

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

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.

Our 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 Senior Care Advocacy program's goal is to ensure seniors have resources and the ability to age safely at home or have the assistance they need to be well cared for wherever they reside. The needs presented to us by our clients are varied and often complex; thus, we have an extensive network of partners from which to leverage resources. Our partners include the Fallbrook Food Pantry, You Are Not Alone (YANA), Vial of Life, North County Fire Protection District, Adult Protective Services, San Diego Elder Law, Lifeline and numerous local home health caregiving agencies, area hospices, medical and ancillary healthcare providers that we have strong working relationships with.

The Senior Care Advocates continue to work closely with Fallbrook Skilled Nursing and the three main hospitals that provide care to our local clients. Through these partnerships, we are often the first contact for arranging services for senior clients. Specifically, we are working to ensure clients have access to enough and quality food, the ability to access healthcare and social outlets, and collaborating with local fire and sheriff agencies to ensure that seniors are provided with safety and security measures. Additionally, the Care Advocates do a lot of follow up for clients who see the Veterans Assistance and HICAP representatives in our office. They attend the Aging & Independent Services of San Diego County, serving as area representatives to ensure local and state civic resources are accessible to our community.

Program Information

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

Project Title: Senior Care Advocacy

Requested Cash Amount: \$98,650.53

This is an ongoing program that began on: 02/01/2015

Name of the person submitting the grant: Keith Birkfeld
760-723-7570 x104
kbirkfeld@foundationforseniorcare.org

Name of Program Coordinator: Darlene Weber
760-723-7570 x103
dweber@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 x104
kbirkfeld@foundationforseniorcare.org

Ages Served: Adults (18-60): 5%
Seniors (60+): 95%

Gender: Female: 61%
Male: 39%

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: 863

Projected number of residents that will indirectly benefit from this program: 1726

Statement of Problem/Needs Assessment

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

The Senior Care Advocacy's viability can best be understood by reviewing the emerging demographic reality in our region. Currently, adults over the age of 65 make up 19.9% of our population within the greater Fallbrook area, accounting for over 10,000 people (according to the most recent County Census data). Our roster of active clients includes over 1,436 individuals, with 863 of those receiving services in the past year.

With a beautiful but rural unincorporated locale, senior residents are challenged with the lack of available county and state-level resources. On average 35% of the households in the greater Fallbrook area have a senior, 65 years or older in the home. The baby boomers are largely responsible for this increase in the overall size of the older population. The senior population aged 65 and older in San Diego County is projected to be increasing by 38% by 2030. This will translate into over 14,000 senior citizens in our area by that time.

Our senior population present needs from 3 main categories: transportation, healthcare, and support for behavioral health issues. Each of these concerns is consistent with findings from the U.S. Census Community Survey, which found that 36% of people age 65 reported some type of disability (i.e., difficulty in hearing, vision, cognition, ambulation, self-care, or independent living). Some of these disabilities may be relatively minor while others cause people to require assistance to meet important personal needs. Additionally, many of our senior clients suffer multiple, yet minor, impairments, these cumulative disabilities often create large barriers toward living independently. Often it is a single fall or slip that can initiate a cascade of medical impairments that can then lead to a loss of independence. The National Institutes for Health reports that more than 1.6 million seniors go to the hospital for fall-related injuries annually. Falls are the number one cause of fractures, hospital admissions for trauma, loss of independence, and injury deaths among seniors. Locally, San Diego area hospitals report that a senior dies from a fall every 30 hours and that two are treated for a fall every hour (SD County Health & Human Services). District data show our population is a high user of hospitals and other healthcare facilities.

The Senior Care Advocates work closely with our clients to prevent repeat hospitalizations by installing services and measures that help clients be safer and get access to preventative support services. Additional health indices relating to dementia, depression, anxiety, and diabetes are also major concerns of our seniors. Review of our case files demonstrates that of those clients who use us for 1-2 months (~50% of clients) we mainly provide assistance with information on home safety injury and fall prevention measures, or medical care transitioning. This includes explaining skilled nursing benefits, referrals for in-home caregiving agencies, and educating clients about the expectations of long-term care and end of life. Through this process, we encourage clients to communicate with absent or out of area family and help to create a plan for their future needs. In 2019, the Care Advocates responded to over 150 fall-related needs (safety checks, grab bars, medical follow-up). The remaining clients are evenly split between requests for referrals -- usually handled with phone calls, and long-term support. The long-term support clients often require consistent monthly check-in calls or visits to assist them with managing their basic activities or to resolve complex economic challenges that have led to chronic or serial homelessness, revolving medical crisis, and hospitalizations, or complicated applications with long wait/decision times (i.e., Veterans Affairs, Medi-Cal).

Reference your supporting data below.:

Alejandro, J. (2020). Professional Case Management. Professional Case Management, 25(1), 37. doi: 10.1097/ncm.0000000000000408

Uittenbroek RJ, van der Mei SF, Slotman K, Reijneveld SA, Wynia K (2018) Experiences of case managers in providing person-centered and integrated care based on the Chronic Care Model: A qualitative study on embrace. PLoS ONE 13(11): e0207109. <https://doi.org/10.1371/journal.pone.0207109>

"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%20Demographic%20Profiles.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.

"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/>.

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

None currently

Program/Services Description

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:

- 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)

Describe how the program provides the service.:

Senior Care Advocate clients are provided with information (in the form of referrals, resources), and hands-on support through home visits and continued follow-up by a Care Advocate until the Client's needs are resolved or adequately managed. The Senior Care Advocates spend approximately 70% of their time educating and helping seniors understand fall and injury prevention, financial security, and clarification of how to manage the needs of dealing with chronic illnesses. Approximately 30% of the time, the Care Advocates are helping clients arrange the identified resources needed to meet their needs; including, transportation through our Care Van, FACT or the NCTD Lift, applying for and coordinating with County In-Home Support Services or home health agencies for medical caregivers, and or coordinating with low-income assistance, food pantry, local churches, and other organizations within the Greater Fallbrook area that can assist clients with their housing, emotional, social and long term care needs. Additional services revolving around self-care and Adult Protective Service referrals has seen substantial growth in the last few years as well. The APS cases we are involved with usually result in our serving as the Geriatric Care Manager for some length of time until a stable and more permanent solutions can be developed.

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

Define goal #1 for this program :

To ensure that seniors in need of housing, care giving, resource provision, or other related age-in-place services are supported.

Number of Objectives for this program:

2

Objective 1:

Enroll at least 80 new clients.

Objective 2:

Log and track the number and type of services clients need.

Measuring Success for Goal #1:

--Provide home-visits to at least half, 40, of the 80 new clients.

--Number of services related to medical and health outcomes, legal and financial needs.

Define goal #2 for this program if applicable.:

Anticipated Acknowledgment

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

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.:

Fallbrook Regional Healthcare District

FY2019-2020 - \$88,739.46 awarded

FY2018-2019 - \$62,830.16 awarded

FY2017-2018 - \$59,838 awarded

San Diego County -- Community Enhancement Grant

06/2020 - \$20,000 - Pending submission

03/2018 - \$10,000 -- Awarded

Legacy Endowment - Elisabeth Wilson Grant

11/2019, \$8,323 awarded

11/2018, \$9,412 awarded

11/2017 \$14,250 awarded

Wells Fargo

12/2019 - \$5,000 Awarded (*Joint funding for DTD and Senior Care Advocacy Program)

04/2019 - \$15,000 Declined

Rotary Club of Fallbrook

4/2017 - \$3,500

Albertsons Companies Foundation

8/2020 - \$15,000 - pending submission

Archstone Foundation

3/2018 - \$15,000 - Declined

Baccash Family Foundation

9/2019 - \$7,500 - Declined

4/2018 - \$10,000, Declined

United Way Inland Valley

8/2019 - \$25,000 - Declined

Kaiser Permanente Community Health Grant

3/2018- \$50,000 - Declined

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:

Foundation for Senior Care Annual Fall Fundraiser

October 2019 - \$147,340

October 2018 - \$131,085

October 2017 - \$121,251

Foundation for Senior Care - Spring Fundraiser

May 2019 - \$9,180

May 2018 - \$15,789

May 2017 - \$6,906

Giving Heart / Sustained Giving Program

FY2019-2020(YTD as of Apr 6 2020)- \$20,351.83

FY2018-2019 - \$31,574.50

FY2017-2018 - \$12,756.54

Client donations -- program restricted

FY 2019-2020 (Year-to-Date) - \$4,120.90

FY 2018-2019 - \$10,740

FY 2017-2018 - \$11,030

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

The financial maintenance and continuation of the Senior Cree Advocacy program would follow the pattern of prior years. We plan to continue to seek grant funding from the FRHD and other corporate and private foundations to support its ongoing operation. We are continuing to develop our donor giving programs and are looking for new funding vehicles as well. We have plans to approach area medial groups and insurance providers to help underwrite this program, as additional data has been generated that supports its continued operations. The Board of Directors and the agency staff are fully committed to the success of this program and thus our agency fundraising efforts will be used to support program expenses.

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?:

As Case Management becomes more recognized as a requirement to unite disparate healthcare systems for better client coordination there remains the possibility of having larger insurance, medical and healthcare organizations pay for the broader type of social work that Care Advocates provide. This may take the form of fee for service, or a capitated rate, provided to the Foundation's Care Advocacy program for clients under a particular healthcare plan, with the mutual benefit of clients (seniors in our area) receiving better care and case management and insurance providers and medical facilities spending less on costly patient care that results from unaddressed gaps.

The Foundation has also formalized in 2020 a "Senior Independence Plan", a monthly membership plan that unites services from our Senior Care Advocacy and our Door-Through-Door programs. Members who pay a monthly fee will be provided a comprehensive, personalized resource and emergency planning book that will be updated annually. Additionally, transportation and case management will be covered for medical events that require hospitalization or in-patient treatment and will be handled by our Care Advocates along with transportation from our Door-Through-Door coordinator. This program is intended to be self-sustaining, with any profits being sent to the Senior Care Advocacy and Door-Through-Door programs.

Program Budget File: 2020_2021_FRHD_CHC_Program_Budget_Form_Senior Care Advocacy_April 6 2020.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: \$98,650.53
***Recommended Amount:**
Prior Approved Grants:
Request Status: External

Contact

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: