



BOSTON SENIOR  
HOME CARE

# 2020

A YEAR OF RESILIENCE, DEDICATION, & COMPASSION

Annual Report





## Our history and mission

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. Today, we remain steadfast in that commitment; yet, recognize that other vulnerable populations also need our help. That is why we worked closely with our Board of Directors to redefine our mission, vision and values to be more inclusive of all consumers, including caregivers and children with disabilities. Delivering programs designed to meet the needs of diverse populations is how we see our agency evolving over the next several years. Our revised mission, vision and values guide our actions and decisions and keep us focused on the important role we play in delivering efficient, trusted, and responsive services to all those who rely on us to help them remain in their place of choice.

## Meeting the challenge of the 2020 COVID-19 pandemic

Beginning in March 2020, the Commonwealth's 'stay at home' order due to the COVID-19 pandemic challenged our agency in countless ways. First, and foremost, our highest priority was the health and safety of our consumers and staff. In response, our senior leadership initiated emergency plans to continue essential operations by enabling our staff to work remotely and providing them with laptops, smartphones, computer monitors, and printers. Personal protective equipment including masks, gloves, face shields, and cleaning supplies was also purchased and distributed. Staff from across our agency were mobilized to offer support and assistance to consumers and supportive housing residents, helping to provide food, cleaning supplies, and other daily essentials. They also contacted consumers to answer questions and to offer reassurance and companionship during months of profound isolation and loneliness. Through it all we continue to prevail, meeting the ongoing needs of our staff and consumers throughout this new and uncharted territory.

### Our mission, vision, and values guide all services

Our mission, vision, and values guide everything we do. These tenets are foundational to our work and express our priorities when providing care and services, particularly to those most in need in our community.

#### OUR MISSION

BSHC is 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

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,

As our nation and the region continue to endure the current COVID-19 crisis, Boston Senior Home Care is adapting to meet the challenge of supporting our employees, our consumers, and our community. As this Annual Report goes to print, COVID-19 vaccinations are well underway and pandemic restrictions are easing. Throughout this very challenging year, the pandemic brought out the best in many people, including our dedicated staff. During these past three months, stories have emerged – of kindness, generosity, and hope. Employees reaching out to support each other and connecting with consumers to offer words of comfort and calm.

More than ever, we recognize the critical role that Boston Senior Home Care plays in the health and wellbeing of all those we serve. Adapting to this “new normal” provided the opportunity to review and update our mission statement to ensure it stated in clear language the people we serve and our commitment to their wellbeing. The new statement was crafted thoughtfully and with input from our Board of Trustees, senior management staff, and employees from every department across our agency. It was designed to reflect the inclusive nature of our agency and the expansion of programs and services for all consumers – older adults, caregivers, people with disabilities, and others. It will be used to continue to guide our vision and values and to demonstrate our commitment, purpose, and meaning.

As this fiscal year comes to a close, the Board of Trustees and I would like to thank the staff for their unwavering support and spirit of cooperation throughout the year. We would also like to thank our supporters. Your trust and confidence in our agency are an inspiration and a blessing. I am certain that united, we will rise to meet the moment and emerge from this crisis stronger and with renewed inspiration.

Sincerely,



Margaret Hogan, CEO



Karl Baker, Board President

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## Virtual Caregiver Support Group helps a devoted daughter cope with the challenges of caregiving

For Erin and her sister, Lisa, caring for their father, Ed, is an honor and a privilege. A former mechanical engineer and electrician, Ed now suffers from vascular dementia, which has robbed him of his memory and ability to care for himself. “My father is a man of faith and family meant everything to him,” said Erin. “He spent his entire life caring for us, so Lisa and I are happy to give back.”

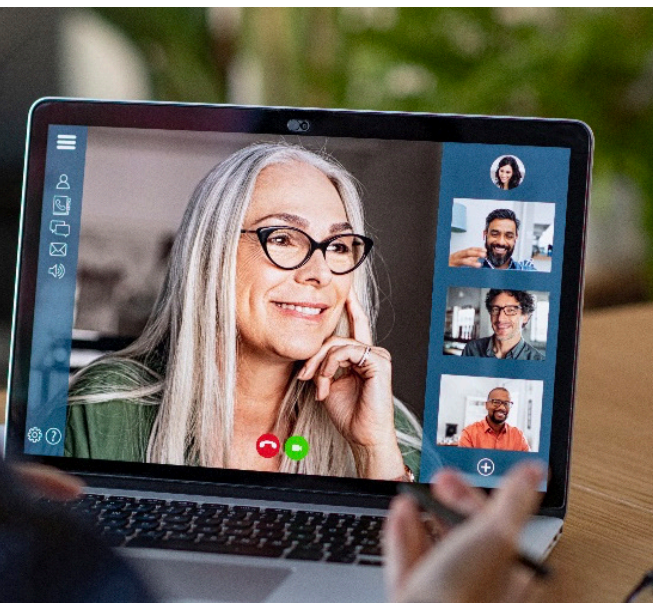
But, providing 24-hour care to their father while working and raising families of their own can be a challenge. So, when Erin learned of Boston Senior Home Care’s Caregiver Support Group, she decided to give it a try. “I never thought I would join a support group, but it’s one of the best things I ever did,” explains Erin. “I have learned so much from the other group members, from purchasing the best medical supplies to tips on how to talk with my dad when he’s having a bad day.”

To help Erin stay in touch with Ed, Boston Senior Home Care provided her with an Alexa-enabled device that offers two-way video communication. “That device is great because I can see from dad’s expression if he’s having a bad day, which is really helpful when I can’t be there in person,” Erin said.

Erin credits much of the support group’s success to the support group leader. “She listens and provides very thoughtful advice and guidance. Because of her and other members of the group, I’m a better caregiver to my father,” Erin asserted. Her advice to other caregivers is to not be afraid to ask for help. “Lisa and I are committed to caring for our father the best we can,” she said. “And having support from Boston Senior Home Care has made that possible.”

### BSHC PROGRAMS AND COMMUNITY-BASED SERVICES

- **Boston ElderINFO**, 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 home-making, home-delivered meals, personal care, etc.
- **Adult Foster Care**, 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.
- **Family Caregiver Support Program** provides a variety of services and supports to caregivers 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.







## Supportive Housing program goes virtual

Operating 15 publicly subsidized residential buildings in Greater Boston, Boston Senior Home Care is on the front lines of the COVID-19 pandemic. As a safety net provider, our agency is responsible for the delivery of vital services to residents during an unprecedented disruption to their daily lives.

Prior to the pandemic, Tenant Resource Counselors (TRCs) provided residents with evidence-based, health and wellness programs, preventive education, structured activities, and social programs, with a goal of helping residents remain in their place of choice with dignity. When the pandemic hit, the focus changed to providing a wide variety of essential services designed to keep residents safe. TRCs followed CDC guidelines and coordinated food and medicine deliveries, provided cleaning supplies and personal protective equipment, coordinated a “grab and go” meal system, and instituted daily telephonic wellness check-in calls as a social lifeline to the outside world.

Since social distancing caused isolation among residents, TRCs turned to virtual activities and educational programs designed to engage residents, answer questions, and to offer emotional support during the COVID-19 lock down. They also began virtual stress reduction workshops, cooking demonstrations, and health fairs. The goals are to support the mental and physical well-being of residents by reducing social isolation, and to help residents stay engaged and connected to the outside world until the end of this pandemic.



## Going above and beyond on a mission of care

Boston Senior Home Care nurses play a critical role in combatting COVID-19, providing effective and compassionate care to those in need.

During the COVID-19 pandemic, Carline called Gerard, an 83-year-old man enrolled in our Home Care program but was unable to reach him. Given Gerard's chronic health conditions and memory issues, Carline became concerned. "He lives alone and doesn't have anyone looking out for him, so I got in my car and went to his apartment," stated Carline.

When she arrived, Gerard was relieved to see her, "God knew I needed help so he sent you to me," he said. Carline, who speaks Haitian Creole, asked Gerard in his native language about his phone, which he said was not working. As an experienced home care nurse, Carline sized up the situation quickly and recognized that not having a phone could lead to a larger safety problem.

She was also concerned about the stack of unpaid bills on the coffee table and was concerned that Gerard's phone service had been shut off because the bill was not paid. A call to the phone company confirmed that the account was up to date. Undaunted in her investigation, Carline dug deeper and discovered faulty medical alert equipment connected to the phone line was the source of the problem.

Once Carline disconnected the medical alert equipment, Gerard was able to make and receive phone calls. She then called the vendor to order and install new equipment ASAP. She also contacted the money management agency responsible for Gerard's finances to make sure that he was up to date on all of his bills. While she was at it, she asked the agency if there were funds available to buy Gerard a TV, and she is working with them toward accomplishing that goal.

"I am committed to making sure Gerard has all the services he needs to stay safe throughout this pandemic and beyond," said Carline.

## The importance of community engagement

Community engagement is a central component of Boston Senior Home Care's outreach initiatives. Our staff works collaboratively with a wide network of state and local agencies, healthcare companies, businesses, and individuals to address issues affecting the wellbeing of consumers who rely on us for essential services and supports.

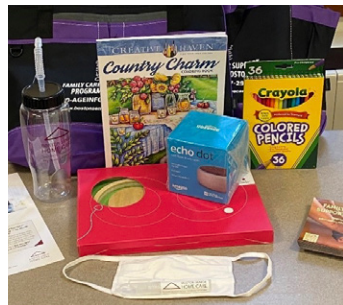
We kicked off 2020 with Chinese and Lunar New Year celebrations held at our Supportive Housing buildings in Boston. The Greater Boston Chinese Golden Age Center catered each event with traditional Chinese fare and our Tenant Resource Counselors decorated community rooms with vibrant holiday decorations. Residents and their family members joined in the festivities performing classical Chinese song and dance. Our Supportive Housing staff was joined by several board members, including Richard Johnson and Ruth Palombo, making sure everyone had a good time.

During the pandemic, our Supportive Housing Team worked with our community partners to provide food to residents at multiple Supportive Housing buildings. Special thanks to The Greater Boston Food Bank, Fresh Truck and Age Strong for working with us to ensure food security for residents during COVID-19.

We provided caregivers with gifts to express our appreciation for all they do to keep older adults and people with disabilities at home and in the community. For their care partners, we also provided items to keep them connected and engaged during the pandemic, such as traditional items (i.e., coloring books and crayons, puzzles, etc.) as well as the Echo Dot with Alexa. We delivered care packages to caregivers and their care partners including Caregiver Support Specialist, Paula McCarthy, who brought the first care package to a caregiver in Dorchester.

Our staff works collaboratively with state and local agencies, healthcare companies, businesses and individuals to address issues affecting the wellbeing of consumers who rely on us for essential services and supports.

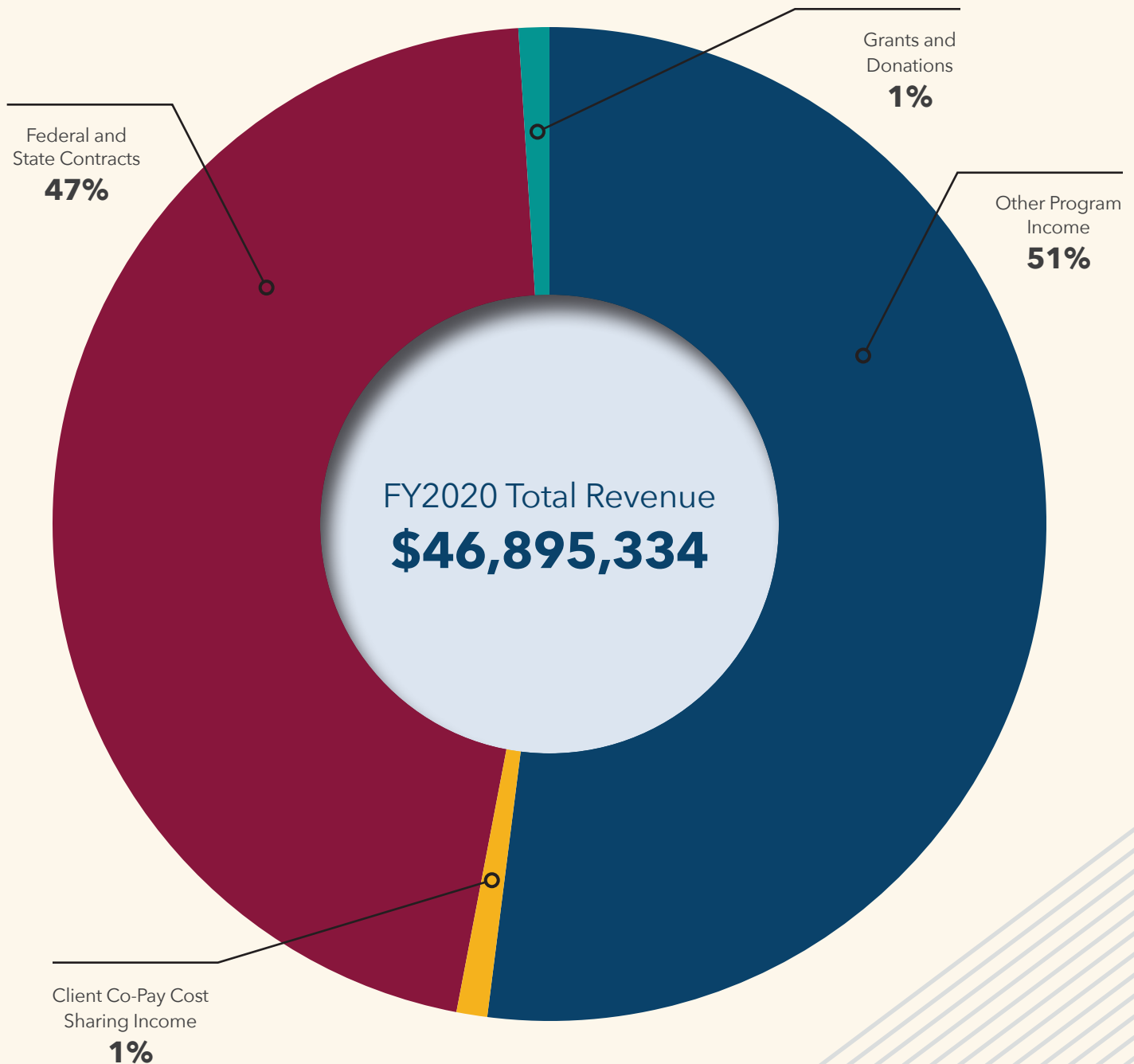






## Finances

Boston Senior Home Care had revenue growth of \$1.45 million in 2020, which is a 3.2% increase over the prior year. As the chart below 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.





## 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.

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Red Sox Foundation  
Renaissance Boston  
Waterfront Hotel  
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and Carl S. Adams Fund  
The Beehive  
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The Committee to  
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The Fuji Group  
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Michael Dukakis  
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Boston  
The Paget Family  
The Plymouth Rock  
Foundation  
The Trustees of  
the Reservation  
The Varano Group  
The Westin Copley Place  
Tola Olubango  
Tom Collins  
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Tufts Health Plan  
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Wachusett Mountain  
Wanda Nieves  
Webster Bank  
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## “Forever at Home” fundraiser was a great success

Over 250 guests, staff, and members of the Board of Trustees gathered on October 16, 2019 to support BSHC at the organization’s annual fundraiser “Forever at Home” held at the Mandarin Oriental Boston. This year we honored two highly respected community leaders for their commitment to our community and the consumers who rely on us for services and support.

Honored were the Honorable Aaron Michlewitz, Chairman of the House Ways and Means Committee, and Catherine Dunham, Senior Advisor at the Preservation of Affordable Housing.

“As friends and supporters of our agency, Chairman Michlewitz and Catherine Dunham enable Boston Senior Home Care to continue to provide the services and support low-income seniors and people with disabilities need to remain safe and secure in their own community,” said Meg Hogan. “Both shared examples of their connection to our agency and the important services we provide, which illustrated the critical work we do.”

Hosted by former Emmy-award winning news anchor and consumer reporter Susan Wornick, this spectacular evening featured delicious food and drinks, musical entertainment and an elaborate silent and live auction. The event raised more than \$220,000 to support programs and services that benefit low-income older adults and people with disabilities in communities served by BSHC.

Congratulations to the staff and volunteers who helped make this event such a wonderful success!



### BSHC BY THE NUMBERS

GSSC Visits	4,074
Boston ElderINFO Calls	10,159
Number of Consumers	9,488
Case Manager Visits	8,414
Nurse Screenings	1,812
Supportive Housing Sites	15
Supportive Housing Residents	1,800
Supportive Housing Units	1,651
BSHC Staff	187
<i>Staff in the Field - 132</i>	
<i>Staff in the Office - 55</i>	
Languages Spoken by Staff	14
Total Number of Programs	10



### WE SERVE BOSTON'S DIVERSE NEIGHBORHOODS

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





## 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](https://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](mailto:development@bshcinfo.org)

**Make your online gift today at [bshcinfo.org](https://bshcinfo.org)**



BOSTON SENIOR  
HOME CARE

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