



**Services for Adults
Staying in Their Homes**

ANNUAL REPORT
January 1, 2010 — December 31, 2010

We make living easier.



SASI supports the efforts
of older adults to remain
in their homes:

we make living easier.

*SASI is a 501(c)(3) nonprofit organization licensed by IDPH
as a Home Services Agency and a Home Services Placement Agency.*

Our Letter to You

As we reflect on last year's accomplishments and set benchmarks for the future, we realize that an ongoing priority is distinguishing SASI from other organizations that assist adults challenged by aging, illness or injury. Can SASI stand apart from other home care providers – local for-profits, national franchises, and other nonprofit providers? Can this be done within a framework true to our nonprofit mission and values?

The answer to both questions is yes. SASI's overriding goal as a nonprofit is to strengthen the communities we serve through needed services, rather than to profit from those services. Mission and values drive our commitment to maintaining superior service quality and affordable fees, with 30% of 2010 clients receiving discounted fees for needed care.

Last year marked the completion of a two-year capacity-building grant from Retirement Research Foundation. With this generous grant, SASI increased the ability of the organization to reach more individuals who could benefit from knowing about the agency and its services. It also strengthened its fundraising capacity as the agency strives to increase discounts to individuals in need.

Ultimately, what matters most is what you and your neighbors think about SASI. Over a quarter of the calls that we receive are personal referrals – a sign of your trust in us to assist friends and relatives at a vulnerable time in their lives. We hope you agree that SASI adds meaning to the everyday lives of adults in need of some assistance, and that as an independent, local nonprofit, we add value to the communities we serve.

Ellen Browne Marie O'Connor



*Ellen Browne
Board President*



*Marie O'Connor
Executive Director*

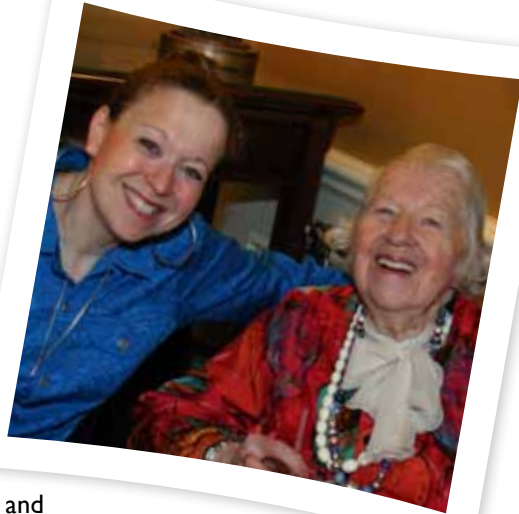
What We Do

We make living easier.

SASI...

... **helps adults** continue to live in their homes and maintain their sense of identity and connections to friends, neighbors and community as they manage challenges due to aging, illness or injury.

... **is a steadfast, trusted resource** providing an affordable and reassuring way to stay home. SASI recognizes the emotions involved – of the individuals receiving care and of their family and friends – and offers understanding and professionalism during a challenging time.



Services include:

- ◆ providing caregivers to clients who desire agency-supervised care;
- ◆ placing caregivers with clients interested in supervising their own care;
- ◆ in-home administrative help for people unable to perform clerical tasks independently;
- ◆ preparing the personal residence of individuals returning home from a stay in the hospital or rehabilitative facility;
- ◆ screening individuals an older adult may want to hire directly for help at home.

“For the first time since I became incapacitated, I feel safe because I know my caregiver is there for me.”

Who We Help...

... **Adults** recovering from a temporary setback or living with the ongoing challenges of aging or medical conditions. Many clients live with chronic conditions such as Alzheimer’s or other dementia, Parkinson’s, depression, cancer, MS, or other health challenges.

A client’s preference for how care is given is as important as his or her medical situation.

Recognizing client choice defines SASI and its relationship

with older adults. Many times other people – family members or neighbors, powers of attorney, social workers and geriatric care managers – are also involved with helping manage an older person’s care. Staff works with each party to ensure that proper care and respect are given.



SASI assisted nearly 160 clients during the 2010 year.

SASI helped more than 1,300 clients in the past 5 years.

SASI serves Chicago and north/northwest Cook County communities.

Clients by City — 2010: Buffalo Grove, Chicago, Deerfield, Des Plaines, Evanston, Glenview, Highland Park, Highwood, Kenilworth, Libertyville, Lincolnwood, Morton Grove, Niles, Northbrook, Northfield, Park Ridge, Schiller Park, Skokie, Wilmette, Winnetka.

How We Do It ...

Our services are strengthened by dedicated ...

... board members

Who shape and guide the agency and its philosophy.

... caregivers

SASI increased the number of agency-employee caregivers to meet the needs of clients who are more comfortable hiring an agency to provide service. SASI continues to screen, interview and train placement registry caregivers, with 100+ committed caregivers on the registry.

... community members and agencies

Both individuals in the community and area professionals recommend SASI services to hundreds of people throughout Chicago and the suburbs.

... staff

Who screen and train caregivers, manage client intake, place appropriate caregivers with clients, and emphasize customer service and client satisfaction.

Caregiver Training

SASI respects our clients' abilities to make choices and decisions and wants caregivers who encourage and support the people with whom they work. Though the Illinois Department of Public Health requires annual training of eight hours per year, SASI requires a total of twelve hours per year from each caregiver in order to remain eligible for placement with clients.

Caregiver job training remains a vital aspect of the agency. Each caregiver attended one two-hour training every other month. Training topics included: Mental Health and Aging, Normal Aging and Chronic Conditions (such as arthritis and heart disease), The Art of Jewish Caregiving, The Best Friends Approach to Dementia Care, Parkinson's Disease and Progressive Supranuclear Palsy, Non-Alzheimer's Dementias, and ALS. SASI also provides job training to non-agency at-home helpers who are hired directly by people in the community.

Referral Sources

SASI has relationships with a variety of service providers for older adults. Many referrals are from other organizations serving seniors and their families. SASI also appreciates the many referrals from current and former clients who recommend their friends, neighbors, and loved ones to SASI for assistance.

Social Service Agencies	20%
Word of Mouth	26%
Medical Institutions	10%
Rehabilitation Centers	2%
Hospice Centers	4%
Hospitals	5%
City and Village Departments	5%
Advertising	4%

Operations Highlights

- ◆ Offering agency-supervised care through caregivers who are bonded and insured agency employees.
- ◆ Customer satisfaction surveys show SASI clients are very satisfied with their caregiver(s) and the agency staff and operations.

- SASI offers services that are affordable to seniors who may otherwise be underserved
- SASI values a customer service culture that is extremely attentive to the needs of seniors



Who Helps Us...

... **Friends at Special Events** who help raise community awareness and necessary funds for SASI.

SASI's annual benefit, **The Ruby Slipper Event: There's No Place Like Home** is the signature event of the agency. The festive celebration reflects SASI's philosophy of honoring older adults.

Helen Heyrman was honored at the 2010 benefit for her lifelong professional and personal commitment to older adults. The Caregiver of the Year was Alene Benjamin. Skokie Mayor George Van Dusen served as the Event Honorary Chair.

Bill Aki shared his thoughts about Caregiver of the Year Alene Benjamin helping his mother:

“Each night Alene comes in with a smile on her face and such an upbeat manner. Mom is immediately happy. For seniors, particularly those with dementia, turning off the light and being left alone can be very frightening. Mom still falls asleep easily, I know, because of the trust and friendship she shares with Alene. Alene, on behalf of Mom and myself, congratulations on winning this award. But more than this, we thank you.”

New people learned about SASI at other outreach events:

- ◆ A Fair to Remember boutique
- ◆ Celebrating Experience Gallery
- ◆ Healthy Aging Seminar
- ◆ Medication Review
- ◆ Flu Clinic
- ◆ Income Tax Planning for Seniors

We thank you.

... **Dedicated Donors** whose support strengthens SASI's ability to help people age in place. Funders, in-kind donors, individuals, volunteers – all are essential to fulfilling SASI's mission.

Funders

Anonymous
Evanston Community Foundation – Root2Fruit
New Trier Township
Retirement Research Foundation

Matching Gifts

Retirement Research Foundation

Volunteers

Jeanne Fox
Cathy Grever of GoDesign
John Hickey
Erin Jacob
Karen Jensen
Beth Lange
Aidan Lucas
Peter Lucas
Naja Maltezos
Gay Menges
Nancy Nicholson
Brooke Ramsey
Joe Ross

Corporate Friends

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North Shore Village
NorthShore University HealthSystem
Northwestern University
Siam Splendor
Westminster Place of Presbyterian Homes

In-Kind Donors

Ayla's Originals	Duxler Complete Auto Care	Karen Hunt
The BIG Picture Home Theater Co.	Ergo Salon	Sue Kamp
Chalet Nursery	Evanston Golf Club	Michael Kerns
Chef's Station	Evanston History Center	Las Palmas
Chicago a cappella	The Field Museum	Kathryn Lehner
Chicago Blackhawks	Ellen Frank-Miller	Jeryl Levin
Chicago Line Cruises Ltd.	Frankie's Scaloppine	Light Opera Works
Chicago Cubs	William Gifford	LuLu's
Chicago Shakespeare Theater	Cathy Grever of GoDesign	Lynfred Winery
Close Knit	Peter Hanig	Charles Marshall
Craniosacral BioDynamics	Harris Theater for Music & Dance	Robert Marshall
Cynthia Rowley	Holly Heap	Phyllis Mitzen
DanceCOLlective	Heaven Meets Earth Yoga	More Cupcakes
Michele Daniels	Hilton Garden Inn	Music Box Theatre
		Music Institute

In-Kind Donors (continued)

Next Theatre Company	Janie Ramsey	Therapeutic & Wellness
North Shore Retirement Hotel	Ravinia	Timeline Theatre Company
Northlight Theatre	Eleanor and Bill Revelle	Trattoria D.O.C.
North Shore Retirement Hotel	Dorothy Rosen	Trio Salon
NorthShore University HealthSystem	SASI Board of Directors	TruFit Personal Training Studio
Northwestern University Athletic Dept.	SASI Staff	Trump International Hotel & Tower Chicago
Oak Park Festival Theatre	Sally Schoch	UBAA Tap & Old Crawford Inn
Joyce O'Callaghan	Ann Searles	USA Basketball
Oceanique	J.J. Sedelmaier	Vogue Fabrics
Kate Wrobel Ostrreicher	Gary & Sue Ringel Segal	WhirlyBall
Piccolo Theatre	The Spice House	Wilmette Theatre
Pick-Staiger Concert Hall	Spotlight Marketing	WineStyles
Pineyard	Stephens Dentistry	Writers' Theatre
Pinstripes	Leslie M. Stern Design LTD.	Teresa Marie Yentar
Lucy Radtke	Tapas Barcelona	Yolk Restaurant
	Teddy Kossof Salon and Spa	Zoobooks

Individual Donors

\$5,000 and Above

Anonymous (2)
Ellen & Bill Browne
William & Carolyn Gifford
Marie O'Connor & James Lucas

\$2,000 - \$4,999

Alvin Dodek & Linda Schwartz
Mark Heyrman & Linda Levine
Julie E. Kaufman & Elizabeth Wright
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Ann & John Searles
Susan Ringel Segal & Gary Segal

\$1,000 - \$1,999

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\$500 - \$999

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Irene Frye
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Freddi Greenberg & Dan Pinkert
Helen Heyrman
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\$250 - \$499

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Suzanne & Cory Franklin
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Individual Donors (continued)

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	Ann & Bernie Jennett	Helga & Robert Rothweiler
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	Robin Karlov	Joan & Tom Soper
	Ruby Kaufman	Naomi Stanhaus
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	Rose Kurland	Betty Wagner
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	Nancy Mason	
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\$100 - \$249

Anonymous (4)
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Under \$100

Anonymous (6)
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Camille Altay
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Georgia Cohen
Mary Daley
Michele & Rodney Daniels
Lakshmi Das

*Deceased

Individual Donors (continued)

Lynn & James Denton	Maxine & Michael Jacobson	Etta Mae McElroy	Margo Schreiber
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		Sara & Horst Schastok	Payson & Linda Wild
			Marilyn Williams

**Deceased*

Timeline

MID-1970s	Evanston Mayor and United Way Executive Director Edgar Vanneman help form the New Generations Services Board enabling older adults to increase their incomes and expand their purchasing power. United Way administered a job finding program and a senior citizen discount program in cooperation with local merchants.
1975-1976	Seniors Action Service, Inc. (SASI) was formed with partial funding from United Way. It continued helping workers 60 and older gain employment after retirement or layoffs through the job placement program. It also created, with the help of over 80 volunteers, a Discount Directory of Evanston merchants for the community's senior citizens.
1977-1987	SASI placed 1600+ senior citizens in general office, accounting, public relations, bookkeeping, home maintenance, home companion and other employment positions.
1983	SASI created the Caring Home Aid Program (CHAP) to meet the growing need of seniors requiring help to stay at home. The program included training for caregivers, employment of seniors as caregivers, and local merchants offering seniors discounts directly. The Discount Directory is discontinued due to the large number of volunteer hours needed to put it together, and the growing popularity of senior discounts by individual merchants.
1995	SASI focuses on placing caregivers 45 years and older with seniors needing assistance in their homes.
2000	SASI contracts with CJE SeniorLife and other experts in aging to develop the EXCEL (Excellence in Eldercare Education and Employment) training program preparing individuals to become caregivers. Over 80 individuals completed the program before it ended in 2005.
2007-2008	SASI provides support services to older adults interested in maintaining a desired level of independence in their personal residence.
2009	SASI's Board approves doing business as Services for Adults Staying in Their Homes (SASI) to better reflect the agency mission & programs. SASI employs caregivers and offers agency-supervised care. Receives licensure from the Illinois Dept. of Public Health after a site survey as a Home Services Agency and Home Services Placement Agency.

FISCAL YEAR AUDIT JANUARY 1, 2010 – DECEMBER 31, 2010

Statement of Activities of Seniors Action Service, Inc. DBA Services for Adults Staying in Their Homes

REVENUE AND PUBLIC SUPPORT	
Individual contributions	\$23,363
Foundations, corporations and local government	37,189
United Way	0
Program fees	157,628
Processing caregivers	3,500
Special events	68,688
Interest income	103
Net assets released from restrictions	0
Other Program Revenue	0
Total Revenues and Other Support	\$290,471
EXPENSES	
Program	\$265,855
Management and general	30,057
Fundraising	60,205
Total Expenses	\$356,117
CHANGE IN NET ASSETS	(65,646)
NET ASSETS	
Beginning of year	\$147,109
End of year	\$81,463

Financial Statements of Seniors Action Service, Inc. DBA Services for Adults Staying in Their Homes Statement of Financial Position December 31, 2010

ASSETS	
Cash and cash equivalents	\$52,509
Accounts receivable	16,123
Pledges receivable	3,035
Grants receivable	2,101
Prepaid expenses	1,345
Rent deposits	3,406
Property and equipment	15,173
Total Assets	\$93,692
LIABILITIES	
Account payables	\$7,536
Accrued expenses	4,693
Total Liabilities	\$12,229
NET ASSETS	
Unrestricted	\$79,362
Temporarily restricted	2,101
Total Net Assets	\$81,463
Total Liabilities and Net Assets	\$93,692
Functional Expenses as percent of total expenses	
Program	75%
Management & General	8%
Fundraising	17%

2010 Board of Directors

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