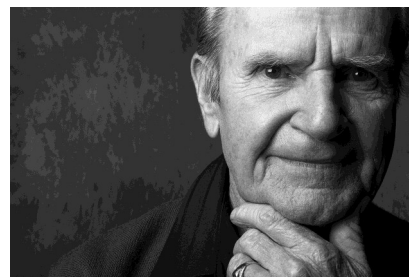


Eldercare Foundation

...preserving dignity and independence for

Central New York elders



Eldercare Foundation
affiliated with Home Aides of Central New York



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*Our Vision...is a community where
all aging, ill and frail individuals receive
the love, care and support they need.*

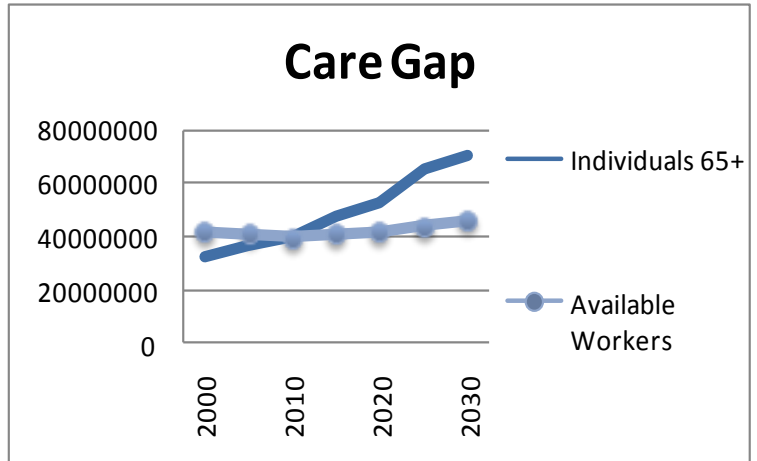


*Our Mission...is to enable our community's elders
to receive the support they need to live
at home with dignity and independence.*

The Care Gap Dilemma

As the community experiences unprecedented growth in the aging population, there is a looming gap between the number of people who will need supportive services to remain at home and the number of workers available to help them. It's what is called - a "CARE GAP."

The issue is a critical one for the Central New York community – one that not only impacts our lives today, but will have an even greater impact on the care of our community's elders tomorrow.



AGING POPULATION... In 2000, 14% of the population in upstate New York was over the age of 65 (2% higher than the rest of the country). By 2030, as local baby boomers continue to age, we can expect a 40% increase in the number of people over 65.

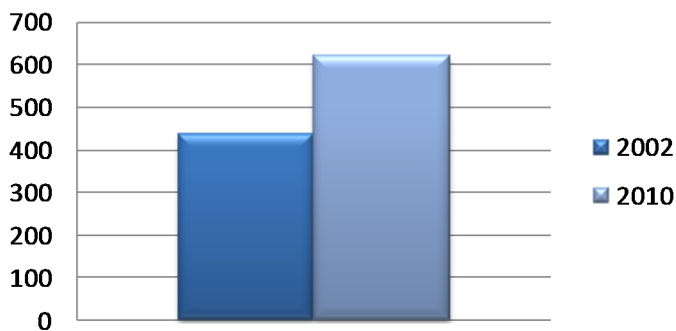
The "older old," who need the most support are growing at an even faster rate. 50% of those over the age of 85 require assistance with activities of daily living. In Onondaga County, those over 85 have increased by almost 20% in the last decade, and are expected to grow by over 60% over the next decade.

WORKER SHORTAGE... The rapid growth in the local elderly population is creating a never-before-seen demand for workers to assist those who wish to remain at home. That demand is met with a shrinking workforce, due in part to younger workers leaving our community, the expansion of job opportunities for women outside of the home, and the relatively low wages and benefits available for home health aides.

CARE GAP... This decline in available workforce compared to this need - the "CARE GAP" - will result in needless hospitalizations and nursing home placements. This, in turn, places an unnecessary financial burden on our community. These factors all have a negative effect on the quality of life for these individuals and their families.

Service Impact

Average Number of Clients



The average number of clients served by Home Aides of Central New York each week increased steadily from 436 in 2002, to 622 in 2010 - a **43% increase**.



Hundreds of elderly individuals are denied services each month and are going without the help they need.

In 2010, Home Aides of Central New York turned away over 690 requests for service due to the aide shortage.

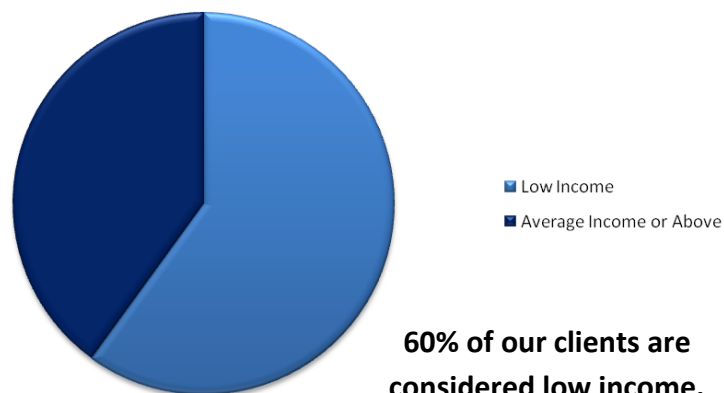


20 other agencies, including hospices, visiting nurse agencies, and governmental agencies that serve thousands of elderly Central New Yorkers, depend on home health aides to be able to serve their clients.

This vast network forms a “safety net” for the poor and isolated elderly in our community. Inability to fulfill our mission will dramatically impact all of these agencies.



Client Income Level



What We Must Do

We are committed to expanding our services to care for more elderly in need in Central New York. In order to do this, we rely on corporate, foundation, and individual community support.

Our commitment:

☞ INCREASE THE NUMBER OF HOME HEALTH AIDES:

Our biggest challenge is finding new people to work in this field. Recruiting, training and retaining exceptional, caring and trustworthy individuals is a challenging process. To expand our workforce, we need to implement much more intensive outreach efforts, and continue to expand upon our wage and benefit offerings in order to retain these critical caregivers.

2011 Emphasis: Aide Recruitment Plan Aide Appreciation Program

☞ MORE ADVANCED TRAINING OPPORTUNITIES:

Many of today's seniors have special needs that cannot be addressed in enough depth in the basic home health aide training requirements. For this reason, we need to provide more advanced training opportunities for our aides. These advanced training programs have a proven track record of increasing aide retention rates as well.

2011 Emphasis: Amelia Greiner Aide Advancement Fund Specialty Training Sessions

☞ TECHNOLOGY UTILIZATION:

Technology can offset some of our need for additional workers. Examples of this include health status monitoring systems, medication reminder systems, and electronic medical records. Investing in technology can assist in maximizing the use of scarce resources and enhancing the quality of care.

2011 Emphasis: Electronic Medical Records

Reasons to Support the Eldercare Foundation

The Eldercare Foundation was created in 2000 to increase the community's awareness of the needs of aging individuals and their families, as well as to raise dollars to enable us to serve our community's elders. We do this through support of Home Aides of Central New York. Home Aides of Central New York is the only community based, not-for-profit home health aide agency in Central New York.

Why should you support our mission?

QUALITY. Home Aides of Central New York takes great pride in our selective employee screening process, hiring only 7% of those that apply, ensuring that each and every home health aide is carefully and thoroughly screened.



TRACK RECORD. Home Aides of Central New York has been serving the Central New York community since 1966, and in 2010 we served an average of 622 clients each week. We have a proven track record of results, and consistently measure our progress in serving our clients. From our regular surveys, our clients tell us our home health aide service:

- ~ improves the quality of their lives by allowing them to be **more independent**, and
- ~ allows them to **stay in their own homes**.



DEDICATION. Home Aides of Central New York is committed to serving all elders in need. We work in partnership with other not-for-profit and governmental agencies to reach individuals in our community who may face difficult challenges, including social isolation, severe physical and mental challenges, unsafe housing, and terminal illnesses.

How Can You Help Change Lives?

☞ JOIN OUR CIRCLES OF TRUST ANNUAL GIVING SOCIETY... The Eldercare Foundation's Circles of Trust Society recognizes generous annual donors who trust the care and compassion given to our clients each day.

Consider joining one of our leadership levels:

Bronze Circle

\$1,000 - \$2,499

Silver Circle

\$2,500 - \$4,999

Gold Circle

\$5,000 - \$9,999

Platinum Circle

\$10,000 and above

☞ SAY "YES" TO OUR FIVE-YEAR PLEDGE COMMITMENT...By saying "yes" to a pledge commitment for five years, you will allow our organization to plan our community work in advance, and concentrate our efforts on the important strategies included within this proposal.

☞ CONSIDER THE ULTIMATE GIFT BY INCLUDING THE ELDERCARE FOUNDATION IN YOUR ESTATE PLANS...Every charitable individual has the ability to make a difference in the lives that follow them. Whether through a will, life insurance policy, IRA, or trust, your professional advisor can help you establish a charitable gift to the Eldercare Foundation.

HELPING OUR ELDERLY NEIGHBORS IS A SOUND INVESTMENT

\$1,000 will recruit and train one new home health aide;

\$1,500 will provide specialty training for ten aides;

\$2,500 will invest in technology, allowing 25 elderly individuals to have their daily health status monitored at home for a month;

\$5,000 will provide safe care and oversight for an Alzheimer's patient throughout the night, for an entire month;

\$10,000 will provide a compassionate and skilled home health aide to care for an elderly individual living alone for one year.

A GIFT AT ANY LEVEL IS APPRECIATED!



“The Promise”

The story of the three sisters starts in the late 1990s. Three sisters - all in their 70's - lived together in a quiet little house in a northern suburb of Syracuse. Two of the sisters, Sarah and Mary, had lived together for a very long time; their other sister, Anne, had moved in with them after the death of her husband a few years before. The oldest of the three, Anne, had been recently diagnosed with dementia. As her health and mental capacities slowly started to diminish, her other two sisters promised they would take care of her. Sarah was deemed the family “secretary”, taking care of the bills and paperwork, while Mary was Anne’s full-time caregiver.

Sarah and Mary were faithfully there for Anne throughout the years that followed. They cooked her meals with strict dietary requirements because of her diabetes. One of them was always at home to make sure she was safe, and they monitored her health status on a daily basis. As her dementia worsened, the daily living tasks became harder to manage, but they did. The sisters always said “Anne would have done the same for us.”

In 2005, however, Mary (who was now in her 80s) became sick. She required surgery. Because she was the primary caregiver, she needed to have Anne cared for while she was recovering in the hospital. The sisters were told by someone they knew to call Home Aides of Central New York, and upon placing the call were referred to our Respite Program. Much to their relief, while Mary underwent her operation and during her recovery, Anne was cared for by Home Aides of Central New York’s respite services.

Upon returning home, however, Sarah and Mary determined that Mary was not able to do as much for her sister as she could before. Worried about finances, yet still wishing to keep their promise, the sisters once again reached out to Home Aides of Central New York for home health aide service in the home. “As long as we can keep Anne in her own home—that is what we wish for,” they would tell our staff.

Since 2005, Home Aides of Central New York has been a partner with the elderly sisters. We have worked hand-in-hand with them—helping them keep their promise to their sister Anne. We have worked with other community agencies to make sure Anne has the care she needs, at a cost they can afford. In the beginning, our agency provided a few hours each week to compliment the sister’s loving care. Now, we have a team of home health aides that provide care to Anne around-the-clock, helping her sisters keep Anne comfortable, safe, and most importantly, in her home. To Sarah and Mary, this coordination of community resources has been seamless. To the home health aides in the home, the love and dedication of the three sisters to one another is nothing short of remarkable.

Today, the sisters are still caring for their “big sis” at home. In a recent note to the agency, Mary says it best, “thank you and blessings to all agency staff and all who contribute to helping us keep our sister at home.”