

# 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 Fallbrook Adult Day Care Center, "The Club", like our Senior Care Advocates 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 --Health Referral Service Program, Adult Protective Services, Meal on Wheels, In Home Support Services, Elder Law & Advocacy, San Diego County Aging and Independent Services, Veteran's Administration -- we host a representative in our office twice a month, HICAP -- hosted once a month in our office, the social work/case management departments at the area hospitals, most hospice agencies (6+), most private-pay in-home caregiving agencies (10+), independent and assisted care residential communities, and other medical supply and clinics.

The agency also has representation among the NCCCHI, SANDAG Social Service Transportation Advisory Council, Community Collaborative for Health and Wellness, San Diego County Aging & Independence Services, Fallbrook Chamber of Commerce, Rotary Club(s) of Fallbrook and Bonsall and other ad hoc community groups. We have established relationships with most area physicians, dentists, and ancillary healthcare providers to ensure clients and caregivers are provided with information about the Day Care program. We also work closely with the two main senior housing communities, where we can supplement care for some of their residents. We also have an MOU with the City of Temecula to provide access to the Day Care program to their residents, as The Club is one of a few free-standing Day programs in Southern California. While no Temecula resident benefits from FRHD funding support, their fees do offset expenses and help make respite scholarships easier to fund.

**Program Information**

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

**Project Title:** Adult Day Care

**Requested Cash Amount:** \$55,972.99

**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:** Pamela Wright  
760-723-7570  
pwright@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): 1%  
Seniors (60+): 99%

**Gender:** Female: 60%  
Male: 40%

**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:** 30

**Projected number of residents that will indirectly benefit from this program:** 90

**How will the program be staffed?:** Paid: 98%  
Volunteer: 2%

## Statement of Problem/Needs Assessment

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

The rapidly increasing population of adults over the age of 65 in the community is the primary driver supporting the need for our services, combined with the lack of similar options for daycare. Currently, seniors make up over 19.9% of our community population within the District's area, accounting for over 10,000 people based on the most recent population estimates by San Diego County. This is the highest percentage of seniors in the County (for populations above 3,200).

On the macro national level, the first Baby Boomers began hitting retirement age in 2011, and the youngest will turn 65 in 2029.

In 2030 most seniors will be relatively young, between age 65 and 75. However, beginning this year, 2020, the fastest growth will occur among seniors age 75 and older. By 2030, the over-85 population will have grown considerably, increasing 61 percent (around 400,000 people) from 2012. Interpreted on a local scale, on average, 35% of the approximately 20,000 households in the FRHD's current service area have a senior 65 years or older in the home.

Of these seniors, those diagnosed with Alzheimer's Disease and Related Dementias (ADRD) is similarly growing, without an adequate infrastructure in place to minister to them. A 2018 study by the Health and Human Services Agency in San Diego County identified important statistics that define an emerging need for services throughout the North Inland region of the County:

\* Nearly one in six San Diego County residents living with ADRD lived in North Inland Region in 2015.

\* The 55 years and older population of North Inland Region is estimated to be nearly 188,500 residents this year, 2020, and will increase up to 208,300 residents by 2030. The estimated proportion of residents living with ADRD among this age group will remain relatively constant, at about 8.4%.

\* By 2030, there will be more than 17,500 North Inland Region residents age 55 years and older living with ADRD. This is a 31.7% increase in the North Inland ADRD population from 2015. The 17,500 North Inland Region residents age 55 years and older living with ADRD in 2030 will account for 15.3% of the county's 55 years and older ADRD population in that year. Within North Inland Region, Escondido and North San Diego will remain the communities with the greatest number of 55 years and older residents from 2015 to 2030. Further, Escondido and North San Diego are expected to have the highest proportions of 55 years and older residents living with ADRD by 2030.

While historically most families provided care for elderly family members in the same community, today's generations are more distally arranged. This geographic distance coupled with increased life expectancies and longevity means that increasingly elderly adult-children are becoming responsible for caring for even more elderly parents, exacerbating an overburdened senior support system and increasing the gap in unmet service needs. Unfortunately, the added stress of family caregiving also has shown an increase in the incidences of domestic abuse among dementia patients and their family caregivers. Then adding insult to injury, the primary risk factor for diabetes, hypertension, cancer, and heart disease is aging. Dementia patients need additional efforts to keep them physically active and healthy; this additional effort is taxing for most individuals let alone for another senior who may also be living with a chronic illness.

Using respite services can support and strengthen the person's ability to be a caregiver. There are no other providers in the District area that can provide a day respite care program for clients and their caregivers who are dealing with dementia. While for-profit, nonmedical caregiving agencies are readily available these services are considered prohibitively expensive by most seniors (\$25 per hour--comparatively our day program is only \$75 per day) and do not include the socialization component of a group setting.

**Reference your supporting data below.:** "Alzheimer's Disease and Related Dementias in San Diego County".

[https://www.sandiegocounty.gov/content/dam/sdc/hhsa/programs/phs/CHS/Reports/FINAL\\_2018\\_ADRD\\_Prevalence\\_4.13.2018.pdf](https://www.sandiegocounty.gov/content/dam/sdc/hhsa/programs/phs/CHS/Reports/FINAL_2018_ADRD_Prevalence_4.13.2018.pdf), County of San Diego, Health and Human Services Agency, Public Health Services, Community Health Statistics Unit, 2018. Retrieved 02/10/2020

[www.SDHealthStatistics.com](http://www.SDHealthStatistics.com).

Ellen, M. E., Demaio, P., Lange, A., & Wilson, M. G. (2017). Adult Day Center Programs and Their Associated Outcomes on Clients, Caregivers, and the Health System: A Scoping Review. *The Gerontologist*, 57(6). doi: 10.1093/geront/gnw165

"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).

"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**

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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)
  - 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)

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

Respite Care support directly benefits the clients in our Day Care but we have also observed a marked increase in the quality of life seen in Caregivers. Studies have demonstrated a myriad of negative outcomes connected with the burden suffered by those who provide care for adults suffering from dementia. Caregivers who provide four or more hours per week are more likely to reduce their hours at work or turn down a promotion or job offer. Caregiving can also result in "caregiver stress syndrome" due to the neglect of social activities and their health, as well as other family and household duties. Because the physical and psychological toll of caring for an older adult is considerable, up to 75% of family caregivers will develop psychological illnesses and 15--32% experience depression, keeping caregivers out of the workforce and reducing workplace productivity for extended periods (World Health Organization, 2012).

Adult Day Care programs like The Club can provide respite and support to Caregivers, which, in turn, can support their work and personal responsibilities. By encouraging caregivers to eat well, get rest, and pursue their health care we are encouraging caregivers toward better health outcomes. Additionally, we are also working to delay, slow and or prevent dementias by educating our caregivers about the importance of self-care. While there is no one way to prevent dementia, there is growing evidence that eating a healthy diet, being physically active, creating interpersonal relationships and being involved in your community, managing chronic health conditions, and maintaining healthy sleep patterns may make it possible to delay, slow or prevent the onset of dementia.

Please note, that we use the number of respite days provided as a quantitative measure, while the qualitative data from the primary caregiver illustrates the depth of the impact of those days provided. Previous caregiver data has allowed our Care Advocates to assist fragile families with additional benefits. Indeed, we found that some of these families needed additional food support, were eligible for Veteran's in-home support and facilitated several additional medical appointments for caregivers as well.

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

**Define goal #1 for this program :**

The goal of Respite Caret at the Adult Day Care program is to provide ongoing -- nonresidential caregiving relief care for clients' suffering from dementia or other senility related diagnosis whose family members do not have the financial means to afford daycare services, to allow clients the opportunity to receive socialization and enrichment through participation in daycare programs, activities, and events, and for the caregivers to have the time to attend to other matters that this respite support can facilitate.

**Number of Objectives for this program:** 2

**Objective 1:** Provide respite care support for Four to Twelve low-income District residents, who will receive at least 400 days of respite care at The Club.

**Objective 2:** Identify, educate and support the clients' caregivers on caregiving issues that have shown to have a negative impact on the caregiver's health.

**Measuring Success for Goal #1:**

--Enroll 4 - 12 clients who income qualify for respite care "scholarships". And track the number of respite days provided per client.

--Gather self-reported caregiver stress information on a quarterly basis. Questions regarding their physical wellbeing and mental health as it is associated with caregiver burnout: specifically, addressing, feelings of sadness/depression, sleeping habits, changes in weight, the prevalence of diabetes, medical visits -- including emergency visits, falls and safety

**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

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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.:**

Fallbrook Regional Healthcare District

FY2019-2020 - \$41,754.94 awarded

FY2018-2019 - \$31,062.57 awarded

FY2017-2018 - \$29,538.46 awarded

Legacy Endowment - Elisabeth Wilson Grant

11/2019 - \$8,322 awarded

11/2018 - \$9,412 awarded

11/2017 - \$14,250 awarded

Scaife Family Foundation

3/2018 - \$5,000 declined

Bonsall Woman's Club

2/2018 - \$500, awarded

San Diego County Employees Charitable Organization (CECO)

1/2018 - \$1,575, declined

Steffen Foundation

12/2018 - \$5,000, awarded

**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

Adult Day Care Fees

FY2019-2020(YTD)-\$125,796.50 (as of Apr 5, 2020)

FY 2018-2019 - \$187,688

FY 2017-2018 - \$164,350

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

The Foundation for Senior Care has begun discussions with the St. Paul's PACE (Program for All-Inclusive Care for the Elderly) in San Diego, and the Gary and Mary West Foundation's PACE center in San Marcos to discuss potentially partnering on Day Care attendance possibilities for those clients of each program to attend The Club. Each of the PACE programs functions similar to an HMO where all general health related needs (Primary Care Physician, Physical Therapy, Dental care, etc.) are covered in each location. This includes a modest version of Medical model Adult Day Care but they are restricted in what can be comfortably offered both in terms of geographic restrictions and overall space utilization. Given the FSC's locating in Fallbrook where no such Day Care options are available, it is conceivable that those Seniors with Dementia in the Fallbrook area could potentially sign up for inclusion in the PACE program(s) for their medically-oriented needs but attend our facility The Club, where the PACE center would bear the cost for such clients, enabling us to realize a new source of consistent revenue with the benefits of a strongly compliant health partner.

The maintenance and continuation of the Adult Day Care respite program would continue in much of the same ways as it has been done for the last several years. Such that, we plan to continue to seek Community Health Contract funding from the District and pursue grants from 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. Ongoing revenue generation from fees charged to clients of The Club will continue to comprise the bulk of the financial needs for this program.

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

We are actively exploring how to better integrate with waivers that exist for Medi-Cal eligible adults who suffer from Dementia but don't have the financial capacity to pay the daily day care fee. With recent healthcare changes, individual plans have more possibilities of funding for Social Day Care models (like The Club).

**Program Budget File:** 2020\_2021\_FRHD\_CHC\_Program\_Budget\_Form\_Adult Day Care\_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:** \$55,972.99  
**\*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:**