



**Annual Report**  

---

**2008-2009**

## 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 25,000 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 2008-2009.

### 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) 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 with the goal of restoring or maintaining their optimal capacity for self-care. The package also includes transportation to and from the Center as well as a hot, nutritious lunch and snacks. It also offers respite and provides support for caregivers and family members.

In November 2008, the Center received an approval from the California Department of Aging (CDA) to remove the cap of serving only 60 Medi-Cal participants per day, thus allowing the program to serve up to 90 Medi-Cal participants per day. The Center was then able to expedite the processing of the long waiting list, and along with other changes made in the program, the Center was able to increase the average daily attendance from 68 in July 2008 to 79 in June 2009. In FY 2008-2009, ADS served a total of 127 unduplicated participants, with 36 of them in the ADCRC program and 91 in the ADHC program. 24 were private pay participants while the rest were paid for by Medi-Cal.

Despite the high turnover at the director level, the ADS staff managed to work very well together to keep the program going. Morale remained high and participants were happy with the services they received. The annual consumer satisfaction survey (in which 38% of the participants in the program were surveyed) reflected 100% satisfaction with the program's services. Overall, 52% of the respondents rated the quality of services "excellent" while 48% rated it "good". Social services, including counseling and support groups, received the highest rating with 92% of the respondents rating their services as "very satisfactory".

In addition to receiving positive feedback from the participants and caregivers, the Center was also able to pass the two-day Medi-Cal certification renewal survey conducted by the CDA in March 2009. The high quality of care and thorough documentation of services provided by the team were instrumental in the program's success in passing the survey.

### 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. The 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 age 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 nutrition programs provide support to residents and community members. With the installation of a solar photovoltaic power system donated by PG&E in October 2008, the Center has been able to get more than 21,162 kWh hours of clean, renewable energy every year in support of the effort to protect the environment.

#### (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 Multi-family 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. At the beginning of FY 2008-2009, nearly a thousand seniors participated in the exercise and computer programs offered each month. All the computer classes are taught by instructors from the Pleasant Valley Division of the Oakland Unified School District's Adult and Career Education Unit. Two exercise classes were taught by Pleasant Valley and two by staff of Self-Help for the Elderly. The Center is also teaching the Posit Brain Fitness programs. Since May 2009, Pleasant Valley had to eliminate its exercise classes because of funding cuts. Self-Help continues to teach Tai Chi and Fun & Fit Low-Impact classes.

## **Employment Training and Economic Development**

The Employment Training and Economic Development Department (ETED) provides employment training, career counseling, job placement and retention for monolingual older adults, new immigrants and dislocated workers to reduce their poverty level and increase their chances of employment, ultimately becoming and maintaining economic self-sufficiency through linguistic appropriate job training and placement.

ETED offers ESL and Caregiver, Home Health Aide (HHA) and Housekeeping (HK) training programs. All three vocational training programs provide VESL training, classroom training and internship. In addition to the three training programs, ETED also carries two Senior Community Service Employment Programs (SCSEP): Alameda County SCSEP and National Asian Pacific Central on Aging SCSEP, (NAPCA-SCSEP). SCSEP is a paid on-the-job training for the seniors in Alameda, San Francisco, San Mateo and Santa Clara counties, enabling them to gain working experiences and later employment while still being financially sufficient.

In FY 2008-2009, 16 participants graduated from the Fourth ESL & Caregiver class in January 2009 and five of them are now in employment. The HHA program trained 30 participants, 27 gained and still remain in employment upon graduation. The HK program trained 33 participants, 23 are now in employment. The SCSEP program received 55 enrollments in 2008-2009, 18 gained successful employment, making a total of 103 active participants as of June 30, 2009. In addition, ETED gained 177 new customers from caregiver, HHA and HK services that were provided to the residents of Alameda, San Francisco, San Mateo and Santa Clara counties. As of June 30, 2009, these services maintained 1,039 active customers. By providing these services to the community, ETED not only creates employment opportunities for training program graduates, but also the profit generated from the services has helped to subsidize the department's overall operation costs.

## **Health Insurance Counseling and Advocacy Programs**

Health Insurance Counseling and Advocacy Programs (HICAP) of San Francisco and San Mateo 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 state-wide network that provides free counseling, outreach, advocacy and education to Medicare beneficiaries and their community supporters. Volunteers and staff conduct workshops, presentations, and attend health fairs about Medicare. Topics include: long term care, fraud and abuse, understanding supplemental plans, rights under Medicare and assistance with Part D drug plan enrollment. Experienced counselors and staff also help clients appeal adverse decisions by Medicare and their Medicare supplemental insurance companies, including medical bills. Two offices serve San Francisco and San Mateo Counties. Volunteer counselors are recruited, trained and supported in assisting the beneficiaries with any Medicare-related issues.

This year 18,273 clients were served by the two HICAP program. San Francisco reached 11,613 clients through its counseling,

community presentations and health fairs. San Mateo reached 6,660 clients through counseling, community presentations and outreach at health fairs.

Volunteers are the center of HICAP programs state-wide. Without them no HICAP would reach the goals set by Medicare and the California Department of Aging. Recruiting and maintaining volunteers has been very successful in both HICAP. San Francisco volunteers contributed a total of 1,433 hours of service while San Mateo volunteers contributed a total of 1,498.6 hours of service.

Both HICAP will continue their work with all beneficiaries, Medicare and the California Department of Aging in establishing the primary focus for 2009-2010. 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.

## **HomeCare and Hospice**

For twenty five years, Self-Help HomeCare and Hospice has been specializing in 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 and provides bilingual and bicultural services to patients in their homes and is the only non-profit specialized in serving the Chinese community in the Bay Area. Services include skilled nursing; physical, occupational, and speech therapy; medical social work; and certified home health aides. HomeCare's commitment to providing quality care is reflected in the agency's continued high outcome rankings as the agency is in the 92<sup>nd</sup> percentile nationally for performance. During the past year, HomeCare staff made 16,897 home visits to nearly one thousand patients residing in San Francisco and Northern San Mateo Counties, while 68 Hospice patients received 1,544 visits.

## **Nutrition & Senior Centers**

In 1974, Nutrition and Senior Centers Department started the Older Americans Act (OAA) funded congregate nutrition program along with other supportive services such as senior center activities and social services. For the past 35 years, we have been providing millions of hot nutritious meals to seniors aged 60 and above in 16 meal sites in San Francisco, San Mateo and Santa Clara counties. The congregate nutrition program has now been extended to serve young adults with disabilities aged 18 to 59. For FY 2008-2009, our department served over 247,000 congregate meals and 84,000 home-delivered meals to individuals who were in need.

Due to the economic crisis, our department made two modifications in order to maintain quality and all services to seniors. They are: (1) suggested donation for each meal increased from \$1.75 to \$2.00, and (2) frozen meals are delivered to the young adults with disabilities instead of daily hot meals. In order to expand our services, Nutrition and Senior Centers Department has launched an on-site cooking brunch program in two of our

eight sites in San Francisco – Jackie Chan Saturday Brunch Program and Lady Shaw Thursday Brunch Program. The brunch program provides a wider variety of meals such as macaronies, dumplings, porridges and noodle dishes to our clients.

### **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.

Kwok Yuen Assisted Living, a 40 private bedroom Residential Care Facility, began operation in San Jose's Willow Glen District in March 2008. The interior of this facility was specially designed to meet the residential care needs of seniors within the community. The two-acre site also hosts a nutrition program and the M.T. Liang senior center. At the end of September 2008, Zung Sieu Longevity Garden located in Santa Clara was closed due to insufficient funding for renovation of the building. Most of the residents were relocated to Kwok Yuen Assisted Living.

In San Francisco, RCFE carries two facilities: Leonard House provides 24-hour board and care services to seniors who need daily assistance and Autumn Glow Alzheimer's Care Home 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 served a total of 63 residents, providing them a warm and safe residential environment and 13,524 units of service.

### **Social Services**

With the mission to enable seniors and adults with disabilities to maintain independence in their own homes and communities, the Social Service Department strives to provide a comprehensive range of services and support to our clients. Services included four neighborhood Resource Centers, Short-Term and Long-Term Case Management, Elder Abuse Prevention and Intervention, Elder Care at Home, Housing Services and Naturalization Services.

In FY 2008-2009, the department 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 our 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 that are in need of emergency short-term In Home Supportive Services (IHSS) and/or are in the process of applying for the State IHSS program. The Elder Care at Home program was able to serve over 100% of the clients contracted, totaling over 1300 cases.

The Naturalization Program offered ten English as a Second Language/Citizenship classes and three English/Civics Education classes throughout San Francisco, as well as provided individual assistance in applying for naturalization. The program served approximately 600 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 field trips to familiarize new citizens with services and resources in the community.

Our four neighborhood Resource Centers provided translation assistance, referral and information regarding community programs and resources, served 15,425 clients in a year. The Housing Services Program assisted over 800 clients with counseling, referrals, applications, mediation, home safety assessments and housing advocacy.

With the economic downturn, the City and County of San Francisco had to consolidate the ten neighborhood Resource Centers into a citywide program. Consequently, the four neighborhood Resource Centers operated by SHE had to be closed on June 30, 2009 which impacted an estimated 9,000 seniors. However, SHE is committed to providing services for our local community and will continue to provide drop-in services for half days at Geen Mun in an attempt to address the lack of resources for our seniors.

The Elder Care at Home Program also had to decrease its elder care workers from five full-time positions to two 0.8 FTE positions, with an estimated number of over 700 clients not being served in the next fiscal year. The Housing Services Program also suffered a 36% funding cut after June 30, 2009.

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 73 computer classes for 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 has also held 18 free technology workshops. Workshop topics ranged from online social networking to critical computer updates to digital television conversion.

2008-2009 marked TIE Center's expansion to serve limited-English speaking seniors in the South Bay with a new center in Self-Help's M.T. Liang Senior Center. In addition, TIE Center was awarded a computer literacy grant from California Consumer Protection Foundation to bridge the digital gap in limited-English speaking senior population.

# Message from the Chair of the Board of Directors



**SELF-HELP  
FOR THE  
ELDERLY**

**安老自助處**

## Board of Directors 2009-2010

Sebastian Wong, Chair  
Patricia Mar, Vice Chair  
Linda Wang, Secretary  
Gerald Lee, Treasurer  
Anni Chung, President & CEO

Katrina Lee Bong, Esq.  
Andy Bryant  
Frank Chiu  
Simon Chow  
Gladys Hu  
Eva Jones  
Anthony Kan  
Janie L. Kaung  
Roselyn Koo  
Jerry Lee, Esq.  
Billy Leung  
Dominic Li  
Joanne Lin  
Magdalen Mui  
William Schulte  
May Wong  
Paul Zen

The financially challenging climate of the past two years has taken a toll on the seniors that we serve and our organization. It is with a mix of apprehension and optimism towards the future that I begin this term as the Chair of the Self-Help for the Elderly Board of Directors. Apprehension, because while the economy displays tepid signs of recovery, Self-Help for the Elderly has had to take some difficult steps to address the financially difficult times. Optimism, because in spite of the hard choices made by the Board and the staff; the commitment to serve our seniors has been unwavering and resolute.

The commitment of our volunteers and our staff are inspiring. One only has to stop by one of our service locations or residences and see the smiles on the faces of our seniors as they interact with our staff and volunteers. For many of the seniors, they too have had to take cutbacks from the aid that they receive. It is a respite from the storm for them to come to Self-Help and get much needed assistance during their daily lives. To the many volunteers and staff members, you fill a great need in spite of your sacrifices and the Board of Directors is humbly and extremely grateful. To that end, we commit to providing sound, prudent financial strategic planning and policy direction to make sure you are able to effectively serve our seniors.

Winston Churchill once said, “We make a living by what we get, but we make a life by what we give.” It is an appropriate quote for our times and as hard as it is to ask, I must. I recognize that for all our supporters, donors, and funders, times are truly difficult. But it is in these dark and difficult times, we need you the most. Please think of Self-Help for the Elderly when you consider your generous philanthropy to service organizations. If you cannot give of finances, please give of your time or of your influence to guide politicians and policy makers in government to do the right thing and not forget our seniors.

In every storm, there is a break in the clouds where a rainbow can somehow push through. We will weather this storm and hopefully see better times. That is why I feel so much hope. I have faith in our Board, President and CEO Anni Chung and our staff, volunteers, and donors to see us through these hard times. Our seniors deserve no less.

Sebastian Wong  
Board Chair

## 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

- Cupertino Center  
940 S. Stelling Rd., Cupertino, CA 95014  
408-961-7076
- Iola Williams Senior Center  
2072 Lucretia Ave., San Jose, CA 95112  
408-246-8790
- M.T. Liang Senior Center  
1050 St. Elizabeth Dr., San Jose, CA 95126  
408-961-7076
- Saint James Senior Center  
199 North 3<sup>rd</sup> St., San Jose, CA 95112  
408-961-7076

### San Francisco Senior Centers

- Fun & Fit Total Wellness  
601 Jackson St., San Francisco, CA 94133  
415-677-7532
- 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, S.F., CA 94108  
415-398-3520
- 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
- Visitacion Valley Senior Center  
66 Raymond Ave., San Francisco, CA 94134  
415-467-3075
- Woolf House Senior Center  
801 Howard St., San Francisco, CA 94103  
415-495-0931

### San Mateo Senior Centers

- Daly City Center  
2080 Sullivan Ave., Daly City, CA 94015  
650-757-0881
- San Mateo Center  
50 E. 5<sup>th</sup> Ave., San Mateo, CA 94401  
650-342-0822

### Adult Day Services

Jackie Chan 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> Fl.,  
San Francisco, CA 94133  
415-677-7530
- San Jose TIE Center  
1050 St. Elizabeth Dr., San Jose, CA 94133  
408-961-7083
- 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
- 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. 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
- 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

## 2008-2009 Funders

- AT&T
- Social Services Agency of Alameda County
- Bank of the Orient
- Joseph L. Barbonchielli Foundation
- California Consumer Protection Foundation
- California Department of Aging
- California Department of Community Services and Development
- California Department of Education
- California Department of Transportation
- California Employment Development Department
- California Public Utilities Commission
- Cathay Bank
- Christopher and Dana Reeve Foundation
- City of Oakland
- Lifemark Group
- National Asian Pacific Center on Aging
- PG&E
- San Francisco Department of Environment
- San Francisco Department of Health and Human Services
- San Francisco Department of Public Health
- San Francisco Mayor's Office of Community Development
- San Francisco Mayor's Office of Housing
- San Francisco Office of the Aging
- San Francisco Office of Economic and Workforce Development
- San Jose Department of Aging
- San Jose Department of Park and Recreation
- San Mateo County Department of Aging and Adult Services
- Santa Clara County Department of Human Relations
- Santa Clara County Social Services Agency
- Silicon Valley Community Foundation
- U.S. Department of Housing and Urban Development
- United Commercial Bank
- United Way of the Bay Area
- United Way Silicon Valley
- UPS Foundation
- Verizon Foundation
- Wells Fargo
- W.K. Kellogg Foundation

Self-Help for the Elderly is a non-profit organization with 501(c)(3) tax-exemption status.

Federal Tax ID #94-1750717