Proudly serving older adults, persons with disabilities & caregivers throughout Hillsborough, Manatee, Polk, Highlands & Hardee Counties.

2018 ANNUAL REPORT
A MESSAGE FROM THE PRESIDENT AND CEO

Thank you for taking the time to learn more about Senior Connection Center. No matter how much you may already know about us, once you review this report I believe you will learn something new about the excellent work we do and the positive impact we have on local seniors and their caregivers.

For example, you probably know how committed we are to assisting seniors in need, but did you know that we host an annual *Rise & Shine Awards Breakfast*, where we come together to recognize the outstanding achievements of local seniors who are actively involved in service to their communities?

Or did you know we offer mini-grants to local organizations to encourage them to develop innovative ways to address such issues as food insecurity, social isolation and loneliness among seniors? And these grants are funded by the proceeds from our Rise & Shine event.

You see, we are always looking to form new partnerships and find creative solutions to the complex problems we are facing today while also preparing to address the issues we anticipate facing in the future.

After learning more about Senior Connection Center and the critical role we play in helping older adults and persons with disabilities live with independence and dignity, I hope you become inspired to get more involved with us. That could mean becoming a volunteer, nominating a worthy senior for one of our awards, referring someone to our Elder Helpline or making a donation to support the work we do.

Thank you for your interest in Senior Connection Center. Please feel free to reach out to me or any member of my team so we can find a way to connect with you.

Best Regards,

Charlotte McHenry
President & CEO

SENIORCONNECTIONCENTER.ORG
A MESSAGE FROM THE BOARD CHAIR

It has been my extreme honor to serve Senior Connection Center the past 15 years and my pleasure to chair the Board of Directors of this wonderful organization for the past year.

Our mission is to help older adults and persons with disabilities live with independence and dignity. As I reflect on the past 15 years I am amazed by our organization’s best practices and high quality of care in connecting seniors and their caregivers to the community resources, programs and services they need.

Our entire organization serves clients with passion, devotion, kindness and urgency. Educating our community regarding the elderly and disabled adults enhances our community’s well-being and quality of life. More people than ever need the help, strength and comfort of Senior Connection Center’s important services.

My deep thanks go to all of you for your commitment to the hard work that is involved in continually volunteering and contributing to this great organization. You have made a real difference in the lives of the communities we serve!

Lilly Ho-Pehling
Board Chair

We looked ahead and decided to borrow the 2019 theme for Older Americans Month to use for our Annual Report theme, which encourages older adults and their communities to:

• Connect with friends, family and services that support participation
• Create by engaging in activities that promote learning, health, and personal enrichment, and
• Contribute time, talent, and life experience to benefit others.

You can celebrate Older Americans Month 2019 with us at our Rise & Shine Awards Breakfast, Tuesday, May 21st. Visit our website for tickets and more information.

*Source: Florida Department of Elder Affairs - 2018 Profile of Older Floridians.
This year, more than 84,000 calls came into our Aging & Disability Resource Center/Elder Helpline. We pride ourselves in treating every caller with care and respect.

Our dedicated team of Outreach staff and volunteers participated in 137 community events this year, allowing us to connect with 5,555 local seniors so we could guide them to our many programs and services to meet their needs.

We encourage you to connect with us today to arrange for a speaker to come to your business, civic or community group meeting, or place of worship. Perhaps you are looking for a place to contribute your time and talent. Think about becoming an Outreach volunteer.

Call Patricia Henderson at 813-676-5609

84,000

This year, more than 84,000 calls came into our Aging & Disability Resource Center/Elder Helpline.

Thank you all for coming to my aid. I am 86 years old and no one else could help me fix my problems until I called the Elder Helpline. I am very grateful that you listened to my complaints and actually helped me. I don't know what I would have done if I didn't find you. Thank you from the bottom of my heart and thank you again.

“I want to send a big Thank You to Senior Connection Center for assisting one of my residents in his time of need. You were the only place we were able to find the help he needed. Without your guidance and assistance his difficult situation would have become a crisis. We are so grateful for all you have done.”
SHINE is here to guide Medicare beneficiaries, their caregivers and loved ones through the confusing maze of Medicare. Senior Connection Center’s team of 50+ SHINE Counselors help by educating and empowering people to make the best decisions about Medicare and other health insurance benefits, including understanding original Medicare, picking the right prescription drug plan, deciphering Medicare claims and applying for programs that can lower their Medicare costs. SHINE Counselors are trained to provide unbiased advice and assistance with anything Medicare-related, so people have the information they need to make the best choices.

**How we connect SHINE clients to the information they need…**

“One of our clients had signed up with the same insurance company for his prescription drug plan as he did for his Medicare supplement plan. Like many people, over the years, he kept the same plans without reviewing his coverage. When he called SHINE, his out-of-pocket cost for his prescription drugs was approaching $7,000 a year including the premium. He met with a SHINE volunteer who entered the list of his medications and found a program for him that reduced his annual cost to just a little over $2,000. Saving $5,000 a year is a big deal for anyone, but especially for a senior on a limited income!”

_Kyrie-Leigh Chambliss_  
Volunteer Manager & SHINE Liaison

**Senior Connection Center offers many opportunities to contribute…**

“I have always found my work as a SHINE volunteer to be very gratifying. But as I expanded my volunteer efforts with Senior Connection Center to include doing community outreach and serving on the Board of Directors, I can now see the big picture and how all the pieces fit together. As I spend more time out in the community, interacting with older adults, I have a better understanding of their wide range of needs. These insights are making me a better Board Director because my input about funding issues and delivery of services now come from a place of experience and understanding as well as a place of compassion. These volunteer experiences are proving to be engaging and rewarding beyond my expectations!”

_Jean Berken_  
Senior Connection Center Board  
Director & SHINE Volunteer for 9 years

**A message to a SHINE counselor…**

“You will never know how your visit and help affected my life. Once again, I can sleep at night and I am kinder to my family and friends. Your help was truly life-changing.”

_Lenore_  
a satisfied SHINE client

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**In 2018, our SHINE Counselors documented 11,564 client contacts:**

- **5,324** were low-income  
- **2,590** were disabled  
- **2,985** were over the age of 75  
- **909** of those were 85+  
- **814** needed assistance in a language other than English

**In 2018, SHINE Volunteers documented over 6,820 hours spent providing one-on-one Medicare counseling. Based on the value of volunteer time in 2018, this equates to over $168,385 worth of services provided to the community for free by dedicated and specially trained volunteers.**

**The 387 low-income individuals we helped apply for the Social Security Extra Help Program saved about $4,000 each annually on their prescription drug expenses.**

**If you have a passion for helping seniors and would like to volunteer for Senior Connection Center, please contact Kyrie-Leigh Chambliss at 813-676-5593.**

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**In 2018, \$1,111,128 was saved for those beneficiaries of approximately 691 low-income individuals applying for the Medicare Savings Program, leading to a combined savings for those beneficiaries of approximately \$1,111,128 in 2018.**

**We helped 691 low-income individuals apply for the Medicare Savings Program, leading to a combined savings for those beneficiaries of approximately \$1,111,128 in 2018.**

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**SENIORCONNECTIONCENTER.ORG**
Allowing at-risk elders to safely remain living in their homes, thereby preventing premature nursing home placement.

Senior Connection Center is the gateway to Long Term Care (LTC) services. LTC services, which are state and federally funded, can include home-delivered meals, adult daycare, personal care, and caregiver respite. Since Medicare does not typically cover LTC services and funding is limited, clients are screened for eligibility, prioritized based on need and must wait for funding to become available before we can help enroll them for services. Although funding for LTC has increased recently and we are able to assist many frail elders in obtaining LTC services, there are thousands more waiting for help.

Long Term Care Services

In 2018 we helped needy seniors by funding more than:

- 929,947 meals, either in their homes or at congregate meals sites
- 85,069 rides to doctor visits, meal sites and other important appointments
- 60,809 hours of personal care services like bathing and dressing
- 102,469 hours of homemaker services

CONTRACTED BUDGET 2018

$19,567,392 Total Funding
Senior Connection Center...

Always looking to create opportunities for seniors and persons with disabilities to engage in activities that promote learning, health, and personal enrichment.

Veterans Directed Home & Community Based Services Program

Senior Connection Center manages the local Veterans Directed Home & Community Based Services Program, which gives disabled veterans of all ages the flexibility to manage their own care budgets, including hiring family caregivers. This service allows many disabled veterans to remain living at home with their loved ones. We are proud to report that in 2018 we enrolled 25 new veterans into this program, allowing us to serve 89 veterans over the course of the year.

Meet one of our Veteran clients:

Richard Ottum is a 33-year-old veteran who suffered a severe brain injury. He lives with this mother in Winter Haven. His mother reports that the Veteran Directed Program enables Mr. Ottum safe access to community activities. He hires employees to provide companion care in order for him to go to the gym and attend art classes. Mr. Ottum is preparing to display his art at an Art Show at James Haley Veteran’s Hospital.

What Mr. Ottum’s caregiver has to say about the program...

“The Veteran Directed Community Based Program has been a Godsend! Richard has a companion to get him out into the community which encourages him to socialize, do arts and enjoy nature on a regular basis. He wouldn’t be able to do those things on his own since his traumatic brain injury. Thanks so much!”

Health & Wellness

Programs that help seniors get healthy and stay healthy

Senior Connection Center’s Heath & Wellness program offers evidence-based classes in the most convenient and affordable way possible. First we train members of the community to become certified to teach our classes, which they do on a volunteer basis. Then we partner with community organizations such as senior living facilities, churches, clinics and senior centers, to host the classes and help recruit participants. We also work with sponsors and foundations who help to fund these programs.

Senior Connection Center’s Health & Wellness classes include Chronic Disease Self-Management, Living Healthy in your Community, A Matter of Balance, and Tai Chi.

Living Healthy in Your Community

Combating Chronic Disease: A Community-Based Health Promotion Program

Thanks to funding from the Humana Foundation, we were able to expand this Chronic Disease Self-Management program from East Tampa to include West Tampa by offering Tomando Control de su Salud. In 2018, these initiatives were able to...

◆ Train 18 Community Lay Leaders in Chronic Disease Self-Management in English and Spanish
◆ Complete 38 Workshops serving 368 participants
◆ Provide 55 Garden Boxes to program graduates so they can grow their own herbs and vegetables
◆ Conduct 111 Support Groups to help participants maintain their newly-acquired healthier lifestyles. These support groups included cooking demonstrations and presentations by such organizations as Bay Area Legal Services and the Alzheimer’s Association.

Tai Chi classes can be adapted to suit any fitness level
How our Crisis Funds Help seniors-in-need from “falling through the cracks”

◆ Ms. C. is 69 years old and requires the use of a wheelchair. Her sister was more than willing to drive her to her multiple medical appointments every month, but her sister’s car was not equipped to transport the wheelchair. With $200 in crisis funds, we were able to purchase and install a wheelchair hitch for the car. Ms. C. is now able to go to her medical appointments as well as enjoy other social outings with her sister.

◆ Mr. N. lives in Sebring on a small fixed income. When both his toilet and hot water heater stopped functioning properly, he resorted to using the community bathroom in his trailer park, which was not only an inconvenience but also a safety issue. Using just $400 in Crisis Funds, Senior Connection Center purchased a new toilet and water heater, which Mr. N. was able to install himself. He is now able to shower and toilet in his own home.

◆ Mrs. G. is 71 years old and suffers from multiple health issues. Her daughter called Senior Connection Center on her behalf when her refrigerator broke, forcing her to store her groceries in a cooler with ice. Crisis Funds were used to replace Mrs. G.’s refrigerator and provide her with a Walmart gift card to buy groceries. Afterwards, Mrs. G. wrote to tell us, “It is a blessing to have a program like this that helps people in need!”

Senior Connection Center’s annual Rise & Shine breakfast is our special way of celebrating Older Americans Month and the contributions that older adults bring to our lives every day. This event’s diverse audience includes seniors and their friends and caregivers, as well as volunteers who have chosen to work with older adults, and professionals whose businesses serve seniors. Funds raised at this event go to support Senior Connection Center’s Crisis Funds to help local seniors-in-need and our Mini-Grants, which fund local projects that have a profound and immediate impact on local seniors and disabled adults whose lives are impacted by poor nutrition, isolation, lack of access to dental care or the declining conditions of their homes.

Special Thanks to our Master of Ceremonies, Lloyd Sowers of Fox 13 News, a wonderful host who shared heartwarming stories about the seniors who influenced his life and shaped his future.

Congratulations to this year’s Mini-Grant recipients...

**Angels Care Center of Eloise**
Recruiting local dentists to volunteer their time and expertise to provide reduced-cost dental services to needy seniors.

**ITN Suncoast – Dignified Transportation**
Launching their Let’s Go Places transportation services for socially isolated seniors living in Manatee County.

**Catholic Charities of Central Florida**
Using their Mobile Senior Services program to bring social activities and nutrition services to seniors living in rural areas throughout Polk County.

**Meals on Wheels Plus of Manatee**
Delivering fresh produce on a monthly basis to local homebound seniors.

**SCC’s crisis funds are supported through a generous grant from the WellMed Foundation as well as proceeds from the Rise & Shine event.**
Meet this year’s Salt & Pepper Outstanding Senior Award winners...

**Bob Bourquein**  
Community Service and Philanthropy  
Who works tirelessly with Seniors vs. Crime in Polk County by investigating unscrupulous individuals who rip off seniors and seeks justice by recovering their money.

**Bill Turcotte**  
Arts & Entertainment  
For continuing to pursue his singing and acting talents while keeping the local arts alive by directing community theatre productions.

**John Webb**  
Business and Entrepreneurship  
Who was inspired to create a medication management business in response to the challenges he faced while being his mother’s long-distance caregiver.

**Dr. Rosemarie Lamm**  
Education and Mentoring  
For her lifelong commitment to sharing knowledge and learning, through her tenure as a college professor and mentor to her students as well as her ongoing commitment to the Rath Senior ConNEXTions Center.

**Barbara Kelly**  
Health & Wellness  
For her commitment to serving the emotional and physical needs of elderly patients while comforting their loved ones through her lifelong work with Hospice.

Congratulations to this year’s Senior-Friendly Business of the Year

Congratulations to The MAC, for creating an affordable, senior-friendly environment that promotes lifelong health and fitness habits for everyone.
2018 Happenings and Highlights

Senior Connection Center introduced an Aspirational Leadership Program to develop the leadership skills of those staff members with an expressed interest in professional growth and career advancement.

The Suncoast Chapter of the American Society for Public Administration presented Charlotte McHenry with a Public Service Exemplar award for her ongoing commitment to providing excellent service to seniors throughout our community.

The National Association of Area Agencies on Aging presented Senior Connection Center with the 2018 Aging Innovations Award for SCC’s creation of the Crisis Fund and Mini-Grant initiatives.

President & CEO, Charlotte McHenry was recognized as a Businesswoman of the Year Honoree by the Tampa Bay Business Journal.

Senior Connection Center was honored at the Tampa Bay Business Journal’s One Tampa Bay award ceremony, which recognized SCC for its outstanding service to our community.

Thanks to the generous sponsorship of Florida Hospital Heartland Division and MidFlorida Credit Union, Senior Connection Center was able to host its first FYI: Hot Topics and Cool Tips for Seniors luncheon event at the Sebring Civic Center on October 25th.

For the third consecutive year, Senior Connection Center was recognized as one of Tampa Bay’s Top 100 Workplaces by the Tampa Bay Times! Charlotte McHenry also received the Tampa Bay Times’ 2018 Best Leader Award in the Small Business category.
Are you looking for a meaningful way to contribute to your community?

Do you have a deep level of concern for the welfare of seniors?

Has your life been significantly impacted by an older adult?

Has your experience prepared you for understanding the needs of seniors?

Do you have a vision for improving the future for local seniors?

Then you may want to serve on Senior Connection Center’s Advisory Council or Board of Directors. We welcome you to attend one of our meetings, visit our website or give us a call at 813-676-5582 to learn more about these rewarding opportunities.
We gratefully acknowledge the generous support of our sponsors:

Humana
PALMAS CLINIC

Home Instead SENIOR CARE
AARP Real Possibilities
Baldwin Krystyn Sherman
Suncoast Credit Union

The Bank of Tampa
Department of ELDER AFFAIRS
State of Florida
PUBLIX SUPER MARKETS CHARITIES

SHINE Florida SHIP - SMP
Moffitt Cancer Center
Metz Culinary Management

Proudly serving older adults, persons with disabilities and their caregivers throughout West Central Florida

SENIOR CONNECTION CENTER INC.
YOUR AGING & DISABILITY RESOURCE CENTER

8928 Brittany Way, Tampa, FL 33619
Phone: 813-740-3888 Fax: 813-623-1342
Elder Helpline: 1-800-96-ELDER

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