

Perla Hurtado

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Tax Exempt Status **YES**

Service Area **Bonsall De Luz Fallbrook Rainbow**

Will no less than 80% of the program recipients live within the communities of Fallbrook, Rainbow, Bonsall or De Luz? **YES**

Collaborative/Joint Application **NO**

Organization Information	Legal Name	DBA (if Applicable)
	Fallbrook Healthcare Foundation Inc	Foundation for Senior Care

Contact Information	Contact Name	Title
	Perla Hurtado	Executive Director
	Primary Contact Phone	Email Address
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Organization Physical Address
135 S Mission Rd
Fallbrook, CA, 92028

Board of Directors



FSC Board of Directors.docx

35.49 KB

Financial Documents - Audit



Audited Financials 2021.pdf

2.79 MB

Financial Documents - P&L and Balance Sheet



Balance Sheet 2023.pdf

36.23 KB



P&L2023.pdf

36.91 KB

Financial Documents - 990



FSC 990.pdf

393.73 KB

Organization’s Mission Statement

Enhancing the wellbeing of older adults throughout the aging experience.

The Foundation for Senior Care is committed to providing services and resources to older adults (65+) and disabled adults (18+) in the Fallbrook, Bonsall, Rainbow and De Luz communities. We currently offer the following services: transportation and grocery delivery; adult daytime care and caregiver respite; technology classes and senior-centric workshops; referrals, hands-on guidance and support advocacy for a wide variety of senior concerns and needs including healthcare, food and nutrition resources, housing, state and national entitlements, senior living facilities, hospital recovery support, legal and financial assistance, mental health resources, abuse and neglect interventions, safety issues, and more.

In partnership with the Fallbrook Regional Health District, our goal is to remove obstacles, promote resources, and facilitate access to services that enable older adults to live safely, maintain physical and mental wellness, and age gracefully with respect and dignity.

Organization’s Vision Statement

To be recognized at the community, state and national levels as the primary resource and standard of excellence for programs, services and collaborations focused on adults 65 and older.

We strive to be recognized as a leader in senior services and stewardship – earning acclaim as a trusted ally and a steadfast advocate for the health and wellbeing of older adults and individuals with disabilities.

Organization History & Accomplishments

Our 501(c)(3) agency was established in 1979, and the four key programs we operate today have been effectively serving seniors in our community since 2000.

In 2023, we provided more than 4,800 rides between our in-town and expanded-ride programs.

The Foundation for Senior has been providing donation-based transportation to seniors and disabled individuals since 2004. In 2016, after the closure of the Fallbrook Hospital, we established the volunteer supported, Expanded Rides program to accommodate residents in the Fallbrook Regional Healthcare District that needed transportation to physicians, specialists, and other ancillary medical services located outside the greater Fallbrook area.

We started our grocery delivery services in 2020 as a result of the COVID-19 pandemic. After stay-at-home orders were issued, seniors began calling our

offices in a panic when food started running short. They did not want to go out to the grocery stores, and many could not navigate the online grocery order and delivery process. Our Referral and Support Advocates and Care Van services quickly switched gears and developed, in collaboration with Major Market, a grocery delivery service. This service is still utilized today for those seniors who are still cautious about going out into places with crowds or do not have transportation or the physical ability to shop for themselves.

Program Name/Title

Senior and Disabled Transportation Program

Brief Program Description

Our transportation program offers safe and dependable transportation and grocery delivery to older adults and disabled individuals who are unable to drive because of age or disability. We provide donation-based rides in the greater Fallbrook area, and "expanded rides" (medical appointments only) up to 55 miles outside our service area.

Is this a new initiative/service or established program within your organization?

Established Program

Did this program receive FRHD CHC - Grant funding last funding cycle (FY 23.24).

YES

Describe the impact of the program to date. Briefly explain how the service/intervention has worked - include cumulative metrics from the Q1 and Q2 Impact reports.

Our Senior Transportation Program continues to serve the community with unwavering dedication, and we are well on our way to achieving the service numbers and impact goals set for the 2023-2024 FRHD fiscal year. During the first two quarters of the current grant cycle, we have provided 2,241 in-town rides (out of the 4,800), ensuring that older adults and individuals with disabilities have access to essential services right within their community; we have provided 116 expanded rides (out of 300), bridging the gap for those seeking specialized care or services beyond our local area; we have provided 77 (out of 250 rides) wheelchair rides, ensuring inclusivity and accessibility for all members of our community; and we have enrolled 13 (our of 30) qualified, low-income seniors in the Travelers Aid San Diego program, providing financial assistance and support for those facing economic hardships.

These statistics underscore the tangible impact of our program, illustrating our ongoing efforts to address the diverse needs of older adults and individuals with disabilities in the Fallbrook Regional Health District. As we move forward, we remain steadfast in our mission to provide safe, dependable, and inclusive transportation services that enhance the quality of life for seniors and individuals with disabilities.

If this program was previously funded, please provide an example of how the District's funding of this program was acknowledged.



FRHD Acknowledgements_23-24.pdf

252.92 KB

Funding Amount Being Requested

50000

Program Information - Type

Ongoing

Projected number of residents that will directly benefit (participant/client) from this program. **300**

Target Population - Age

	Percent of program participants	Estimated number of participants
Children (infants to 12)		
Young Adults (13-17)		
Adults (18-60)		5
Seniors (60+)		95
We do not collect this data (indicate with 100%)*		

Target Population not collected - Age **NA**

Target Population - Gender

	Percent of program participants
Female	65
Male	35
Non-binary	
Unknown*	

*Target Population - Gender **NA**

Target Population - Income Level

	Percent of program participants
Extremely Low-Income Limits, ceiling of \$32,100	60
Very Low (50%) Income Limits, ceiling of \$53,500	23
Low (80%) Income Limits, ceiling of \$85,600	15
Higher Than Listed Limits	2
We do not collect this data (indicate with 100%)*	

*Target Population - Income Level **NA**

What language(s) can this program accommodate:

- English
- Spanish

What demographic group does this program predominately serve:

Older Adults

Special Populations

Program/Services Description - Social Determinants of Health

Economic Stability (Employment, Food Insecurity, Housing Instability, Poverty)

Social & Community Context (Civic Participation, Discrimination, Incarceration, Social Cohesion)

Healthcare Access & Quality (Access to Health Care, Access to Primary Care, Health Literacy)

Neighborhood & Built Environment (Access to Foods that Support Healthy Eating Patterns, Crime and Violence, Environmental Conditions, Quality of Housing)

Social Determinants of Health - Economic Stability

The transportation program ensures economic stability by providing safe rides and grocery delivery to older adults and disabled individuals in Fallbrook, regardless of their financial means. Donation-based local rides and "expanded rides" for medical appointments up to 55 miles away remove financial barriers to accessing essential resources and healthcare. By relieving transportation costs, the program prevents missed appointments, reduces healthcare expenses, and supports independence, positively impacting economic well-being.

Social Determinants of Health - Social and Community Context

This program addresses the social determinant of health of social and community context by fostering connections and reducing isolation among older adults and disabled individuals in Fallbrook. Through safe transportation and grocery delivery services, the program enables participants to remain engaged in their communities, attend social gatherings, and access local resources. By facilitating interactions with neighbors, friends, and community members during rides and grocery deliveries, the program helps combat loneliness and promote social cohesion. Additionally, by offering donation-based rides and expanded rides for medical appointments, the program ensures that individuals can stay connected to essential community services and support networks, regardless of their mobility or financial status. This sense of belonging and community support contributes to improved mental well-being and resilience among participants, enhancing overall health outcomes. Overall, the program plays a crucial role in strengthening the social fabric of Fallbrook by providing older adults and disabled individuals with opportunities for social engagement, connection, and support within their community.

Social Determinants of Health - Healthcare Access and Quality

This program directly addresses Healthcare Access and Quality by providing essential transportation services to older adults and disabled individuals in Fallbrook. Through donation-based and "expanded" rides for medical appointments, it ensures access to timely healthcare regardless of financial means or location, reducing barriers to preventive care and improving overall health outcomes.

Social Determinants of Health - Neighborhood and Built Environment

This program addresses the social determinant of health of Neighborhood & Built Environment by providing accessible transportation services, enabling older adults and disabled individuals in Fallbrook to access essential resources and participate in community activities. By offering safe rides and reducing reliance on individual vehicles, it promotes a pedestrian-friendly environment, contributing to overall health and well-being.

Statement of Need/Problem

The pressing need for a safe, dependable, and affordable transportation service for seniors and disabled adults stems from the intersection of

demographic shifts, limited mobility in the senior population, and inadequate accessibility in existing transportation options within our service sector. With more than 11,000 individuals turning 65 every day in the US,* our local senior population steadily rising over the last decade, and a significant portion of individuals living with disabilities, ensuring access to reliable transportation becomes paramount. Mobility challenges, whether age-related or due to temporary or permanent disabilities, often render traditional transportation services inadequate. Many seniors and disabled adults rely on mobility aids that are not accommodated, which often results in missed medical appointments, delayed care, social isolation, food insecurity, heightened stress, and lost job opportunities, among other adverse effects on physical, emotional, and mental wellbeing. All of which, in turn, contribute to increased demand and elevated costs for health and wellness services throughout our community.

Therefore, a dedicated transportation service tailored to the unique needs of seniors and disabled adults is not merely a matter of convenience but an essential requirement to ensure their independence, foster social inclusion, and enhance overall quality of life. Addressing this need will not only benefit individuals in the Fallbrook area, but also contribute building to a more equitable, healthy, and resilient community.

* Over the past several years, about 10,000 Americans a day have turned 65. Bamji says recent Social Security Administration projections, based on census data, "have us running at about 4.1 million a year in 2024" — more than 11,200 per day — "and staying around that 4.1 million level through 2027." (Dec 2023). More than 11,200 Americans will turn 65 every day — or over 4.1 million every year — from 2024 through 2027, according to estimates from the Retirement Income Institute at the Alliance for Lifetime Income. (Feb 2024) Fallbrook, California, 65+ population: 2010: 12.1%, 2015: 13.95, 2020: 15.9%, 2023: 16.24 – US Census (Feb 2024)

How are other organizations addressing this need in the community?

Our Transportation program is a vital lifeline for seniors and disabled individuals in our community, filling a void left by other transportation services. The North County Transit System offers limited bus service in Fallbrook but fails to meet our population's diverse needs in regard to the number of access points and the personal assistance many older adults require. RideFACT relies on volunteers with limited availability, whereas we have both staff and volunteer drivers who are diligent about their transportation commitments. Ride-sharing services like Lyft or Uber are limited in our service area, unaffordable, and lack the necessary accommodations for elderly and disabled clients. Additionally, we are a known and trusted transportation provider, which offers older adults the assurance of safety and alleviates the stress and anxiety of transportation logistics.

We offer a safe, reliable, accessible and affordable transportation option that ensures the continued wellbeing of our seniors and disabled individuals.

Program/Services Description - Program Entry & Follow Up

Individuals who wish to utilize our Care Van or grocery delivery services, complete a one-time application. Once we receive and review their application, they are eligible to start receiving services and can contact our office during our hours of operation to schedule their rides or grocery delivery.

In-town rides need to be scheduled at least 24 hours in advance, and expanded-ride requests need additional advanced notice. We always try to accommodate short-notice requests based on space availability. All transportation requests are routed to our Transportation Coordinator, who schedules our volunteer and staff drivers, organizes daily driving logs, and confirms appointments for the following day, including rides scheduled for participants in our Adult Day Program. Prior to their scheduled time, clients are contacted to confirm pick-up and drop-off details.

Clients requesting grocery delivery call our office and speak with the Transportation Coordinator to provide a list of the items they need. We place the order with Major Market, our grocery delivery partner, and then schedule a pickup for either Tuesday or Friday to be delivered to the client by our Care

Vans. Grocery clients provide us with a payment method that we charge once the grocery delivery has been verified.

To maintain quality and improve our services, we actively seek feedback from clients through quarterly surveys (for the first year) for our new clients and semi-annually for our larger transportation client base. This feedback loop allows us to continuously adapt and enhance our services to meet the evolving needs of our community.

Transportation clients also receive information about our other senior services to ensure they are aware of all available resources.

Program/Services Description - Program Activities

Our transportation services prioritize personalized assistance tailored specifically for senior and disabled individuals. Setting us apart from other ride options, our drivers offer hands-on, door-to-door support, guaranteeing that clients arrive at their destination safely and comfortably. Friendly conversation during the ride offers social interaction, a vital element for those experiencing isolation, enriching their overall experience with us.

We offer rides with a suggested \$10 donation, but no one is turned away if they cannot contribute.

Additionally, we provide out-of-town rides for medical appointments, facilitated by volunteer drivers. We request a \$45 donation for these rides, though it often doesn't cover the full cost. Wheelchair van rides for out-of-town trips now request a \$60 donation.

Our Care Vans, including two wheelchair-accessible vans, are designed for comfort and ease of entry.

Low-income riders can apply for free rides through Traveler's Aide San Diego, one of our county partners. If eligible, Traveler's Aide will cover the cost of our transportation service. Collaboration reflects our commitment to accessibility, affordability, and community support in meeting the diverse needs of our clients.

In response to pandemic challenges, we initiated a grocery delivery service in collaboration with Major Market. Clients place orders through our Transportation Coordinator, and Major Market fulfills them, with our Care Vans delivering groceries to clients' doorsteps. For this service, we request a \$10 donation.

Accessible, reliable and trusted transportation is critical for the unique needs of older adults and individuals with disabilities. It is indispensable for ensuring access to medical care, adherence to treatment plans, adequate and nutrition food supply, social inclusion, and independence. The greater Fallbrook area benefits greatly from a safe, personalized, and affordable transportation option. By offering this service, we contribute to the ongoing physical and mental wellbeing of our seniors and disabled individuals in the community.

Program Goal

The goal of our Transportation program is to deliver affordable, accessible, and wheelchair-friendly transportation to seniors and disabled adults in the greater Fallbrook area. We aim to break down barriers of cost and dependency, alleviate the stress and anxiety associated with transportation logistics, and ensure that individuals can access vital services, medical appointments, social engagements, and community connections without hindrance. Through this program, we empower individuals to maintain their independence, enhance their quality of life, and actively participate in community activities.

During the 24-25 FRHD fiscal year our Transportation Program will provide a minimum of 4,800 local rides or grocery deliveries in the Fallbrook Regional Health District; 300 round-trip, out-of-service-area, expanded rides for medical appointments in the Fallbrook Regional Health District; a minimum of

250 wheelchair rides in the Fallbrook Regional Health District; 40 new participants in the Traveler's Aide free rides program in the Fallbrook Regional Health District.

Program Objectives & Measurable Outcomes

Objective 1

To provide accessible and affordable transportation services to seniors and disabled adults in the Fallbrook Regional Health District, with the goal of delivering a minimum of 4,800 local rides or grocery deliveries during the 2024-2025 FRHD fiscal year.

This will be measured by tracking the exact number of rides and deliveries completed, with a focus on ensuring each individual's needs are met promptly and reliably.

Objective 2

To enhance access to medical care for senior and disabled adults in the Fallbrook Regional Health District, with the goal of providing 300 round-trip, out-of-town, expanded rides in the 2024-2025 FRHD fiscal year to health-related appointments in the greater San Diego County and South Riverside County regions.

This will be measured by recording the number of completed round-trip rides, ensuring everyone receives timely transportation to essential medical services.

Objective 3

To facilitate adequate accessibility for wheelchair-bound individuals with the goal of offering a minimum of 250 wheelchair rides to older adults and individuals with disabilities in the Fallbrook Regional Health District during the 2024-2025 FRHD fiscal year.

This will be measured by the total number of wheelchair rides provided, with a focus on meeting the specific needs of each individual requiring wheelchair transportation.

Objective 4

To support seniors with Extremely Low Income, with the goal of enrolling at least 40 additional individuals in the Traveler's Aid free rides program during the 2024-2025 FRHD fiscal year.

This will be measured by tracking the number of seniors enrolled in the program, with a focus on ensuring financial accessibility for all participants while maintaining the sustainability of the program.

We take great pride in our role within the community and remain dedicated to providing services that support older adults and individuals with disabilities in maintaining their physical and mental wellbeing throughout the aging experience. We consider it a privilege to serve our older adults and people with disabilities, helping them to receive the services, compassion, and respect they rightfully deserve.

Organization Collaborations

One of our ongoing goals is to consistently establish new collaborations within and outside the community. Through joint efforts with like-minded organizations, we can expand our collective reach and leverage synergies across our programs and services. This collaborative approach ensures that services for older adults and individuals with disabilities are more accessible, robust, and varied.

In our Transportation program, we collaborate with organizations such as REINS Therapeutic Riding Program, The Fallbrook Senior Center, the Fallbrook Food Pantry, and D'Vine Path, Major Market and Travelers Aid San Diego, among others, to ensure that our clients have affordable and accessible transportation to benefit from the services offered by other community agencies also focused on their needs. By working hand in hand with these

organizations, we strengthen the overall support network available to our clients and build a more inclusive community.

We also participate in age-based initiatives such as Age Well San Diego and Age Well 2.0., as well as having representation with SANDAG and the FACT's Council Advisory Committee – all of which demonstrates our dedication to specialized transportation.

Anticipated Acknowledgment

Social Media Postings

Signage at Service Sites

Print Materials to Service Recipients

Website Display

Other

Anticipated Acknowledgment

Fallbrook Regional Health District's support is consistently acknowledged as a grantor/supporter with logo (and map when appropriate) on our website, social media (Instagram, Facebook, and LinkedIn), Care Vans, impact reports, and other promotional and educational communication materials.

Funding History

YES

Funding History - withdrawn, reduced or discontinued explained

NA

Program Budget



24_25 FRHD CHC Program Budget Form_... .xlsx
56.72 KB

Terms and Conditions

Accepted

Authorized Signature