

# ANNUAL REPORT 2010



Serving the diverse needs of older adults, caregivers and families

---

Our commitment to quality service is always informed and shaped by:

- » Focusing on people
- » Serving as thoughtful stewards of resources
- » Building essential stakeholder partnerships
- » Respecting individual rights, responsibilities & diversity
- » Being transparent
- » Innovative thinking and an entrepreneurial spirit



METROPOLITAN  
AREA AGENCY  
on A·G·I·N·G

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

---

*Serving Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington counties*

# HIGHLIGHTS

## Evidence-Based Health Promotion

Program expansion of *Matter of Balance: Managing Concerns About Falls* gained momentum in 2010. Twelve *Matter of Balance* classes were offered by 25 coaches trained in 2009. MAAA trained an additional 43 *Matter of Balance* coaches from 12 new partner organizations, including six coaches under sponsorship of the Deaf Community Health Workers. MAAA's collaboration with Deaf Community Health Workers is the first of its kind in the nation to train deaf coaches and offer classes to deaf seniors entirely in American Sign Language. The number of classes offered in 2011 is expected to triple with the addition of the new partners.

## Dementia Care Transitions

At the completion of this MAAA spearheaded project, our healthcare partners achieved significant improvements in dementia care. North Memorial and HealthEast hospital systems successfully incorporated the dementia screening tool into their Electronic Medical Records system and established admissions and follow-up nursing protocols. HealthEast implemented a care navigation system between acute and primary care. North Memorial completed a primary care dementia screening/assessment pilot at two primary care clinics and will expand it to all their clinics. Project evaluation indicated increased referrals to caregiver support services from healthcare professionals.

## Lifetime Communities

MAAA, in partnership with the Vital Aging Network, received an AmeriCorps planning grant. Together, we have created an innovative project design that engages older adult volunteers in civic leadership and further develops *Lifetime Communities* in the metro area. The newly developed *Lifetime Communities* training curriculum and action framework guides older adult leaders to map local assets, lead a prioritization process and implement projects that move communities toward becoming environments where people of all ages thrive. Based on community priorities, local volunteer teams will focus on improvements in *Housing and Transportation Options, Healthy Lifestyles* and *Access to Services and Resources*. Discussions with new potential partners in local communities will be underway in 2011.

## Senior LinkAge Line® Links People to Information

- » Senior LinkAge Line® specialists and health insurance counseling volunteers responded to 44,787 assistance requests and served 29,815 persons. They helped seniors and caregivers to navigate long-term care services/support and to understand health insurance, Medicare and prescription drug benefits.
- » MAAA received Minnesota Board on Aging funding to implement a volunteer phone bank for Open Enrollment calls. Response capacity increased by one-third with up to nine volunteers deployed daily in the Call Center. Volunteers helped approximately 2,300 people with information, plan comparisons and Part D enrollment.

# FINANCIAL SUMMARY

<b>Support &amp; Revenue</b>	<b>2009</b>	<b>2010</b>
Grants & Contract Revenues	\$9,308,718	\$10,138,803
Contributions	1,159,073	172,183
Other Revenue	75,618	182,870
Investment Income	7,094	3,949
<b>TOTAL REVENUE</b>	<b>\$10,550,503</b>	<b>\$10,497,805</b>
<b>Expenses</b>		
Nutrition Services	\$3,264,737	\$3,828,014
Supportive Services	3,036,470	1,988,531
Administrative, Grant Making & Community Development	1,218,644	1,181,874
Caregiver Support	856,626	848,796
Other	1,798,765	2,987,765
<b>TOTAL EXPENSES</b>	<b>\$10,175,242</b>	<b>\$10,834,980</b>
Revenue over Expense	375,261	(337,175)
<b>Fund Balance</b>	<b>\$670,560</b>	<b>\$333,385</b>

- » A total of 1,939 outreach events reached 1,024,599 individuals. MAAA reached the goals set by the Centers for Medicare and Medicaid Services in all seven counties.
- » Customer satisfaction remained high with 93% of survey respondents receiving SLL support within one business day. 96% of respondents reported they would recommend the service to peers.
- » Volunteers gave 6,700 service hours in 2010, an annual increase of 39.6%. Volunteer services included health insurance counseling, Medicare education, *Senior Surf Day* computer classes and senior fairs.
- » The *Return to Community* evidence-based research initiative began in April 2010 to:
  - Change the perception of nursing homes as a preferred long-term adult residence to other living options;
  - Facilitate successful transitions from nursing home to community living;
  - Respect people's preferences for living and caregiving arrangements;
  - Use public resources efficiently.

*Community Living Specialists* helped 57 residents complete plans to return to their communities with supplemental supportive services.

- » The Senior LinkAge Line® at 1-800-333-2433 is a partnership of the Area Agencies on Aging and the Minnesota Board on Aging. Hours of operation are 8:00 AM – 4:30 PM Monday – Friday.

## MESSAGE FROM THE CHAIR



As area agencies on aging celebrated the 45<sup>th</sup> anniversary of the federal Older Americans Act, MAAA's Board of Directors reviewed the fundamentals that guide our organization. We refreshed our mission, vision and values to align with a challenging environment and retuned our compass in a steadfast direction.

Much of MAAA's work reflects our designation as the region's Area Agency on Aging and the resulting commitments to the Minnesota Board on Aging. We will continue to seek additional financial and partner support to fulfill a broader mission on behalf of older people and local communities.

As Board Chair, I am proud to announce MAAA's refined mission and vision:

**Mission:** MAAA assists individuals to age successfully and develops the capacity of communities to care for an aging population.

**Vision:** For individuals to age with dignity in their communities where they are valued and engaged.

MAAA will further its vision through these strategies:

- Researching and building knowledge and understanding of issues and needs;
- Developing an energized and highly motivated organization;
- Identifying and implementing essential business processes, organizational practices and structure;
- Being a champion for the aging population.

This annual report highlights our most significant work in communities. We invite you to visit our website at [www.tcaging.org](http://www.tcaging.org) to see a fuller view of strategic actions and advocacy for older adults and their caregivers.

B. Jan McCulloch, Ph.D.  
*Chair, Board of Directors*

EXECUTIVE DIRECTOR  
Dawn Simonson

ASSOCIATE DIRECTOR  
Bob Anderson

## 2010 BOARD OF DIRECTORS

B. Jan McCulloch, *Chair*  
Kathleen Gaylord, *Vice-Chair*  
*Dakota County Commissioner*

Jamie Warndahl, *Treasurer*

Gayle Degler  
*Carver County Commissioner*

Gail Dorfman  
*Hennepin County Commissioner*

Bob Geyen

Dennis Hegberg  
*Washington County Commissioner*

Jerry Hennen  
*Scott County Commissioner*

Virginia Lanegran

Dick Lang  
*Anoka County Commissioner*

Jess Luce

Allen Miller

Jan Olson

Luis Ortega

Jan Parker  
*Ramsey County Commissioner*

Bob Roepke

Mark Skeie

Sally Staggert

Laura Waterman Wittstock



METROPOLITAN  
AREA AGENCY  
on A·G·I·N·G

MAAA is a nonprofit steward of Older Americans Act resources, as well as:

- a community collaborator and advocate
- a community information and resource bridge for seniors and caregivers
- a forward-thinking organization that strives to help older adults live independently and with dignity

Visit us at [www.tcaging.org](http://www.tcaging.org)

2365 N McKnight Road, Suite 3 | North St. Paul, MN 55109 | p: 651-641-8612 | f: 651-641-8618 | e: [info@tcaging.org](mailto:info@tcaging.org)

# 2010 Older Americans Act and State Funding Awards

MAAA provided \$6,724,343 in 2010 to community partners for services to assist older adults and family caregivers through contracts and grants.

## Caregiver Support/Respite Services: \$695,780

Provider	Service Area
Anoka County Family Caregiver Connection	Anoka
Catholic Charities	Carver, Hennepin, Ramsey, Scott
CLUES	7 County Metro
DARTS	7 County Metro
Living at Home Network – Metropolitan Caregiver Connections Collaborative	Hennepin, Ramsey
Elderberry Institute – Consumer Directed Services	7 County Metro
Eldercare Partners	7 County Metro
FamilyMeans	7 County Metro
Korean Service Center	7 County Metro
Volunteers of America	Hennepin

## Chore Services: \$494,928

Provider	Service Area
Anoka County CAP Agency	Anoka
Scott-Carver-Dakota CAP Agency	Carver, Scott
City of Fridley	Fridley, Hilltop, Columbia Heights
Community Emergency Assistance Program	Brooklyn Center, Brooklyn Park, North Central Minneapolis
DARTS	Dakota
East Suburban Resources	Washington
Greater Minneapolis Council of Churches	South-central, Southeast & Northeast Minneapolis
Merrick Community Services	East Saint Paul, Macalester-Groveland, Summit Hill, and Highland neighborhoods of Saint Paul
Neighborhood Involvement Program	Southwest and North Minneapolis Neighborhoods
Northwest Youth & Family Services	Northern Ramsey County Suburbs
Saint Anthony Park Community Council	Five neighborhoods in Northwest Saint Paul, Como, Hamline-Midway, Merriam Park, St. Anthony Park, downtown Saint Paul, West 7th
Senior Community Services	Hennepin Suburbs
TRUST	South & Southwest Minneapolis

## Grocery Shopping & Delivery Assistance Services: \$198,985

Provider	Service Area
Minneapolis Jewish Family & Children's Service	Hennepin
St. Paul Jewish Community Center	Ramsey
Store to Door	7 County Metro

## Health Promotion and Disease Prevention Services: \$140,658

Provider	Service Area
Amherst H. Wilder Foundation	Ramsey
Fairview Pharmacy Services	7 County Metro

## Legal Services & Education: \$249,710

Provider	Service Area
Legal Aid Society of Minneapolis	Anoka-Hennepin
Southern Minnesota Regional Legal Services	Carver, Dakota, Ramsey, Scott, Washington

## Senior Nutrition Services: \$4,177,282

*(Includes \$395,855 from the Nutrition Services Incentive Program)*

Provider	Service Area
Elderberry Institute – Consumer Directed Services	7 County Metro
Human Services, Inc.	Washington
Lao Advancement of America	Hennepin
Presbyterian Homes and Services	Hennepin, Ramsey
Scott-Carver-Dakota County CAP Agency	Carver, Dakota, Scott
Senior Services Consortium of Ramsey County	Ramsey
Volunteers of America	Anoka, Hennepin

## Special Access & Outreach Services: \$378,000

Provider	Service Area
Brian Coyle Community Center	Hennepin
Catholic Charities of St. Paul	Hennepin, Ramsey
Inter Tribal Elders Services	Hennepin
Korean Services Center	Hennepin
Lao Advancement of America	Hennepin
Lao Family Community	Ramsey
United Cambodian Association of Minnesota	7 County Metro
Vietnamese Social Services	Dakota, Hennepin, Ramsey
Volunteers of America – Minnesota	Hennepin, Ramsey

## Transportation Coordination Services: \$389,000

Provider	Service Area
PRISM	Hennepin, Ramsey