



Annual Report 2009-2010

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 2009-2010.

Adult Day Services

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) and the Alzheimer's Day Care Resource Center (ADCRC). At the ADHC, we serve frail seniors and adults with disabilities, while at the ADCRC, we care for those with Alzheimer's and other dementias. ADS offers a comprehensive range 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 unique needs of each participant. The services also include transportation to and from the Center as well as a hot, nutritious lunch and snacks.

In FY 2009-2010, ADS served a total of 168 unduplicated participants. Our current enrollment is 132 with 28 of them in the ADCRC program and 104 in the ADHC program. 21 were private pay participants while the rest were paid for by MediCal. In the shadow of the State budget crisis, ADS has faced many challenges as the Governor's initial proposal to limit ADHC services to three days per week and to implement stringent medical necessity criteria, followed by the final proposal to eliminate ADHC as an optional MediCal benefit. Despite the turmoil, our average daily attendance has steadily increased and maintained at around 80. With our advocacy efforts, ADS will continue to serve our community by providing quality services to frail seniors and disabled adults as a cost-effective alternative to nursing homes.

Affordable Housing for Independent Seniors

(I) Lady Shaw Senior Center

Located above San Francisco's Broadway Tunnel, Lady Shaw Senior Center (LSSC) is a modern six-story facility with 63 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. There is an on-site Nutrition/Senior Center which provides a natural social setting for seniors to live actively amongst their peers, and a wide range of social, educational and nutritional programs to provide support to residents and other community members. The Center is in the process of renewing a 20-year-old Housing Assistance Payment Contract with the Department of Housing and Urban Development (HUD) which expires on October 17, 2010. The new contract will enable low-income seniors and people with disabilities to continue to enjoy our housing facilities with rental subsidies from HUD for another 20 years.

(II) Lincoln Court Senior Apartment

The 2009-2010 fiscal year saw both losses and gains in programs at the Lincoln Court Center in Oakland. In the past year, the Oakland Unified School's Adult and Career Education had to eliminate its exercise programs, while still being able to continue its computer classes at the Center. The focal point was the "Brain Fitness" classes, which drew participants from all over Oakland. However in Spring 2010, Adult Education classes were completely eliminated due to State budget cuts; ending three years of a strong partnership.

Yet, as the saying goes: "When one door closes, another opens". Self-Help received funding from the Alameda County Area Agency of Aging to run a congregate meal site and disease prevention program. Lunches are provided to residents of Lincoln Court Senior Apartments and the surrounding community every other weekday. The full day program at the Center begins each weekday morning with Tai Chi. Additionally Yuan Chii and line dancing have also been added to the exercise program, creating a healthy and active lifestyle for the residents.

The program has been able to continue to function effectively thanks to the ongoing support of the City of Oakland ASSETS program and the County of Alameda Senior Community Services Employment Program (SCSEP). Both of these programs have provided very skilled, talented, and responsible workers, without whom the Center could not run such an extensive program.

Employment Training and Economic Development (ETED)

Due to the recession, ETED's business service component revenue dropped 5.65% compared to last year; however, training program component revenue jumped 18.5% thanks to Obama administration's stimulus grant. The total net revenue increased 3% compared to last year. Overall ETED department activities proceeded vigorously and smoothly.

ETED provides employment training, career counseling, job placement and retention for monolingual older adults, new immigrants, dislocated workers, and low-income residents to increase their chances of employment. Our goal is to ultimately maintain economic self-sufficiency through our several job training programs and placement services.

In the fiscal year 2009-10, 32 dislocated workers graduated from the fifth ESL & Caregiver class, 10 of which have been placed to work; another 32 dislocated workers enrolled in the sixth ESL & Caregiver class and are currently continuing their training. The Home Health Aide (HHA) program trained 32 participants, 24 of which were placed to work in the healthcare field upon graduation and still remain in employment. The Housekeeping (HK) program trained 48 participants, 21 of which are now in employment. The Senior Community Service Employment Program (SCSEP) on-the-job training program is designed for low-income seniors in Alameda, San Francisco, San Mateo, and Santa Clara counties, enabling them to gain working experience and potential employment while still remaining financially sufficient. The SCSEP program served 156 senior participants in 2009-2010. Calwork JobsNow is a program designed under federal stimulus grant to provide on-the-job training opportunities for CalWork participants. We served over 100 JobsNow participants and 68 of them were placed in over 20 host agencies for various on-the-job training opportunities.

In addition to training programs, ETED also provides Business Services, such as house cleaning, gardening, and care giving services to nearly 1,000 customers around the Bay Area. Payment Center located at 407 Sansome Street in San Francisco provides bill pay service to average 50 customers on a daily basis.

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 all 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.

(I) Autumn Glow Alzheimer's Care Home

Located in San Francisco, Autumn Glow Alzheimer's Care Home's bilingual staff has provided 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. With nine years of service, Autumn Glow has continued to provide 24-hour care and supervision primarily to seniors afflicted with Multi-Infarct Dementia diseases.

(II) Kwok Yuen Assisted Living

Kwok Yuen Assisted Living is our 40-bedroom Residential Care Facility located in the Willow Glen district of San Jose. We celebrated our 2nd Anniversary in April 2010. During the past year, we have proudly served a total of 52 residents, providing a warm and safe residential environment and 13,409 units of service.

Nutrition & Senior Centers

In 1974, Nutrition and Senior Centers Department started the Older Americans Act (OAA) which funded the Elderly Nutrition Program (ENP) in San Francisco County. It was expanded to Santa Clara County in 1989, San Mateo County in 1992, and Alameda County in 2010. Currently, we are providing hot nutritious meals and senior center activities at 15 meal sites in the four counties. During the FY 2009-2010, Nutrition and Senior Centers Department has provided over 253,000 congregate meals and 87,000 home delivered meals for seniors and young adults with disabilities.

All nutrition providers suffered budget cuts in the recent economy meltdown and because of the funding constraints, our Daly City Center was forced to close at the end of June 2010. Fortunately, we were able to get funding from Department of Adult and Aging Services in Alameda to start a nutrition program three days a week at Lincoln Court in the coming fiscal year of 2010-2011.

Apart from our hot nutritious meals, Nutrition Department also offers a wide range of social, educational and recreational activities in our 15 senior centers. These include nutrition classes and counseling, singing & cooking classes, English & Mandarin classes, arts and crafts, movies, Chinese Opera, karaoke, social dance, line dance, variety of exercise classes, consumer education, games, health workshops, field trips, painting, calligraphy, and more. 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. In the company of friends and fun, our seniors stay vital, active and healthy.

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 24,692 clients were served by the two HICAP programs in San Francisco and San Mateo. San Francisco and San Mateo reached 24,692 clients through their 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 2010–2011. 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.

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.

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 wide range of language and culturally competent services/support to our clients. In 2009-2010, we served over 18,000 seniors and adults with disabilities in our communities.

In the Case Management program, we provided over 7,500 hours of services to clients by helping coordinate 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 100% of the clients contracted, totaling over 1300 cases by two 0.8 FTE positions. Due to budget limitations, an estimated number of over 700 clients will not be served in the next fiscal year.

The Naturalization Program offered ten ESL/Citizenship classes and assist individual apply for naturalization. The program served approximately 600 older Chinese adults, many of whom were illiterate in their native language and 92.5% of the older adults become citizens through this program. We also offer three English/Civics Education classes to coordinate a range of fieldtrips to familiarize new citizen with services and resources within the community.

Last Year, San Francisco consolidated ten neighborhood Resource Centers into a citywide program. Through advocating for the Chinatown/North Beach community, one resource center was reinstated in January 2010. The resource centers provided translation assistance and information regarding community programs and resources. We served 4,457 clients in the six months that we were contracted.

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

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.

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.

Message from the Chair of the Board of Directors



**SELF-HELP
FOR THE
ELDERLY**

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As we close the books on one year and embark on a journey to another, I truly wish that I could report that our economic doldrums have subsided and that we are looking forward to better times but unfortunately, the economy is going to take some time to recover from the recent recession. In spite of the hardships, I cannot stop but be inspired by the dedication and commitment of the volunteers and staff of Self-Help for the Elderly. Led by our President Anni Chung, the true core mission of promoting the independence, dignity, and self-worth of our seniors by empowering them to help themselves, by providing a comprehensive range of multicultural and multilingual services has again been accomplished.

It has not been easy and there have been painful choices for the Board of Directors and Administration to make. Our budget has shrunk and yet, we still provide high quality programs for our most valued and cherished seniors. On a positive note, there have been highlights. Lady Shaw Senior Center celebrated its 20th birthday in November of 2010. It was a momentous and auspicious occasion attended by local governmental and federal Housing and Urban Development officials to recognize 20 years of providing housing to our seniors.

Our fundraising efforts are continuing unabated and through the generosity of our benefactors and donors, we have been able to maintain services for our seniors. For this, I and the entire Board of Directors are extremely grateful and hope that you will continue to be open and receptive to supporting Self-Help for the Elderly. It is through your generosity and kindness that many a senior has a warm meal in their day and a warm bed at night. It is through your thoughtfulness and warmth of heart that a senior has a safe place to share with his or her friends and a chance to learn a new and marketable skill to sustain themselves.

In closing, I wanted to share with you that at the last Thanksgiving luncheon at Lady Shaw, we served one of the largest groups of needy seniors and their families. I saw many smiles, young and old, and we could not have done it without you, our friends, volunteers and staff. May this New Year bring you health, peace, and contentment. Thank you again for all that you do to help our seniors and Self-Help for the Elderly.

Sebastian Wong
Chair, Board of Directors

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
- *Roosevelt Community Center*
901 E. Santa Clara, San Jose, CA 95116
408-961-7076
- *Seven Trees*
3590 Cas Drive, San Jose, CA 95111
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
- *Visitacion Valley Senior Center*
66 Raymond Ave., San Francisco, CA 94134
415-987-9915
- *Wolf 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

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

Citizenship and Civics Class

Main Line: 415-677-7528

- 601 Jackson St., San Francisco, CA 94111
- 5757 Geary Blvd., San Francisco, CA 94121
- 50 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., #302,
San Mateo, CA 94402
650-627-9350

One Stop Career Link Center

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

2009-2010 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
- Lifemark Group
- National Asian Pacific Center on Aging
- Office of Civic Engagement & Immigrant Affairs
- Peninsula Community Foundation
- PG&E
- San Francisco Department of Environment
- 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
- 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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