

IMPACT REPORT | 2022

# Creating Our Future

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# **NEW CEI CHARTER**

It's important to know where you are going and what you are creating. In 2022, Center for Elders' Independence put together a charter to expand on our mission and declare the future of CEI. These charter statements are our guiding lights as we continue moving forward, innovating and leading the way. Join us in creating something wonderful.

WE ARE PASSIONATELY DEDICATED to supporting the health, dignity, and quality of life for all older adults in our community.

**OUR PARTICIPANTS CAN RELY ON US** to deliver on our care promises at all times.

**WE HONOR OUR WORD.** We make things happen.

WE ARE COMMUNITY LEADERS who are inspired to make life better for our neighbors.

**WE STAND FOR ACCESS** to affordable, comprehensive social and medical care for all seniors and fiercely advocate for healthcare equity.

**WE VALUE OUR TEAM** as highly skilled healthcare champions. Together, we collaborate to impact lives by delivering what matters most to those we serve.

system social

WE ARE AN EXEMPLARY AND INNOVATIVE care system that addresses the complex medical and social needs of seniors, allowing them to live at home.

**WE EMPOWER** self-expression, creativity, and fun.

**TO ENSURE OUR MISSION ENDURES**, we are responsible stewards of our resources.

**WE PROVIDE** fulfilling and meaningful career opportunities that support our neighbors.

WE ARE A DIVERSE AND INCLUSIVE ORGANIZATION, reflective of our community. We bring our humanity, respective cultures, and life experiences to our work.

WE ARE COMMITTED to the neighborhoods we serve and are catalysts for dynamic connections with caregivers, benefactors, volunteers, and other community partners.



Your life just got better

### Inspiring Growth

The year 2022 brought Center for Elders' Independence many successes and revealed areas of opportunity for growth as we set ourselves up for the next 40 years. Our teams are incredibly dedicated and committed to the mission of CEI: to serve and support seniors to live a high-quality life with dignity and independence for as long as possible.

Throughout the year, we celebrated serving seniors for 40 years by recording 40 participants, caregivers, staff and senior leaders sharing stories of how CEI impacted their lives. You can see these stories on our YouTube channel. We also celebrated our "birthday" with picnics, parties, and a participant art show. Enabling our participants to showcase their amazing talents and creativity filled my heart with joy. Reuniting our participants and team with in-person events and celebrations has been such a gift and has had a profound impact on us all.

We are an evolving organization, at a critical juncture. We see the tremendous need for PACE services as the population continues to age throughout the state, and especially in the two counties we serve. In order for CEI to increase access to PACE, we must embrace innovation, leverage technology and continually update and improve our internal processes. CEI is committed to workforce development and remains keenly focused on training, elevating, and promoting our teams. In doing so, we provide fulfilling career opportunities and promote the delivery of high quality care and services.

The CEI leadership team carefully and thoughtfully created a charter as our stand for the future of CEI. You can read the full charter on page 2. The charter is our guide as we make choices along the path of growth while remaining fully dedicated in service to our current participants. It is our responsibility and privilege, to serve more people who need the PACE services CEI provides. We are equally committed



to maintain the high quality of care for which we are known. I am truly inspired by the future our teams are creating.

As you read this 2022 Annual Impact Report, you will learn how we continue to serve seniors, how we are meeting challenges and how we are celebrating being together again.

Everyone, from each team member to board member to donor, plays a huge role in caring for our beloved elders. I humbly thank you for being on this journey with us.

Respectfully, Maria E. Zamora President and Chief Executive Officer

Mai E. Jun

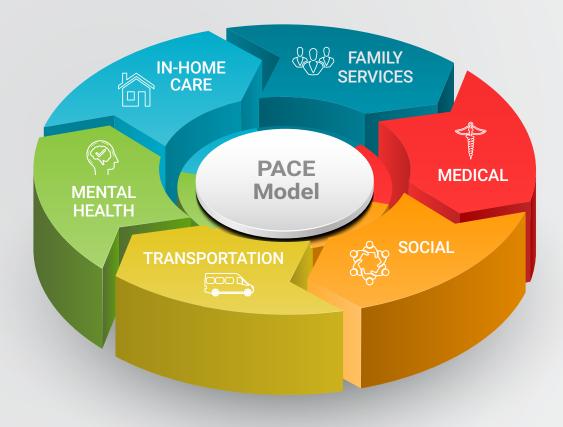
### PACE-The Gold Standard of Senior Care

PACE offers personalized healthcare that is meaningful, respectful and honors the needs of the senior and their family. The PACE Model of Care is a comprehensive healthcare program for people 55 years of age or older who need extra help to continue living at home. Seniors who have multiple health challenges and are at risk for assisted living placement could be a good fit for this program.

The "Program of All-Inclusive Care for the Elderly" is a national healthcare program that offers hightouch, highly qualified and engaged teams who deliver robustly coordinated care. There are 273 PACE centers throughout 32 states nationwide. PACE works well because it combines a full medical clinic, a social day center, a senior rehab gym and home care with teams who specialize in caring for seniors. PACE provides care when and where a senior needs it.

Care is streamlined and coordinated by team members, such as physicians, home care nurses, nutritionists and physical therapists. Care plans are customized and developed based on what matters most to the senior.

PACE's flexible healthcare program enables the specialized care teams to get creative to solve problems supporting the participant as much as possible. Hundreds of stories abound and in this report, we highlight a few.



### From a Wheelchair to Full Independence

Every 40 seconds, someone in the United States has a stroke. One day in 2020, that someone was Laura Imbong.

Senior Laura Imbong was an active community member and tennis player, when she unexpectedly suffered a stroke. The incident turned her world upside down.

The struggles were real. "I am fiercely independent, and I don't have family in the area. I was running out of resources because of my stroke. It was challenging to be alone. The stroke had left me unable to feed myself or get around. I lost my voice and I couldn't make myself heard or understood when making phone calls for medical appointments. Sometimes, healthcare operators would drop the call because they couldn't hear me and they would not call back."

One year after the stroke, Laura's health was still on the decline. Seeing a Center for Elders' Independence bus in her neighborhood piqued her curiosity, especially the words emblazoned on the side on the side of the bus – "Elders' Independence." Laura immediately Googled the organization, leading her to enrollment at PACE Concord.

#### **Rebuilding Self-Reliance Takes a Team**

Once enrolled in the PACE program, Laura had access to comprehensive wrap-around medical and rehabilitative care that led to her recovery. Five times a week, she was provided transportation to and from her medical appointments. She had a coordinated schedule of physical therapy, speech therapy and occupational therapy. Within one year, she went from a wheelchair to walking on her own with support. Her vocal cords strengthened. She talks with a slight stutter today but her voice



and message is loud and clear. The PACE model of care goes beyond physical healing.

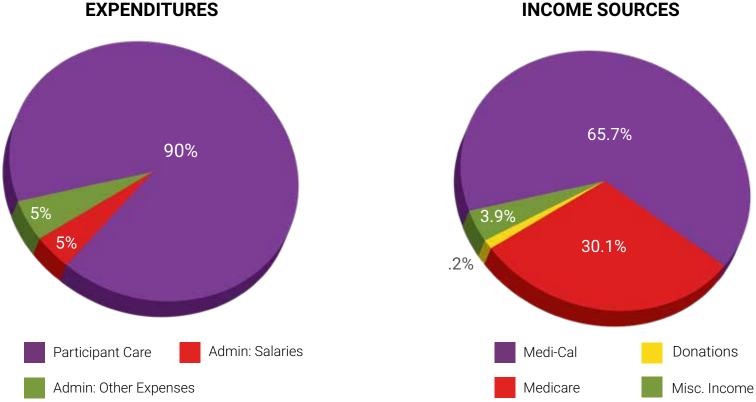
#### **Emotional Support Helps Stroke Survivors Cope**

Today, Laura is back at her pre-stroke level of activity. She is an active volunteer at her church and always brings a small stack of CEI brochures to share with other seniors in need. Laura shares, "Finding CEI helped put my feet back on the ground. I cannot find this level of service anywhere else. I experience it daily when they show me kindness, helpfulness, and compassion. And being part of the PACE program, I now have a new huge family. I am lifted. I am happy. I am fully recovered and am fully inspired."

### Over 90% of Every Dollar goes to Participant Care

#### To ensure our mission endures, we are responsible stewards of our resources.

As we look to the future, our financial position continues to remain strong. We take our fiscal and fiduciary responsibilities seriously taking great care to maximize every dollar we receive, whether it is from Medicare or Medi-Cal, or from generous donations. Well over 90% of our funding goes to participant direct care.



**INCOME SOURCES** 

### Direct High-Touch, Meaningful Care

#### Our participants can rely on us to deliver on our care promises at all times.

Delivering direct high-touch, meaningful care shows up in many ways throughout a participant's day. From home care helping a participant get ready in the morning and being greeted warmly by the van driver, to being served a hot meal at lunchtime, seniors do rely on us to help them flourish in daily life, recover from medical events, or build strength and balance in our senior rehab gyms. It takes daily dedication from all of our staff to make all these services happen.





**Occupational Therapy Visits: 3,449** 



Day Center Visits: 42,114



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### Finding Hope and Health at CEI

### Participant Profile

76-year-old Gary lives in a fourth floor walk-up apartment in Berkeley. Going up and down four flights of stairs was arduous at best as he would easily get winded. Because of the stairs, Gary would sometimes choose to stay home instead of visiting his daughter or going out. His mental health was declining along with his physical abilities.

His youngest daughter is a clinic director and recognized that her father wasn't getting the care he needed from his former health plan. She found Center for Elders' Independence and despite his reluctance, he trusted his daughter and made the change.

Gary shares, "I love it here. It's so much better. They care a lot. They know my name!" He finds his PACE Berkeley Center to have a "close-in approach to taking care of me." Knowing that his large care team meets at least once a week to discuss his challenges and successes greatly impresses him and calls it "extremely healthy."

#### My PACE Doctor Makes a Huge Impact

But it's his relationship with his PACE doctor that makes that biggest difference. Gary finds himself very comfortable to speak up about anything. "My previous doctors were not focused on seniors so it was very hard to relate to them."

He's noticed his attitude about making choices is much more positive than before. "Because I'm here, I'm better able to face challenges and adjust my attitude. I have a vision for life and actually make good decisions that will help me live longer. They make me want to live longer."

He enrolled in September 2022 and after just three short months, he's already lost 16 pounds thanks to the veggies and nutritious food he's getting through CEI. Gary can climb the stairs to his home more easily.

"Coming to CEI, even just once a week, it's one of the blessings in my life. At 76, opportunities come and go. And this opportunity is one I'm very happy came my way."

"Because I'm here, I'm better able to face challenges and adjust my attitude. I have a vision for life and actually make good decisions that will help me live longer. They make me want to live longer."



### Expertise Outside of PACE

As the administrator of the Home and Community-Based Alternative Services waiver program, CEI takes our expert, coordinated care outside of the PACE program. HCBA is designed to help people gain additional in-home care services through Medi-Cal over and beyond the traditional IHSS. The HCBA waiver program serves people of all ages who have long term disabilities.

#### Helping People Find Housing and Community

Partnered with Cardia Health, CEI's HCBA program works to provide intensive and stabilizing healthcare and medical education to people at Project Home Key sites throughout Oakland. Project Home Key gets people into permanent housing through the California Governor's plan. The HCBA program dramatically improves health and helps keep people housed.

This usually means a big transition for the participants. They are supported to take diabetic medications daily or get dialysis treatment regularly instead of going to the ER every couple of weeks. People find themselves taking a large interest in their well-being, grooming, and their living environment. They become involved in their small community. They feel better; they are motivated; they are engaged; they become healthier.

#### **CEI runs the HCBA Waver Program in Two Counties**

When CEI took over administration in 2018, 200 residents were served with a staff of five. There was a two-year wait list and the team quickly got to work to assess needs and get the services people needed. Now, HCBA serves over 535 people with almost 15 nurses and care coordinators. Enrollment is expected to grow over the next year as the demand is high for this program.

HCBA supplements nursing and in-home care hours approved by In-Home Supportive Services (IHSS) allowing people to remain at home instead of a skilled nursing facility. IHSS allows a maximum of 283 hours. With HCBA, up to 720 hours is offered, providing 24-hour care if needed. Generally, people remain on the HCBA program for the long term as they are usually dependent upon others for care. Over 60% of the HCBA participants are over age 55.



### 40 Stories Making Life Better

Sharing stories is one way we connect as humans. And to celebrate Center for Elders' Independence's 40th anniversary, we interviewed 40 people to hear first-hand how CEI changed their lives.

PACE participant Xuecai Zeng says one of the biggest positives that CEI has added to her life was her ability to do things independently. Since she doesn't drive, she no longer depends on her daughters to drive her to appointments, causing them to miss work. "I have been happier and healthier, finding joy in engaging with the PACE Concord staff. My favorite activities are the ones that enhance memory, improve intelligence and build strength. The center feels like a second home, and my life is more enriched."

Home Care Aide Reba Love has been with CEI for 27 years and has made life-long friends at the organization. She shares that friendships are not just with co-workers but extend to participants and their families. One of her favorite stories is about one unhoused participant who just turned into a butterfly and spread his wings after joining the program. "It's heartwarming to know that we greatly impacted a participant. To know that he is safe off the streets, he's sheltered. He has everything he needs. Without CEI, where would he be? CEI is about sharing love. That's what it's all about."

These are just two of the many stories that inspire us. Through these stories, we celebrate past accomplishments, appreciate the successes of the present, and look forward to the future. CEI stays on the front lines of change on this anniversary milestone. We will work tirelessly to improve healthcare access and leverage relationships and resources to achieve real results. We will continue to use our collective assets. We will remain steadfast in our obligation to strengthen our vision for senior healthcare, so they may continue to live independently at home and be the heart of strong, vibrant communities.

Visit the Center for Elders' Independence YouTube Channel to watch the 40 Stories series.





#### Seniors

#### Caring for Seniors

"We are an evolving organization, at a critical juncture. We see the tremendous need for PACE services as the population continues to age...." -Maria Zamora, CEO

# CENTER FOR ELDERS'

Your life just not better

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Caring

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for Seniors

### Socializing and Sunshine Improve Senior Health

CEI participants have been enjoying multi-center picnics for many years. After a two-year break due to the pandemic, the much-anticipated outings happened this last summer.

Seniors were able to safely socialize, exercise and enjoy the great outdoors while storing up some Vitamin D. The picnics are just part of the annual calendar of activities that are strategically crafted to keep the participants active and engaged.

Studies have shown socializing improves the overall quality of life and adds years to one's lifespan. CEI provides seniors with opportunities to make new friends and strengthen existing relationships – all key components in maintaining mental health.

The participants of PACE San Leandro, Downtown Oakland and East Oakland centers gathered at the San Leandro Marina Park. The theme celebrated CEI's founding 40 years ago blasting into the past: the 80s decade.

Berkeley, Concord and Guardian participants met at the Lafayette Reservoir. Both groups enjoyed the pop music of the '80s, neon colored outfits, dancing and games.















### Seniors Make Connections Online

We are thrilled to have close to 260 senior adults graduate from our WebLinks iPad class since inception in July 2020.

This year saw 147 seniors start the 8-week course and finish it with pride and confidence as they learn new skills to use technology to connect with friends and family near and far. The pandemic highlighted how many seniors suffered because they did not know how to access their community through the internet. CEI set out to bridge that divide and help participants access healthcare, services and connections online with a new iPad and Wi-Fi service.

Angelique Ogden, an Activity Coordinator at PACE Downtown Oakland, says, "I see a huge boost in their confidence and interaction throughout the weeks of the class. At first, they are hesitant but after a while, as they learn, their abilities grow. Next thing I know, they are shopping, sharing YouTube videos and FaceTiming with each other." Classes are taught in English, Cantonese, Mandarin, Spanish, Tagalog and Korean.

Armed with a substantial grant from the California Public Utilities Commission (CPUC), CEI teams up with Community Tech Network to deliver the two-month course. Community Tech Network is a San Francisco-based nonprofit specializing in teaching disadvantaged populations how to access the internet safely and how to use smart devices. Generous donors help purchase brand new network-enabled iPads for graduates as well as in-home internet access.









### PACE East Oakland Gets Major Facelift

In September 2022, PACE East Oakland got a modern makeover for participants and staff to enjoy. Spaces throughout the center were renovated and upgraded with modern furnishings. This included a new welcoming reception lobby, an upgraded dental suite, new flooring throughout the location plus a new computer lab. A grand reopening celebrated the upgraded renovation with live jazz music, refreshments, a ribbon cutting, and a rededication to Josie Barrow, a founding board member and an Oakland activist. CEI is deeply rooted in East Oakland with its presence at the Eastmont Mall for 22 years.



### Creating the Future in Community

### We stand for access to affordable comprehensive social and medical care for all seniors and fiercely advocate for healthcare equity.

CEI believes that it is our responsibility to get involved to fiercely advocate for senior lives. That commitment shows up in many opportunities throughout the community.

#### **Future Doctors & PACE**

We partnered with University of California, Berkeley (UCB) to train a new generation of medical doctors and nurses to go into senior healthcare.

Medical students paired with participants to develop a life story. The UCB students met with the participants several times to ask questions about their lives, their challenges and their wisdom. The students also shadowed CEI's medical doctors and attended care team meetings to experience firsthand how the PACE healthcare model works to improve quality of life and health.

For the academic year 2022-2023, the program expanded to include panel discussions, additional shadowing opportunities, and more sessions with participants.





#### **Partnership Extends Relationships**

Recognizing the importance of End-of-Life Care, CEI developed a key partnership with Hospice East Bay. Hospice East Bay is a well-established leader in compassionate end-of-life care with 45 years. They provide additional services while allowing the CEI care team to maintain important relationships with participants that have become so strong over the years.

With traditional hospice services, there is a complete change of providers and caregivers that can be disruptive for the hospice patient and their family. As most participants are with CEI for many years, friendships and bonds develop with staff. Having familiar, trusted faces provides a sense of calm and reassurance to everyone involved during a life-changing transition. By partnering with Hospice East Bay, CEI brings in needed expertise without that disruption and important healthcare relationships stay intact.

#### Housing & Seniors: A Bay Area Discussion

In February, Center for Elders' Independence partnered with On Lok PACE to produce and host the 2022 Senior Health Policy Forum. The Forum was held online gathering policymakers, organizations, housing developers and senior health advocates from across 10 Bay Area counties to create a future for the growing senior populations. The "Advancing the Intersection of Health and Housing Initiative" theme focused the many discussions. Topics covered all aspects of blending senior housing with senior health. Community leaders from all fronts pointed to key changes to make a greater positive impact to meet Governor Newsom's Master Plan for Aging. The next Forum will be in December 2023.



#### **Getting Involved in the Election**

To help voters get informed, Center for Elders' Independence and LifeLong Medical Care co-hosted the "Oakland Mayoral Candidate Forum" on August 30. KTVU Fox reporter LaMonica Peters and KQED morning radio anchor Brian Watt moderated the discussion. Other panelists included Dr. Noha Aboelata, Founder/CEO of Roots Community Healthcare, and Mattie Scott, from the Oakland Mayor's Commission on Aging.



The forum was held at the Laney College Theater, which was packed with seniors and other Oakland residents of all ages. The candidates answered numerous questions on issues important to seniors: public safety, healthcare, and homelessness rates. Providing highquality healthcare to our neighbors is rooted in educated voters who advocate for good policy and make informed voting decisions.

#### Walk Team Combats Alzheimer's

CEI Foundation sponsored a record team of 26 walkers at the Walk to End Alzheimer's event held in late October 2022. The PACE Setters Team raised over \$2,000 in the annual collaboration with the Alzheimer's Association. The team consisted of staff, donors and board members plus members from the Asian Network Pacific Home Care and Hospice. Teams from all across the Bay Area gathered in San Ramon to raise awareness and funds to combat this type of dementia. It's estimated that close to 700,000 Californians age 65 and older live with Alzheimer's.



### **CEIFoundation** Center for Elders' Independence Funding Supports Senior Programs

There are many different ways the CEI Foundation financially supports seniors through generous donations from the community and staff. Donors can choose to direct their funds to any of these five options.

#### THE FUND FOR EXCELLENCE

The Fund for Excellence supports CEI with general needs such as upgrading centers with renovations or equipment, expanding existing services, enhancing our transportation fleet, or augmenting day center activities. This fund helps bridge any gaps with our traditional funding sources to maintain the Gold Standard of Care.

#### HELPING HANDS EMERGENCY ASSISTANCE FUND

If an emergency situation occurs in a participant's life that might lead to disenrollment in the PACE program or otherwise compromise healthcare delivery, the Helping Hands Emergency Assistance Fund comes to the rescue. This fund helps with one-time needs such as rental deposits, relocation expenses, home environment safety improvements or another emergent issue. Initial monies came from the generous donations for the former CEO Linda Trowbridge's memorial and continues to grow throughout the year.

#### WEBLINKS PROGRAM FUND

To complement the CPUC grant, the WebLinks Program Fund ensures that all graduates of the iPad classes receive a brand new iPad and two years of in-home internet access. After graduation, seniors find themselves wanting to learn more and continue to use their new technology skills. They reunite with friends and family as well as meet with their medical team via email or Zoom. Having their own equipment makes a huge difference as they can customize it for their own personal desires and needs. The WebLinks Program lessens the digital divide and diminishes social isolation.

#### THE LANGUAGE BRIDGE FUND

With more than 20 languages spoken in the PACE centers, polylingual communication between staff and participants has greatly improved with the use of hand-held translation devices. The Language Bridge Fund has thus far acquired 25 of these devices in 2022, with plans of providing 50 more for distribution among the various centers. The acquisition of the hand-held translators came as a direct response to suggestions from frontline staff.

#### MARK ABAR MEMORIAL SCHOLARSHIP

Also in 2022, CEI Foundation set up the Mark Abar, RN, Memorial Scholarship for Nursing Education to honor and extend the legacy of the highly esteemed staff member and to support future nurses through formal education. Application is ongoing with the first scholarship to be awarded in 2023.



### Biggest PACE Party Celebrates 40 Years

In early May 2022, the CEI Foundation hosted the annual PACE Party celebrating 40 years of serving seniors in the San Francisco East Bay. Between the free community dance on the Jack London Square Plaza and the ticketed main event at Scott's Seafood Restaurant, close to 400 people joined us for the festivities.

Highlights of the evening included dancing on the plaza to the *Cosmo Alleycats*, a live auction, a lifetime achievement award to the late Wilma Chan and a caregiver award to Michael Mancini plus a gorgeous ruby and diamond necklace giveaway. Over \$180,000 was raised during the celebration. Local elected officials Oakland Mayor Libby Schaff, State Senator Nancy Skinner, Alameda Board of Supervisors Keith Carson and the City of Berkeley all issued public proclamations recognizing CEI's people and the great work we do for seniors and the community.

The annual PACE Party is a great opportunity for CEI to celebrate with the community as a leading senior healthcare provider in Alameda and Contra Costa Counties.

The next PACE Party is scheduled for Thursday, May 4, 2023. Save the Date!











### Be a Giving Leader

Being a leader is more than just words. It's taking the action needed to make a difference for others. These directors and trustees roll their sleeves up to provide their professional and business expertise so that Center for Elders' Independence is strategically poised for the future needs of seniors. They fully support our mission and our charter as we move into the future. We are deeply grateful for everything they do.

#### **Board of Directors**

#### Center for Elders' Independence

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Tom Hyland, Executive Director

### "Because we are all caregivers."

### How to Support Seniors

To financially support and help expand programs for seniors, you can:



Visit our website: ceifoundation. elders.org to support a specific cause.



Call our Fund Development Department at 510-318-7162 and speak with us directly about your gift.



Mail the enclosed return envelope with your check or credit card information.

## We deeply thank you for your donations and support.

Your donations allowed us to purchase over 100 iPads to give to seniors who graduated from our Weblinks iPad classes over the past year.

In addition, donations provide meals, activities, and arts and crafts materials to keep minds and skills active and sharp.

### Let's Toast Together!

The CEI Foundation hosted the annual Holiday Toast at the Uptown Station in Oakland on December 8, 2022. Attended by the Senior Leadership Team, Board of Trustees, Directors, donors, vendors, and staff, the event was an opportunity to celebrate the year's successes, strengthen relationships and deepen community support.



### The People Who Make it Happen

January 1, 2022 - December 31, 2022

#### \$25,000 & Above

Contra Costa County Transportation Authority Kaiser Permanente Foundation TRHC–CareVention

#### \$10,000 & Above

HUB International Insurance Services Annie Mudge & Dr. James Mittelberger 🛟

#### \$5,000 & Above

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## Center for Elders' Independence

Integrated PACE Healthcare In-Home and In-Center



#### **CENTER LOCATIONS**

- 1. PACE Downtown Oakland 510 17th Street Oakland, CA 94612
- 2. PACE Berkeley 1497 Alcatraz Avenue Berkeley, CA 94702
- 3. PACE East Oakland 7200 Bancroft Avenue, Suite 188 Oakland, CA 94605
- 4. PACE San Leandro 1850 Fairway Drive San Leandro, CA 94577
- 5. CEI Guardian Adult Day Health Care 3905 San Pablo Dam Road El Sobrante, CA 94803
- 6. PACE Concord 1465 Civic Court Concord, CA 94520



