

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
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Organization Physical Address
135 S Mission Rd
Fallbrook, CA, 92028

Board of Directors



FSC Board of Directors.pdf

150.46 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 11,300 referral, support and advocacy interactions on behalf of older adults and disabled individuals.

The Foundation for Senior Care has been providing referral, support, and advocacy services since 2005. Our extensive resource database is comprised of over 1,500 organizations, including individual contacts not accessible to the public. Annually, we assist an average of 1,300 individual seniors and disabled adults in the greater Fallbrook area by connecting them with the necessary resources and advocating for their needs.

In 2020 at the peak of the COVID-19 pandemic, our Senior Care Advocacy program partnered with Champion for Health to bring vaccines directly to five

senior housing communities in Fallbrook proper, vaccinating almost 500 seniors. In September of 2023, we partnered with the local Alberton's Pharmacy and the CSUSM School of Nursing to offer a vaccination day at our facility, with the plans to make this an annual outreach.

Two key issues on the rise for older adults and individuals with disabilities are mental health and housing. Since June of 2022, we've connected 130 seniors with mental health resources, and in the past year, approximately 35% of the clients we helped required assistance with both mental health and housing challenges.

Program Name/Title Senior Care Advocacy

Brief Program Description Our Senior Care Advocacy Program, like social workers, provides essential support, guidance, and advocacy for seniors and disabled adults. Advocates offer counseling, education, and extensive referrals, ensuring comprehensive care coordination and safeguarding clients' rights and well-being.

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 program has directly benefited 50 out of 115 projected adults post-hospitalization, effectively preventing readmissions and mitigating unsafe discharges. We identified and prevented 11 potential unsafe discharges, resulting in a reduction in adverse outcomes among these individuals. These statistics highlight the tangible impact of our program, showcasing our ongoing dedication to addressing the diverse needs of older adults and individuals with disabilities in the Fallbrook Regional Health District. Moving forward, we are committed to providing 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 42000

Program Information - Type Ongoing

Projected number of residents that will directly benefit (participant/client) from this program. 1000

Target Population - Age

	Percent of program participants	Estimated number of participants
Children (infants to 12)		
Young Adults (13-17)		
Adults (18-60)	6	60
Seniors (60+)	94	940
We do not collect this data (indicate with 100%)*		

Target Population not collected - Age

NA

Target Population - Gender

	Percent of program participants
Female	60
Male	40
Non-binary	
Unknown*	

*Target Population - Gender

NA

Target Population - Income Level

	Percent of program participants
Extremely Low-Income Limits, ceiling of \$32,100	40
Very Low (50%) Income Limits, ceiling of \$53,500	35
Low (80%) Income Limits, ceiling of \$85,600	20
Higher Than Listed Limits	5
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

This initiative directly addresses the social determinant of health (SDOH) of economic stability by providing seniors and individuals with disabilities access to housing resources and essential supports. By securing stable housing and offering assistance with mental health referrals, the program helps individuals maintain financial stability and access necessary resources without facing the additional burden of housing insecurity or unmet mental health needs. This support ultimately contributes to economic stability by reducing the financial strain associated with housing instability and ensuring individuals can access the resources needed to maintain their well-being.

Social Determinants of Health -
Social and Community Context

This program addresses the social determinant of health (SDOH) of social and community context by fostering connections and support networks within the community. By providing seniors and individuals with disabilities access to housing resources, mental health referrals, and essential supports, the program helps to strengthen social ties and promote community integration. This fosters a sense of belonging and community cohesion, which are essential components of overall health and well-being. Overall, by addressing the social and community context, the program contributes to creating a supportive environment that promotes social connections and enhances the overall health outcomes of seniors and individuals with disabilities.

Social Determinants of Health -
Healthcare Access and Quality

This program indirectly addresses the social determinant of health (SDOH) of Healthcare Access and Quality by facilitating access to housing resources and mental health referrals. By ensuring seniors and individuals with disabilities have stable housing and access to mental health services, the program contributes to overall health outcomes. Stable housing can lead to better health outcomes by reducing stress and providing a stable environment conducive to wellness. Additionally, access to mental health services improves overall healthcare quality by addressing mental health needs, which are often interconnected with physical health. Thus, by addressing these factors, the program indirectly improves healthcare access and quality for the individuals it serves.

Social Determinants of Health -
Neighborhood and Built Environment

This program directly addresses the social determinant of health (SDOH) of Neighborhood and Built Environment by providing support with housing resources. By securing stable housing for seniors and individuals with disabilities, the program ensures they are situated in safe and healthy environments. Stable housing contributes to a positive built environment by providing access to amenities such as

parks, grocery stores, and healthcare facilities, which are essential for overall well-being. Additionally, by addressing housing needs, the program helps to mitigate environmental factors such as housing insecurity, overcrowding, and exposure to unsafe living conditions, all of which can negatively impact health outcomes. Overall, by improving housing stability and ensuring individuals reside in safe and supportive neighborhoods, the program directly addresses the SDOH of Neighborhood and Built Environment, promoting better health and well-being for the community.

Statement of Need/Problem

The Senior Care Advocacy program addresses a critical need within the Fallbrook Regional Health District, aligning closely with our organization's mission to enhance the wellbeing of seniors and disabled adults in our community. As the population ages, the demand for comprehensive support services for seniors and disabled individuals becomes increasingly urgent. This need is evident in the demographic profile of the Fallbrook region and is supported by a wealth of quantitative and qualitative data.

Additionally, the prevalence of chronic health conditions among seniors in our community underscores the importance of proactive and comprehensive health management strategies. By addressing the medical, psychological, social, and financial needs of seniors and disabled adults, the Senior Care Advocacy program aims to mitigate the impact of chronic health conditions and improve overall health outcomes.

Moreover, mental health issues and the risk of homelessness have become increasingly prevalent challenges facing seniors in our community. The lack of affordable housing has replaced caregiving concerns as the number one issue faced by seniors. This highlights the complex interplay between social determinants of health, such as housing instability, financial insecurity, and mental health, which can significantly impact the wellbeing of seniors and disabled individuals.

In addressing these pressing needs, the Senior Care Advocacy program directly targets several social determinants of health, including access to healthcare, socio-economic status, housing stability, food security, and social support networks. By providing tailored support and assistance to seniors and disabled adults, our program aims to empower individuals to live safely and independently in their homes for as long as possible, thereby improving overall quality of life and wellbeing.

The need for the Senior Care Advocacy program within the Fallbrook Regional Health District is evident based on the demographic profile of the region and supported by quantitative data, trends in the service sector, and research on social determinants of health. By addressing the multifaceted needs of seniors and disabled individuals, our program seeks to enhance the health, independence, and quality of life of vulnerable populations within our community.

How are other organizations addressing this need in the community?

While there are other organizations in Fallbrook providing food for the hungry, therapeutic programs for the disabled, social programs, community education and counseling support, no one else connects seniors and the disabled to the full range of resources available to them, nor do they dig into underlying social determinants of health to identify factors that may be contributing to poor health outcomes. Our Advocates are the network that educates and connects individuals with many of the other community offerings, depending on their assessed needs. We work closely with so many of these agencies.

After gaining experience, the new Community Wellness Navigator at the Wellness Center may provide a similar service for the non-senior population, and we hope to work closely and collaboratively with that new resource in the

future to create synergies and offer comprehensive services in our community for all.

Program/Services Description -
Program Entry & Follow Up

Recipients access our Senior Care Advocacy program through word-of-mouth, online searches, advertising, PR and other promotional communications, social media, family members, other Foundation service programs, and referrals from other community businesses, service agencies, medical facilities and first responders. We also publicize the program with speaking engagements, community activities and our own events.

Enrollment is simple: individuals reach out for assistance, either through a phone call for basic guidance or a home visit for complex cases. Ongoing support includes detailed assessments, goal setting, and daily assistance if needed. Volunteer "Care Buddies" make regular calls once situations stabilize. All interactions are tracked using custom software. Services are free, funded by the Fallbrook Regional Health District and fundraising.

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

Program/Services Description -
Program Activities

Our Senior Care Advocacy Program serves as a crucial lifeline for seniors and disabled adults, delivering a wide range of interventions and services tailored to their diverse needs through essential support, hands-on guidance, and dedicated advocacy for clients through various channels.

INFORMATION: Our Advocates offer counseling and education to clients and their families, empowering them with knowledge about a broad scope of senior concerns and issues. This guidance ensures informed decision-making and fosters a sense of empowerment among older adults and individuals with disabilities.

REFERRALS: With an extensive resource database, comprised of over 1,500 organizations, including individual contacts not accessible to the public, our Advocates play a pivotal role in coordinating multiple care services for clients.

This includes healthcare referrals to physicians, caregivers, home health, hospice facilities, counselors, and other support services. They diligently monitor the effectiveness of recommended caregivers and agencies, ensuring that clients receive high-quality care tailored to their needs.

In addition, our Advocates connect clients with organizations and resources that assist in other areas, including food and nutrition resources, housing assistance, state and national entitlements, senior living facilities, legal and financial assistance, mental health resources, safety issues, and more.

ADVOCACY: In all situations, whether it involves one resource or the coordination of multiple resources working together, our Advocates act as adept case managers in a variety of areas including food and nutrition, housing, state and national entitlements, senior living placements, legal and financial assistance, fraud, abuse, or neglect, mental health, safety issues, and more.

They serve as unwavering stewards for seniors' rights in numerous settings, including hospitals, housing disputes, and negotiations with bill collectors, and they collaborate with Adult Protective Services and law enforcement to stabilize challenging circumstances and safeguard clients' immediate wellbeing.

Our Advocates are also highly skilled in assisting low-income individuals, guiding them through the enrollment process for programs such as Medi-Cal, free food initiatives, benefits through the VA, and discount programs for essential services like energy, phones, and internet access.

Beyond these services, our Advocates extend support with practical tasks such as packing, moving, home maintenance, and providing loaners of durable medical equipment. These seemingly simple tasks can have a profound impact on a senior's ability to live safely, independently, and thrive.

In summary, our Senior Care Advocacy Program is highly beneficial to participants as it provides them with personalized support tailored to their unique needs. Through counseling, education, coordination of care services, advocacy, and practical assistance, our program ensures that seniors and disabled adults receive comprehensive support to improve their quality of life, enhance their wellbeing, and maintain their independence for as long as possible.

Without our Senior Care Advocacy Program, there would be a significant gap in the care and wellbeing of seniors and disabled adults in our community. Our advocates serve as lifelines, guiding individuals through complex processes, connecting them with vital resources, and advocating for their rights. Their dedication and expertise are invaluable in the lives of older adults and individuals with disabilities residing in the Fallbrook Regional Health District.

Program Goal

The goal of our Senior Care Advocacy program is to providing older adults and disabled individuals in the Fallbrook Regional Health District with information, referrals, case management, hands-on support, and interventions across a wide range of areas; to advocate on their behalf with organizations, agencies, individuals and other entities with the intent of addressing client-specific needs and achieving positive outcomes.

Specifically, measurable goals include: assist 1,000 clients in the Fallbrook Regional Health District with any of our Senior Care Advocacy services; at least 300 visits with clients at home or at a healthcare facility in the Fallbrook Regional Health District; act as a Case Manager for 70 clients in the Fallbrook Regional Health District who have complex health or living needs; discuss mental health wellbeing with a least 100 clients in the Fallbrook Regional Health District.

Program Objectives & Measurable Outcomes

Objective 1:

To assist 1,000 seniors and/or disabled adults in the Fallbrook Regional Health District with our Senior Care Advocacy services – addressing their specific needs and overcoming obstacles -- during the 2024-2025 FRHD fiscal year.

This will be measured by tracking all visits for new and existing clients, including a record and report of all activities, interactions and referrals.

Objective 2:

To visit with at least 300 senior or disabled clients at home or at healthcare facilities in the Fallbrook Regional Health District -- assessing their unmet needs, evaluating health and home safety, and taking action steps to address those needs -- during the 2024-2025 FRHD fiscal year.

This will be measured by tracking all home or healthcare facility visits, including a record and report of the types of visits.

Objective 3:

To act as a Case Manager for 70 seniors or adults with disabilities with the Fallbrook Regional Health District, who have complex health or living needs, with the goal of stabilizing their situation and achieving a positive outcome, during the 2024-2025 FRHD fiscal year. Case management should include a set objective, a plan of action, the resources required, regular visits and follow-up.

This will be measured by tracking the number of clients for whom we act as Case Managers and advocate on their behalf. Records and reports will detail the set objectives, the actions taken, and the resulting outcomes.

Objective 4:

Discuss mental health wellbeing with at least 100 older adults or individuals with disabilities from the Fallbrook Regional Health District, and referring at least 50% to mental health providers, during the 2024-2025 FRHD

This will be measured by tracking data for all mental health interactions, including a record and report on the number of mental health discussions with clients, health provider referrals and/or assistance reestablishing lapsed appointments with existing providers.

Organization Collaborations

In our Senior Advocacy program, we collaborate with organizations, agencies, individuals and other entities to address the needs of older adults and individuals with disabilities to ultimately achieve positive outcomes.

- Fallbrook Food Pantry – assess/coordinate enrollment in food home delivery program
- Fallbrook Senior Center – refer clients with nutrition needs, help each other with durable medical equipment demands, promote each other's programs
- Gary and Mary West PACE – help potential PACE clients apply for Medi-Cal and enroll in PACE
- SDG&E – energy partner, helping connect seniors with energy discount programs and medical baseline programs
- Anchor Health – host monthly Veteran's support group
- North County Fire – handle referrals from NCF for our Door Through Door program and for any senior or disabled resident who appears in need of support
- Adult Protective Services (APS) – collaborate with APS on Fallbrook area cases of abuse, self-neglect, or fraud
- Office of Homeless Solutions – regularly connect to secure Section 8 Emergency Housing or emergency motel vouchers, and recently, worked directly with them to get qualified low-income seniors on their list for shallow rent subsidies
- YANA/Sheriff – regularly refer clients to ensure that they are checked in on
- Aging and Independent Services – partner to distribute and manage nutrition program booklets for Farmer's Market goods; engage in community meetings
- Aetna and HealthNet Medi-Cal Managed Care Plans – Community Support Partners with these plans to provide Hospital and/or Assisted Living transition support, homeless/at-risk housing support, and respite services
- Age Well San Diego – active participants in four out of five Age Well 2.0 Planning groups, helping develop the Age Well Roadmap for the next 3 years
- Care Excellence: Caregiver support group

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, Care Vans, impact reports, and other promotional and educational communication materials.

Funding History

NO

Program Budget



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

Terms and Conditions

Accepted

Authorized Signature