

Let us take care of the children, for they
have a long way to go.

Let us take care of the elders, for they have
come a long way.

Let us take care of those in between, because
they are doing the work.

— **AFRICAN PRAYER**

THE COUNCIL ON AGING
OF MIDDLE TENNESSEE

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NASHVILLE, TN 37205
615-353-4235

WWW.COAMIDTN.ORG

ANNUAL REPORT 2016

IDENTIFYING NEEDS. DRIVING SOLUTIONS.



The Council on Aging of Middle Tennessee strives to ensure that the community values, honors and supports older adults and caregivers by addressing unmet needs through information, advocacy and education and by being a catalyst for comprehensive solutions.

Aging is an issue that impacts us all: individuals, families, communities and businesses.

22% of Tennesseans will be 65 or older by 2020, and the 85+ cohort is the fastest growing segment of the older population.

80% of care received by older adults is provided by family and friends, and 59% of caregivers are employed.

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DEAR FRIENDS,

One of the reasons I love the Council on Aging is that **no other organization is charged with identifying the unmet needs of older adults and caregivers, and then convening people and organizations to develop comprehensive solutions.** It's the heart of our mission and why COA was created some thirty-one years ago. Whether it's senior transportation, caregiver support, elder abuse prevention or advocacy for affordable housing, COA is poised to identify needs and drive collaborative solutions.

There's no better example of this than COA's role convening the Senior Transportation Leadership Coalition in May 2015 to address the gap in affordable door-to-door and door-through-door transportation. This is a need that's been discussed for ten years, yet we know life is in timing and now the time is right for a new call center and assisted ride service... **Senior Ride Nashville.** I am most grateful to Board member, **Ed Cole**, for his outstanding leadership of this initiative. Thanks to Ed, Project Director **Dr. Yoko Crume**, local foundations and sponsors and the dedicated coalition members, COA will launch Senior Ride Nashville as a new nonprofit mid-2017!

In addition to senior transportation, COA is focused on several other priority initiatives: **elder abuse** and **scam prevention**, expanding accessibility of our print **Directory of Services** and re-engineering the online directory, caregiver **support** and **education**, advocacy for **affordable housing**, and honoring seniors through our annual **Sage Awards**.

In closing, I want to express my sincere thanks to the Board of Directors and staff who have supported me in my first year as COA's Executive Director. I also want to pay tribute to our former director, Maribeth Farringer, who capably led COA for over twenty years. Lastly, thank you to our many donors, volunteers and partner agencies who enable us to identify needs and develop collaborative solutions. Together, we recognize that **aging is an issue that affects us all – individuals, families and businesses** – and working together, we can ensure that all of us have the opportunities and support we need along life's journey.



GRACE SUTHERLAND SMITH, LMSW
EXECUTIVE DIRECTOR

SENIOR TRANSPORTATION

Meet Jane:

Jane is an older adult who called COA looking for help. She lives by herself in an apartment by the airport and has no family nearby. She no longer drives due to chronic pain from fibromyalgia and other health conditions. Jane asked for help finding a ride and was nearly in tears recalling the time she had to wait several hours for a return ride from an unreliable service. She just wants to get out and go places and would enjoy having someone to talk to along the way.



- Nashville currently has 30,000 residents who are 75 years and older, those most likely to have multiple chronic health conditions and need transportation assistance.
- Studies have shown that older adults typically live six to ten years after they stop driving, and reduced mobility can put a person at higher risk of poor health, isolation, loneliness and depression.
- A 2011 Transportation for America study revealed that seniors who no longer drive make 15% fewer trips to the doctor, 59% fewer trips to shop or eat out, and 65% fewer trips to visit friends and family.
- The Nashville region ranked the 4th worst in terms of percentage of seniors with poor access to public transportation.

Studies have shown that the availability of reliable, affordable transportation greatly affects quality of life and health, including the ability to age in place.

SENIOR RIDE NASHVILLE

Senior Ride Nashville will be launching as a new 501(c)(3) in 2017, offering a call center and assisted ride service for older adults who no longer drive. COA has convened the Senior Transportation Leadership Coalition since May 2015 to plan this much needed service, to build community support and partnerships, raise start-up funds and plan for a successful launch.

- Rides will be provided to adults age 60+ living in designated service areas in Davidson County who no longer drive or limit their driving and can transfer safely in/out of a vehicle with limited assistance.
- Limited service will begin in designated service areas in mid-2017 with gradual expansion through the addition of service areas in subsequent years.
- Screened and trained volunteer drivers will use their personal vehicles to provide rides to medical appointments, grocery stores, pharmacies and other places, offering door-through-door support, if needed.



Senior Transportation Leadership Coalition

Special thanks to the West End Home Foundation, Home Instead Foundation, Dugas Family Foundation, HCA Foundation, Cigna HealthSpring and the Area Agency on Aging & Disability for financial support in planning this exciting new service.

FREE INFORMATION + REFERRAL

Meet Terry:

Terry, a local retiree, is a concerned neighbor who called COA trying to find help for an elderly couple who was being forced out of their rental apartment and had nowhere to go. She had called various agencies over several days prior to calling COA. Our staff used COA's Directory of Services to refer Terry to the Legal Aid Society and FiftyForward's Living at Home program so she could learn more about the tenants' legal rights and find a care manager to help them. During a follow up call a week later, Terry reported that her neighbors were being helped by the care manager, and she expressed her gratitude that COA was able to connect her to the right solutions after nearly a week of frustration calling other agencies. Seniors and caregivers rank access to reliable information as one of their greatest needs.

There are several ways to obtain a copy of The Directory of Services.®

Copies are available through:

- ALL Middle Tennessee public library branches
- COA office
- New distribution locations

NEW DISTRIBUTION LOCATIONS:

First Presbyterian of Franklin
 Dickson Senior Center
 Gallatin Senior Center
 Ashland City Senior Center
 Lebanon Senior Center
 Spring Hill Senior Center
 Goodlark Pharmacy in Dickson
 Salvus Center in Gallatin
 Fifty Forward Martin Center
 Elizabeth Center
 Hadley Park Center
 East Community Center
 Matthew Walker
 Faith Family Medical Center
 Interfaith Dental Clinic

COUNCIL ON AGING

**THE COUNCIL ON AGING'S
 DIRECTORY
 OF SERVICES**

A complete, impartial guide for seniors & caregivers
2017-2018 Edition

COUNTIES INCLUDED:
 Cheatham
 Davidson
 Dickson
 Houston
 Humphreys
 Montgomery
 Robertson
 Rutherford
 Stewart
 Sumner
 Trousdale
 Williamson
 Wilson

DIRECTORY OF SERVICES

- 40,000 copies of COA's print *Directory of Services* for Seniors distributed throughout Middle TN
- In 2016, COA's online directory had 103 users/day and COA staff responded to nearly 1,000 calls for information on community services, housing, in-home care, insurance and transportation.
- Projected 37,500 page views for COA's online directory each year

Thank you to our sponsors who make the publication of the Directory possible. Grants from The Community Foundation of Middle Tennessee (Serving Tennessee's Seniors grant), St. George's Episcopal Church and Jackson National Life provided the funding for expanded distribution.

Stay tuned for the release of the new and improved online directory in Spring 2017, funded by The Community Foundation of Middle Tennessee (Serving Tennessee's Seniors, administered by CFMT on behalf of the Chancery Court).
www.coamidtn.org



CAREGIVER EDUCATION, SUPPORT & REFERRAL

Meet Jennifer:

A 49 year old working mom, Jennifer, called COA to express concern about her aging parents, especially her father who is showing signs of dementia but still drives. COA staff recommended she try a new care navigation tool, Roobrik, available on COA's website. Roobrik is a free 4-minute assessment that creates a personalized report about the best care options for the caregiver or senior's unique situation. Jennifer appreciated knowing that there was an easy-to-use online tool that could guide her as she looks for ways to support her parents.



- 40% of US families have direct caregiving responsibility for a senior or disabled family member, and 80% of care received by older adults is provided by family and friends.
- 59% of caregivers are employed; US employers lose approximately \$29 billion annually or \$1,142 per full time employee in lost wage productivity due to caregiving (Metlife 2006, 2011)
- In October, COA partnered with Roobrik to offer caregivers a free, online care navigation tool called "Is It Time To Get Help?"
- 153 caregivers, seniors and professionals used the Roobrik tool on COA's website from October through December, each receiving a personalized report recommending care options.

Special thanks to Cigna HealthSpring for sponsoring Roobrik. Roobrik is now available on COA's website along with the online Directory of Services.

Stay tuned for the addition of an online Aging and Caring: Things Families Need to Know, also sponsored by Cigna Healthspring.



In 2016, COA supported caregivers through community education and information & referral. The Directory of Services, both print and online, continues to be a vital source of trusted information for caregivers. COA was also selected as one of 20 nonprofits to participate in the HCA "Hack for the Community" where nonprofits are matched with volunteer IT professionals. During the 36-hour event, volunteers helped COA add a new care navigation page and assessment tool, Roobrik, to our website. Now, seniors and caregivers have a free, 4-minute survey that creates a unique "Care Fit" report outlining the best care options for their situation.



ELDER ABUSE & EXPLOITATION PREVENTION

Meet Mary:

Mary called COA recently to get our opinion about a letter she received from a P.O. Box in Pennsylvania & thought it was a scam. She read us the letter which said that the Social Security Administration needed her to confirm her personal information by calling a phone number. COA staff confirmed Mary's suspicion that it was a scam, and encouraged her to sign up for our free Scam of the Month e-mail.

- 1 in 10 Americans 60+ experience elder abuse (NCOA)
- Only 1 in 14 cases of elder abuse are reported (NCOA)
- 1 in 5 Americans 65+ have been taken advantage of financially (Investor Protection Trust)



During 2016, COA continued to host meetings of the Middle TN Elder Watch, the local affiliate of the Tennessee Vulnerable Adults Coalition. Members helped create, print and distribute hundreds of "pocket guides" for medical, financial and law enforcement professionals. COA also continued the "Scam of the Month" email blast, reaching 1,000+ seniors and professionals each month. Older adults are very concerned about being the victim of a scam, so COA will increase community scam prevention education in 2017. Sign up for scam of the month by emailing scams@coamidtn.org or visit our website: www.coamidtn.org/scam-prevention

Thank you to the West End Home Foundation and Women's Fund at Community Foundation of Middle Tennessee for supporting our elder abuse & prevention initiative.

AFFORDABLE HOUSING

Meet Charles:

A few months ago, Charles called COA asking about independent living communities that were affordable for a senior on a fixed income. He had been living with a family caregiver who was making him move out immediately. COA provided Charles with several names and numbers for affordable senior high rises. Unfortunately, every one of these properties has a waiting list, some as long as two years.

Middle Tennessee is experiencing a substantial growth in the number of older adult homeowners who need financial support for the care, structural modifications and basic home repairs needed to stay in their homes. Older adults with fixed incomes from Social Security and retirement benefits face rising housing costs due to increased property taxes and rents, leaving less money for food, medications and essential health care.

- 90% percent of adults age 65+ stay in their current home and community as they age.
- In Davidson County, for example, it's sobering to see that areas with the steepest property value (increases of 46 to 57 percent) in Districts 5, 7, 16 and 19, also are home to the highest concentration of low-income seniors.
- A report from the Harvard Center for Housing Studies notes that one-third of all homeowners nationwide will be 65 and older by 2035. The study also suggests an estimated 8.6 million people will pay more than half of their income for housing by then.



COA is advocating to ensure Nashville's blueprint for affordable housing includes older adults. We plan to be a catalyst for innovative, affordable senior housing solutions such as intentional, intergenerational living design. COA will continue to be a vital source for trusted information on property tax freeze & relief programs, and affordable housing options through our print and online Directory of Services.

We would like to recognize and thank the Social Action Committee at The Temple for their support of this initiative.

HONORING OLDER ADULTS

ANNUAL MEETING

COA hosted its 31st annual meeting on Dec. 6 at The Temple in West Nashville. COA celebrated dedicated volunteers, reflected on successful 2016 initiatives and previewed exciting 2017 plans, including the launch of Senior Ride Nashville.

Ed Cole and the **Senior Transportation Leadership Coalition** were presented with the **Community Catalyst Award**. For the past two years, COA Board Member and former TDOT Deputy Commissioner Cole has dedicated his time, expertise and leadership to COA's senior transportation initiative. Cole's leadership has been critical in guiding the coalition through a process of studying model programs and planning a new call center and ride service – Senior Ride Nashville.

Adrienne Ames was presented with the **Elizabeth Jacobs Distinguished Service Award**. For nearly twenty years, Ames has supported COA with her time, talents and donations. She was a founding organizer and co-leader in the early days of Discover Nashville, a program which seeks to connect, educate and inspire participants to become more actively involved in civic and community life. She has also been president of COA's board of directors. Ames was instrumental in establishing charters for COA committees and implementing organizational protocols. Her leadership is one of the reasons COA is where it is today.

DISCOVER

COA hosted successful Discover Nashville and Franklin programs-- connecting and engaging approximately 100 older adult volunteers and participants in the community. We celebrated Discover Nashville's 15th anniversary with a luncheon attended by 100 Discover alumni.

SAGE AWARDS

Since 1991, the Sage Awards has been COA's premier annual fundraiser, honoring older adults who have improved the quality of life in our community. The 2016 Sage Awards Luncheon honoring **Berdelle Campbell, Representative Brenda Gilmore, Cleatrice McTorry and James Vandiver**, was the most successful in the event's 25-year history boasting the largest attendance (over 350), best media coverage and doubling net proceeds. We are very grateful for the generous support of our sponsors.

Presenting Sponsor: St. Thomas Health

Platinum: naviHealth, Omni Hotels and Resorts

Gold: Blakeford at Green Hills, Bone Law, Caregivers by WholeCare, Cigna HealthSpring, Vanderbilt University, Vista Points

Silver: Caliber Care & Transport, The Heritage at Brentwood, MorningPointe at Franklin, Valinda Burks's Agency State Farm



Discover Nashville Class



Betsy Chernau & Adrienne Ames



Sage 2016 award recipients

Research shows that older adults who stay active by having meaningful engagement in the community experience measurable improvements in their physical, social, mental and economic well-being. COA plans to continue to foster civic engagement and volunteerism for older adults.

BOARD AND STAFF 2016/2017

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President: Vickie Harris MBA, LNHA - QEC Partners
 Vice president/President-elect: Rev. Dr. Richard H. Gentzler, Jr. – ENCORE Ministries
 Secretary: Steve Mathews- Caregivers by Wholecare
 *Secretary: Susan Heard SPHR – Paradigm Group (through June 2016)
 Treasurer: Matt Shaw – First Tennessee Bank
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2016 BOARD MEMBERS

Valinda Burks – State Farm Insurance/Fresh Chefs
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 Caroline Chamberlain- Community volunteer (2017)
 Rebecca Climer-St. Thomas Health
 Ed Cole – Community volunteer
 David Coppeans – Contessa Health
 Nell Ann Crowe- Morning Pointe of Franklin
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 Kirk Rutter – Community volunteer
 Julia Triplett, MBA, MSN, NE-C – Vanderbilt Home Care Services
 Betty Wilson – Community volunteer (2017)
 Jennifer Wolchok – Jackson National Life
 *A very special thank you to Susan Heard, SPHR for her service as secretary through June 2016



Grace Sutherland Smith - Executive Director

Kayse Martin - Community Outreach & Volunteer Coordinator (not pictured)

Rochelle Cardenas - Office Coordinator

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Steve Mathews & Valinda Burks

TRENDING UP

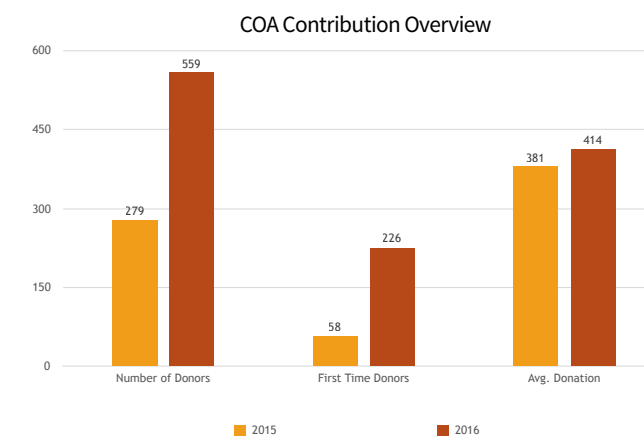
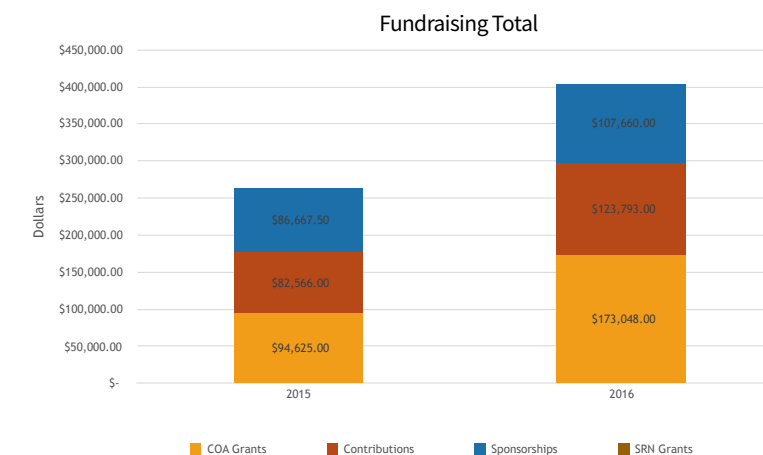
Your donations support COA’s work to connect Middle Tennessee seniors and caregivers with helpful information and services, and to create collaborative solutions for unmet needs.

2016 MILESTONES

• We saw a 33% increase in philanthropic funding overall!

Percentage Increases from 2015

- Grants 43%
- Contributions 33%
- Sponsorships 20%



In 2016, COA welcomed 280 new donors into our circle of friends!

DONOR LIST

\$100,000 +

West End Home Foundation

\$40,000+

Community Foundation of Middle TN
HCA Foundation

\$20,000+

Home Instead Senior Care Fdn.
Steve Mathews

\$15,000+

Area Agency on Aging & Disability
Dugas Family Foundation
St. Thomas Health
The Memorial Foundation

\$5,0000 - \$10,000

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Golden Cross Foundation
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Sharon D. Powell
Preferred Care at Home of North
Davidson & Sumner Counties
Joyce Radcliff
Mary Rafferty
Christine Bobo Randall
William Regen
J. Buist Richardson
Melanie Robinson
Carolyn & Barrett Rosen
Bernard & Terry Rosenblum
Diane Ruth
Jack Salberg
Teris Schery
Arden Schlesinger
Martin Schott
William Schwartz
Sally Scott
Kathy Shaffer
Lonnie Sharp
Kristen Shaw
Mary Margaret Lambert
Suzanne Lattimore
Let's Get Moving!
Mary Ann Ledsinger
Shirley Lee
Ellen Lehman
Robert Lewis
Jan Liff
Lipscomb University
Pat Lockridge
Peggy Loftus
Clyde Loflin
Marielle Lovecchio
Anita Lowrance
Joni Maliszewski
Ginger Manley
Ruth Duren
Jeanette Easley
Melissa Eason
Judith Faurot
Shirley Forstman
Ernestine Foster
Gilbert Fox
Sally Y. France
William H. Freeman
Fran Free
Rosemary Gaffka
Faith Haber Galbraith
Robert M. Garfinkle
Ruth Garrett
Patrica and Michael Gearheart
Brenda Gilmore
A. Joel Gluck
Fred & Martha Goldner
Easter Gray
Ross Behavioral Group
Brad and Lisa Greenbaum
A.M. Grinder
Yvette Hachtel
Audrey Glover Hall
Patricia Halper
Michele Harrell
Patricia Harris
Susan Harrod
Catherine Hart
Jo Ann Hattersley
Carolyn Robinson-Hayden
Mona Hayes
Lonie Haynes
Ann Elizabeth Henderson
Linda Henry
Jimmie Hill
Bruce Hirsch
Wendy Hodgkin
Erin Holcomb
Edwin Holt
Mr. & Mrs. Henry Hooker
Carrie Hudson
Sara Hunt
Linda Hutton

WE NEED YOU!

COA strives to ensure that the community values, honors and supports older adults and caregivers by addressing unmet needs through information, advocacy and education, and by being a catalyst for comprehensive, collaborative solutions. It's what we've been doing for 30 years, and the needs are growing.

Please help COA serve seniors and caregivers by making a tax-deductible donation to support and expand our information & referral and community education programs in 2017, and to launch new initiatives like Senior Ride Nashville.

COA is a nonprofit 501(C)(3) organization. Your donations provide necessary support for COA to work collaboratively with other agencies to study & fill the gaps in services for Middle TN seniors & caregivers. Please consider COA in your philanthropic priorities.

To make a donation or volunteer, visit our website www.coamidtn.org or call COA 615-353-4235



MESSAGE FROM VICKIE HARRIS

The Council on Aging of Middle Tennessee (COA) proudly celebrated 31 years of service in 2016. I have often referred to this year as year one of the next thirty of the organization's continuous fulfillment of its mission. Our mission, the COA strives to create a community that values, honors and supports older adults and their caregivers, is and continues to be the organization's guidepost. It is that commitment to our mission that continues to strengthen COA as the "go-to" agency. COA finished the year in its strongest-yet strategic position to convene and drive the identification and adoption of systems-level, sustainable and scalable solutions to meet unmet needs of older adults in our community.

The year opened with a strategic review of the organization and its programs. That led to the selection of the five pillars of focus with the organization's mission as the primary beacon. Strategies deployed included building on strengths, a focus on mission, capitalizing on opportunities and growing donors and supporters. The COA met and exceeded its projected performance. We are proud of the organization's 2016 milestones and accomplishments, highlighted in this report, and are confident about our future of continuing to favorably impact the quality of living for older adults in communities across the middle Tennessee region. We are fortunate to have a talented staff and the trust and support of so many. We thank you for a successful year!

VICKIE W. HARRIS, MBA, LNHA
PRESIDENT, COUNCIL ON AGING
BOARD OF DIRECTORS

