



BOSTON SENIOR
HOME CARE

MOVING FORWARD

WITH DETERMINATION
AND PURPOSE

2021 Annual Report





“Somewhere along the way, we must learn that there is nothing greater than to do something for others.”

Dr. Martin Luther King, Jr.

FISCAL YEAR 2021

A year of ongoing resilience

The City of Boston and surrounding communities are home to a culturally diverse population woven of many faiths, ethnicities, races, and orientations. Boston Senior Home Care has always drawn its strength from that diversity, which emboldens us to uphold the dignity and autonomy of every individual we serve in the community.

For nearly 50 years, our agency has been providing essential services and supports to culturally diverse older adults and people with disabilities so they can remain in their place of choice. Central to our ability to serve our community is our role as one of Boston’s three Aging Services Access Points for Chinatown, Charlestown, East Boston, the North End, Beacon Hill, the West End, Downtown Boston, South Boston, Dorchester and Mattapan. We remain steadfast in our commitment to deliver programs designed to meet the evolving needs of those we serve.

Like the rest of the country, Boston Senior Home Care had a very different year as we adapted operations to confront the health, social and economic crisis of COVID-19. Operationally, the agency was on the front lines of the pandemic, and it continued to fill a critical role as a “safety net provider” in the delivery of vital services to more than 9,000 consumers during an unprecedented disruption in all facets of their daily lives. Through it all, our dedicated staff adapted to this tumultuous environment with new work routines, including working from home. Our case managers wore personal protective equipment to keep themselves and consumers in their care safe. The result was more adaptive teams that used technology in new and creative ways to stay connected and support each other. Along the way, they learned new skills while focusing on meeting the many needs of those we serve.

Our ability to act quickly and decisively has been tested and we rose to the challenge. As we move forward and continue to confront this crisis, we will emerge stronger, wiser, resilient, and more committed than ever.

OUR MISSION

We are committed to ensuring that culturally diverse adults and individuals with disabilities, particularly those of limited means, can remain safely in their homes and community with dignity and independence.

OUR VISION

Our vision is to support and empower people to achieve the highest level of health, well-being, and social connection through consumer-centered services and community engagement.

OUR VALUES

Consumer Centeredness
Employee Engagement
Diversity and Inclusion
Financial Responsibility
and Sustainability
Teamwork

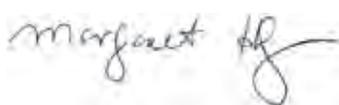
Dear Boston Senior Home Care Supporters,

2021 has been one of the most challenging yet inspiring years. The impact of the ongoing coronavirus pandemic tested all of us in so many different and deeply personal ways. But together we faced this great challenge and together we delivered, redoubling our commitment to our mission and our core values. Although as this annual report goes to print the pandemic is far from over, we remain confident in our ability to continue to navigate the challenges ahead.

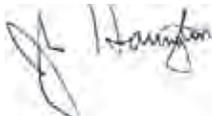
Boston Senior Home Care was strong at the start of this pandemic. We are stronger today. Our resilience is due in a large part to the unwavering commitment of our staff and the spirit of collaboration among our partners whose heroic efforts have been the backbone of pandemic relief efforts throughout Greater Boston. Our ability to collectively respond to the many and varied needs of consumers was, and will continue to be, nothing short of amazing. In this report, you will read many examples of this collective effort including the distribution of fresh fruits and vegetables to low-income consumers, innovative ways we supported caregivers, and the massive vaccine rollout in supportive housing sites across the region.

As we look to the future, we have many reasons to be hopeful. Our years of experience give us a strong foundation and the ability and insight to look forward and find new and innovative ways to meet the needs of those we are committed to serve. Yet, as we continue to rise to the challenges presented by this pandemic, what holds true is the value we bring to thousands of consumers and their families, each and every day. With your continued support, we will remain a trusted resource, operating under our guiding principle that everyone deserves access to the care and support they need to remain at home with dignity and respect.

Sincerely,



Margaret Hogan
Chief Executive Officer



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President and Board Chair

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Rising to the challenge of the ongoing pandemic: Acknowledging the critical role of caregivers

Caregivers often go unrecognized for their critical work in keeping older adults and people with disabilities at home and in the community. To recognize their efforts during this challenging time, staff from our caregiver support program, Caregiver Solutions, created, assembled specially designed “care kits” and distributed them to caregivers and their family members who were enrolled in the program. The kits contained thank you notes, coffee tumblers, journals, water bottles and hand sanitizer. “We wanted to provide caregivers with a small token of appreciation for all they do,” said Amy Lord, Senior Director of Care Management.

For care recipients, staff provided a variety of traditional items such as coloring books and crayons along with technology programs such as Echo Dot with Alexa to keep them connected and engaged during the long periods of isolation from others. “We’ve seen a shift in the way older adults are using technology as a result of the pandemic, so we made sure the kits included both traditional items, such as coloring books and crayons as well as the Echo Dot with Alexa,” Lord explained.

Echo Dot is especially popular with older adults as it is very easy to use. For example, to listen to music, they simply tell Alexa the name of the song they wish to hear. Other Alexa-enabled capabilities include trivia games, the ability to turn lights on and off by voice command, and listening to audiobooks. Care kits were distributed to caregivers and those they care for throughout the fall.

“Simply reaching out to friends, family members, coworkers just to ask how they’re doing can be extremely powerful. At a time when the world is hurting deeply, you have the power within you to be healers.”

Dr. Vivek Murthy, United States Surgeon General

BSHC PROGRAMS AND COMMUNITY-BASED SERVICES

- **Boston ElderINFO** serves as an information and referral service and the main entry-point to home- and community-based services for older adults, caregivers, people with disabilities and their families.
- **Home Care Program** provides individualized case management and care coordination of in-home support services, such as homemaking, home-delivered meals, personal care, etc.
- **Adult Foster Care** serves as a statewide program, which allows older adults 60 years of age or older and those who are 16 years of age or older with disabilities to remain at home with a paid caregiver.
- **Caregiver Solutions** provides a variety of services and supports to caregivers of all ages to ease the strain and minimize the challenges of caregiving.
- **Supportive Housing** provides a variety of supports and services to help individuals living in subsidized housing throughout Greater Boston to help them age in place and remain independent for as long as possible. The program includes onsite service coordination, health and wellness education and structured activities.
- **Evidence-based Programs** help individuals manage their chronic diseases, prevent falls and improve balance and strength.
- **Options Counseling** provides individuals with information on long-term care and support services and connects them to resources to help them live independently.
- **Senior Care Options** offers individuals aged 65 and older who are dually eligible for Medicare and Medicaid specialized support services as well as respite care for families and caregivers.
- **One Care Program** offers individuals with disabilities aged 21-64 who are dually eligible for Medicare and Medicaid assistance with independent living and long-term services and supports.
- **LTSS Care Partners Program** works with Accountable Care Organizations (ACOs) and Managed Care Organizations (MCOs) to provide care management and coordination to certain members identified by MassHealth, ACOs and MCOs.



Providing relief from food insecurity

Nearly one in six older adults faces food insecurity and have limited access to healthy food options – a situation that worsened during the COVID-19 pandemic. To help, our Tenant Resource Coordinators from our Supportive Housing team began working with several community partners to distribute food to residents at multiple housing sites. For example, at Blackstone Apartments in Boston, coordinators worked with The Greater Boston Food Bank to provide residents with fresh produce. At Lower Mills Apartments in Dorchester, they were joined by our representatives from the Age Strong Commission to safely deliver food door-to-door to residents. And, at South Cove Apartments, they worked with us to distribute fresh fruits and vegetables to over 100 residents. In addition, donations raised through our annual fundraiser and funds from our client discretionary fund were used to purchase and distribute grocery store gift cards for consumers who were unable to purchase food and other necessities.

Going forward, we will continue to identify consumers to ensure they have enough food by helping them to register for Supplemental Nutritional Assistance Program benefits.



Supporting grandparents raising grandchildren

Today, a growing number of custodial grandparents have taken on the parenting role of their grandchildren, when parents experience difficulties and children need care. In greater Boston alone, more than 3,500 grandparents are responsible for their grandchildren living with them and more than 13 percent live in poverty. Many of these children suffer academically, struggle to graduate from high school, and are less likely to graduate from college – considered the launching pad for success and the gateway out of poverty.

A wide body of research shows that grandparents raising their grandchildren were severely impacted by the pandemic. Many grandparents had to take on added responsibilities of trying to help with schoolwork, learning new technology, and providing meals and snacks that were previously offered at school.

Caregiver Solutions, our caregiver support program, provides a variety of support services, specially tailored to the needs of grandparents raising grandchildren. Services can include support groups, information on guardianship, help with legal issues, and access to financial aid such as the SNAP food assistance program. For grandchildren, the program can provide scholarships for after-school programs and summer camps, technology such as laptops and iPads, counseling, and more.

Future plans include expanding the program to offer services to high school and college-age students through age 22 to ensure that those grandchildren who need academic support and assistance to finish high school and enter college, have the resources they need to succeed.

Joining the heroic effort at vaccine distribution

The COVID-19 pandemic has highlighted that the Boston nonprofit network is indeed stronger together. The development of COVID-19 vaccines brought a moment of relief, and many nonprofits, including Boston Senior Home Care, were excited to shift to the next phase of their pandemic response: equitable distribution of the vaccines. Our goal was to ensure that individuals most at-risk of the severe effects of the disease, including people of color, older adults, and people with disabilities, had safe and easy access to the vaccine from a source they knew and trusted.

Working collaboratively with the Age Strong Commission, other Boston Aging Services Access Points (ASAPs) and other nonprofit partners, employees from across our agency, from frontline workers to senior management, stepped up to help by staffing vaccination sites, contacting consumers to schedule appointments, coordinating vaccinations for homebound individuals, and providing administrative support and assistance. We also held a vaccination clinic at our corporate office for staff, families, consumers, caregivers, and others. In total, between January and April 2021, Boston Senior Home Care helped to coordinate 24 clinics, staffed 68 sessions, and vaccinated more than 1,400 individuals.



Transitioning to the office of the future

The 2020 Massachusetts State of Emergency and office closure due to the COVID-19 pandemic disrupted usual day to day administrative operations. The safety of our workforce required that we quickly restructure our office and administrative functions to allow for a project-based, hybrid work model that included flexible scheduling in the office and from home with a focus on collaboration, creativity, and safety. COVID-19 caused a surge in the design of new workforce models and accelerated the development of work technology. Our goal was to ensure that administrative staff could provide essential functions remotely throughout the pandemic and to meet the needs of our workforce and consumers in the years ahead.

In March 2021, Boston Senior Home Care applied for and received a \$130,000 grant from The Amelia Peabody Charitable Fund. Funds were used to offset the cost of purchasing the office equipment and technology needed to redesign our office and meet State guidelines for COVID-19 safety. Our office redesign included purchasing tall workstations partitions for cubicles to create a socially distant office design for employees who came into the office for meetings and projects. Scheduling software was also purchased to allow employees to reserve cubical space and to monitor the number of people in the office at one time. And a new technologically advanced phone system was installed that included video conferencing and call routing features for transferring calls to others at locations at home or the office.

Today, this hybrid work model has become the new normal and the cornerstone to efficient operations. It allows the flexibility employees want and need to ensure effective service delivery to our consumers without compromising safety or quality.

Looking Ahead in 2022

The COVID-19 pandemic, unprecedented in its scope and duration, underscored the critical importance of community-based services to support the health and wellbeing of older adults and people with disabilities in our region. Throughout this pandemic, the highest-priority needs of consumers have remained consistent – staying safe and socially connected, affording basic expenses such as food and medicine, and learning and using technology. As the pandemic continues, at least into 2022, Boston Senior Home Care is ready. Our plans include the continued expansion of technology in our offices to advance our new hybrid work model and measure the impact of the work we do on the people we serve. And, we will continue to support technology in the home, with innovations to increase efficiencies, reduce social isolation and enhance communication. Our plans also include the expansion of supports to caregivers, especially the complex needs of grandparents raising grandchildren, and virtual support groups to increase outreach and decrease stress. And, we will deepen and advance our outreach activities in the community to ensure consumers have access to services for which they are entitled such as nutritious food, medicine, rent and housing assistance, and medical care. Finally, our plans include investments in our workforce to ensure our dedicated staff has the skill and experience to thrive for the duration of this pandemic and beyond.



“Forever at Home” fundraiser goes virtual

Like so many organizations, Boston Senior Home Care faced many challenges in 2020 due to the COVID-19 pandemic. More than ever, we needed to raise funds to support our critical work in the community. Therefore, we transitioned our annual fundraiser, “Forever at Home” to a virtual event.

Rather than our traditional in-person gala, our event featured an interview with Steve DiFillippo, CEO & Chef of Davio’s Northern Italian Steakhouse, and an engaging cooking demonstration of their signature dish, potato gnocchi, with Culinary Director and Vice President, Rodney Murillo. The event was hosted by former Emmy-award-winning news anchor and consumer reporter Susan Wornick, who believes deeply in our mission.

The event was filmed and broadcast on Wednesday, November 18, 2020, from 6:00–7:00 pm, and raised nearly \$90,000. Funds were used to provide low-income older adults and people with disabilities with the essential services, programs, and items needed to live safely and independently in their homes when no other means of support exists.



Community engagement and outreach






Caregiver Solutions

with Meg Hogan, CEO of Boston Senior Home Care

Are you managing a career, caring for a parent, and raising children? Welcome to the "Sandwich Generation."

The term refers to people in their 40s or 50s, who are "sandwiched" between the caregiving responsibilities of a multigenerational household. Today, this type of caregiving has become increasingly common as the aging population continues to grow and require support and assistance.

Multigenerational caregiving has many advantages including a deeper, more respectful grandparent-grandchild relationship that can bring joy to everyone. Yet, it is also demanding. Both children and aging parents require lots of time which can leave caregivers feeling pulled in different directions as they balance the many responsibilities of caring. And it can be isolating. Caregiver Solutions, a program offered by Boston Senior Home Care at no charge, can help.

Designed to support your unique caregiving journey, Caregiver Solutions empowers you with valuable information, resources, services and supports to help you provide exceptional care while taking care of your own needs and wellbeing. Finding support can be a source of encouragement and it is vital to the mental and physical health of caregivers. **For more information and to enroll in our program, visit bshcinfo.org or call 617-292-6211.**

With Caregiver Solutions, you can be confident in your caregiving role. You can depend on us.

bshcinfo.org | (617) 451-6400
Your home. Your choice. Your care.




The Joys and Challenges of the "Sandwich Generation"

CAREGIVER SOLUTIONS

The term Sandwich Generation refers to people who are "sandwiched" between managing a career, caring for their parents, and raising children. Multigenerational caregiving has many advantages, yet it is also demanding. Caregiver Solutions, a program offered by Boston Senior Home Care at no-charge, can help.

Designed to support your unique caregiving journey, Caregiver Solutions empower you with valuable information, resources, services and supports to help you provide exceptional care while taking care of your own needs and wellbeing.

Ready to learn more? Visit bshcinfo.org or call 617-292-6211.



Your home. Your choice. Your care. | 



Caregiver Solutions promotional campaign

Community education is an important component of our outreach initiatives. From May through September, Boston Senior Home Care implemented a comprehensive marketing and advertising campaign to educate caregivers about Caregiver Solutions, our support program for caregivers of older adults and grandparents raising grandchildren.

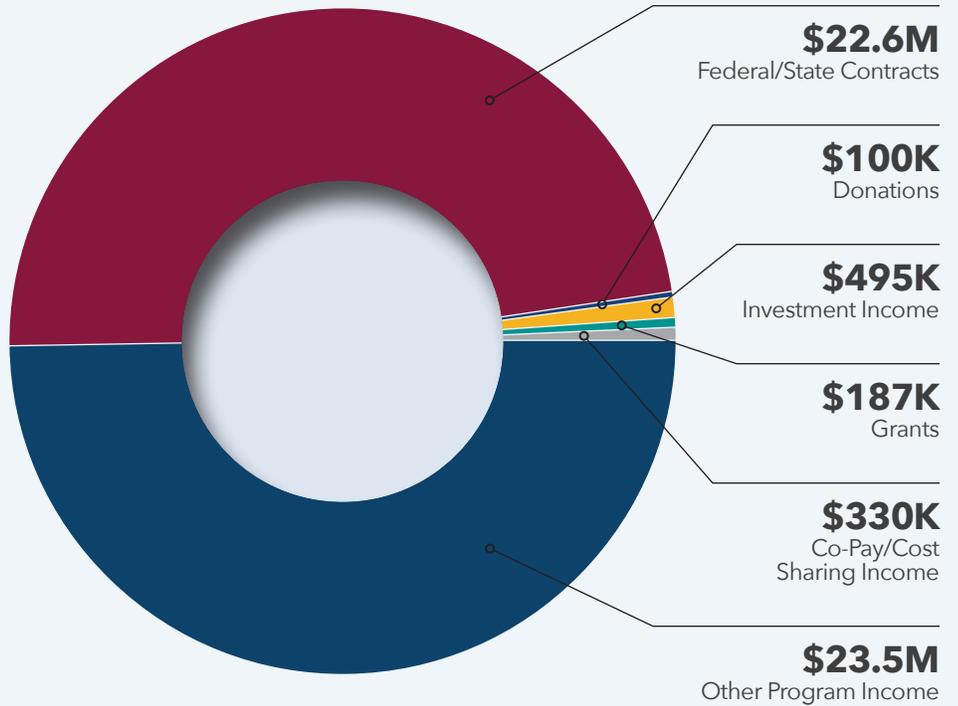
The campaign included direct mail, billboards, print, and digital advertising, social media, and radio. The outcome was a significant increase in referrals to the program and other programs and services offered by our agency.

\$47.2 Million Total Revenue in FY2021

Finances

Boston Senior Home Care had revenue growth of \$339,000 in fiscal year 2021, which was a slight increase over the prior year. As the chart illustrates, our financial performance is based on several factors, including operational efficiencies, innovation, and an expanding philanthropy program. Looking ahead, our focus on fiscal responsibility, sustainability, and an investment in the resources needed to thrive will enable us to continue to serve consumers in need while reaching our financial goals.

**Financial numbers rounded to the most significant figure.*



BSHC BY THE NUMBERS

Consumers Served	9,694
Boston ElderINFO Calls	9,174
Home Visits	15,166
Supportive Housing Sites	14
Supportive Housing Residents	1,915
Boston Senior Home Care Staff	190
Languages Spoken	14
Total Number of Programs	10



WE SERVE BOSTON'S DIVERSE NEIGHBORHOODS

- East Boston
- Charlestown
- North End
- Chinatown
- Beacon Hill
- West End
- Downtown Boston
- South Boston
- Dorchester
- Mattapan



Support from our generous donors

We are so grateful to those who share our commitment to helping older adults and people with disabilities remain safe and comfortable in their own homes and communities. Whether your gift came in the form of a donation, event sponsorship, program book advertisement, a grant from a local foundation, or other type of support, your investment in our mission makes a truly profound impact in the lives of those who rely on us for services and supports.

We are truly grateful for your generosity and to those donors who wish to remain anonymous. Thank you.

GRANTS AND FOUNDATIONS

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Help us help those in need in your community

Your generous gift to Boston Senior Home Care allows us to provide services and programs to low-income older adults and people with disabilities who wish to remain in their own homes and communities as safely and independently as possible. For almost 50 years, we have provided help and hope to thousands of people living in Boston and surrounding neighborhoods by giving them the choice to stay at home with dignity and respect. With your support, we can continue those efforts.

Do you want to observe an important occasion, honor a special person for their birthday, memorialize a loved one, or just provide emergency food and clothing to someone in need? Your generous gift can also support a consumer with transportation, medicine and utility costs when no other means of support exist. Your generous gift can also assist family caregivers with needed respite care, supplies, and support.

OTHER WAYS TO GIVE

- **Memorial and Tribute Gifts:** You can pay tribute or honor someone who has made a difference in your life with a gift to Boston Senior Home Care. We will acknowledge your thoughtfulness with a personal letter to the individual being honored. If your gift is in memory of a friend or family member who has passed away, we will send an expression of sympathy to the next of kin to acknowledge your memorial gift.
- **Company Matching Gifts:** Many companies sponsor programs that will match charitable contributions made by their employees. Check with your employer's Human Resource Department to find out if they offer a matching gift program.
- **AmazonSmile:** When you shop on AmazonSmile, a portion of your purchase price of eligible products can be donated to the charitable organization of your choice. Simply choose Boston Senior Home Care when you visit smile.amazon.com.
- **Bequests:** A simple way to provide support is through a bequest in a will or living trust. Any part, percentage, or component of an estate or trust assets can be designated to Boston Senior Home Care and can help reduce inheritance taxes.
- **In Lieu of Flowers:** If you have recently lost a loved one, a donation to Boston Senior Home Care in lieu of flowers is a wonderful way to honor their memory while helping others. For more information or to request memorial gift envelopes, please contact us at:
 - Phone: 617-303-8307
 - E-mail: development@bshcinfo.org

Make your online gift today at bshcinfo.org



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