014. Presidential Award winners have given 4000+ lifetime hours of service!



SeniorCare held rallies for Elder Abuse Awareness Day in Gloucester, Rockport, and Beverly (pictured to the left). The Protective Services Department investigates allegations of abuse and neglect such as:

- Physical abuse
- Emotional abuse
- Sexual abuse
- Financial exploitation
- Caregiver neglect
- Self neglect

All referrals are confidential and competent elders may refuse Protective Services involvement

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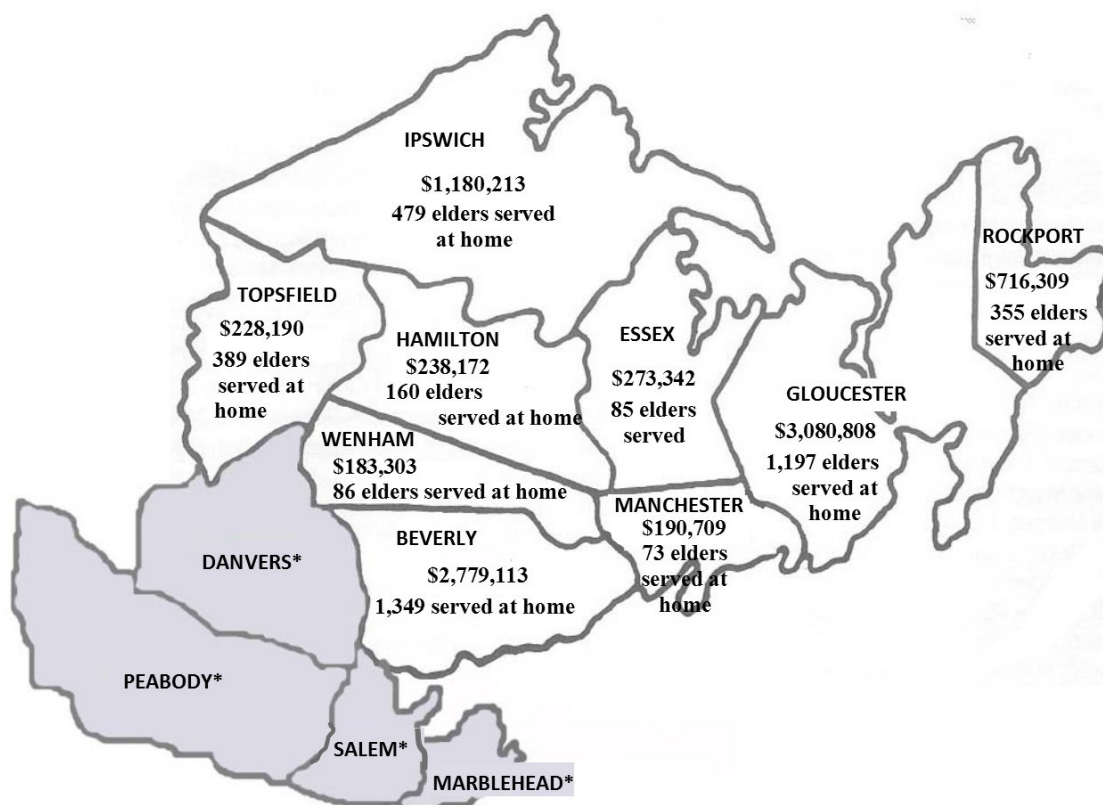


Tricia Gordon, Griswold Home Care Foundation, Inc., Scott Trenti, SeniorCare Executive Director, Lee Jacobson, Griswold Home Care Foundation, and Deborah Schwendiman,

Our grateful thanks to all the individuals and businesses who gave during the past year, as well as those who made in-kind gifts, attended fundraiser events, or supported the SeniorCare mission in other ways. Every attempt has been made to recognize our supporters. Please notify us of any errors or omissions, and accept our sincerest apol-

SeniorCare Inc. Serves the North Shore and Cape Ann

*Estimated \$ value of services provided to each community
and number of elders served at home July 1, 2013-June 30, 2014*



*Communities served by SeniorCare's
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