



2020

Annual Report

a year of
**STRENGTH &
RESILIENCE**



REPORT CONTENTS

4 AAA9 2020 Events

Events and initiatives at
AAA9 throughout 2020

7 Our COVID Response

How AAA9 responded to
the COVID-19 pandemic

9 Division Highlights

Division accomplishments
and community impact

15 Financial Report

Income and expenses
for fiscal year 2020



2020, four numbers that by themselves seem so insignificant, but together started a long period of uncertainty for most of us. The start of the COVID 19 pandemic meant doing business very differently from years past.

2020 was a year that most individuals, restaurants, companies, organizations, etc., would like to forget about or go back and redo. However, this past year has shown the strength and resilience of not only Americans but people across the globe. Everything we thought we knew was changed in such a short time. Some of us lost loved ones, our businesses, our homes, and our connections to our fellow man. We lost the “normal” that we once took for granted and had to re-think our priorities and plans.

However, there were some good things that came out of the lengthy pandemic. Families cooked more meals and sat down to dinner together, we identified what was truly important to us and we learned the importance of how to treasure what we had.

We were settling into our new building and feeling comfortable. Who would have entertained the idea that we would work from home for over a year? The Governor’s stay at home order on March 13, 2020, changed the world and the way we conducted business, perhaps forever.

AAA9 EVENTS 2020 Highlights



Senior Farmer's Market Nutrition Program

In 2020, AAA9 partnered with the senior centers in our region to help facilitate the Senior Farmers' Market Nutrition Program. This program offers eligible individuals with \$50 in produce vouchers to use at authorized vendors. For authorized vendors, we partnered with 23 farmers and 3 market managers. We did have a few authorized vendors who chose to discontinue the program due to Covid-19. In a challenging year, we were still able to serve 1,306 people in our 9-county region which equals out to 13,060 individual vouchers.

26



AUTHORIZED VENDORS
PARTNERED WITH AAA9

1,306



PEOPLE SERVED IN OUR
9-COUNTY REGION



Elder Abuse Initiative

At AAA9, we care about the health and well-being of our community's older adults. Unfortunately, elder abuse is something that can have an extremely negative impact on these individuals. Due to COVID-19, our older adults are at an increased risk of experiencing elder abuse. This is due to the social isolation measures we are taking to remain healthy. Because of this, AAA9 began our Cares Elder Abuse Initiative on September 23, 2020. In 2020, we were able to assist 10 individuals who were victims of financial exploitation, physical assault, emotional abuse, and property damage.



88 counties in 88 days

WKYC Studios in Cleveland developed a campaign entitled "88 Counties in 88 Days", in early 2020. Despite the onset of the COVID pandemic, our agency was asked to tape a segment highlighting the resources and supports AAA9 offers to our community. The 88-bus arrived in mid-September 2020, to do interviews with Jim Endly, CEO/President of AAA9, and with Carol Baker, Outreach and Communication Officer. The segment aired on air and online on November 16, 2020.

After speaking with Jim Endly, the crew visited Theo's Restaurant in downtown Cambridge, and spoke with owner, Steve Theodosopoulos. Steve reported Theos was the first small restaurant to become involved with a new program, Staying Healthy Meal Initiative Program, which offers vouchers to older adults to purchase meals from a special menu. Eventually, the program moved into other counties that had restaurants that wanted to participate.



The 88-bus arrived at AAA9 in mid-September 2020 to do interviews with Jim Endly and Carol Baker. The segment aired on November 16, 2020.



Evidenced Based Disease Programming

Evidenced based programming at AAA9 came to a standstill with the start of the pandemic. All evidenced based programming had previously been done in person. The program developers had to act quickly to convert the traditional program into virtual ones, delivered via computer. In our rural region, with a lack of basic internet coverage in many areas, this was a difficult challenge. However, it was a challenge we met, holding two Chronic Pain workshops over Microsoft Teams. Not all our programs can be delivered virtually, but most have had virtual components developed as part of their structure. Future programming is likely to increase both in person and virtual to meet the needs of people whatever their circumstances.



10 Big Steps to Prevent Falls

Flexibility is one of the key factors in preventing falls, and flexibility was also a key factor in 2020, when it came to our state campaign for National Falls Prevention Month. Every AAA does something a little different and AAA9 is no exception. We have held walking events, went to local area elementary and high schools, and had school children walking the tracks and encouraged friends and family to count their steps. 2020 caused all our efforts to change, in terms of what we were able to do. AAA9 still had staff walk at their homes, take a picture, and count those steps. Many staff participated and although it was different, it was still meaningful. The Ohio Department of Aging put out a series of webinars pertaining to two aspects of the 10 big Steps. These webinars were listed on our social media platforms for people to view.



AAA9 had staff walk at their homes, take a picture, and count those steps. Many staff participated, including Joan (left) and Dave (right).



Volunteer Fair

On February 13, 2020, the Area Agency on Aging partnered with local businesses and groups for our first Volunteer Fair. As we all know there is so much to do and not enough time to do it. That's where the kindheartedness of volunteers comes into play. Unfortunately, it can sometimes be a struggle to find those individuals. We decided to partner with Guernsey County Hospice and invite anyone in need of volunteers to come to the AAA9 community room to set up a table and be available to talk with potential volunteers. We had 10 groups come out that were recruiting volunteers. We also as group did marketing, radio, local tv and outreach to local schools and the community to recruits volunteers to come to the fair. We had the local animal shelter, Interim Healthcare, Guernsey Hospice, Guernsey Historical Society, Salt Fork Arts and Crafts Festival board, Southeastern Med, Ombudsman Department, GRACE Pantry, Guernsey Co Genealogy Society, Big Brother/Big Sisters come. We had a nice turn out of people stopping in to get information and talk about what each group does and needs volunteers for. Unfortunately, COVID Mandates went into place shortly after this and a lot of volunteers were not able to help during that time.

OUR COVID RESPONSE



EARLY COVID PRIORITIES

The priority of our agency during the first days of the pandemic was to check in with our older and disabled adults to make sure they had correct information about COVID 19, and to see if they had any immediate needs. Several staff members began to make those important connections that numbered over 9,300 in the first two weeks. We also focused on obtaining cleaning supplies to hand out to older and disabled adults and personal protective equipment for our provider network to keep them safe.

Cleaning and hygiene supplies were donated by Colgate Palmolive and Walmart. Wellness kit items were provided in part by a monetary donation from Barnesville First Christian Church and ATT. In addition, a \$5,000 grant was awarded to purchase items our individuals needed to keep them at home.

Our COVID Response (continued)



A REMOTE WORKFORCE

Although most of AAA9's case managers were already remote workers, the rest of our employees had little to no experience working from home. However, we had great success during the past 15 months adjusting to our stay-at-home status. Everyone continued their work on behalf of older and disabled adults in our region, without missing a beat. While case managers could not make their in-person visits, they were able to keep up with individual's needs by telephone to ensure all concerns and needs were addressed. Staff used other forms of communication with one another, and most of us became fast experts in holding virtual meetings and trainings. Working remotely was the hardest on our younger employees who had small children at home during this time. These staff members not only had their own work to do, but suddenly became teachers as well. AAA9 CEO and President Jim Endly and his administrative team worked on our behalf to make sure staff was safe and had the access they needed to continue their work.

RESTRUCTURING OUR COMPANY

AAA9 has grown significantly in recent years. We have added several new programs and our existing programs, like PASSPORT and the Assisted Living waivers, continue to grow. Our number of employees has more than doubled in the past decade. These are all great things but meant we had to make some changes for us to be able to maintain our high standards and expectations; and to be able to meet the needs of the communities we serve.

In 2020 we restructured our agency organizational chart to make us more efficient, more responsive, and better able to look forward. We are already seeing a positive impact from the changes. We strive to be an agency that provides excellent customer service, and these changes will help us be an agency that those we serve deserve.

SOCIAL MEDIA

Many new agencies and individuals began to follow our pages. New job openings were posted on our LinkedIn and Facebook pages with individuals being able to submit their resume directly through the two platforms. Twitter followers are also increasing, and we are posting more to raise our awareness level. Instagram remains the slowest growing media platform, however, we are making headway there.



30,700

individuals were reached on Facebook, an increase of over 7,000 people from 2019



159

more Facebook followers were added in 2020 than in 2019



1,491

total Facebook followers, plus 1,398 likes

DIVISION HIGHLIGHTS

Development and Community Options Division

The overall restructuring of the agency impacted the DCO Division which houses our ADRN Unit (Aging and Disability Resource Network) and our Provider Management unit. The Provider Management Unit was divided into Provider Management PASSPORT and Provider Management OAA Compliance.



➤ Aging and Disability Resource Network (ADRN)

The Aging and Disability Resource Network (ADRN) is the front door to all the services, supports, and long-term care expertise that AAA9 has to offer. The unit has two teams: Ohio Benefits Long-Term Services and Supports (OBLTSS); and Special Programs. The OBLTSS Team is comprised of Information and Assistance Specialists who complete screening and referrals. The Special Programs Team includes reception, evidenced based programming and education classes, programs related to housing assistance & repair needs, volunteer recruitment activities, and caregiver education and support. ADRN seeks out additional grant opportunities to provide assistance to callers seeking reduced prescription drug costs, Medicare options and coverage selections, and Home Energy Assistance Programs.

Ohio Benefits Long-Term Services and Supports (OBLTSS)

Information and Assistance Specialists are trained in OBLTSS to manage all incoming calls seeking resources and services to meet callers' long-term care needs. They assist individuals who wish to apply for Medicaid, Medicare, Part D Extra Help, and home energy assistance programs. They make internal referrals to programs coordinated through AAA9, as well as external referrals to community partners.

CAREGIVER SUPPORT AND EDUCATION PROGRAM

The Caregiver Support and Education Program offers free support for those who provide caregiving services for an elderly loved one or someone with a disability, as well as kinship caregivers raising children who are not their own. Caregiver Support & Education can assist with one-on-one services or in a support group format.

HOME ENERGY ASSISTANCE PROGRAM

HEAP and Neighbor to Neighbor are both financial aid programs for income-qualified individuals, senior citizens, and families who need help paying their utility bills. The Ohio PIPP Plus Program can also assist qualified households to keep utilities on through paying some or all utility bills.

HOUSING ASSISTANCE COORDINATOR

A Housing Assistance Coordinator works with individuals who need minor home repairs and modifications to ensure their health, safety & accessibility. Housing assistance program goals are in line with the AAA9 mission statement and work to keep individuals in their homes safely for as long as possible.



The ADRN provides information, assistance and referrals to older adults and individuals of all ages with disabilities. The ADRN division at AAA9 is also responsible for activities and programs related to community options for services and supports.



Highlights for ADRN in 2020 included enhancing staff training, increasing quality and efficiency, improving the website, and refocusing the caregiver program.

MEDICARE IMPROVEMENTS FOR PATIENTS AND PROVIDERS ACT (MIPPA)

MIPPA allocates federal funding for State Health Insurance Assistance Programs and Aging and Disability Resource Networks to help low-income Medicare beneficiaries apply for programs that make Medicare affordable. One of those programs is the Medicare Part D Extra Help/Low-income Subsidy which helps pay for the Part D premium and reduces the cost of prescriptions. The other program is the Medicare Savings Program which helps pay for Medicare Part B.

OUTREACH AND EVIDENCE-BASED PROGRAMMING

Outreach staff develop press releases for special events and evidence-based training. Staff lead advocacy efforts for services and funding, and oversight of the Older Adult Extravaganza.

SUPPORTIVE SERVICES

The Care Coordination Program serves individuals who are not eligible for a waiver program and need assistance. Qualified individuals with Alzheimer's may be referred for in home services. Qualified caregivers can be referred for services to be provided to the individual they are providing care for.

The Resident Service Coordination grant allows AAA9 to provide service coordination to three qualifying properties that house low-income seniors and people with disabilities.

Our Voucher Program through State Block Grant provides qualified individuals a one-time voucher for services.

VOLUNTEER COORDINATOR

The Volunteer Coordinator is tasked with volunteer and intern recruitment and training. Special attention is given to matching volunteer skillsets with initiatives to serve our aging and disabled populations. Our volunteer coordination is also linked with our community service agencies.

2020 ADRN: BY THE NUMBERS



8,021

calls were received
by OBLTSS



119,513

older adults assisted through
contracts, grant programs, and
special COVID-19 initiatives



9,536

consumers served through
ADRN Special Programs



AAA9 serves individuals of all ages by providing access to multiple programs including the caregiver program, our chronic disease self-management program, the Ohio Home Care Waiver and the Specialized Recovery Services Program.

➤ Provider Management

Providers of various types may be eligible for participation in agency programs. Each program offers a menu of services, which AAA9 contracts for.

These services include: Adult Day Service, Assisted Living Service, Community Transition Service, Home Maintenance and Chore, Congregate Meals, Personal Emergency Response System, Home-Delivered Meals, Homemaker, Home Medical Equipment, Community Integration, Legal Assistance, Home Modification, Nutrition Consultation, Personal Care, Social Work Counseling, and Medical Transportation.

The Provider Management Division is responsible for provider recruitment activities. It is important to continuously search for new agencies to become contracted to provide services to our older and disabled adults, especially in hard to serve/remote areas. The Provider Management Division also handles Title III contracts and providers. This funding comes from the federal government through the Older American's Act.

➤ Summary of Units Served by Funding Source

C1 – Congregate	66,511.69
C1 Congregate to HDM	68,736.04
C2 Home Delivered Meals	524,082.13
SBG Meals As You Mend	6,606.86
IIIB Transportation	61,204.09
IIIB Legal	981.49
C1 Grocery Ordering and Delivery	673.00
IIIB HomeMaker	9,136.19
IIIB Personal Care	2,556.58
IIID Evidence Based Disease Prevention	321.50
TOTAL UNITS SERVED	740,809.57

Consumer and Employee Services Division

From the start of the pandemic in March 2020, PASSPORT and Assisted Living case managers made over 15,560 calls to enrolled individuals performed well-being checks, ensuring health and safety, continuity of services and coordinating additional services such as home delivered meals.

The PASSPORT Waiver Program served over 2,611 older Ohioans in 2020, enabling them to remain living independently within their own homes by securing services such as personal care attendants, home delivered meals, medical equipment, transportation, and chore services. In providing program services, AAA9 delayed or prevented nursing facility placement. The PASSPORT Program reached a monthly high for enrollments in November 2020, with 2,633 individuals on the program.

The Assisted Living Waiver Program supported 279 individual's desires for independence and personal choice in 2020 by providing care within a certified assisted living facility which combines a home-like setting with personal support. By providing these services, AAA9 allowed for a less expensive and less restrictive alternative to nursing facility placement.



The PASSPORT Waiver Program served over 2,611 older Ohioans in 2020, enabling them to remain living independently within their own homes by securing services such as personal care attendants, home delivered meals, medical equipment, transportation, and chore services. In providing program services, AAA9 delayed or prevented nursing facility placement.

SERVICES BY THE NUMBERS



15,560

calls to enrolled individuals were made by PASSPORT and Assisted Living case managers in 2020



2,633

individuals were enrolled in the PASSPORT Program in November 2020



279

individuals were supported through the Assisted Living Waiver Program in 2020



Business Operations Division

In 2020, we combined our Accounting, Billing, and IT divisions into one department, Business Operations.

During 2020, we encompassed many operational and fiscal challenges with the pandemic. Our team did a tremendous job keeping the organization running smoothly with a remote workforce, while also ensuring new and existing programs were properly accounted for. In 2020, the IT team moved AAA9 to a complete centralization of Microsoft Teams for all communication needs and continuing improvement of physical and cybersecurity strategies introduced by the hybrid work model.

Board of Trustees



Gwen Morgenstern
President
Belmont County



Connie Hawthorne
Vice President
Guernsey County

Joyce Klinger
Secretary
Harrison County

Peggy Pritz
Treasurer
Tuscarawas County

Carroll County
Suzanne Bates
Robert Morgan

Harrison County
Dr. Michael Dunder
Nan Mattern

Muskingum County
Jeanie Blake

Coshocton County
Berenice Lehner

Holmes County
Tracy Smith

Tuscarawas County
Rev. Hugh Berry
William Harding

Guernsey County
Daniel Atkinson
Jason "Jay" Jackson

Jefferson County
Karen Shilling
Edward Florak

Regional Advisory Council



William Harding
Chair
Tuscarawas County

Edward Florak
Vice President
Jefferson County

Joyce Sees
Secretary
Coshocton County

Belmont County
Ronald Hopkins

Carroll County
Doris Logan
Elaine Myers

Coshocton County
Marjorie Groff

Guernsey County
Kathy Sullivan
Patrick Sullivan
Nathaniel Womack, Sr.

Holmes County
Julia Gray
Merlin Mullet

Jefferson County
Rev. Michael Bongart

Muskingum County
Lois Deem

Tuscarawas County
Norma Russ

AAA9 Leadership

James Endly
President/CEO

Michele Bates, RN
Vice President of
Consumer and
Employee Services

Val Sampson, LSW
Vice President of
Development and
Community Options

Randy Nelson, CPA
Vice President of
Business Operations

Jud Love
Director of Finance

Brooke Cambell
Director of Development
and Community Options

Donna Eschbaugh
Director of Consumer
and Employee Services

Fiscal Year 2020

FINANCIAL REPORT

FUNDING

Government Support

Federal	\$29,812,500
State	\$17,514,338
Other	\$334,328
Total government support	\$47,661,166

Other Revenue

Non-government	\$3,487,089
Program	\$596,272
Other	\$70,374
Interest	\$4,744
In-kind	\$159,026
Total other revenue	\$4,317,505

Total **\$51,978,671**

EXPENSES

Program	\$47,598,444
Management and general	\$2,784,821
Total	\$50,383,265

Clark, Shafer and Hackett and Company completed our 2020 audit and released the final report to us in September 2021.

Summary of AAA9 PANDEMIC RESPONSE



In March of 2020, with no time to prepare or plan, businesses, employers, people and society, as a whole was forced to change in response to a global pandemic. AAA9, while urgently transitioning from an office-based workforce to a 100% home based workforce, accepted the privilege of being a source of information and assistance to older adults in our region and their caregivers. We worked with Federal, State and Local partners to care for older adults and to provide them with resources and information to help them cope with the pandemic.

Throughout the pandemic, AAA9 staff responded to the pandemic by meeting the needs of older adults — who faced the highest risk of Covid-19. AAA9 provided support and services to help them stay safe and healthy in their homes. AAA9 revamped our service menu and delivery system on the fly to address the ever expanding needs of seniors. Thanks to the infusion of short-term pandemic funding, AAA9 and its community partners and provider network was able to provide food, wellness, prevention and educational resources to seniors.

OUR RESPONSE EFFORTS

Staying Healthy Meal Program



This program was started to address the concern that older and disabled individuals may not have the access to a hot meal during the uncertainty of the pandemic. A total of \$233, 551 was budgeted for this program.

Home Meals Delivered



Nutrition providers utilized the extra funding, \$343,737 from the government to not only increase home delivered meals but also develop grab and go meal opportunities to keep older adults safe.

Rapid Response



Partnering with the Ohio National Guard, each response team offered assistance in on site vaccination clinics held at senior housing facilities across the state.

Wellness Kits and PPE



AAA9 purchased items such as hand sanitizer, masks, gloves and other items to deliver to our senior center focal points, so they could distribute these kits to their population. Thank you to AT&T for their donation used to purchase the PPE to deliver to our senior centers.

Grocery Ordering and Delivery



With a portion of the Cares Act Funding totaling \$90,000, AAA9 senior centers who were already providing home delivered meals, oversaw this program. The funding paid for the function of the senior center, to pay for gas, and delivery. The older adults pay for their groceries.



AAA9 staff were literally a lifeline to their consumers during the pandemic. AAA9 case manages over 3,000 older adults in our region, and provides support to hundreds of caregivers.

A Resource for Thousands

In addition to normal calls, AAA9 staff made over 13,000 COVID-19 calls to check on consumers' well-being, to provide education about vaccines, or to offer additional services. Our ADRN assisted thousands more through our COVID-19 Hotline, established exclusively to deal with pandemic-related questions and concerns.

AAA9 developed new partnerships during the pandemic—many with non-traditional partners—in response to COVID-19. We put in place contracts or memorandums of understanding with local restaurants and grocery stores to provide food options to older adults facing food insecurity. We sought, and received donations of cleaning supplies from Colgate Palmolive, WalMart and used monetary contributions to purchase and distribute cleaning supplies.

➤ ADDRESSING SOCIAL ISOLATION

Social isolation has been a problem nationwide for many years and the pandemic only expanded the issue greatly. To address the impact of social isolation on older adults in the home setting, as well as Assisted Living Facilities, AAA9 provided tablets, virtual pets, Maria's boxes and organized letter writing and card showers.



Connecting Older Adults

60 tablets were purchased to give to our assisted living facilities to help older adults connect with friends and family members during the pandemic. All visitations to nursing facilities and assisted living facilities was stopped due to the risk to the residents.



Joy for All Companion Pets

Joy for All Companion Pets are life like animatronic cats and dogs that help comfort individuals who are lonely and/or have memory issues. They have had a positive effect on older adults' speech, mood and memory.

Maria's Place

AAA9 partnered with Maria's Place to help with social isolation during the pandemic. Maria's Place provided 1,704 creative activity boxes to distribute to isolated adults in our nine-county region. Each box contained 5 activities with all of the supplies needed. Older adults reported that the boxes helped to keep their minds focused and helped pass the time while staying safe at home.



➤ ADDITIONAL ASSISTANCE

AAA9 bought and distributed air purifiers with HEPA filters from Best Buy for those who lived in homes with poor air filtration. AAA9 provided support in the form of legal services and grocery gift cards for caregivers.

Legal Services—Elder Abuse

\$30,000 was set aside to assist older adults with legal concerns and with victim services for those experiencing elder abuse in any form. In a study completed in April 2020 by the *American Journal of Geriatric Psychiatry*, research suggests that 1 in 5 older adults have experienced elder abuse during the pandemic. An increase also was found in the arena of financial abuse.

Air Quality Assistance Grant

\$92,896 was allocated to AAA9 by the Ohio Department of Aging, for HVAC system/indoor air quality upgrades. With this funding, AAA9 was able to purchase portable filtration systems with HEPA filtration.

Grocery Gift Cards to Caregivers

AAA9 allocated \$75,000 to provide grocery gifts cards were given to caregivers and kinship caregivers across our nine-county region to assist them with any issues of food insecurity, for themselves and their care recipient.


AREA AGENCY ON AGING REGION 9

710 WHEELING AVENUE
CAMBRIDGE, OHIO 43725

phone: 740.439.4478
toll-free: 800.945.4250
fax: 740.439.0064
visit: www.aaa9.org

AAA9 SERVICE AREAS >

Belmont | Carroll | Coshocton | Guernsey | Harrison |
Holmes | Jefferson | Muskingum | Tuscarawas



AREA AGENCY ON AGING
REGION 9
710 WHEELING AVENUE
CAMBRIDGE, OHIO 43725


phone: 740.439.4478
toll-free: 800.945.4250
fax: 740.439.0064




visit: www.aaa9.org | **email:** aaa9@aaa9.org

AAA9 SERVICE AREAS >

Belmont | Carroll | Coshocton | Guernsey | Harrison |
Holmes | Jefferson | Muskingum | Tuscarawas



*Working with people, communities and
organizations to help older adults and
people with disabilities live independently
and enjoy the highest quality of life possible*



AAA9 is a non profit Section
501 (c)(3) organization designated
by the Ohio Department of Aging
as one of America's nearly
700 Area Agencies on Aging.