

# Organization

**Official Name:** FALLBROOK HEALTHCARE FOUNDATION INC  
**\*Legal Name:** Fallbrook Healthcare Foundation dba Foundation for Senior Care  
**\*Year Company was Founded:** 1979  
**\*Address:** 135 S. Mission Rd.  
**Address (2):**  
**\*City:** Fallbrook  
**State:** California  
**Zip/Postal Code:** 92028  
**\*Main Telephone:** 760-723-7570  
**Main Fax:** 760-723-0358  
**Website Address:** www.foundationforseniorcare.org  
**\*Main Email Address:** fsc@foundationforseniorcare.org  
**\*Mission Statement and History:** FOUNDATION FOR SENIOR CARE

The mission of the Foundation for Senior Care is to provide programs and resources enabling seniors to enhance their well-being and enjoy a more meaningful life. Founded in 1979 as the Fallbrook Hospital Foundation, we have evolved our mission and services. In 2008, we began doing business as the Foundation for Senior Care, however, our consistent mission has always been to serve the health needs of our community. Through an integrated set of senior-focused programs, we can collaborate with public services and private charitable organizations to assist seniors as they face challenges in medical care and advocacy, maneuvering social support programs, and finding resources specific to their needs. While our focus is on our community, we are involved in and educated by our region and county. We have been able to find new funding opportunities that can support our growth while maintaining our core services. Our greatest accomplishments have been our longstanding ability to serve a large number of our community with services and information to keep them safe, happy, and independent in their own homes. We are proud of our ability to create services and/or new programs in response to emergent community needs.

## FALLBROOK FOOD PANTRY

The Fallbrook Food Pantry is a non-profit organization primarily staffed by volunteers, serving our community in-need since 1991. Our mission is to provide an adequate and nutritious supply of food to individuals in our community who are in need, while also encouraging them to make healthy choices through education.

**\*Board of Directors :** FOUNDATION FOR SENIOR CARE

Executive Board:

Pace MD, Robert - Retired Orthopedic Surgeon, President; Sanfilippo, Joe - Retired American Airlines Executive, 1st Vice President;

Shaver, Roger - Retired Pharmacist; 2nd Vice President; Siebert, Richard - Retired Pharmacist, Treasurer; Haskell, Mark - Retired Fire Chief, Secretary

Directors at large:

Baker, Herb - Retired Contractor / Educator;

Brown, Cecelia - Independent Healthcare Broker; Creech, Barbara - Retired Political Staffer; Holck, Laura - Attorney;

Jones, Gail - Veterinary Office Manager/Owner; Kalman, Jerry - Realtor; Shaver, Roger - Retired Pharmacist;

McReynolds, Mike - Retired Construction / Solar Business Owner, Past-President;

Perez, Carlos - Owner, Home Health Aide Company; Soper, Laurene - Banker-Wells Fargo;

Wright, Robert - Retired Healthcare Consultant, Past-President

FALLBROOK FOOD PANTRY

DR. DALE MITCHELL, PRESIDENT

Retired - served 36 yrs in public education. Former superintendent of the Fallbrook Union High School District.

VI DUPRE, TREASURER

Retired - Previous administrator of FRHD, from 2006-2017.

CATHY CONRAD, SECRETARY

BA in Psychology and a career in real estate finance.

HENRY LYKKEN, PRESIDENT-ELECT

Retired from IBM after 30 yrs, experience is in systems design, marketing, and management.

YOUNG MILTON, PAST PRESIDENT

B.A. in Information Systems Management from Brigham Young University. Worked as a systems analyst for many years.

CATHERINE SOUSA

Retired from Bank of America after 32yrs.

JEFF BRANTLEY

Owns/operates Grocery Outlet in Fallbrook. Worked in the retail food industry for 40yrs.

DR. RICK KOOLE

Senior Pastor of LifePointe Church in Fallbrook. Chairman of the Board of the Pacific Church Network.

JEAN DOOLEY

Retired teacher - 30yrs in the Fallbrook school district.

PETE FREDERICKSEN

Retired - Marine / Vietnam Veteran / Special Needs School Teacher of 21yrs.

RON STEBNER

Retired - Air Force; Civilian Pilot; High School Vice-Principal

**Most Recent 990:** FFP 2018 taxes 990.pdf, Foundation for Senior Care\_990\_FY2017-2018.pdf

**\*Most recent audited financial statement with management letter:** FFP 2019 P&L-Balance Sheet.pdf, 2019 Audit Report, Complete.pdf, FSC\_FFP\_MOU for FRHD Grant Applications\_April 5 2020.docx

## Proposal

**\*Request Owner:** Rachel Mason

**Request Source:** External (Submitted 04/06/2020)

**Proposal Type:** Ongoing Program

## Agency Capability

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**Briefly describe your organization's history and accomplishments. :**

Our organization was incorporated on October 5, 1979, as the Fallbrook Hospital Foundation in Fallbrook, California in the county of San Diego. The organization was originally founded as a non-profit whose mission was to raise funds to help supply the local hospital with its equipment needs. Dr. Harold Neufeld was instrumental in forming a membership board of trustees to develop a non-profit corporation that would continually provide the finest health care at the lowest possible cost for the community of Fallbrook. The membership board of trustees raised more than \$2 million over the next eleven years.

In 1998 the not-for-profit Fallbrook Hospital became affiliated with Community Healthcare Systems (CHS), a for-profit company. When this happened, the Fallbrook Hospital Foundation changed its mission and its name to the Fallbrook Healthcare Foundation. The board spoke to the doctors and the community to research the current healthcare needs in Fallbrook. They discovered that there was a need for caregiving for people with dementia, and continuing education for seniors. In 2000, the daycare center was opened (The Glenner Center) as well as a facility to provide schooling for seniors on computers (SeniorNet). The Foundation evolved, doing more and giving back to the community and developing ideas for various healthcare needs: a drug rehab center, a Project Care site, and Healthcare Resources center.

Eventually, transportation for seniors and the disabled was recognized as a huge unmet need in the community of Fallbrook. In April 2004 the Care Van program was formed to provide free door-to-door transportation to seniors and the disabled to medical, dental and physical therapy appointments as well as rides to the pharmacies and grocery stores. In February 2005 the Senior Care Advocacy program was developed to further the cause of caring for the seniors and disabled in the communities of Fallbrook, Bonsall, Rainbow, and De Luz. The Care Advocacy program works with seniors to help them in finding the best resources for their healthcare needs and assisting them to remain independent and living in their own homes.

In 2007 the Foundation decided to place our focus strictly on seniors and the disabled in Fallbrook, Bonsall, Rainbow, and De Luz. The Fallbrook Healthcare Foundation, often confused with the Fallbrook Regional Healthcare District, formally announced the unveiling of its new business name, doing business as, the Foundation for Senior Care in July 2008.

In September of 2017 the Foundation added its fourth core program, the Door-Through-Door (Hospital to Home and Back Again) Program, helping address a regional challenge with readmission rates in local hospitals and assisting Seniors in transitional services following major medical events so that they can recover independently at home.

Today, the Foundation continues to reach out to the community via its four programs: Senior Care Advocacy, Care Vans, Senior/Adult Day Care Center and Door-Through-Door. In total, the Foundation for Senior cares helps over 1,200 Seniors each year to age in place, and age with grace.

**What are the current activities and/or programs offered by your organization?:**

Annually, our Transportation services (Care Van & Expanded Rides) now provide over 6,000 rides for seniors and disabled adults to healthcare appointments, grocery and food pantry, social services and other local businesses. The Expanded Rides service provides District residents with access to physicians, specialists, and other ancillary medical services located outside the greater Fallbrook area. The Senior Care Advocacy program ensures that clients have access to local resources and national entitlements to manage their healthcare, maximize their independence and enjoy an enriched quality of life. We seek to reestablish healthy family connections, educate loved about the severity and prognosis of situations related to aging, and seek practical solutions. While the Door-Through-Door program is designed to fill in the gap in care that results from discharge from a hospital setting. By liaising between the hospital, the patient and their family we can ensure that all resources are available before the patient returning home. The Fallbrook Adult Day Care Center - 'The Club', offers a secure social, recreational day program designed for seniors and disabled adults that need additional help and out of institutional care settings. 'The Club' staff specializes in caring for clients with dementia and other cognitive impairments. The Senior Care Computer Learning Center, run by computer-savvy senior volunteers, offers computing classes, Fix-it Fridays, and workshops to seniors so that they can get and stay connected to family and the world.

**List and describe current collaborations with other organizations that enhance your ability to provide services through this program.:**

The majority of our partnering organizations work through our Care Advocates who have established working relationships with a wide range of community and public offices. Most of these collaborations, while informal have strong relational support among staff and leadership. Our partners include; San Diego Sheriff's Office -- You Are Not Alone, North County Fire Protection District, Adult Protective Services, The Fallbrook Food Pantry, the Fallbrook Senior Center, In-Home Support Services, Elder Law & Advocacy, San Diego County Aging, and Independent Services, the Veteran's Administration and HICAP. Monthly we hold Senior Concerns seminars on Alzheimer's, Elder Law, Finance and Computer Training, co-hosted by hospice agencies (6+), private-pay in-home caregiving agencies (10+), independent and assisted care residential communities, and other medical supply and clinics. Additionally, the Care Van & Expanded Rides program provides access to other social services and charitable programs that include the Animal Sanctuary and Animal Control, Family and Substance Abuse counseling services, Food Pantry, the Fallbrook Senior Center, and community urgent care centers. One additional Care Van relationship is with REINS Therapeutic Riding Program, where we provide transportation for several mutual clients. The agency also has representation among the North County Communities Collaborative Health Initiative, FACT (Facilitated Access to Coordinated Transportation), SANDAG Social Service Transportation Advisory Council, Community Collaborative for Health and Wellness, San Diego County Aging & Independence Services, Fallbrook Chamber of Commerce, Rotary Club of Fallbrook and Bonsall, and other ad hoc community groups. Lastly, we have a partnership with NCFPD where we track Seniors that are homebound so that we can coordinate communication and possible extraction in the event of a catastrophic scenario like a wildfire or earthquake.

## Program Information

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**Is this application being submitted in collaboration with another agency?:** No

**Project Title:** Senior Transportation Services

**Requested Cash Amount:** \$103,401.62

**This is an ongoing program that began on:** 04/15/2004

**Name of the person submitting the grant:** Keith Birkfeld  
760-723-7570  
kbirkfeld@foundationforseniorcare.org

**Name of Program Coordinator:** Lucy Robertson  
760-723-7570  
lrobertson@foundationforseniorcare.org

**Is the Program Coordinator responsible for submitting quarterly reports?:** No

**If the Program Coordinator is not responsible, please provide the responsible person's information:** Keith Birkfeld  
760-723-7570  
kbirkfeld@foundationforseniorcare.org

**Ages Served:** Adults (18-60): 7%  
Seniors (60+): 93%

**Gender:** Female: 70%  
Male: 30%

**Select the income limit category of your target population:** Low (80%) Income Limits- ceiling of \$85,600

**Projected number of residents (participant/client) that will directly benefit from this program:** 400

**Projected number of residents that will indirectly benefit from this program:** 1200

How will the program be staffed?: Paid: 95%  
Volunteer: 5%

## Statement of Problem/Needs Assessment

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### Discuss the need for the proposed program or service within the District.:

In response to the changes in mobility that aging often brings, our Senior Transportation Services (Care Van & Expanded Rides Program) attempts to mitigate the challenging limitations of aging and/or becoming disabled, and then being unable to gain access to basic services because of a simple lack of transportation.

According to the U.S. Census Bureau, 28% of people aged 65 and older live alone. The late John T. Cacioppo, Ph.D., former director of the Center for Cognitive and Social Neuroscience at the University of Chicago found that that loneliness automatically triggers a set of related behavioral and biological processes that contribute to the association between loneliness and premature death in people of all ages. Transportation for seniors and the disabled in our area can help alleviate social isolation, simultaneously enhancing individual psycho-social well-being and harmonious community engagement.

According to a 2019 study by the National Aging and Disability Transportation Center, only 15% of older adults use public transportation. This low usage rate is further exacerbated by the fact that our rural community has limited public transit. NCTD and the FACT programs have few options for our community and typically only refer senior riders back to us. Additionally, there are few ride-share options. For-profit services like Uber and Lyft don't have a large presence locally and a smartphone App and account is required to book such services--this technological requirement can be a major obstacle for older adults who haven't gained a level of proficiency on such devices. The challenging geography of our region could cause this problem to be profound for the residents of the greater Fallbrook area.

For many seniors and disabled adults, our Care Van is the only form of transportation to aid in accomplishing routine daily tasks. Seniors rely on the Care Van program to cope with the loss of drivers' license and or loss of physical ability to drive a car, increased need to attend doctor and dental appointments, increased need for medical prescriptions, grocery shopping for food and other essentials, and their ability to remain independent at home.

The relevance of the Senior Transportation Services can best be understood by reviewing the scope of the senior community locally. Based on the 2017 Community Survey conducted by the County of San Diego Health and Human Services Agency, as part of the North Inland region, Fallbrook's population is 48,914. 19.9% of Fallbrook's population is over the age of 65. This is the highest percentage in any geographical region in San Diego County with a population above 3,200. This conservatively translates into over 9,732 seniors in Fallbrook, De Luz, Bonsall, and Rainbow. With California's Master Plan on Aging indicating a 38% increase in adults over the age of 65 by 2030, an infrastructure of services in our region is critical. The chief needs of our senior population are with transportation, healthcare, and behavioral health issues. FRHD data highlights that our local population is a high user of hospitals and healthcare facilities. Seniors rely on our Senior Transportation Services to cope with the loss of drivers' license and or loss of physical ability to drive a car, increased need to attend doctor and dental appointments, increased need for medical prescriptions, grocery shopping for food and other essentials, and their ability to remain independent at home. Our Senior Transportation Service also tempers the negative effect of becoming isolated because of a simple lack of transportation. The Care Van & Expanded Rides programs serve a vital role as the primary source of transportation for our community.

### Reference your supporting data below.:

"Demographic Profiles San Diego County." [https://www.sandiegocounty.gov/Content/Dam/Sdc/Hhsa/Programs/Phs/CHS/Demographics/2017\\_Demographic\\_Profiles.Pdf](https://www.sandiegocounty.gov/Content/Dam/Sdc/Hhsa/Programs/Phs/CHS/Demographics/2017_Demographic_Profiles.Pdf), County of San Diego, Health & Human Services Agency, Public Health Services, Community Health Statistics Unit, 1 Nov. 2019, [www.sandiegocounty.gov/content/sdc/hhsa/programs/phs/community\\_health\\_statistics/reports.html](http://www.sandiegocounty.gov/content/sdc/hhsa/programs/phs/community_health_statistics/reports.html).

"Transportation Needs and Assessment Survey of Older Adults, People with Disabilities, and Caregivers."

[https://www.nadtc.org/wp-content/uploads/KRC-nadtc-Survey-Report-120718-FINAL\\_for-web508.pdf](https://www.nadtc.org/wp-content/uploads/KRC-nadtc-Survey-Report-120718-FINAL_for-web508.pdf), National Aging and Disability Transportation Center, KRC Research, 1 Dec. 2018,

<https://www.nadtc.org/>.

"Population -- California's Future"

<https://www.ppic.org/wp-content/uploads/californias-future-population-january-2020.pdf>, Public Policy Institute of California, 1 Jan. 2020,

<https://www.ppic.org/publication/californias-future-population/>.

"Social isolation, loneliness in older people pose health risks."

<https://www.nia.nih.gov/news/social-isolation-loneliness-older-people-pose-health-risks>, National Institute on Aging, 23 Apr. 2019,

<https://www.nia.nih.gov>.

**What other organizations within the community offer similar programs/services that address this need?:**

None currently

## Program/Services Description

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**The Fallbrook Regional Health District has identified several health disparities that effect the long term health and well being of our community. The following questions address how your program addresses these concerns. :**

**Which one of the following categories best describes the primary goal and objectives of your program?:**

Ancillary: Services that support our mission to promote health for the people of the District.

**Which of the following health disparities does the program address:**

- Behavioral & Mental Health (e.g., Anxiety, Depression, Substance Use, )
- Cardiovascular health (e.g., High Cholesterol, Hypertension)
- Dental
- General Fitness
- Medical Services (e.g., Maternal/Child, Podiatry)
- Nutrition & Access to Food (e.g., Meal programs, Food Bank, Healthy Eating, Obesity, Type 2 Diabetes)
- Senior Services (e.g., Aging in place, Dementia, Transportation)
- Vision

**Describe how the program provides the service.:**

All that is required of recipients to receive transportation is the completion of a Rider Intake Form. This provides us with basic contact information, along with relevant demographic data (Age, Ethnicity, Income, etc.) that enables us to better track the success of our efforts in ride provision. These intake forms can be completed electronically or via paper form provided in the office. For expediency, a payment portal has been installed that enables clients to swipe debit cards upon pick-up or drop-off, as well as in advance online through our website.

We have an active roster of 403 individual riders; which also typically means another three family members are also aware and or supported via the program. Our Outreach plan is comprised of the following scheduled processes: dissemination of the program details through local medical offices, at the Senior Center, Senior Food Distribution events at the Food Pantry, monthly social media posts relating to a senior concern/topic via our social media outlets (Facebook, Instagram, and Twitter), and multiple speaking engagements throughout the community. Additionally, through our partnership with the NC Fire Protection District, any senior who triggers the 911 system, but who does not receive transport to an area hospital, is referred to the Health Service Referral process. This means that seniors with a high need for our services are introduced to the Senior Care Advocacy program via the fire department. This then allows them to be informed about the Care Van and Expanded Rides Services. Therefore, we can target our efforts on a broad spectrum of outreach sources.

**What is/are the program goal(s) and what are the objectives for each goal.:**

**Define goal #1 for this program :** Provide affordable, easily attainable, and wheelchair accessible transportation services to seniors and disabled adults throughout the greater Fallbrook area to gain access to basic services, medical care, and social opportunities.

**Number of Objectives for this program:** 1

**Objective 1:** Provide transportation to at least 200 seniors and disabled adults within the 2020-2021 contract year.

**Measuring Success for Goal #1:** Number of active riders, new riders, distribution of services locations (medical, food, etc.)

**Define goal #2 for this program if applicable.:** Provide Fallbrook area Senior residents with transportation services to medical care in the greater San Diego region that would otherwise be cost-prohibitive or impossible with existing private and public transportation options.

**Number of Objectives for Goal #2 of this program:** 1

**Objective 1 for Goal #2:** Provide at least 25 monthly Expanded Rides.

**Measuring Success for Goal #2:** Track the number of Expanded Rides provided and the areas of San Diego County where the rides are provided to.

## Anticipated Acknowledgment

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**Acknowledgment:** The FRHD logo will be affixed to the sides of our Care Vans.

We will include the FRHD logo and official sponsor designation in all emails from every staff member.

Our organization and specific Care Van program brochure will feature the FRHD logo and official sponsor language.

FRHD logo and status will appear on our website and in all promotional e-mails sent out for events.

FRHD logo and support will be highlighted at our annual fundraising event held in October.

We will promote District events on a monthly basis via Social Media.

## Financial Reporting & Budget

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**Has your organization requested funding from FRHD for this program before?:** Yes, requested and funded

**Have grant funds awarded to your organization ever been withdrawn, reduced or discontinued?:** No

**Please list other grant funders that have been approached by your organization in the past 3 years, including FRHD. Include Name, Date, Amount Requested, Declined or Pending.:**

Albertsons Companies Foundation  
8/2020 - \$15,000 - pending submission

Legacy Endowment - Elisabeth Wilson Grant  
11/2019 - \$8,322 awarded  
11/2018 - \$9,412 awarded  
11/2017 - \$14,250 awarded

SCAN Health Plan Community Giving  
10/2019, 4/2018, 4/2016 - \$20,000 awarded each time

Rotary Club of Bonsall

9/2019 - \$1,000 awarded

Baccash Family Foundation

9/2019 - \$7,500 - declined

4/2018 - \$10,000, declined

Fallbrook Vintage Car Club

4/2019, 2/2018 & 2/2017 - \$1,000 awarded each time

SANDAG Specialized Transportation Grant Program

10/2018, \$267,000, declined

10/2016, \$123,850, declined

Rotary Club of Fallbrook

8/2017 - \$20,000 -- awarded (purchased Door-Through-Door vehicle)

3/2017 - \$3,500

**Please list the fund raising events conducted by yourself or other organization(s) where proceeds have been designated to your organization as beneficiary of funds raised. Include Name, Date, Amount:**

Annual Fall Fundraising Gala

October 2019 - \$147,340

October 2018 - \$131,085

October 2017 - \$121,251

Spring Fundraiser

May 2019 - \$9,180

May 2018 - \$15,789

May 2017 - \$6,906

Client Care Van Donations -- program restricted

FY 2019-2020 (YTD) - \$27,380

FY 2018-2019 - \$24,911

FY 2017-2018 - \$28,303

Care Van Sponsorship program

FY 2019-2020 (YTD) - \$13,860

FY 2018-2019 - \$15,840

FY 2017-2018 - \$11,500

**Describe your plan for maintenance/ continuation of the proposed program beyond the 2020-2021 fiscal year.:**

The FRHD has been instrumental in funding the Senior Transportation program over the past several years. In order to continue this program without interruption or reduction in services, we will continue to seek grant funding from the FRHD. Beyond this source, we plan to seek grant funding from alternate sources at the County level with SANDAG, along with other corporate and private foundations to support the program's ongoing operation.



We are continuing to develop our donor giving programs and are looking for ways to simplify the payment process new funding options.

**Describe what other funding sources will be used to support this program; include fees for services contracts or other revenue sources?:**

We are actively applying to become approved as a provider of Non-Emergency Medical Transportation services through both Medi-Cal and through contracting with individual healthcare companies that offer client reimbursement as part of their Medicare Advantage plans.

**Program Budget File:** 2020\_2021\_FRHD\_CHC\_Program\_Budget\_Form\_v01\_FSC Senior Transportation.xlsx

**Attestation:** • I certify that all information presented in or attached to this Application is complete and accurate

## Payment

## Scan

No matches were found

## Approval

**Requested Amount:** \$103,401.62

**\*Recommended Amount:**

**Prior Approved Grants:**

**Request Status:** External

## Contact

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**Salutation:** Mr.

**\*First Name:** Keith

**Middle Name:**

**\*Last Name:** Birkfeld

**Title:** Executive Director

**Address:** 135 S. Mission Rd.

**Address 2:**

**City:** Fallbrook

**State:** California

**Province:**

**Zip/Postal Code:** 92028

**Country:**

**Telephone:** 7607237570

**Fax:**

**Email Address:** kbirkfeld@foundationforseniorcare.org

**Contact Type:**

**Creation Date:** 03/02/2020

**Last Saved By:** 1000000010520003

**Last Saved Date:** 02-MAR-20 02.25.50.334057 PM

**Notes:**

**\*Internal Use Only?:** N

**Suffix:**