



**SELF-HELP  
FOR THE  
ELDERLY**  
安老自助處

# Annual Report 2011 – 2012

# Message from the Chair of the Board of Directors



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## **Board of Directors**

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Self-Help for the Elderly celebrated its 46<sup>th</sup> anniversary this year, a remarkable achievement. Beginning modestly, as part of the Federal governments “War on Poverty,” Self-Help originally provided senior employment and training programs in San Francisco’s Chinatown. We have grown to provide comprehensive services to over 35,000 seniors in San Francisco, San Mateo, Santa Clara, and Alameda Counties. Self-Help now has nine service departments specializing in Senior Employment and Training, Social Services, Nutrition & Senior Centers, Adult Day Services, Licensed HomeCare & Hospice, Senior Housing, technology Information and Empowerment, Residential Facilities for the Elderly, and the Health Insurance Counseling and Advocacy Program.

There is no question that this last year provided continued significant challenges to the senior service safety net. Government programs have undergone significant changes and in some cases have been reduced. As the economy struggled so did our most vulnerable seniors. Self-Help also felt the effects of the economy and is undergoing a thorough review of its programs. We need to be as efficient as possible in order to maintain our high level of service in the face of ever-scarce resources. Despite these challenges Self-Help has strived to provide an even greater level of service to our growing senior population. We are committed to promoting the independence, dignity, and self-worth of our seniors.

This report details the many and varied accomplishments of Self-Help over the last year. I strongly encourage you to read this report. You will find it most interesting, and, hopefully, motivating. Despite the increasing challenges, the Self-Help staff and its group of over 1,000 volunteers have done a remarkable job and demonstrated both a passion and commitment to assisting our most vulnerable citizens.

If after reading this report you are affected by the plight of our seniors and the ability of Self-Help to provide much-needed services, please consider becoming a donor. Self-Help has flourished because of the generosity and commitment of our many donors, and we want to continue that success as long as the need exists.

William R. Schulte  
Chair, Board of Directors

## About Self-Help for the Elderly

Founded in 1966, Self-Help for the Elderly is a community-based organization committed to promoting the independence, dignity, and self-worth of seniors. Each year the agency serves over 35,000 seniors in San Francisco, San Mateo, Santa Clara and Alameda Counties by providing a comprehensive range of multicultural and multilingual services.

Every effort has been made to provide inclusive services along a continuum of care for seniors. These now include nine service departments specializing in Senior Employment and Training, Social Services, Nutrition & Senior Centers, Adult Day Services, Licensed HomeCare & Hospice, Senior Housing, Technology Information and Empowerment, Residential Care Facilities for the Elderly and Health Insurance Counseling and Advocacy Program. Our vision is to be the premier provider of senior services in the San Francisco Bay Area with a commitment to excellence and achievement.

This annual report highlights our accomplishments for Fiscal Year 2011-2012.

### Adult Day Services

The Adult Day Services (ADS) department offers three programs at the Jackie Chan Center in San Francisco's Richmond District:

- (I) Adult Day Health Care (ADHC), a Medical model program, is an organized day program of therapeutic, social and health activities and services provided to frail and/or disabled older adults.
- (II) Adult Day Care (ADC), a Social model program, emphasizes opportunities for socialization, activities as well as non medical personal care and supervision services.
- (III) Alzheimer's Day Care Resource Center (ADCRC) offers both Medical and/or Social models programs, provides quality day care for persons with Alzheimer's disease or other dementias while giving respite to their caregivers. In addition, the program provides education and training for caregivers, professionals and members of the community about Alzheimer's disease, and referral and support services to persons with dementia and their families and caregivers.

In FY 2011-2012, ADS served a total of 164 unduplicated participants. Our current enrollment is 126 with 21 of them in the ADCRC program and 105 in the ADHC program. 18 were private pay participants while the rest were paid for by MediCal with Community Based Adult Services (CBAS) Program.

Despite the dire state budget crisis of ADHC MediCal Benefit elimination, our average daily attendance has maintained at around 65. Our goal is to keep ADS as a viable program and continue to provide quality care for the neediest population in our community as a cost-saving alternative to nursing homes.

### Affordable Housing for Independent Seniors

#### (I) Lady Shaw Senior Center

Lady Shaw Senior Center (LSSC), located above San Francisco's Broadway Tunnel, is a modern six-story facility with sixty-three studios and seven one-bedroom low-income senior apartments. It offers the amenities and comforts of a secluded complex, with the conveniences of an urban dwelling. With panoramic views from the terraces and the building's proximity to medical

services, shopping and public transportation, LSSC is an ideal location for elderly to live independently. An on-site Nutrition/Senior Center provides a natural social setting for seniors to live actively amongst their peers, and the range of social, educational and nutritional programs provide support to residents and other community members. The Center completed a number of capital improvement projects over the past year to enable residents to age in place.

#### (II) Lincoln Court Senior Apartment

The Lincoln Court Center has now been opened five years. As the Dimond neighborhood and the Oakland community become aware of its presence, the number of participants has increased as well as the different programs. These programs/classes are taught by volunteers.

The Brain Fitness class is always full to capacity, which is 19, the number of computers available in the lab. Both the Tai Chi and the line dancing classes have grown to the point that they now stretch all the way across the multipurpose room.

Since January 2011, Betsy Porter, a nationally recognized crafts-woman, known for her jewelry and icons began teaching classes on every Thursday. In June, the Center was fortunate to be selected by the Center for Independent Living to host their eight-week Healthy Living course, helping elders to live positively with changes associated with aging.

In fall 2011, the Alameda County Area Agency on Aging was informed by its long-term congregate meal provider that it would no longer provide meals starting in May 2012. By responding to the subsequent request for proposals, Self-Help expanded its nutrition contract to include the Fruitvale-San Antonio Senior Center operated by the Unity Council. Consequently, along with its caterer Nutrition Solutions, Self-Help now provides meals at four sites: Lincoln Court Center, the Vietnamese Community Development Inc., Fruitvale-San Antonio (Spanish) and Our Family Circle.

Since January 2012, the "In the Tradition" trio comprised of pianist Bill Jackman, bassist Terry Hilliard and drummer Johnny Apperson has been providing jazz concerts at the Center on every third Sunday of the month as a benefit for Self-Help for the Elderly.



## Employment Training and Economic Development

Through culturally and linguistically appropriate employment training programs and supportive services, the Employment Training and Economic Development (ETED) department strives to increase the chances of employment and economic self-sufficiency for Asian seniors with limited English proficiency, dislocated workers, and low-income adults with poor employment prospects. The department also strives to develop viable businesses to support the operation of the agency.

ETED is a training, counseling, employment, and economic development entity. It consists of: (I) vocational skills training, such as Housekeeping, Home Health Aide, A+ IT Certification training; (II) on-the-job training such as the Senior Community Services Employment Program (SCSEP); (III) senior computer skills training; (IV) job coaching, job lead, and direct job placement services; (V) bill pay services such as PG&E, AT&T, Comcast; and Clipper Card services.

In FY 2011-2012, we have provided vocational skills training to nearly 100 participants, on-the-job training to 85 participants, Chinatown One Stop employment services to over 500 job seekers, and bill pay services to over 1,100 customers. We have also hosted four delegations' visits from China with total of nearly 100 government officials.

The major achievement for this fiscal year was gaining the government's trust thus being awarded by the Office of Economic and Workforce Development to continue operating the Chinatown One Stop Career Link Center. We were also granted a new grant for citywide Hospitality Initiative Job Readiness Training.

The economic downturn has certainly had an impact on the business component, especially the housekeeping and gardening services; however, revenue generated by the home health aide and caregiver services were able to pick up, thus generating 8% increase from last fiscal year. ETED department experienced some restructuring in FY 2011-2012 due to several government funding cuts.

## HomeCare and Hospice

Self-Help HomeCare and Hospice have been providing culturally sensitive care, education, and support for our patients and their families for over 25 years. Self-Help HomeCare is a state-licensed, Medicare-certified home health agency that provides bilingual and bicultural services to patients in their homes. We are the only nonprofit home health agency specialized in serving the needs of the monolingual and limited English-speaking Chinese communities in the Bay Area. HomeCare's commitment to providing quality care is reflected in the agency's continued high outcome rankings, for which the agency received a bonus payment from Medicare. During the past year, HomeCare staff made over 16,000 home visits to nearly 1,000 patients residing in San Francisco and Northern San Mateo Counties. The Hospice program also experienced a 25% increase in the number of patients, with patients receiving a total of 1,836 visits this year.

## Health Insurance Counseling and Advocacy Programs

The Health Insurance Counseling and Advocacy Program (HICAP) are funded by Federal and State grant monies and administered through the San Francisco and San Mateo Area Agencies on Aging and Self-Help for the Elderly. The HICAP programs are part of a statewide network that provides free counseling, outreach, advocacy and education to Medicare beneficiaries and their community supporters.

Volunteers and staff have conducted workshops and health fairs about Medicare, giving presentations on several topics which include long term health care, fraud and abuse, understanding supplemental plans, rights under Medicare, and assistance with Part D drug plan enrollment. Experienced counselors and staff also helped clients appeal adverse decisions by Medicare and their Medicare supplemental insurance companies, including medical bills.

This year 87,111 clients were served by the two HICAP programs in San Francisco and San Mateo through counseling programs, community presentations, and health fairs.

Volunteers are the center of HICAP programs statewide. They are recruited and trained in assisting the beneficiaries with any Medicare-related issues. Recruiting and maintaining volunteers has been very successful in both HICAP programs.

Both the San Francisco and San Mateo HICAP will continue their work with all beneficiaries, Medicare, and the California Department of Aging in establishing the primary focus for FY 2012-2013. That focus is to reach more low income individuals who do not know they can receive "extra help" from Social Security to cover most of the cost of their medications and drug premiums. HICAP screens clients for qualification and assists with applications. Beneficiaries who want to learn more about HICAP services or schedule an appointment are invited to call 1-800-434-0222.

## Nutrition & Senior Centers

Nutrition and Senior Centers Department started the Older Americans Act (OAA) funded Elderly Nutrition Program (ENP) in San Francisco, Santa Clara, San Mateo and Alameda Counties in 1974, 1989, 1992, and 2010 respectively. In FY 2011-2012, the Nutrition Department provided over 237,965 congregate meals and 93,725 home delivered meals for seniors and young adults with disabilities.

Besides serving nutritious meals, we also strive to promote active healthy aging by providing many health-related workshops throughout the four counties to improve seniors' quality of lives.

In Alameda, Brain Fitness classes and Tai Chi classes are among the popular programs at the Lincoln Court Center. In San Francisco, San Mateo and Santa Clara, Chronic Disease Self-Management Program has been extensively outreached to the community. Over 10 workshops with 150 participants were completed in FY 2011-2012.

Nutrition Department has also been awarded a funding in Arthritis Exercise Program and Diabetes Self-Management Program for FY 2012-2013.

## Residential Care Facilities for the Elderly

The Residential Care Facilities for the Elderly (RCFE) department provides a combination of housing and supportive services for seniors needing assistance with personal care and medication management while simultaneously promoting maximum independence. The mission of RCFE services is to provide high quality 24-hour supervision and long term care to seniors in a safe and loving environment, while ensuring the safety, dignity and respect for residents in our care-homes. Our bilingual staff at each home provide a range of services, from home-style Chinese meals, room and board, personal care, housekeeping, laundry services, medical assistance and transportation arrangement for medical appointments, to daily planned social activities.

Over the past year, we have served a total of 58 residents with 14,703 bed days with the two facilities.

### (I) *Autumn Glow Alzheimer's Care Home*

In San Francisco, the Autumn Glow Alzheimer's Care Home, a 15-bed facility, celebrated its 10<sup>th</sup> Anniversary in August 2011. Representatives from the Council of Aging, HUD and the Department of Public Health were present to show their support. Autumn Glow also hosted a Dim Sum Day and Open House on April 14, 2012 for residents, families and supporters. Throughout the year, the facility continued to provide 24-hour care and supervision primarily to seniors afflicted with Alzheimer's, Parkinson's or other Multi-Infarct Dementia diseases.

### (II) *Kwok Yuen Assisted Living*

Kwok Yuen Assisted Living, a 40-bed Residential Care Facility located in the Willow Glen district of San Jose, hosted a Burger Day and Open House event on March 31, 2012. The event was well attended by 100 people including residents and their families, volunteers, visitors, the Santa Clara Advisory Board members, and college students from the newly established Youth Companion Program. At the event, Kwok Yuen announced the newly available Respite Service which would accept residents for short-term stays as brief as two weeks. In May 2012, Kwok Yuen announced the facility's newly acquired Hospice Waiver which allows the facility to start serving hospice patients.

## Social Services

Our mission is to enable seniors and adults with disabilities to maintain independence in their own homes and communities where we strive to provide a range of language and culturally competent services and support to our clients. In FY 2011-2012, we served over 7,100 seniors and adults with disabilities in our communities.

In the Case Management program, we provided 9,556 hours of services to 429 clients to assist them with coordinating various areas of their lives to make living independently possible.

The Elder Care at Home program provides personal care, home-making, and assistance with chores for clients who are in need of emergency In-Home Supportive Services (IHSS) and/or in the process of applying for the State IHSS program. With two 0.8 FTE Elder Care Workers, we were able to serve over 200% of the clients contracted, totaling over 220 cases and 2,627 service hours.

The Naturalization Program offered ten ESL/Citizenship classes and three Civic Education classes throughout San Francisco, and individual assistance in applying for naturalization. In 2011-2012, the program provided a total of 1,789 class hours and 1,840 hours of one-on-one assistance to 525 clients, many of whom were illiterate in their native language. The program maintained a high success rate with 93% of the older adults in the program becoming citizens.

We operate two Aging and Disability Resource Centers in downtown/Chinatown and provide information and referrals (I&R) regarding community programs and resources as well as translation assistance. The two centers served a total of 4,929 clients through 10,491 I&R, assistance and follow-up contacts in FY 2011-2012.

The Housing Services Program assisted over 580 clients with counseling, referrals, applications, mediation, home safety assessments and housing advocacy.

The Family Caregiver Support Program served over 464 clients by providing care giving assistance to family members with challenges in taking care of their loved ones. Over 10 clients received assistive devices that made caring for their loved ones at home easier.

Although the Social Service Department will face its own share of challenges ahead, we will continue to maintain our mission to provide a high quality level of services and resources to our community.

## Technology and Information Empowerment Center

Self-Help's Technology and Information Empowerment (TIE) Center opened in 1998 as part of the agency's efforts to empower the lives of seniors through education and support for technology.

This past year, TIE Center has offered more than 68 computer classes to 731 seniors. Class topics ranged from basic operation of a computer to more advanced digital photo editing. In keeping with our program goal to meet the changing technological needs of our community, TIE Center held 13 free technology workshops. Topics covered in the workshop included online backup services, free online tax filing and remote access. TIE Center has also collaborated with Computer Help Day to host two "Community Computer Help Day" in San Francisco and San Mateo. Volunteers and technicians helped diagnosed and repaired 45 computers in six hours.

With special funding from Comcast and One Economy, Self-Help was able to provide Digital Connectors Program to 20 youths as part of the Broadband Technology Opportunites Program (BTOP).

## Self-Help for the Elderly's Locations

### Main Office

407 Sansome St., San Francisco, CA 94111  
415-677-7600

### Alameda Senior Center

*Lincoln Court*  
2400 MacArthur Blvd., Oakland, CA 94602  
510-336-1952

### Santa Clara Senior Centers

- *Good Shepherd Christian Church*  
940 S. Stelling Rd., Cupertino, CA 95014  
408-873-1183

### San Francisco Senior Centers

- *Fun & Fit Total Wellness*  
779 Kearny St., San Francisco, CA 94108  
415-773-1869
- *Geen Mun Senior Center*  
777 Stockton St., San Francisco, CA 94108  
415-391-3843
- *Jackie Chan Senior Center*  
5757 Geary Blvd., San Francisco, CA 94121  
415-677-7571
- *John King Senior Center*  
500 Raymond Ave., San Francisco, CA 94134  
415-239-9919
- *Lady Shaw Senior Center*  
1483 Mason St., San Francisco, CA 94133  
415-677-7581
- *Manilatown Senior Center*  
848 Kearny St., San Francisco, CA 94108  
415-398-3250
- *Mendelsohn House Senior Center*  
737 Folsom St., San Francisco, CA 94107  
415-243-9018
- *South Sunset Senior Center*  
2601 40<sup>th</sup> Ave., San Francisco, CA 94116  
415-566-2845
- *Southeast Asia Senior Meal Program*  
315 Turk St., San Francisco, CA 94102  
415-920-1357
- *Wolf House Senior Center*  
801 Howard St., San Francisco, CA 94103  
415-495-0931

### San Mateo Senior Centers

- *San Mateo Center*  
50 E. 5<sup>th</sup> Ave., San Mateo, CA 94401  
650-342-0822

### Adult Day Services

- *Jackie Chan Senior Center*  
408 22<sup>nd</sup> Ave., San Francisco, CA 94121  
415-677-7556

### Technology and Information Empowerment (TIE) Centers

- *San Francisco TIE Center*  
601 Jackson St., 2<sup>nd</sup> Floor,  
San Francisco, CA 94133  
415-677-7530
- *San Mateo TIE Center*  
50 E. 5<sup>th</sup> Ave., San Mateo, CA 94401  
650-342-0822

### Residential Care Facilities for the Elderly

- *Autumn Glow*  
654 Grove St., San Francisco, CA 94102  
415-934-1622

### Affordable Housing for Independent Seniors

- *Lady Shaw Senior Housing*  
1483 Mason St., San Francisco, CA 94133  
415-677-7572
- *Lincoln Court Senior Apartments*  
2400 MacArthur Blvd., Oakland, CA 94602  
510-336-1952

### Social Services

- *Case Management Services*  
407 Sansome St., San Francisco, CA 94111  
415-677-7588
- *Citizenship Services*  
407 Sansome St., San Francisco, CA 94111  
415-677-7590
- *Geen Mun Center*  
777 Stockton St., San Francisco, CA 94108  
415-677-7553
- *Housing Services Program*  
407 Sansome St., San Francisco, CA 94111  
415-677-7587
- *San Mateo Center*  
50 E. 5<sup>th</sup> Ave., San Mateo, CA 94401  
650-342-0822

### Citizenship and Civics Class

#### Main Line: 415-677-7528

- 601 Jackson St., San Francisco, CA 94111
- 5757 Geary Blvd., San Francisco, CA 94121
- 500 Raymond Ave., San Francisco, CA 94134
- 3925 Noriega St., San Francisco, CA 94122
- 1490 Mason St., San Francisco, CA 94133

### Health Insurance Counseling and Advocacy Program (HICAP)

- *San Francisco HICAP*  
407 Sansome St., San Francisco, CA 94111  
1-800-434-0222
- *San Mateo HICAP*  
1710 S. Amphlett Blvd., #100,  
San Mateo, CA 94402  
650-627-9350

### One Stop Career Link Center

601 Jackson St., San Francisco, CA 94133  
415-677-7500

## 2011-2012 Funders

- Alameda County Social Services Agency
- AT&T
- Bank of the Orient
- Joseph L. Barbonchielli Foundation
- California Consumer Protection Foundation
- California Department of Aging
- California Department of Education
- California Department of Transportation
- California Employment Development Department
- California Public Utilities Commission
- Cathay Bank
- Catholic Healthcare West
- Chinese Community Health Care Association
- Comcast Foundation
- Congress of California Seniors
- DCL
- The Health Trust (City of San Jose)
- Lifemark Group
- METTA Fund
- National Asian Pacific Center on Aging
- Office of Civic Engagement & Immigrant Affairs
- Peninsula Community Foundation
- PG&E
- Richard and Rhoda Goldman Fund
- San Francisco Human Services Agency
- San Francisco Department of Public Health
- San Francisco Mayor's Office of Community Investment
- San Francisco Mayor's Office of Housing
- San Francisco Office of the Aging
- San Francisco Office of Economic and Workforce Development
- San Mateo County Department of Aging and Adult Services
- Santa Clara County Department of Human Relations
- Santa Clara County Social Services Agency
- SCAN Health Foundation
- U.S. Department of Housing and Urban Development
- United Way of the Bay Area
- United Way Silicon Valley
- UPS Foundation
- Verizon Foundation
- Wells Fargo

Self-Help for the Elderly is a  
non-profit organization with  
501(c)(3) tax-exemption status.  
Federal Tax ID #94-1750717