



# PCA CARES

2017-2018  
Annual Report



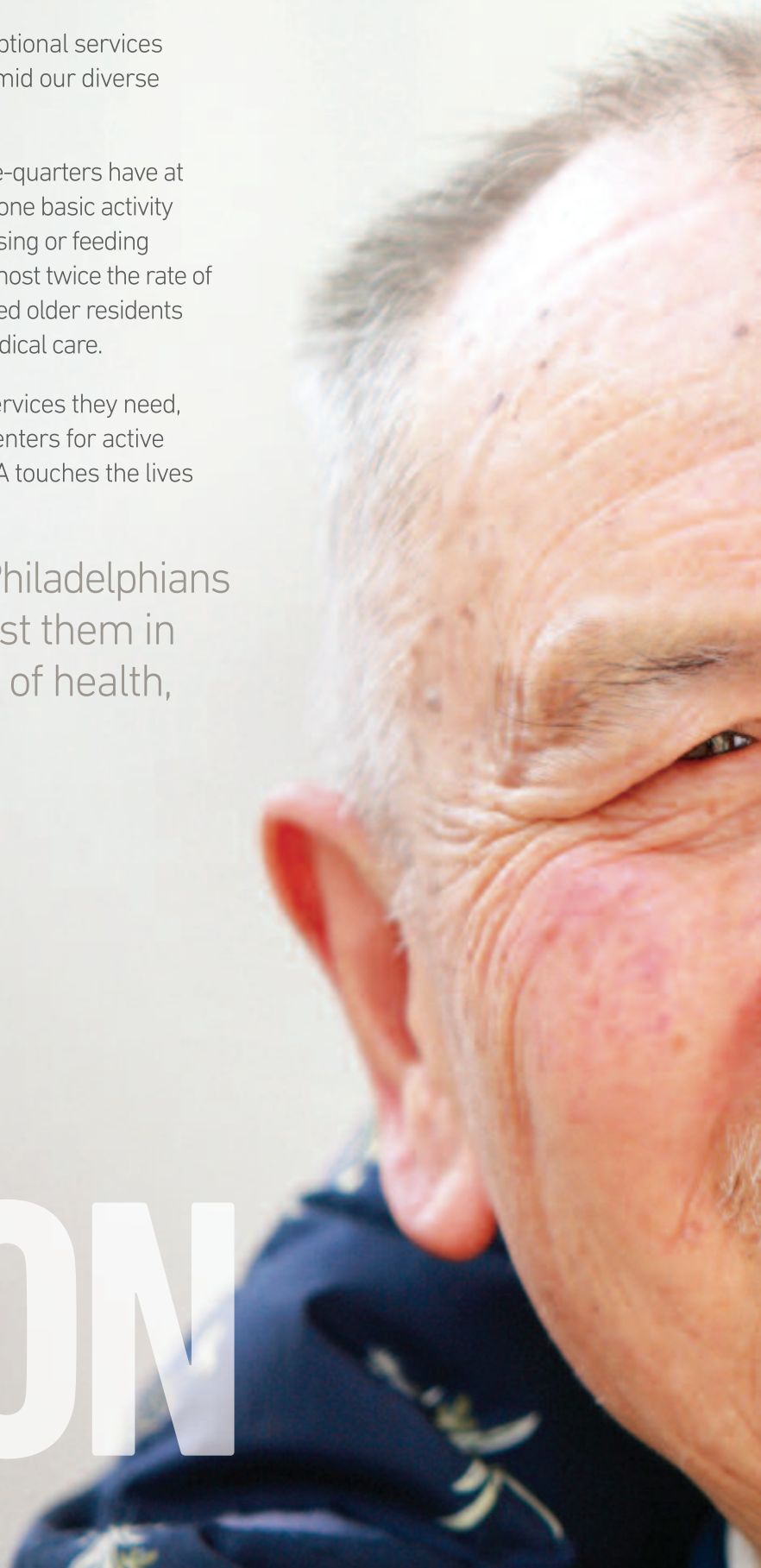
**FOR 45 YEARS,** PCA has provided the exceptional services that help Philadelphia seniors live their best lives. For many amid our diverse clientele, the role we play is great.

Among Philadelphia's 291,000 residents age 60 and older, three-quarters have at least one chronic illness and a third have difficulty with at least one basic activity of life — preparing meals, managing medications, bathing, dressing or feeding themselves. And older Philadelphians experience poverty at almost twice the rate of seniors elsewhere in the nation. More than 134,000 impoverished older residents struggle to pay for the necessities — food, housing and basic medical care.

PCA is the first stop for Philadelphia-area seniors to get the services they need, regardless of their health or financial situation. From senior centers for active individuals to care at home for those who need more help, PCA touches the lives of 140,000 people each year as we pursue our mission:

To improve the quality of life for older Philadelphians and those with disabilities and to assist them in achieving the greatest possible levels of health, independence and productivity.

# PCA'S MISSION







**PCA**

PHILADELPHIA CORPORATION FOR AGING

*Enriching lives, preserving dignity.™*



IN THE PAST YEAR, WE  
HAVE TOUCHED THE  
LIVES OF 140,000  
INDIVIDUALS...

# LOOKING FORWARD

**AT PCA,** we know about change. As an agency that started in 1973 with just a handful of staff and a vision, we're proud to now include some 650 dedicated employees and nearly two dozen programs that support and enhance the lives of Philadelphia seniors and people with disabilities.

PCA has grown into an increasingly vital agency. In the past year, we have touched the lives of 140,000 individuals: the active 73-year-old who works out at her local senior center; the frail, homebound man who receives home-delivered meals; the woman in her 50s who cares for her aging mother. We provide information and connect seniors and their caregivers to services. Most of all, we bring hope and stability.

PCA has evolved and adapted as needed over the years, and more changes lie ahead. Community HealthChoices (CHC), the state-mandated program that will alter the provision of Medicaid's long-term care services, will launch in Southeast Pennsylvania in January 2019. Under CHC, select managed-care organizations will coordinate both physical health care and long-term services and supports. In addition, PCA will launch a separate agency, called PCA Care Connections, to provide service coordination – the process through which staff evaluate a senior's needs, develop a person-centered care plan and arrange services. Throughout these changes, what will remain constant is the commitment that undergirds PCA's work: to ensure that all Philadelphia seniors age gracefully, and with dignity, regardless of their circumstances.

The challenge before us is great, and growing. As the landscape of aging services changes, so does the need. Over the past decade alone, the population of older adults in Philadelphia has increased by 15 percent. At the same time, the percentage of Philadelphia seniors with incomes below 50 percent of the federal poverty level has nearly doubled. But the funding that enables our work has remained all but stagnant, forcing us to look more than ever to private donations for support.

PCA looks vastly different now from how it looked 45 years ago, and in another year, it will look more different still. But change is a positive. Without it, there is no growth. PCA has grown into the life-changing organization it is today, and it will grow even stronger in the days to come. I look forward to guiding the agency through the upcoming transition to an even brighter, more vital future. I invite you to join me on that journey.



Holly Lange  
President and CEO  
Philadelphia Corporation for Aging

▶ To make a difference in the life of a Philadelphia senior by donating to PCA, contact Joan Zaremba at [Joan.Zaremba@pcaCares.org](mailto:Joan.Zaremba@pcaCares.org) or 215-765-9000, ext. 5051; or visit [pcaCares.org/donate](http://pcaCares.org/donate).





# PCA CARES for Charlotte and Jim

**“GOD SAYS** he will supply our needs,” says Bernadette Foxworth. “I believed, and then I found PCA. PCA has really done a lot for me.”

At 68, this mother of three grown daughters has close-cropped hair just starting to turn grey; large, expressive eyes; and a ready smile. Upon meeting her, you wouldn’t guess that she has had open-heart surgery twice, plus three operations on her legs and surgery for ovarian cancer. But when she rises to walk across the room, the pain is apparent in her face and her halting gait.

“The surgery saved my legs, but I’m still having a lot of pain,” she says, her eyes filling with tears. “When I had my second open-heart surgery, I didn’t have an aide. I had a friend who helped. Then she told me about PCA.”

Foxworth is among 18,722 older Philadelphians who received service coordination, or care management, services from PCA last year through Pennsylvania’s Aging Waiver or Options programs, both of which provide long-term care in

the home for those 60 or older. Eligibility for Waiver services, which are provided at no cost, is based on income and assets, and level of care needed. Those who do not qualify for Waiver may be eligible to receive services through Options on a sliding payment scale based on income.

Over the past three years, Foxworth’s PCA service coordinator has arranged for her to have a personal care assistant in the morning to help her with bathing, dressing and meal preparation. Her service coordinator also helped her to obtain a shower chair, personal emergency response system, her prescription medications and access to transportation services.

Her assistant is a blessing, she says. “We pray, we laugh, we joke; she’s good company,” Foxworth says. “She takes me walking. When I’ve been sick, she’ll sit with me.”

She is thankful to PCA for the help and support she has received. “I’m passing on to everybody that needs help to call PCA,” she says, “because they have really helped me.”

**“I KNOW** this sounds dramatic, but Philadelphia Corporation for Aging may actually have saved my husband’s life,” says Charlotte Brown.

After Charlotte’s husband, Jim, had a stroke that drastically changed both their lives, Charlotte turned to PCA’s Caregiver Support Program, which helps caregivers keep their loved ones at home by providing information, benefits counseling and support, as well as reimbursement for some caregiving expenses.

The Browns are among 850 families in Philadelphia who have received support through the program over the last year. “We are enormously grateful to PCA,” says Charlotte, who, as a cancer survivor, has experienced her own health challenges. “I assumed I had thought of everything, but I hadn’t.” Her PCA care manager’s safety review of the Browns’ Parkside home was “like a wake-up call” that revealed hazards for Jim that she hadn’t been aware of. “I was so grateful and relieved by that visit,” she says.

In addition to this home safety information, Charlotte has received a wealth of tips and emotional support to help ease her caregiving burden. “There have been so many reasons for my gratitude,” says Charlotte. “I wish I had known about PCA when I was a caregiver for my mother.”

Caring for a loved one is among life’s greatest challenges but, thanks to PCA, it needn’t be a lonely one. “My relationship with our PCA care manager became one of the most important ones of all,” Charlotte says.

While the relationship with PCA is not familial, Charlotte says that it somehow feels that way.

“From their raising my awareness about reimbursement services for medical supplies and basics like home-delivered meals, I know that the agency is there for me,” she says. “I’ve listened and learned, and I understand now that when I needed help, I wasn’t alone. And for any caregiver, that matters more than I can even express. I can honestly say that it’s made my life – and my husband’s – so much more manageable, and happy, too. What a special gift.”



# PCA CARES for Bernadette

MICHAEL BRANSCOM





# PCA CARES for Helen's family

**"I OWE SO MUCH** to the medical world but also to the West Philadelphia Senior Community Center," Jessie Howard says. "The center has put me on the path to keeping my health, and that is the greatest gift a person can have." Life is especially precious to Howard because of a health scare that served as a wake-up call.

On the day before Mother's Day in 2014, Howard, who was dangerously overweight and dealing with diabetes, felt a strange sensation in her chest. She is a widow but was fortunate to have family close by. By the time Howard got to the hospital, she was in critical condition with a raging heart attack.

Medical intervention saved her life. Afterwards, she vowed to take better care of herself.

It was a friend who alerted her to the extensive health and wellness programs at the West Philadelphia Senior Community Center, which is among the 28 PCA-funded senior centers located throughout the city. It was there that Howard set out on the road to a healthier life.

"It wasn't easy to lose 140 pounds, or to start an ambitious fitness program and to stick with it," says Howard, who credits the steadfast encouragement of the center's dedicated staff to helping her achieve her wellness goals.

Howard's story even caught the attention of "The Art of Aging," a segment on local news station 6 ABC. "I had so many people who cared about me and cheered me on," says Howard, who had never paid much attention to health, fitness or nutrition before her health crisis.

The center's healthy daily lunches, vast exercise offerings and knowledgeable physical fitness trainers and nutrition experts gave her the support system she needed. "I never thought I could learn to eat right, exercise and become an example to others," she says. "I learned so much about what it means to be healthy. I've discovered a whole new world. And, I've had fun along the way."



**“IT WAS SUCH A RELIEF** to know that this help was out there.” So says Steve Barsh, who reconnected with his elderly mother, thanks to PCA.

When he was 13, Barsh had to come to terms with the fact that his mother, who experienced mental health challenges, had left the family. “At that age, it was hard to understand, let alone accept,” he recalls. “It’s painful for a kid to think that he is not loved or wanted by his own mother and to try to understand that mental illness was the cause.”

The pain of his mother’s absence lingered for Barsh, even as his father remarried and the family moved on.

After having several brief encounters with his mother over the years, Barsh lost hope of seeing her again. Helen Barsh had become a lost soul, sometimes living in run-down hotels or on the streets.

Barsh went to college and began a family of his own – and a career as a venture capitalist. Then, one day in 2017, he received a phone call from an investigator with PCA’s Older Adult Protective Services Department. His mother was at Philadelphia’s Mercy Hospital.

When Barsh and his sister arrived, their mother was dazed, weak and frail, but she recognized her children. The Barsh family was reunited, thanks to PCA, which is committed to helping older adults who are experiencing abuse, neglect or financial exploitation. The agency had responded to a call about Helen.

“We could at least comfort her and be near her,” Barsh says. “Without that effort, we could never have had that last chance.”

The emotional reunion lasted only a few days. The family was able to give Helen what they knew would be her last wish: a Jewish funeral and burial. Investigator Ashakia Macklin, the young woman who had brought them together, supported the family and attended Helen’s funeral. “That really touched and amazed us,” Barsh says.

The family remains deeply grateful to PCA. “We will never forget what PCA did for us, and for our mother at the end of her life,” Barsh says.



**PCA  
CARES** for Jessie

MICHAEL BRANSCOM





# 2,041,048

Over 2 million tasty, nutritious meals were served to older adults at senior community centers and satellite meal sites or delivered to seniors' homes.

# \$156,438

The Emergency Fund provided over \$156,000 in crisis assistance to 1,605 low-income seniors for expenses such as home heating fuel.



# CARING COUNTS

2017  
SERVICE  
HIGHLIGHTS





# 310,448

Transportation programs sponsored by PCA provided more than 310,000 rides to seniors and people with disabilities.

# 35,404

PCA's long-term care staff conducted over 35,000 needs assessments for people referred to the agency for long-term care services.



# 23,210

PCA provided service coordination, or care management, to over 23,000 seniors through Pennsylvania's Aging Waiver, Options, caregiver support, protective services and other programs.



▶ **Read more about PCA's programs, services and accomplishments in the full annual report at [pcaCares.org/annual2017](http://pcaCares.org/annual2017).**



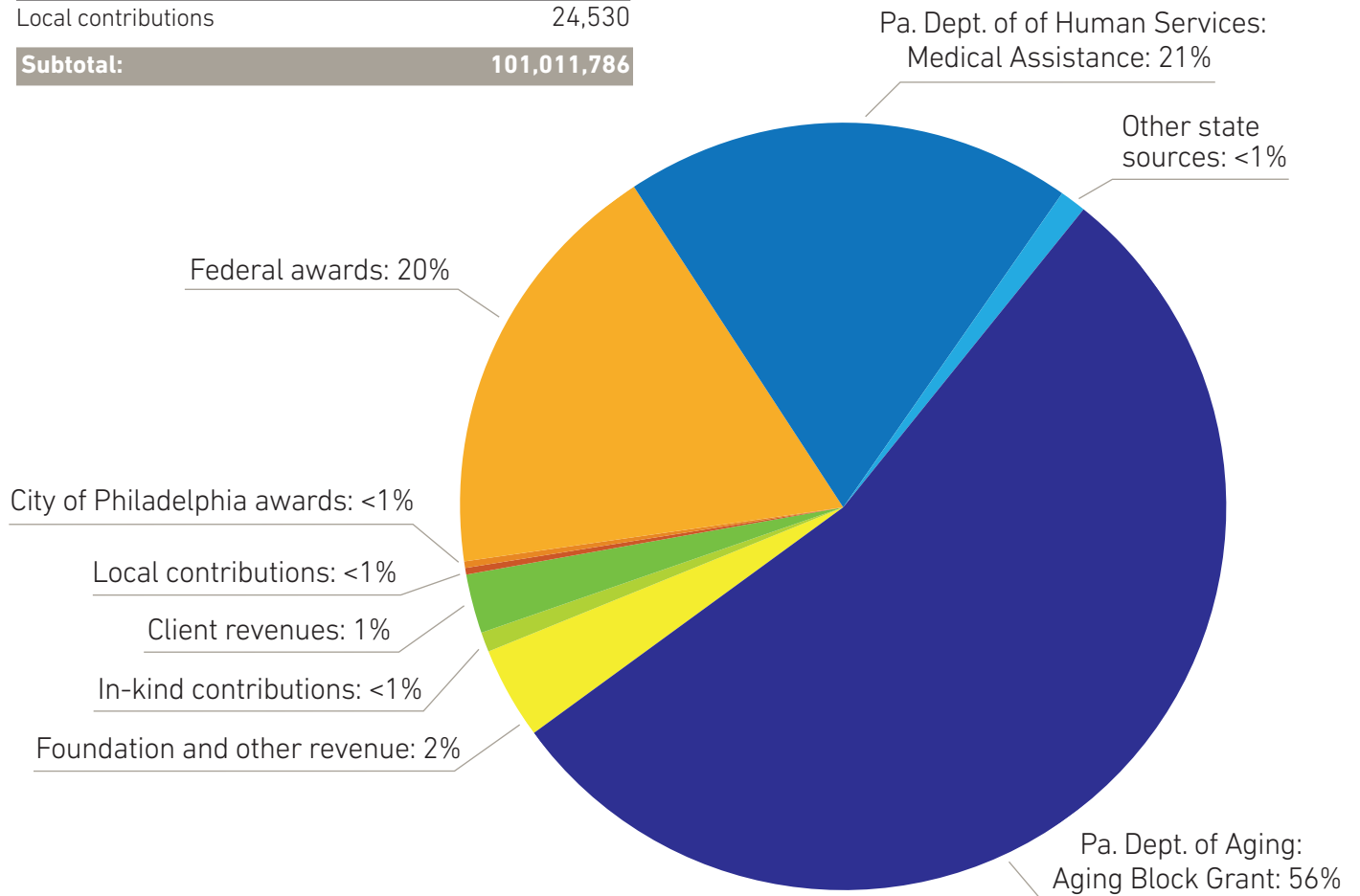
# REVENUE

## PUBLIC SUPPORT:

Pa. Dept. of Aging: Aging Block Grant	58,039,100
Other state sources	154,293
Pa. Dept. of Human Services: Medical Assistance	21,693,079
<b>Total Pennsylvania revenues:</b>	<b>79,886,472</b>
Federal awards	21,037,301
City of Philadelphia awards	63,483
Local contributions	24,530
<b>Subtotal:</b>	<b>101,011,786</b>

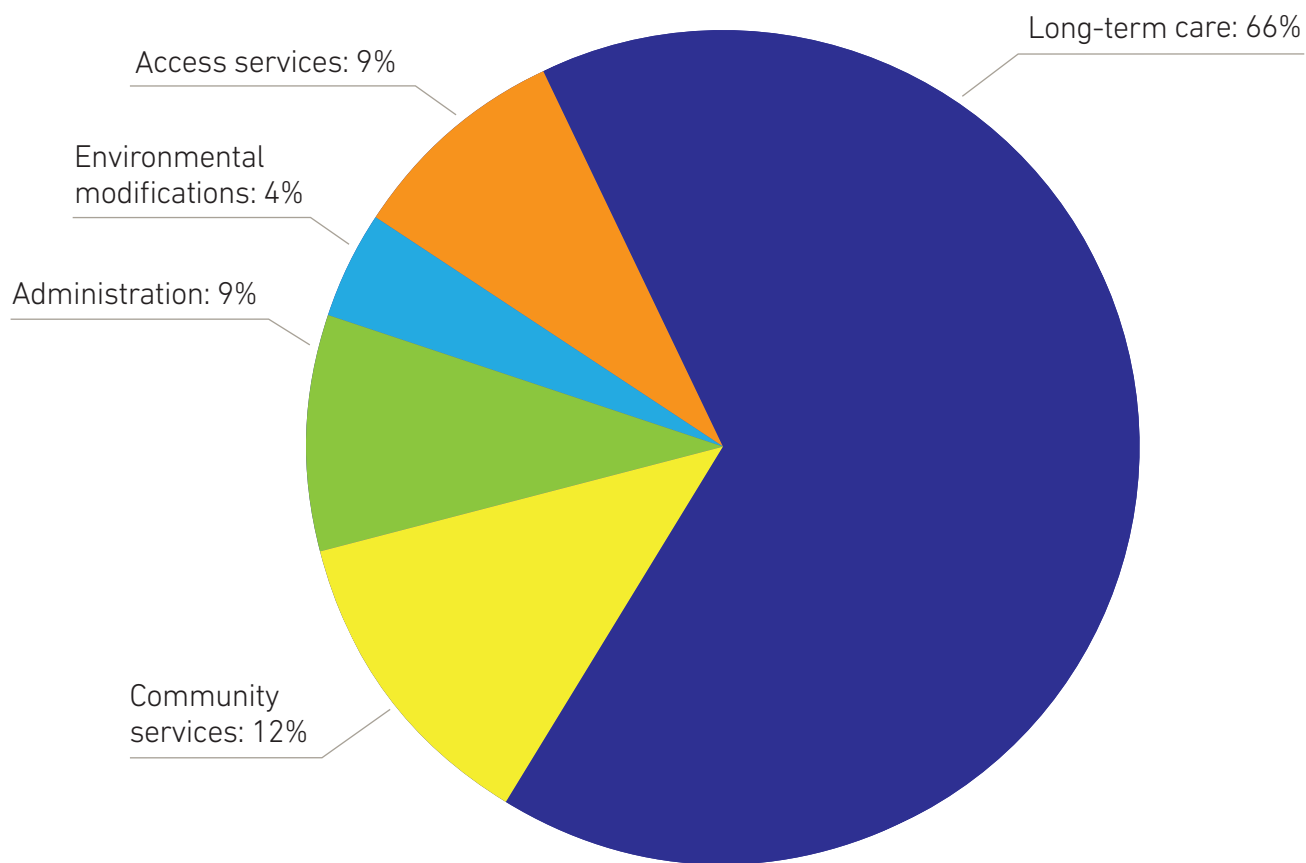
## OTHER REVENUE:

Client revenues	1,013,234
In-kind contributions	117,181
Foundation and other revenue	1,908,840
<b>Subtotal:</b>	<b>3,039,255</b>
<b>Total revenue:</b>	<b>104,051,041</b>



# FINANCIAL SUMMARY

YEAR ENDED  
JUNE 30, 2017



## EXPENSES

■ Adult day care	546,413
■ Aging and Disabilities Resource Center	254,586
■ Assessments	10,307,621
■ Attendant transportation service	1,335,574
■ Care management	24,074,265
■ Congregate meals	4,884,450
■ Consumer reimbursement	2,287,714
■ Counseling	1,762
■ Discretionary services	552,800
■ Domiciliary care	656,479
■ Employment services	1,275,645
■ Environmental modifications	4,261,285
■ Guardianship	476,657
■ Home-delivered meals	8,008,479
■ Home support	169,011
■ In-home support	2,451,825

■ Information and referral	5,153,975
■ Legal assistance	471,345
■ Medical equipment, supplies & adaptive devices	402,138
■ Ombudsman	525,764
■ Overnight shelter/supervision	688
■ Passenger transportation	2,213,488
■ Personal assistance services	3,634,817
■ Personal care	7,198,026
■ Professional evaluations	633
■ Protective services – intake/investigate	7,764,592
■ Senior community center services	5,202,854
■ Senior companion	422,533
■ Volunteer services	48,906
<b>Subtotal:</b>	<b>94,584,325</b>
■ Administration	9,473,191
<b>Total expenses:</b>	<b>104,057,516</b>





**THANK  
YOU**

# FUNDING

Funding for PCA comes from the federal Older Americans Act and the Pennsylvania Lottery, funneled through the Pennsylvania Department of Aging; from Medical Assistance, through the Department of Human Services; and, increasingly, from grants and donations. In 2014, PCA created the Philadelphia Fund for Seniors to supplement state and federal funds, which have not kept pace with needs; and to provide a firm foundation for the continuation of the care and support we provide to older Philadelphians.

## GRANTS

Governmental grants are received primarily through:

- Pennsylvania Department of Aging
- Pennsylvania Department of Human Services
- The Corporation for National Service
- U.S. Department of Agriculture
- U.S. Department of Health & Human Services
- U.S. Department of Labor
- Philadelphia Office of Behavioral Health and Intellectual Disability Services

## DONORS

PCA is pleased to acknowledge the individuals, foundations and companies that made contributions from Jan. 1 through Dec. 1, 2017. Every effort was made to ensure proper recognition of each donor. (For a full list of donors, starting at the level of \$50, see the entire annual report at [pcaCares.org/annual2017](http://pcaCares.org/annual2017).)

### **\$50,000 and above**

Always Best Care Senior Services  
Del Mar Foundation  
Health Partners Plans  
MKM Foundation

### **\$20,000-\$35,000**

CIGNA HealthSpring  
Willis Towers Watson

### **\$10,000-\$19,999**

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### **\$5,000-\$9,999**

Aurora Home Care and Hospice  
BAYADA Home Health Care  
BrickStreet Insurance  
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▶ To make a difference in the life of a Philadelphia senior by donating to PCA, contact Joan Zaremba at [Joan.Zaremba@pcaCares.org](mailto:Joan.Zaremba@pcaCares.org) or 215-765-9000, ext. 5051; or visit [pcaCares.org/donate](http://pcaCares.org/donate).



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PCA is governed by a board of directors that oversees the development and administration of agency programs, the Area Plan for Aging Services, and the annual budget. An advisory council provides input to the board and acts as an advocate for older people.

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**PCA**

PHILADELPHIA CORPORATION FOR AGING

*Enriching lives, preserving dignity.™*



Established in 1973 to serve as the Area Agency on Aging for Philadelphia County, PCA is a nonprofit organization that's dedicated to improving the quality of life for older Philadelphians and those with disabilities and assisting them in achieving the greatest possible levels of health, independence and productivity.



PHILADELPHIA CORPORATION FOR AGING  
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## Connect with PCA

### Main Office:

642 N. Broad Street  
Philadelphia, PA 19130-3409  
Main phone: 215-765-9000  
Fax: 215-765-9066

### PCA Helpline:

Call us Monday through Friday,  
8:30 a.m. to 5 p.m. or 24/7 to  
report suspected elder abuse.

**215-765-9040**

**888-482-9060** toll-free (outside Philadelphia)

**215-765-9041** (TDD)

### Online:

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► **Read more about PCA's programs, services and accomplishments in the full annual report at [pcaCares.org/annual2017](http://pcaCares.org/annual2017).**

Writing by Sally Friedman and Linda L. Riley

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