

*Empowering older adults to live independently with dignity*

A close-up portrait of an elderly man with grey hair and a thoughtful expression, resting his chin on his clasped hands. He is wearing a light blue collared shirt. The background is a neutral, light brown color.

# 2018 IMPACT REPORT

*Because of you.*



# Preserving our past, building our future.

It is said that a solid foundation leads to a successful future. Because of you, ElderServe closed out its 56th year with the strength and confidence to strive towards bold goals in 2019. Thank you for standing beside us this past April as we took ownership of the West Louisville property that is home to our Senior Center and Adult Day Health Center. Acquiring this building from the state of Kentucky will allow us to recreate a safe, inviting, beautiful space for the seniors, expand our current programming for health and wellness and increase the capacity of our medical model adult day.

In 2010, the ratio between potential caregivers and seniors exceeded 7 to 1. By 2030, the ratio is expected to fall below 4 to 1. The extreme shift in these demographics will present several challenges. Your support is positioning ElderServe to provide solutions for the growing population of seniors in our Louisville community.

Later this year, ElderServe will launch a capital campaign for the complete renovation and expansion of our Senior Center. By nearly doubling the capacity of the Adult Day Health Center, an earned income program, the Senior Center and the agency will be on a path towards sustainability for years to come. This will allow more families to stay together longer and provide peace of mind and respite for caregivers.

As we build towards the future, we know that it takes much more than an attractive new space. With your encouragement and support, ElderServe has been able to continue strengthening our programs and reputation through innovation, collaboration and increased focus on the diversity of those we serve.

**A targeted effort to recruit volunteers** fluent in American Sign Language has opened our social isolation outreach programs to older adults who are deaf or hard-of-hearing. By combining these skilled volunteers with video-phone technology, ElderServe is now able to engage more individuals through our TeleCare and Friendly Visitor programs.

**Earlier this year ElderServe joined WINGS** (Working Interdisciplinary Network of Guardianship Stakeholders), a new group tasked with finding ways to improve Kentucky's adult guardianship program, which will annually report to state law makers. We have also entered into partnership with a new Louisville non-profit agency, KEPT, Inc., to provide representative payee services to adults who are under 60 years of age. In addition to putting us in better alignment with our own mission, this has also allowed us to support a larger community effort to ensure that adults under 60, with mental illness or developmental disabilities, get the case management and representative payee services specific to their unique needs.

**Lastly, ElderServe was able to showcase the continued success of our innovative Crime Victim Services**, as our Senior Crime Victim Advocate, Paul Troy, was invited to present at the Southeast Association of Area Agencies on Aging Annual Conference.

Your support makes all this possible. Whether you are a volunteer, donor, board member, corporate partner, funder or all the above, I am so thankful for you! It's an honor to work alongside you and a staff of exceptional individuals, who are committed to ElderServe's mission. I look forward to seeing what we can do in 2019! Together, we empower older adults in our community to live independently with dignity.



Julie Guenthner  
CEO, ElderServe



*"With your encouragement and support, ElderServe has been able to continue strengthening our programs."*



CEO Julie Guenthner with the 2018 Champion for the Aging, Mary Haynes, President and CEO of Nazareth Home.



Guests sampled chocolate creations from over 20 local restaurants at the 13th annual Chocolate Dreams.



Volunteer, Marea Crosby and staff member, Tristian LaFollette at the volunteer appreciation event.





63%	Grants
20%	Fee-for-service revenue
7%	Contributions and Fund-raising
8%	Metro United Way
2%	Investments and other



92%	Programs
4%	General and Administrative
4%	Fund-raising

Net Assets: \$ **2,051,657**

TeleCare and Friendly Visitor **VOLUNTEERS** spent a total of **2,815 HOURS** with socially isolated seniors.



## SENIOR CENTER ATTENDEES

**95%**  
REPORT GETTING MORE EXERCISE



**94%**  
FEEL MORE CONNECTED TO THE COMMUNITY

**931**  
CRIME  
VICTIMS  
SUPPORTED

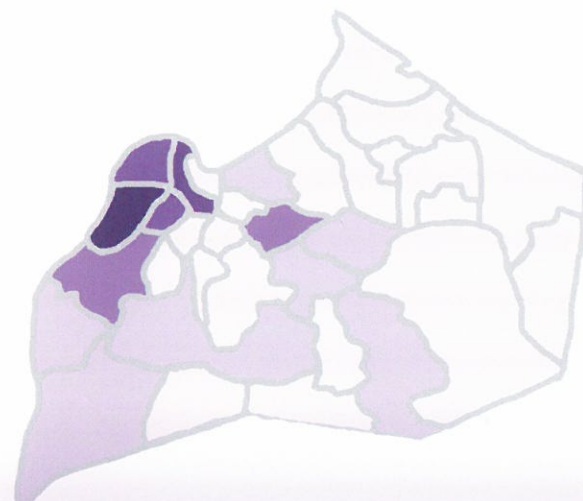
**226**  
Clients

SERVED THROUGH FINANCIAL  
MANAGEMENT PROGRAMS

## HEMECARE SERVICES

**50,000+** HOURS OF SERVICE PROVIDED

**313**  
CLIENTS  
SERVED



ElderServe supports over 2,000 older adults in all zip codes in Jefferson County. Our highest service areas are in 40216, 40212, 40211, 40210, 40205, and 40203.



## TOP PRIVATE FUNDERS FOR 2017-18

Atria Senior Living  
Elmcroft Senior Living  
Jean W. Frazier  
Kentucky Colonels  
Kindred Healthcare

Nazareth Home  
Pat and David Daulton  
TARC  
The Gheens Foundation

*"I'm so glad that someone showed up at court to help me and give me a break from that stressful day."*

– Recipient of Crime Victim Services

*"I enjoy and appreciate that people in this community call and care about me"*

– TeleCare participant

## ABOUT ELDERSERVE

ElderServe is Louisville's largest non-profit organization dedicated to senior services. Programs include: HomeCare, Care Management, Adult Day, TeleCare, Crime Victim Services, Friendly Visitor, Senior Companions, Active Choices, Financial Management, Guardianship, and a Senior Center.

ElderServe is funded, in part, under a contract with KIPDA through the Kentucky Cabinet for Health and Family Services with funds from the U.S. Department of Health and Human Services.

ElderServe provides services to clients equally without regard to age, gender, race, color, religion, national origin, sexual orientation, or disability.

Crime Victim Services is funded in part by the Victims of Crime Act.

## HOW YOU CAN HELP

### Give

Monetary donations are always welcome! We rely on private donations to continue the work that we do. For more information, contact Chief Development Officer, Patty Belden at 502.736.3825.

### Volunteer

We are always in need of volunteers! Whether you're interested in working directly with older adults or helping with a one-time project, we have something for you. For more information, contact Volunteer Services Manager, Sarah Irvin at 502.736.3847.



Volunteers from Humana delivered gifts this holiday season to home-bound and socially isolated clients through our Elf to an Elder program.



RJE Solutions volunteers spent the day at our Senior Center in West Louisville calling bingo and enjoying time with the participants.

## 2018 - 2019 BOARD OF DIRECTORS

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Victim of Crimes Act

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**Administrative Offices**  
215 W. Breckinridge St.  
Louisville, KY 40203  
502.587.8673

**Senior Center**  
631 S. 28th St.  
Louisville, KY 40211  
502.778.7418

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## Promoting Wellness

### Active Choices

Offers a telephone-support program to encourage regular physical activity. Volunteers work with older adults to develop a routine to fit their needs, abilities, and goals.

### Healthy Habits for Adults

Teaches free classes about healthy lifestyles to older adults in a fun, active setting with curriculum by OASIS Institute. Volunteers hold classes throughout Louisville.

### Senior Center

Offers group activities including arthritis exercise, field trips, and health screenings. One-on-one support from a Care Manager. Senior Nutrition site. Located at 631 South 28th Street.

**"ElderServe is a godsend. I don't know what would have happened to me without them."**

# elder SERVE

Be Empowered.

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502.587.8673

### Senior Center

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Be Empowered.



**Empowering older adults to live independently with dignity**

Louisville's largest non-profit dedicated to senior services

502.587.8673

[elderserveinc.org](http://elderserveinc.org)





"This has been an unbelievable,  
marvelous experience."

## About ElderServe

Serving Jefferson County since 1962, ElderServe is Louisville's largest non-profit dedicated to senior services providing a safety net for older adults as they move through the aging process.

ElderServe staff assist with issues ranging from caregiver support to in-home care to financial management. We serve older adults at all income levels and most services are free of charge.

## Supporting Independence

### Care Management

Empowers older adults to live independently by providing guidance and resources to them and their caregivers.

### Adult Day Health Center\*

Provides medical model care supervised by a licensed nurse on site. Social and therapeutic activities including music, crafts, and exercise.

### HomeCare\*

Provides non-medical, in-home care 24/7. Services include personal care, light housekeeping, and meal preparation.

## Overcoming Social Isolation

### Friendly Visitor

Promotes companionship by matching older adults and volunteers based on interest.

### TeleCare

Promotes social engagement and personal connection for homebound and home-limited older adults by volunteers who call every weekday.

### Senior Companions

Supports home-limited older adults by matching them with a volunteer (ages 55+) to assist with meal prep, appointments or shopping, and to provide companionship.

## Protecting Seniors

### Crime Victim Services

Advocates for older adults who are victims of crime and provides community education about elder abuse.

### Financial Management\*

Assists vulnerable older adults by protecting their assets and managing their budget while meeting their daily needs.

### Guardianship\*

Serves as the court-appointed guardian to provide care for adults who are unable to manage their own affairs and may be at risk of neglect, abuse, or financial exploitation.

\*Denotes free-based services. Most programs are free of charge.