

The Senior Boom

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DOING MORE

Eskaton Foundation supports the needs of the senior community

by Evan Tuchinsky

When you hear the name Eskaton, you may think first and foremost of a senior living community. Indeed, Eskaton provides housing for thousands of older adults in the Sacramento region and beyond, but that is just a small piece of the big picture.

What you may not know about is Eskaton Foundation and how this organization is helping prepare the Sacramento region for a “senior boom” that’s taking place.

As the fundraising arm of Eskaton, Eskaton Foundation supports the essential projects and innovative programs that enhance the quality of life for local seniors — whether they live in an Eskaton community or not.

These programs include an adult day health center that provides respite for caregivers, rides for seniors who can no longer drive, daily phone calls to homebound seniors, and rent aid for those who outlive their assets. These are vital lifelines to seniors, especially those who live at or below the poverty level. And there’s much more that can be done.

“We’re not there yet,” says Kim Rhinehelder,

Eskaton Foundation president. “We’re not serving everybody we can because the need is so great.”

Many seniors are slipping through the cracks. Rhinehelder says there is a waiting list for seniors who need assistance paying for these services. And the need will only get greater as demographics shift toward an older population. By the end of the next decade, 1 in 5 Sacramento-area adults will be 65 and over.

Eskaton Foundation is poised to help with the “age wave.” With leadership by a board of 21 members who represent the region’s biggest companies, the foundation acts as a catalyst for partnerships with businesses, government agencies and other nonprofits. Eskaton Foundation is hoping to grow to meet the needs of our region’s seniors now and in the future through the Create 2015 campaign, which aims to raise \$5 million by the end of next year.

Strengthening these programs now could just make growing older in the Sacramento region a little less scary.

Read on to learn more about programs supported by Eskaton Foundation.



Kim Rhinehelder, Eskaton Foundation president, says the age wave will lead to greater need for senior services.

PHOTO BY LOUISE MITCHELL

THE ORGANIZATION BEHIND THE FOUNDATION

Eskaton: Transforming the Aging Experience

Eskaton Foundation exists because of Eskaton, which has a 46-year history of being a leader for senior services and housing in the community. Here are some more facts about Eskaton:

- Founded in 1968
- Mission: To enhance the quality of life of older adults through innovative health, housing and social services
- Nonprofit (invests profits back in community)
- Offers residential and assisted living, memory care, rehabilitation and skilled nursing, home health care, adult day health, and in-home support services
- Serves around 3,000 seniors every day
- Supports seniors who live at home, and those who live in Eskaton communities
- 11 residential living communities, 4 rehabilitation and skilled nursing communities, 14 affordable housing communities throughout Northern California
- Recognized for excellence by industry groups and consumers alike.

Eskaton is the largest nonprofit, community-based organization serving the senior population in the greater Sacramento region.

ESKATON
Transforming the Aging Experience



Kids Connection participants Mailede Molina, 6, and Irma Abbott, 98, share special time during a recent visit.

PHOTO BY LOUISE MITCHELL

“The students love working with the residents, the residents love working with the students, and we’ve found out that each side has so much to give.”

Bobbi Donovan
Teacher

WHAT GENERATION GAP?

Kids Connection participants have a lot in common despite their age difference

by Evan Tuchinsky

Irma Abbott and Mailede Molina may be nine decades apart, but they have a special bond that belies their age difference.

Irma, 98, and Mailede, 6, met through Eskaton Kids Connection. Established six years ago and supported by Eskaton Foundation, the program brings together children and seniors to promote positive relationships across generations. The buddies read, talk, share meals, do art projects and, above all, connect.

“I’ve been in the program since it started and have enjoyed every minute of it,” says Irma, a retired teacher who lives at Eskaton Village Carmichael.

Mailede, a student in the Twin Rivers School District, also appreciates the time she spends with Irma and other Eskaton Village residents. “I like to read with them and I hug them,” she says.

Kids Connection is the brainchild of sisters Betsy and Bobbi Donovan. Betsy is an Eskaton executive, Bobbi teaches in the Twin Rivers district. When Bobbi sought a way to get first-graders involved in the community, Eskaton offered the ideal opportunity.

“It turned out to be greater than we ever imagined,” Bobbi says. “It’s just a perfect match.

The students love working with the residents, the residents love working with the students, and we’ve found out that each side has so much to give.”

The buddies meet in person several times — at school and at the senior residence. In between, they keep in touch via Skype on computers provided by Eskaton Foundation. Since the program started, 62 computers have been donated to schools, which also benefits student academics. The foundation considers Eskaton Kids Connection one of its funding priorities, and many individuals and companies alike choose to support this program. Donor funds help provide transportation for seniors, student field trips, food and other supplies that enrich the experience. Betsy and Bobbi have enjoyed watching the program grow to include 19 classes from three different school districts.

“What Bobbi and I talked about for years is how important it is for young children to really understand and respect our older folks,” Betsy says, “and the engagement this has created — not just the sense of entertainment, but the true appreciation for each other ...

“I don’t think I come to a visit and not have tears in my eyes.”

WHY I GIVE TO KIDS CONNECTION

“Our fastest-growing resource in the country is seniors. Any time we can capitalize on their talents, particularly by pairing them with our children, is a fabulous opportunity. Kids get excited about learning — and the other side of it is seniors learning how to be more tech savvy, so they can stay connected with their families. It’s a wonderful program.”

Tim Ray
Vice President of
External Affairs for
AT&T



Bill Spallas receives therapy (which sometimes involves balloon volleyball) at the Adult Day Health Center, which gives his wife a respite from caregiving duties. The program serves disabled and cognitively impaired adults with the goal of keeping them out of skilled nursing facilities.

PHOTOS BY LOUISE MITCHELL

GOOD DAYS HAPPEN HERE

**Adult Day Health Center provides serious care
(and a lot of fun)**

by Tinka Davi

Bill Spallas, 80, has a big smile, which conveys his feelings when words cannot. He holds up his finger and thumb in a circle, the hand signal for "OK!"

That's how he answers questions about Eskaton's Adult Day Health Center. He likes it there.

His wife, Carol Spallas, confirms his feelings. "He comes home smiling and says he's had a good day," she says.

Carol is the primary caregiver for her husband, who suffered a stroke and needs intensive care. She says Eskaton is a godsend.

"I have time to stay home or run errands. He's safe, he's happy and the staff is wonderful. I feel good about where he is."

Bill likes therapy, which on a recent day involved balloon volleyball. While it looks like a lot of fun, it also helps him lift his paralyzed right arm and leg.

The goal of the center is to help participants keep physical skills they currently have and prevent hospitalization and premature placement in skilled nursing facilities. Eskaton Foundation raises money to provide days of care for those families who cannot afford to have their family member in the program.

Another participant in the daytime care

program is Jean Evans, 88, who enjoys chair exercises and talking to friends. Her family members work or attend school and don't want her sitting at home all day, she says.

"I like the people and the meals are pretty good," she says, pointing to the menu: meat loaf, mashed potatoes, vegetables and ice cream. It's typical of the center's daily lunches.

Daisy Absalon, executive director, says the center offers multiple services —nursing; physical, occupational and speech therapy; social work services and recreational activities.

"We're a skilled nursing facility without beds," Absalon explains. "We provide support to caregivers and relief for participants' families."

Nurses give medications and monitor blood pressure and blood sugar. Participants' families and physicians are contacted if anything is out of the norm.

Activities vary daily and include board games, karaoke, photography and discussion of current events.

"There's a lot of reminiscing," Absalon says.

Participants range from ages 41 to 106 (the average is 80). Some have cerebral palsy, some can't speak, others have limited mobility. All are experiencing a more fulfilling life by being in the program.

**"He's safe, he's happy
and the staff is
wonderful. I feel good
about where he is."**

Carol Spallas

Wife of Adult Day Health Center participant
Bill Spallas (pictured)

WHY WE GIVE TO THE ADULT DAY HEALTH CENTER

"We don't like to think that there are people out there who may be hungry, alone and in need of care. An organization like Eskaton's Adult Day Health Center can help them."

Don Bromley,

Adult Day Health Center donor (pictured with wife Shirley Bromley)



Monica Marks gets out of an Eskaton Foundation vehicle. Transportation Plus helps low-income seniors get to critical appointments, including doctor and grocery store visits.

PHOTO BY LOUISE MITCHELL



GOING PLACES

Transportation Plus offers critical rides to homebound seniors

by Mike Blount

Most of us take for granted that we can run to the pharmacy to fill a prescription or pop into a grocery store to pick up meals for the week. But many senior citizens are unable to drive and lack the means or family support to go where they need to go. This is the case for many of the seniors Eskaton Foundation's Transportation Plus serves.

The transportation is designed to provide low-income seniors with round-trip rides to critical appointments, which can help them be healthier and happier.

"It's such a huge need," says Transportation Plus Program Supervisor Linda Whiteside. "We're living longer and we may not be able to drive, but we still have the need to get to the doctor, the grocery store, the pharmacy and the dentist — all of those essential things. Our main goal is to help people meet those critical needs."

One of the ways Transportation Plus is unique is the drivers picking up clients will accompany them to their appointments. They help them get their groceries or wait with them inside the lobby of their doctor's office. Doug Parker, Transportation Plus driver, says this companionship is important to a lot of homebound seniors who don't get much social interaction.

"For so many of these seniors, they don't get out very often, and it's a real outing for them,"

Parker says. "They usually get the same driver over and over and they bond with them."

One in five Americans over the age of 65 is no longer able to drive, according to a recent study conducted by the American Public Transportation Association — that's 75,000 people in Sacramento County alone.

Monica Marks, 79, and her husband Ernest, 92, use the program to get back and forth to doctor's appointments. Monica says the program has been a huge help to them because she and her husband can no longer drive.

"If we ever lost it, we'd be in a lot of trouble," Monica says. "I know all of their drivers and they are all easy to talk to. There are not enough words to say thank you to them for what they do."

"If we ever lost [Transportation Plus], we'd be in a lot of trouble."

Monica Marks
Transportation Plus participant

WHY I GIVE TO TRANSPORTATION PLUS

"Simple routines such as getting weekly groceries or visiting a doctor pose major obstacles for low-income seniors who can't drive and do not have access to or can't afford public transportation. Eskaton Foundation's Transportation Plus addresses this issue for hundreds of low-income seniors in the Sacramento metro area."

Dave Dess,
Vice President of Marketing for VSP Vision Care



GRAYING POPULATION MEANS GREATER NEED

Many seniors live in poverty,
isolated from community

by Evan Tuchinsky

Like the rest of the state — indeed, the nation — Sacramento is riding an aging wave. The “Baby Boomer” generation has reached retirement age, and with medical advances prolonging lives, the number of adults over age 65 continues to increase.

“It’s unprecedented,” says Kim Rhineholder, Eskaton Foundation president. “We’ve never had this many seniors in our history.”

Every eight seconds, another American turns 65, and that growth is projected to continue another 17 years. That demographic shift will create even more demand on services

that cater to an older population.

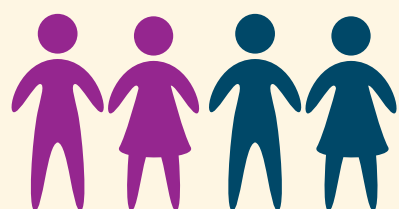
Most seniors live on fixed incomes, many of them under the poverty line. Some are homebound with few opportunities to socialize. If there is no nearby family to serve as a resource, who will meet their needs?

“What most people don’t know ... is on any given day half of the people we serve live below the poverty line,” says Eskaton President and CEO Todd Murch. “That’s not something the general public generally recognizes. They think most older adults have raised families, run businesses, put away money, and they’re fine.”



PHOTO COURTESY OF ESKATON FOUNDATION

THE SENIOR BOOM



50%

of seniors served by Eskaton live below the poverty line



85+

fastest-growing age group in California

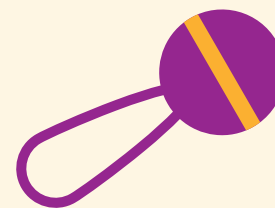
People in this group **without surviving children** will increase from 16 percent in 2000 to 21 percent in 2040

Every
8 seconds
a U.S. adult turns 65



1 in 3

babies born today will live to 100



1 in 5

Sacramento-area adults will be 65+ by 2030



3.6 million
people age 65+ are considered homebound and in need of home-based care

\$29 billion

is lost annually by U.S. businesses to absences, job interruptions or resignations by employees to care for parents



Todd Murch, Eskaton president and CEO, says Eskaton is ready to fulfill the growing need for senior services.

PHOTO BY LOUISE MITCHELL

GIVING BACK

Helping all seniors is part of Eskaton's philosophy

by Evan Tuchinsky

Eskaton has a 46-year history of giving back. As a nonprofit organization, Eskaton invests all profits back into the local communities it serves.

Eskaton President and CEO Todd Murch believes improving the health and wellness of the communities it is part of makes sense.

Whether it's offering information and advice on senior care or sponsoring events that focus on aging issues, social responsibility is a cornerstone of Eskaton's business.

While Eskaton is aware of the needs of seniors, the general public tends to think of

youth, animals or other worthy causes before they think of helping a senior.

"For whatever reason, philanthropy for older adults has just never been up to that level," Murch says. "It's not so much a matter of trying to take resources from other causes, it's just trying to get community awareness and education for the needs of our older adults."

With the creation of Eskaton Foundation, members of the community now have a way to help Eskaton achieve its mission. Eskaton Foundation leverages the generosity of the community to strengthen the programs Eskaton provides and to help more seniors access them.

DONORS & ESKATON: Working together to serve senior needs

ESKATON GIVES BACK


100,000
phone calls
per year placed to
housebound seniors

2,000 calls
per year placed to Eskaton's
free 24/7 resource hotline

200 
charitable events in the community
supported by Eskaton last year


\$75,000
per year donated
to sponsor
other nonprofit
organizations in
the community

MADE POSSIBLE BY THE GENEROSITY OF DONORS


1,168
roundtrip companionship
rides provided to
homebound seniors

\$166,716
in financial assistance
pledged to seniors

60 
computers donated to
local schools to help
build connections
between seniors
and students

546 hours
of therapeutic music
brightened the lives
of patients in
long-term care



JOIN THE MOVEMENT!

Be the one who thinks of seniors

Everyone knows a senior in need. Whether it's transportation, skilled nursing or a friendly voice to talk to, Eskaton Foundation provides these kinds of services every day. These are seniors who may live in poverty or lack access to services. And there are many more who may be slipping through the cracks.

We're all getting older. And as the senior population grows, the need will only become greater. Help Eskaton Foundation stay ahead of the "senior boom" and provide these unique and vital programs that serve all seniors in the community. When you think of where to give your time and money — be the one who thinks of seniors!

DONATE

Anyone can be a philanthropist. Whether you make a one-time donation of \$100 or a recurring monthly donation of \$25, you're part of the movement! You may also specify where your money goes, so your support goes to the programs you value most. Go online now to give!

VOLUNTEER

Nearly 2,300 volunteers each year help Eskaton enhance the quality of life for seniors. One example is the Telephone Reassurance Program, which relies on committed volunteers to make telephone calls to homebound seniors. Other opportunities include assisting with one-time events and office clerical work. Share your time and special talents with Eskaton today!

CALLING ALL COMPANIES

Want to improve employee engagement, build customer loyalty *and* do the right thing? Join the nearly 50 businesses that are part of Eskaton Foundation's Philanthropic Partner Program. This program customizes a relationship between companies and Eskaton that accomplishes their mutual goals. Whether it's conducting seminars to educate your employees about topics in aging, providing networking opportunities with top CEOs or coordinating volunteer days for employees, Eskaton Foundation wants to help your company meet its philanthropic needs. Partnerships start at \$5,000 for a two-year commitment, so employers large and small can be part of the movement!

HOW WILL YOU HELP?

Call: 916-334-0810, Ask for Eskaton Foundation

Online: [Eskaton.org/foundation](https://www.eskaton.org/foundation)

Mail: 5105 Manzanita Ave., Carmichael, CA 95608

ESKATON
FOUNDATION



PROGRAMS THAT NEED YOUR HELP

THERAPEUTIC MUSIC: Music heals the soul and this program helps soothe those with chronic pain and advanced dementia living in long-term care. The sound of a harp can transport them away to a place of calm, peace and joy.

NO ONE DIES ALONE: The end of life doesn't have to be lonely. For nursing home residents who may not have family nearby, trained volunteers are available at a moment's notice to offer comfort and companionship to a senior at the end.

LIFE-LONG COMMITMENT: The Life-Long Commitment Fund touches the lives of seniors when they need it the most. For those Eskaton residents who outlive their assets, need extensive medical care, or are a victim of financial fraud, a gift to this fund can be a lifesaver.

ADULT DAY HEALTH CENTER: This center provides personal care, therapy, social services and activities to disabled and recovering seniors. The compassionate staff creates an environment for healing while giving primary caregivers a much-needed break. (See story page 4)

TRANSPORTATION PLUS: This service takes homebound seniors to doctors appointments, the grocery store and other errands. But it's more than getting from Point A to Point B — drivers stay with the senior throughout the whole appointment. (See story page 5)

RESIDENT CARE FUND: For low-income seniors who need a little help to remain independent longer instead of moving prematurely to a nursing home, providing home care services makes all the difference.

KIDS CONNECTION: Kids Connection pairs elementary school students with senior buddies for social interaction, curriculum enrichment and lifelong memories. (See story page 3)