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45
ANNIVERSARY
SELF-HELP
FOR THE
ELDERLY
耆老自助處

Annual Report 2010-2011

Message from the Chair of the Board of Directors



Self-Help for the Elderly proudly celebrates its 45th anniversary this year. In 1966, as part of the federal “War on Poverty,” Self-Help started with a small social service, home delivered meals and senior employment and training program in Chinatown. From this modest beginning, Self-Help now provides comprehensive services to over 35,000 seniors and older adults in four counties - San Francisco, San Mateo, Alameda and Santa Clara. The original core services are still going strong, but Self-Help’s programs now range from home health care to affordable senior housing and assisted living, from Medicare counseling to citizenship and naturalization classes, from senior centers to adult day services programs.

Among our special achievements this year was the grand opening of the Chinatown One Stop Career Link Center, one of five set up in San Francisco neighborhoods to assist job seekers with counseling and other employment support services. The center now receives over 1,000 client visits each month. During the past year, our nutrition program was expanded to Alameda County, where hot meals are now served at Lincoln Court. The Lady Shaw Senior Center’s contract with HUD was renewed for another 20 years, thus insuring that low income seniors will continue receiving the benefits of subsidized housing. The HomeCare program deserves special “kudos” for the bonus it received from the Center for Medicare and Medicaid (CMS) for the low number of home care patients requiring re-admission to a hospital.

The current economic crisis has unquestionably impacted Self-Help and the people it serves. Government funding is under severe pressure, while at the same time the need for Self-Help’s services is ever-increasing. We have had to make difficult budget choices to maintain vital services and programs. But the dedication, commitment and perseverance of Self-Help’s management, staff and over 1,000 volunteers has been nothing less than heroic, and has enabled us to respond resourcefully to the economic challenges.

Self-Help could not have achieved its success and growth during the past 45 years without the great support and encouragement of its donors. Time and again, in good times and challenging times, you have responded generously to our fundraising appeals, including our special 45th anniversary Legacy Tree campaign this year. We thank you, and ask for your continued support as Self-Help looks forward with optimism and commitment to the next 45 years.

Patricia Mar
Chair, Board of Directors

Board of Directors 2011-2012

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Adult Day Services (ADS)

The Adult Day Services (ADS) department operates two programs at the Jackie Chan Center in San Francisco's Richmond District: the Adult Day Health Center (ADHC) serves frail seniors and adults with disabilities, and the Alzheimer's Day Care Resource Center (ADCRC) cares for those with Alzheimer's disease or other dementias. ADS offers a comprehensive package of services that includes nursing and personal care services, rehabilitative therapies, recreational activities, and social services. A multidisciplinary team develops an individualized plan of care based on the unique needs of each participant. The package also includes transportation to and from the Center as well as a hot, nutritious lunch and snacks.

In FY 2010-2011, ADS served a total of 166 unduplicated participants. Our current enrollment is 135 with 23 of them in the ADCRC program and 112 in the ADHC program. 19 were private pay participants while the rest were paid for by Medi-Cal. Despite the dire state budget crisis of ADHC Medi-Cal Benefit elimination, our average daily attendance has maintained at around 75. With the recent statutory changes of Medi-Cal benefits, 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.

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 2010-2011, the Nutrition Department provided over 243,500 congregate meals and 91,000 home delivered meals for seniors and young adults with disabilities.

Apart from the hot nutritious meals, activities were offered in 15 meal sites in the four counties. On July 1, 2011, the Visitacion Valley Senior Center was relocated to 500 Raymond Street in San Francisco, and renamed John King Senior Center. The new location will continue to provide a wide range of social, educational and recreational activities. Seniors can also take advantage of support services such as information and referrals, form-filling and social services, transportation services and wellness program that enable them to remain self-sufficient.

The mission of Nutrition Department is to promote active and healthy aging. To achieve this, the Healthier Living Workshop was launched in 2008. Healthier Living, also known as Chronic Disease Self-Management Program (CDSMP), is a six-week health educational workshop for persons with ongoing health conditions that affect their quality of life. By taking part in the CDSMP, participants learn better ways of coping and managing their health through:

- relaxing, and managing stress and fatigue
- improving nutrition and eating healthier
- dealing with anger, frustration and depression
- developing and maintaining a realistic and effective exercise program
- communicating better with family and health care providers
- making daily tasks easier

The San Francisco Nutrition Department has held 17 CDSMP workshops with 244 graduates since the program's inception. In FY 2010-2011, the CDSMP Coalition reported that the total number of workshops served by all providers was 30, and the number of graduates was 354. In comparison to the coalition record, over 40% of the total graduates were being served in 8 workshops organized by Self-Help. We would not be able to make a difference without the support from our funders and participants.

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 2010-2011.

Employment Training and Economic Development (ETED)

With a team of energetic, passionate, and diligent staff, ETED strode vigorously in FY 2010-2011. Despite the economic downturn, ETED's training programs managed to secure \$2.5 million of government funding, which was 31.2% more than last year. On the other hand, revenues from the business service component dropped slightly by 0.14%.

ETED is a training, counseling, employment, and economic development entity. It consists of: (I) vocational skills training such as Housekeeping, Home Health Aide, and Caregiver trainings; (II) on-the-job training such as the Senior Community Services Employment Program (SCSEP); (III) 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 (VI) Clipper Card services.

In FY 2010-2011, ETED has provided training services to nearly 200 participants and served over 1,600 customers with bill pay services at the Payment Center. We started operating Clipper Card machine and serving customers at the end of March. Within one week we had served over 140 Clipper customers at the payment center. Our goal is to ultimately maintain economic self-sufficiency through our several job training programs and placement services.

The biggest achievement in FY 2010-2011 was getting funding from the Office of Economic and Workforce Development (OEWD) to operate the Chinatown One Stop Career Link Center, which is one of the five neighborhood centers in the City and County of San Francisco. Chinatown One Stop Center assists job seekers with resume writing, interview skill building, job searching, career counseling, and other employment-related supportive services. After three months of planning, interior designing, and installation of office equipment, the Center began providing services to the community on October 18, 2010. The Grand Opening event was held on March 18, 2011. Since then, the center received over 1,000 client visits every month and about 150 were first-time visitors and job seekers.

HomeCare and Hospice

For over twenty five years, Self-Help HomeCare and Hospice has been meeting the unique home health needs of the monolingual Chinese and limited English-speaking communities by providing culturally sensitive care, education, and support to patients and their families. Self-Help HomeCare is a state-licensed, Medicare-certified home health agency that provides bilingual and bicultural services to patients in their homes and is the only non-profit home health agency specialized in serving the Chinese community in the Bay Area. Services are provided by nurses; physical, occupational, and speech therapists; medical social workers; and certified home health aides. Additionally, Hospice patients have access to a chaplain and volunteers.

HomeCare's commitment to providing quality care is reflected in the agency's continued high outcome rankings and performance. In fact, this year the agency received a bonus payment from Medicare related to the low number of patients who were re-admitted to the hospital while receiving homecare services. HomeCare continues to partner with UCSF School of Pharmacy to address medication concerns among patients, while Hospice has forged a new collaboration with St. Francis Memorial Hospital. As Hospice has become more accepted in the community, Self-Help has experienced a 30% growth in visits. During the past year, HomeCare and Hospice staff made more than 15,000 home visits to over one thousand patients residing in San Francisco and Northern San Mateo Counties.



- 1966: Self-Help for the Elderly opens its doors at 3 Old Chinatown Lane
- 1971: Self-Help becomes incorporated as a 501(c) 3 nonprofit agency
- 1971: The first nutrition site opens at Cumberland church
- 1972: Housekeeper Training Program begins
- 1973: Nutrition Program begins with funding from the State Department on Aging
- 1974: Home Health Aide later begins with grant from Older Americans Act
- 1976: Alan Wong succeeds Sam Yuen as Director
- 1976: Senior Employment and Training Unit (SET) begins
- 1977: Self-Help's office moves from Old Chinatown lane to 640 Pine Street, becoming a one-stop multipurpose senior program.
- 1981: Anni Chung becomes Self-Help's Executive Director



Health Insurance Counseling and Advocacy Programs (HICAP)

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 23,250 clients were served by the two HICAP programs in San Francisco and San Mateo through their counseling sessions and contacts with individual clients.

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 2011–2012. 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.

Residential Care Facilities for the Elderly (RCFE)

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.

Kwok Yuen Assisted Living, a 40-bedroom Residential Care Facility located in the Willow Glen district of San Jose celebrated its Third Anniversary in April, 2011. Meanwhile, Autumn Glow Alzheimer’s Care Home in San Francisco celebrated its 10th Anniversary in August, 2011. Autumn Glow with 15 bed capacities, provides 24-hour care and supervision primarily to seniors afflicted with Alzheimer’s, Parkinson’s or other Multi-Infarct Dementia diseases.

Our bilingual staff at each home provides 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 56 residents in both facilities and also provided 14,226 units of service.

- 1981: Self-Help holds its first annual fundraising dinner and lion dance
- 1982: Richmond District Nutrition Program and Chinatown Center is opened at Geen Mun
- 1983: Self-Help becomes a licensed HomeCare provider
- 1984: Self-Help receives \$3.6 million grant from HUD to build 70-units of senior housing
- 1985: The first Annual Golden Gait Walkathon is held
- 1988: Self-Help moves to 445 Grant Avenue
- 1988: Amber Glow Residential Care Home opens in the Richmond District
- 1989: Self-Help opens its first South Clara Center in Palo Alto
- 1989: Construction of the Lady Shaw Senior Center and housing begins above the Broadway tunnel
- 1989: Self-Help offers basic computer classes as part of the USF SeniorNet program
- 1990: First Cantonese Opera



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 make LSSC 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 community members. The Center successfully renewed a 20-year Housing Assistance Payment Contract with the Department of Housing and Urban Development (HUD) effective October 18, 2010. The new contract makes it possible for low-income seniors and people with disabilities to continue enjoy the housing facilities with rental subsidies from HUD for another 20 years.

(II) Lincoln Court Senior Apartment

Lincoln Court Senior Apartments, located in Oakland, has 82 apartments; 80 one-bedrooms and 2 studios. The building is funded by the California Department of Housing and Community Development (HCD) and the Multifamily Housing Program (MHP) Supportive Housing component. 29 of the 82 units are set-aside for individuals who were homeless or at risk of homelessness and disabled. These residents are required to receive supportive services from IHSS or PACE. Lincoln Court Center functions as a full-center serving the residents of the Dimond, Laurel and Glen View districts of Oakland.

In the fiscal year of 2010-2011, Lincoln Court Senior Apartments faced several cuts from Oakland district. However, we were able to sustain the "Brain Fitness" by incorporating it into the City of Oakland's Asset's "Generations on Line" computer classes. The Brain fitness segment prepared participants of the Senior Community Services Employment Program (SCSEP) to be more mentally alert to assume new jobs, while the peer-taught digital portion taught them how to access the Internet.

A nutrition program was introduced in August 2010, providing lunch on every Monday, Wednesday and Friday; and brunch on every Tuesday and Thursday to the residents of the apartment and nearby neighborhood.

Our health promotion programs exceeded contract expectations in FY 2010-2011. During this fiscal year, approximately 4,584 elders participated in health promotion activities including tai chi, yuan chi, line dancing and brain fitness. Another 1,000 participated in social activities offered at the Center.



- 1990: Alzheimer's Day Care begins
- 1990: Lady Shaw Senior Center and Housing opens its doors
- 1992: The San Mateo Center is opened and the HICAP program is added
- 1992: Self-Help for the Elderly moves to 407 Sansome Street
- 1995: Self-Help HomeCare adds Hospice services
- 1996: Adult Day Health Care program begins
- 1998: The Technology Information & Empowerment (TIE) Center opens
- 1999: Self-Help adds Mendelsohn House as a nutrition site
- 1999: Self-Help acquires a building at Geary and 22nd Ave. for the Jackie Chan Center to house a nutrition site and the Adult Day Health program
- 2000: Nutrition program is started at Iola Williams and Berryessa Community Centers in San Jose

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 the fiscal year of 2010-2011, we served over 6,000 seniors and adults with disabilities in our communities.

In the Case Management program, we provided over 5,000 hours of services to clients by providing assistance 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 short-term In Home Supportive Services (IHSS) and/or in the process of applying for the State IHSS program. We were able to serve over 100% of the clients contracted, totaling over 275 cases by two 0.8 FTE positions. Due to budget limitations, an estimated number of over 700 seniors and younger adults with disabilities will not be served in the next fiscal year.

The Naturalization Program offered ten ESL/Citizenship classes, three English/Civics Education classes throughout San Francisco, and individual assistance in applying for naturalization. The program served approximately 670 older Chinese adults in the last fiscal year, many of whom were illiterate in their native language. The program maintained a high success rate with 92.5% of the older adults in the program becoming citizens. The Civics Education classes coordinate a range of fieldtrips to familiarize new citizen services and resources in the community.

We operate two Chinatown/North Beach resource centers and provide translation assistance, referral and information regarding community programs and resources. Both centers served over 4,000 clients in FY 2010-2011.

The Housing Services Program assisted over 800 clients with counseling, referrals, applications, mediation, home safety assessments and housing advocacy.

Social Services Department has also started Caregiver Support Program and we served over 250 clients by providing care giving assistance to family members caring for sick or disabled loved ones. Over 20 clients received durable medical equipment that made caring for their love 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 25 computer classes and workshops to over 500 seniors in the San Francisco and San Mateo counties, providing a wide variety of topics, including: basic computer operation, MS office, digital camera, photo editing, laptop care, Google voice and document, Facebook account and security setting, and Linux. In addition, to better serve the general public, TIE has organized and hosted two "Community Computer Help Day." By identifying and trouble-shooting computer hardware and software problem, Self-Help staff and volunteered repaired a total of 22 computers.

With special funding from One Economy and Asian American Justice Center (AAJC), Self-Help was also able to provide Digital Connectors Program to 15 youth as part of the Broadband Technology Opportunities Program (BTOP).



- 2001: Autumn Glow Residential Care opens
- 2003: Self-Help adopts a new logo for the Agency
- 2004: Jackie Chan dedicates new Center
- 2005: Anni Chung named a local hero for Pacific American Heritage Month
- 2006: Manilatown Center relocates to the I-Hotel
- 2007: Self-Help opens its first center in Alameda County at the Lincoln Court Senior Apartments in Oakland
- 2007: The San Jose Campus opens at 1050 St. Elizabeth Drive in San Jose housing Kwok Yuen Residential Care and M.T. Liang Senior Center
- 2008: Self-Help is selected to serve as a San Francisco DTV assistance Center
- 2010: Self-Help participates in the 2010 Census
- 2011: Grand opening of the One-Stop Center



Self-Help for the Elderly's Locations

Main Office

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

San Jose Campus

1050 St. Elizabeth Dr., San Jose, CA 95126
408-961-1018

Alameda Senior Center

Lincoln Court
2400 MacArthur Blvd., Oakland, CA 94602
510-336-0100

Santa Clara Senior Centers

- *Good Shepherd Christian Church*
940 S. Stelling Rd., Cupertino, CA 95014
408-873-1183
- *M.T. Liang Senior Center*
1050 St. Elizabeth Dr., San Jose, CA 95126
408-961-7076

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
415-677-7535
- *Jackie Chan Senior Center*
5757 Geary Blvd., San Francisco, CA 94121
415-677-7571
- *Lady Shaw Senior Center*
1483 Mason St., San Francisco, CA 94133
415-677-7581
- *Manilatown Senior Center*
848 Kearny St., #306, 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 40th Ave., San Francisco, CA 94116
415-566-2845
- *Southeast Asia Senior Meal Program*
315 Turk St., San Francisco, CA 94102
415-920-1357
- *John King Senior Center*
500 Raymond Ave., San Francisco, CA 94134
415-987-9915
- *Woolf House Senior Center*
801 Howard St., San Francisco, CA 94103
415-495-0931

San Mateo Senior Centers

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

Adult Day Services

Jackie Chan Center
408 22nd Ave., San Francisco, CA 94121
415-677-7556

One Stop Career Link Center

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

Technology and Information Empowerment (TIE) Centers

- *San Francisco TIE Center*
601 Jackson St., 2nd Floor,
San Francisco, CA 94133
415-677-7530
- *San Jose TIE Center*
1050 St. Elizabeth Dr., San Jose, CA 95126
408-961-7083
- *San Mateo TIE Center*
50 E. 5th 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
- *Kwok Yuen*
1050 St. Elizabeth Dr., San Jose, CA 95126
408-961-1018

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
415-677-7600
- *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. 5th Ave., San Mateo, CA 94401
650-342-0822
- *San Jose Campus*
1050 St. Elizabeth Dr., San Jose, CA 95126
408-961-7077

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

2010-2011 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
- Congress of California Seniors
- DCL
- Richard and Rhoda Goldman Fund
- Lifemark Group
- METTA Fund
- National Asian Pacific Center on Aging
- Office of Civic Engagement & Immigrant Affairs
- Peninsula Community Foundation
- PG&E
- 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.
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