

# AgeWell West Roxbury

## a program of Ethos



**FOUNDED:** 2006  
**CURRENT PROGRAM BUDGET:** \$244,000  
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### INVESTMENT OPPORTUNITY

AgeWell West Roxbury plans to raise \$458,000 over the next two years to meet the growing demand for its aging services. Investment in AgeWell is leveraged by significant donations of volunteer time and in-kind contributions.

AgeWell West Roxbury mobilizes community resources so that seniors can live healthy, full lives “aging in place” in their communities and in their homes. Changing demographics, including the aging of Baby Boomers and longer life expectancies, have created the “Silver Tsunami,” a growing group of seniors facing new and diverse challenges, including the management of complex medical needs, physical and social isolation, and the graying of caregivers themselves. These challenges are forcing otherwise independent seniors out of their homes at a time when alternatives are scarce and expensive.

AgeWell was founded by Ethos, Boston’s oldest community-based elder services nonprofit, in response to the needs of seniors in West Roxbury, which has the largest concentration of older adults in any Boston neighborhood. AgeWell’s innovative, community-based programs offer preventative health education, social engagement, maintenance and home repair, and transportation initiatives to over 2,000 seniors each year, and the program is a model for other communities working to make healthy aging a reality for all seniors, regardless of income, housing, or family circumstances.

### TWO-YEAR GOALS

- Offer Healthy Aging trainings to all of SW Boston—Mattapan, Hyde Park, Roslindale, and Jamaica Plain—targeting the most at-risk seniors
- Double AgeWell Café attendance and offer a new location
- Formalize program for discounted home repair by skilled tradespeople
- Triple the number of volunteer drivers participating in AgeWell’s transportation efforts

### WAYS TO INVEST

#### FINANCIAL

- \$60K supports an additional program coordinator
- \$30K for full-time, dedicated Healthy Aging program staff
- \$20K to subsidize home repairs for seniors in greatest need
- \$5K for a Master Training course to train trainers

#### IN-KIND

- Laptop computers for training house-bound seniors on the Internet and how to use new communications tools
- Software for seniors
- Graphic design
- Video production
- Gift cards to be used as thank-yous for volunteer trainers

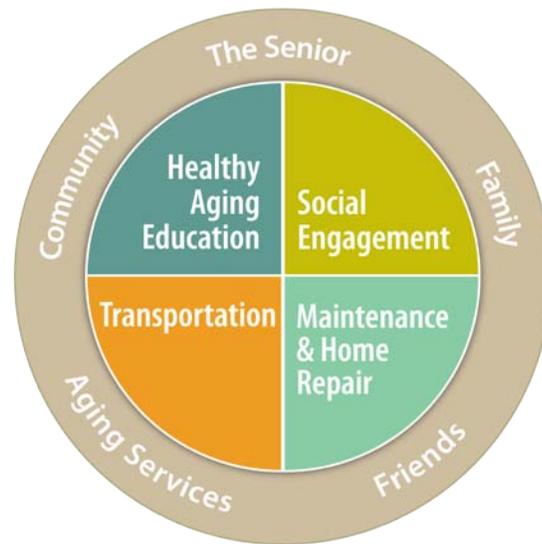
## LEADERSHIP & GOVERNANCE

Director Ray Santos knows firsthand how hard it can be to find and coordinate the help families need to provide care for their elderly loved ones. In addition to his personal connection, Ray brings professional experience in marketing, community outreach, and communications to his role at AgeWell.

### AgeWell has a 15-member Advisory Board including:

- Lois Baho *Jack Connolly Real Estate*
- Mike Rush *State Senator*
- Ed Coppinger *State Representative*
- Matt O'Malley *Boston City Council*
- Allan MacKinnon *Gardens of Gethsemane*

## The AgeWell West Roxbury Model



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AgeWell's snow shoveling program is fabulous! We're in our 80s, and my husband Ira has heart and leg problems, so we can't shovel. If it weren't for AgeWell, we'd be stuck in our house.

Rose Saltzman  
WEST ROXBURY

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AgeWell West Roxbury mobilizes local resources to address unmet needs, promoting a more elder-friendly environment and fostering a community in which residents support the elderly and in which older adults can be more fully engaged. AgeWell leverages its investment in programs with strategic partnerships, in-kind support, and a strong volunteer base.

**HEALTHY AGING EDUCATION** programs provide prevention and intervention education on key health topics that have significant impact on improving the day-to-day lives and health outcomes of seniors. Evidence-based programs include:

- **Tai Chi: Moving for Better Balance** is tailored to older adults who wish to improve balance, mobility, and agility and reduce the risk of injury and lifestyle changes from a bad fall
- **Stay Sharp: Memory Fitness** presents effective memory-enhancing techniques and combines evidence-based presentations with group discussions, memory checks, and skill-building exercises
- **My Life, My Health: Chronic Disease Self-Management** helps seniors with conditions such as diabetes, heart disease, arthritis, and chronic pain to find practical ways to deal with pain and fatigue, discover better nutrition and exercise choices, understand new treatment choices, and learn better ways to talk with their doctors and families about their health
- **Powerful Tools for Caregivers** helps caregivers reduce stress and balance their lives through better communication, gaining access to community resources, and improving caregiver self-confidence

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Being involved with people other than me and my family has been wonderful for my mother. She's very enthusiastic, she's a people person... To her, that aspect, I think, is as important as whatever benefit she's getting from the skills being taught... AgeWell has been a huge part of helping my mother regain some of her enthusiasm.

Janet Sheerin

DAUGHTER OF 88-YEAR-OLD MARY AMICANGELO, AN AGEWELL WEST ROXBURY PARTICIPANT

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#### KEY INVESTORS

- TUFTS HEALTH PLAN FOUNDATION
- EXECUTIVE OFFICE OF ELDER AFFAIRS
- THE CHARLES T. FARNSWORTH TRUST
- THE BOSTON FOUNDATION

**SOCIAL ENGAGEMENT** programs such as the AgeWell Café, luncheons, and walking groups connect socially isolated seniors to their neighbors and friends. Through luncheons, special events such as Falls Prevention Day, and the annual SeniorPalooza Senior Prom, seniors become more socially engaged and have opportunities to learn about additional services and resources available to them.

**MAINTENANCE AND HOME REPAIR** efforts offer seniors affordable home repairs from skilled tradespeople (carpentry, plumbing, electrical) by vetting and referring low-cost professionals. Also, neighborhood volunteers assist with heavy maintenance such as snow shoveling and yard work, ensuring the safety and mobility of elders and addressing a major barrier to seniors' continued quality of life while living independently.

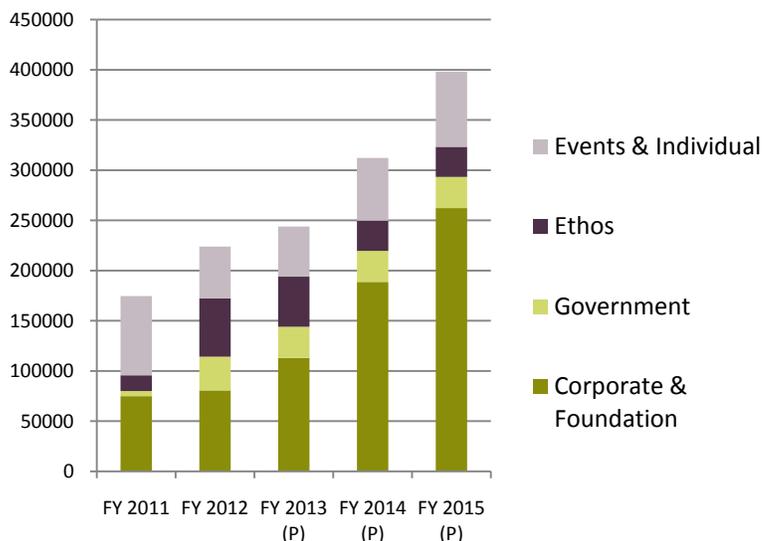
**TRANSPORTATION** initiatives are implemented in partnership with ITN Greater Boston. AgeWell recruits volunteer drivers and refers seniors to ITN's services, providing rides to medical appointments, shopping, classes, and social events. When needed, AgeWell also connects seniors to specialized transportation options and other community resources.

#### Financial Sustainability

AgeWell's FY 2013 revenue comes from three major sources: grants from large foundations, government funding, and Ethos, AgeWell's parent organization. AgeWell is diversifying its funding with an increased focus on gifts from individuals and local businesses. "West Roxbury Rocks," AgeWell's fundraising event held regularly since 2010, raises community awareness and is an important part of expanding community-based financial support.

Note: Fiscal Year is July 1–June 30

AgeWell Revenue by Source



### SUCCESS STORY: PATTY TEAHAN

Patty Teahan raised her family and spent her life in West Roxbury. When Patty suffered from a debilitating nerve disease, she became bedridden and found it difficult to live independently and care for her single family home. After an operation and rehab, she was told the likelihood of living in her own home was small.

Patty, however, had different ideas.

Enrolling in AgeWell’s “A Matter of Balance” fall prevention training, she started the hard work of maintaining her independence. She took AgeWell’s innovative Tai Chi programs to increase her mobility and agility. She became active with AgeWell’s social engagement programs and became a regular attendee at the AgeWell Café. Through her hard work and with guidance and health education from AgeWell, she is active as a mother, grandmother, and member of the West Roxbury community.



## Program Performance and Organizational Health

AgeWell has a robust and healthy program with opportunity for growth. Since AgeWell is a community-based organization, expanding to serve new needs can be done very cost-effectively by utilizing volunteers and in-kind contributions.

	FY 2013	FY 2014 (P)	FY 2015 (P)
<b>PROGRAM PERFORMANCE</b>			
Attendees at Social Engagement events	2000	2500	2600
Seniors completing a full Healthy Aging course	300	335	375
AgeWell Café attendees	600	900	1200
Volunteer yard work and home repair projects	80	120	160
Homes shoveled for an entire winter (times shoveled varies with weather)	25	40	60
<b>ORGANIZATIONAL CAPACITY</b>			
Staffing	2.5 FTE	+0.5 FTE	+1 FTE
New staff capabilities		Master Trainer	Program Manager
Volunteer hours	4500	5000	5500
Total revenue (FY)	\$244,000	\$312,000	\$398,000

## Social Impact

AgeWell tracks specific indicators to understand social impact and to assess and improve programs. While all Healthy Aging instruction has pre- and post-class assessments, some courses also have three and six month follow-up surveys which offer deeper insight into the lasting impact of AgeWell’s work.

AgeWell is continuing to develop and track metrics that assess program effectiveness and lay the groundwork for performance improvement and increased impact.

INDICATOR	2012 PERFORMANCE
Walking clubs and fitness activities: Percentage of seniors who report improved socialization and better sleep	92%
Caregivers training: Percentage of graduates who report reduced stress and improved quality of life six months after completing the course	78%
Tai Chi and “Matter of Balance” classes: Percentage of participants who report better balance and improved functional independence upon completing the course	73%
Memory Training: Percentage of attendees who show an immediate improvement in objective memory (immediate and delayed recall) and subjective memory (serious forgetting and retrospective functioning)	66%