

The Council on Aging of Middle Tennessee strives to ensure that the community values, honors and supports older adults and caregivers by addressing unmet needs through information, advocacy and education and by being a catalyst for comprehensive solutions.

AGING IS AN ISSUE THAT IMPACTS US ALL: individuals, families, communities and businesses.

22% of Tennesseans will be 65 or older by 2020, and the 85+ cohort is the fastest growing segment of the older population.

11 of 13 Middle TN counties will experience 50% or more growth in their 65+ population between now and 2030.

8 counties will experience growth above **70%** Cheatham, Dickson, Montgomery, Robertson, Rutherford, Sumner, Williamson, Wilson.

2 counties, Rutherford and Williamson, will have **125%** growth in their 65+ population.

80% of care received by older adults is provided by family and friends, and 59% of caregivers are employed.

This report highlights how COA is making an impact in elevating aging issues and enhancing the community for older adults and caregivers.



DEAR FRIENDS,

In today's uncertain times, nonprofits have to ensure that they are relevant, innovative, true to mission and impactful. I'm proud to report that the Council on Aging of Middle Tennessee is all of the above! **No other organization in our region is charged with identifying the unmet needs of older adults and caregivers, and then convening people and organizations to develop comprehensive solutions.**

It's the heart of our mission and why COA was created 33 years ago. Whether it's senior transportation, caregiver support, elder abuse prevention or advocacy for affordable housing, **COA identifies needs and develops collaborative solutions that engage and enhance our community.**

There's no better example of this than COA's role in convening the Senior Transportation Leadership Coalition for the past two years to address the gap in affordable door-to-door and door-through-door transportation. The need has been discussed for more than 10 years, but it took COA convening a public-private coalition to design a new call center and assisted ride service...Senior Ride Nashville. I am most grateful to Board Member Ed Cole for his outstanding leadership of this initiative, to local foundations and sponsors and the dedicated coalition members, and to SRN Executive Director Carrie Brumfield who helped **COA launch Senior Ride Nashville as a new nonprofit in 2017!**

Throughout this report, you will read about the lives of some of those who have been helped by our services. These stories and so many more inspire the COA team and we hope they will inspire you to support our mission.

In closing, I want to express my sincere thanks to the Board of Directors and staff who help ensure COA's success and impact in **creating a community that honors and supports older adults and caregivers.** I also want to thank you: our donors, volunteers, and partner agencies who enable us to identify needs and develop collaborative solutions. Together, we recognize that aging is an issue that affects us all – individuals, families and businesses – and **working together**, we can ensure that all of us have the opportunities and support we need along life's journey.

GRACE SUTHERLAND SMITH, LMSW
EXECUTIVE DIRECTOR



SENIOR TRANSPORTATION

Meet Yves:

Yves is a retired senior (76) and living in Bellevue, about six miles from any MTA bus stop. He has mobility problems due to foot neuropathy, a consequence of diabetes. As a result of the neuropathy and heart-related ailments, he is not allowed to drive. Yves feels isolated and yearns to visit his wife (81) who lives in the memory section of an assisted living facility. He was seeking a reliable ride system and Senior Ride Nashville was there to help.

As the program's first official rider in November 2017, Yves shared his appreciation for those willing to help those struggling with mobility and isolation. "This is wonderful. I was isolated, and it's hard to be isolated. It's refreshing to see people are willing to help." He then sent the following letter to the SRN team:

Yesterday, after I had been informed that I was the first beneficiary, I actually got the very first official ride provided by SENIOR RIDE NASHVILLE. Victoria Mehren, the chief of operations, came to commemorate the launching of the operations, as well as the first volunteer drivers, Porter Ratsdale, a very nice gentleman, about my age but in better shape. The first ride was a very successful experience. No red tape. No waiting. No physical tickets or money to carry. Porter was very helpful for my errands. There was no burdensome intermediation. Good feedback. We connected very well, and became friends. We had meaningful life experiences to share.

I would like to express my gratitude, for me and my senior fellows in Bellevue who have mobility and isolation problems, to both Carrie and Victoria who have successfully launched this initiative, with minimal resources and on a volunteer basis. Thanks also to my new friend Porter, the first volunteer. To run an organization based on volunteers is quite a challenge. It is refreshing in a society threatened by crass materialism to see that there are still a few humane and generous people to extend their help. In addition to the obvious advantages of providing door-to-door ride services to our elders more effectively, it also provides an opportunity to establish real connections among people and reduce their psychological isolation. This is America at her best!

All my thanks and best regards,
YVES

Senior Ride Nashville strives to improve the quality of life of seniors who no longer drive, enabling them to maintain their independence and dignity, obtain essential services, and stay connected to our community. Rides began in the Bellevue area on Nov. 1, 2017, and SRN plans to expand to additional service areas until reaching the goal of countywide service. Generous volunteer drivers and donors have fulfilled 100 percent of member ride requests to critical destinations like doctor's appointments, grocery stores, beauty/barber shops, and visits to loved ones. We have learned that it doesn't take long to make new and meaningful connections and that community can be found anywhere – even in your own vehicle!



Victoria Mehren, Carrie Brumfield, Ed Cole, Yves Aureille



Since Senior Ride Nashville debuted in November 2017:

290 trips

36 screened & trained volunteer drivers

2,079+ miles driven

49 active members/riders



For more information, visit www.SeniorRideNashville.org.

SPECIAL THANKS...

Senior Ride Nashville was founded by the Council on Aging of Middle Tennessee and the Senior Transportation Leadership Coalition in 2017 with support from the West End Home Foundation, HCA Foundation, Memorial Foundation, United Way of Metropolitan Nashville, Greater Nashville Regional Council/Area Agency on Aging and Disability, Cigna HealthSpring and Belmont University's School of Occupational Therapy and College of Business. Thank you for your support which enables us to address a long standing unmet need!

FREE INFORMATION + REFERRAL

Meet Greg:

Greg is a working caregiver we met at a Brentwood event. He recently built a new house with accommodations so his mother could live with his family. They still have school-age children and his wife works full time as well. Greg's concerned about his mother's declining health and that their finances will be strained if they need to transition her to assisted living or arrange in-home care. He had no idea that so many resources are listed in COA's *Directory of Services*, and that he can call COA or go to our website for free information and assistance.

One of our main priorities in 2017 was to enhance COA's unique backbone product – our *Directory of Services*. Here's what we did in 2017:

Major expansion of outreach & accessibility

- 31 new distribution points in 10 counties
- More than 30 outreach events reaching 631 seniors in eight counties
- 33,000 directories distributed to libraries, senior high rises and community centers

Funding through the Community Foundation (Serving Tennessee's Seniors)

to re-engineer COA's online directory

- More user friendly & visually appealing
- Improved functionality & search features
- Personalized care navigation tool - Roobrik
- 11,876 page views between April and December

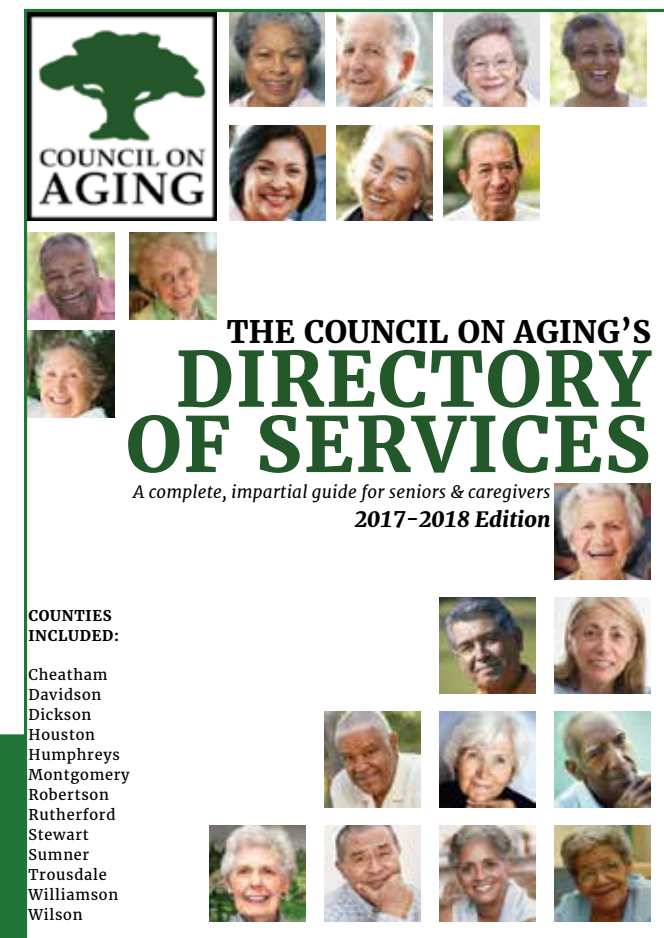


Kayse Martin,
COA's new
Community
Outreach
Coordinator

COA was selected as one of 65 nonprofits nationwide for the Home Instead Foundation's Give65 and Giving Tuesday fundraising campaigns. COA was successful in raising funds and earning prize money totaling \$21,254 to support our directory and scam prevention outreach to 2,000 home bound seniors through a partnership with home delivered meal services including Mid-Cumberland Human Resource Agency, FiftyForward and other community partners. Special thanks to Maggie Lea and the Home Instead Foundation for their support of this vital outreach!

 Call in.  Come in.  Click in.

DIRECTORY OF SERVICES



There are several ways to obtain a copy of *The Directory of Services*®:

- ALL Middle Tennessee public library branches
- COA office
- New distribution locations

For a complete list, visit www.coamidtn.org

Thank you to our sponsors who make the publication of the *Directory* possible. Grants from The Community Foundation of Middle Tennessee (Serving Tennessee's Seniors), St. George's Episcopal Church and Jackson National Life provided the funding for expanded distribution.

We invite you to check out the new online *Directory of Services* and include the link on your website.
<http://directory.coamidtn.org/>



CAREGIVER EDUCATION, SUPPORT & REFERRAL

Meet Tammy:

At the Health Trust Employee Fair, we met Tammy whose 57-yr-old husband was diagnosed with Alzheimer's Disease just two weeks prior. She's working full time and trying to find resources that will serve their needs now and in the future as his condition declines. She was overwhelmed, scared, and working to make the best decisions possible for their situation. COA staff talked with Tammy, discussed resources she might need and gave her a copy of our *Directory of Services*. The conversation also highlighted the importance of Human Resource professionals having and sharing caregiver information with employees.

Every day, more than 40 million Americans are caring for parents, spouses, children and adults with disabilities and others so they can live independently in their homes and communities for as long as possible. Family caregivers provide unpaid care valued at about \$470 billion annually, more than total Medicaid spending in 2013.

981,000
family caregivers in TN provide

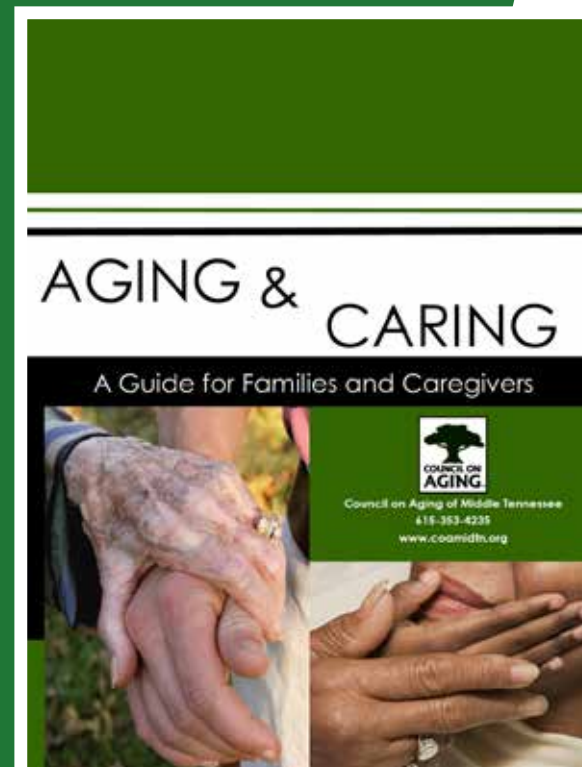
↓

913 million hours of unpaid care, valued at about

↓

\$10.3 Billion
(annually)

The typical caregiver is a 49-year-old working female caring for an aging parent or in-law. Caregivers spend an average of 24 hours each week providing care and support, and nearly 25 percent provide 40 hours or more of weekly assistance.



In an effort to better serve families caring for an aging spouse or parent, COA:

- Updated and printed 2,000 copies of **Aging & Caring: A Guide for Families & Caregivers**
- Created an Aging & Caring e-book so that caregivers across the state and country can readily find helpful information
- Partnered with Roobrik to offer a free, online 22-question assessment that suggests best options for care



Conducted outreach to employers to learn more about the needs of caregiving employees. A survey COA conducted with the Middle TN Society of Human Resource Managers showed that while most employers are aware of caregiving employees, only a small number offer eldercare support or resources. Yet, the majority of respondents expressed interest in offering COA's *Directory of Services* (print and online) and links to online resources as a way to support their employees. **Special thanks to Meharry-Vanderbilt Community Engaged Research Core** for a mini grant to conduct focus groups to gather feedback on their needs as working caregivers.

Special thanks to Cigna HealthSpring for sponsoring our caregiver initiatives.

For online access to Aging & Caring, the directory, and Roobrik, please visit www.coamidtn.org



ELDER ABUSE & EXPLOITATION PREVENTION

Scam prevention is a topic of great concern to older adults. Through our community outreach, we've found that seniors need and want to talk about their experiences, which informs others and opens the exchange of prevention tips. Special thanks to the **West End Home Foundation** and **Community Foundation of Middle Tennessee** for supporting our elder abuse and prevention initiative.

1 in 10 Americans 60+ experience elder abuse (NCOA)

1 in 14 cases of elder abuse are reported

1 in 5 Americans 65+ have been taken advantage of financially (Investor Protection Trust)

3500 Updated scam prevention brochures distributed

800+ Monthly *Scam of the Month* email blasts sent

Scam Prevention educational events:

- 408 seniors, caregivers and professionals trained
- 8 counties of Middle TN
- Senior Centers, residential & faith communities
- More outreach planned for 2018!

COA wants to thank Mid-Cumberland Human Resource Agency and FiftyForward for their valuable partnership.

Both are assisting with delivering the Directory of Services and Scam brochures through their home delivered meal programs. We can always count on them to help us in our mission to serve older adults in the Middle Tennessee community.



AFFORDABLE HOUSING

Middle Tennessee is experiencing a substantial growth in the number of older adult homeowners who need financial support for the care, structural modifications and basic home repairs needed to stay in their homes. Older adults with fixed incomes from Social Security and retirement benefits face rising housing costs due to increased property taxes and rents, leaving less money for food, medications and essential health care.

COA is advocating to ensure Nashville's blueprint for affordable housing includes older adults.

Our Community Assessment committee has been engaging with the Mayor's office and community partners and studying innovative affordable senior housing solutions such as chore support, house sharing and intentional, intergenerational communities. COA will continue to be a vital source for trusted information on property tax freeze and relief programs, and affordable housing options through our information and referral service and *Directory of Services*. We will also continue to advocate for creation of new affordable housing options for older adults in Davidson and surrounding counties.



Dr. Jim Powers at the podium



Tennessee State Capitol

Dr. Jim Powers continues to lead COA's Legislative & Advocacy committee, and COA has sent multiple legislative alerts on healthcare and federal legislation that impacts us locally.

*We've also partnered with Mental Health America, AARP-TN, the TN Justice Center, the TN Commission on Aging and Disability and others to form the **Tennessee Coalition for Better Aging**, a statewide advocacy coalition dedicated to promoting the welfare of older Tennesseans and their families. With many important issues and potential policy changes at both the federal and state levels, coalition members all believe that our advocacy work is strengthened when we have a common voice.*

ELEVATING AGING

ANNUAL MEETING

COA hosted the 32nd annual meeting on Dec. 7 at The Temple in West Nashville. COA celebrated dedicated volunteers, reflected on 2017 accomplishments and previewed exciting plans for 2018.

Beverly Patnaik was presented with the **Elizabeth Jacobs Distinguished Service Award**. Beverly's involvement with COA began with her participation in Discover Nashville in 2008. Since then, she has served as the chair of the Leadership Council, president-elect and president of the Board of Directors. During her tenure as president, she focused on COA's infrastructure and staffing needs and led the expansion of the Discover Program to Franklin. In addition, she steered COA through the strategic planning process to re-imagine the agency's mission and vision statements. It is not an understatement to say that the Council on Aging would not be the agency that it is today without Beverly's leadership.

COA Board Member **Ed Cole** was selected as one of the finalists for the **CNM Salute to Excellence** awards as **Board Member of the Year**. Ed has devoted countless hours to leading the planning and launch of Senior Ride Nashville, and was the first to volunteer as a driver.

DISCOVER

While we're still looking for a partner for Discover Nashville, we're pleased to report a successful collaboration with Williamson Parks and Recreation to launch Discover Williamson in 2018. The program will expand Discover Franklin to cover Williamson County, and we're grateful for the leadership of Kayse Martin, Nancy Conway, Hertha Hines & Kirk Rutter in forging our partnership with Williamson Parks and Recreation.



Betsy Chernau and Beverly Patnaik



Beverly Patnaik

Ed Cole



Nancy Conway and Hertha Hines



SAGE AWARDS

This year we moved the Sage Awards to Cool Springs and honored four deserving awardees: Nancy Conway, Em Ghianni, Susan Huggins and Gwendolyn Vincent. We also presented the first Sage Organization Award to our colleagues at FiftyForward. Special thanks to Darlene Kemp at Vista Points, our Platinum sponsor for the Sage Awards, which was our largest yet with more than 400 attendees! We also want to thank our Sage Awards Committee Chair Nell Ann Crowe and members Julie Ehrlich, Ola Hudson, Sandra Hunt and Lynn Ragland.

Platinum: VistaPoints: The Special Needs Trusts & Resource Center

Gold: Caregivers by Wholecare, The St. Paul Senior Living Community

Silver: Bradley Law, Valinda Burks' Agency, State Farm, Caliber Care & Transport, Cigna HealthSpring, Dollar General, Golden Cross Foundation, Morning Pointe, Mr. Stephen S. Mathews, Wilbur & Lucy Sensing, Vanderbilt University

Bronze: Blakeford at Green Hills, Closetbox, First Tennessee, The Heritage at Brentwood, Resource Center on Aging at Harpeth Hills Church of Christ



FiftyForward represented by Brenda Gilmore, Janet Jernigan, Laura Smith



2017 Sage Honorees: Nancy Conway, Em Ghianni, Susan Huggins, Gwendolyn Vincent

Research shows that older adults who stay active by having meaningful engagement in the community experience measurable improvements in their physical, social, mental and economic well-being. COA plans to continue to foster civic engagement and volunteerism for older adults.

2017/2018 BOARD & STAFF

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 Vice President/President Elect: Rev. Dr. Richard Gentzler, Jr. – ENCORE Ministries
 Secretary: Steve Mathews – Caregivers by Wholecare
 Treasurer: Matt Shaw – Tennessee Bank and Trust
 Past President: Beverly Patnaik – Abe’s Garden

BOARD MEMBERS

Betsy Chernau – Community volunteer
 Caroline Chamberlain – Community volunteer
 Ed Cole – Community volunteer
 Nancy Conway (2018) – Williamson, Inc.
 Debra Gibbs, EdD, MHS, OTR/L – Belmont University School of Occupational Therapy
 John Gonas, PhD – Belmont Massey School of Business
 Hertha Hines (2018) – NHC Cool Springs
 Darlene Kemp, MPH, MBA-HCM – Vista Points Special Needs Trusts & Resource Center
 Maggie Lea – Home Instead Senior Care
 Charlotte McAnally – Community volunteer
 James Powers, MD – Vanderbilt University Medical Center
 Christopher Puri, Esq. – Bradley Arant Boult Cummings LLP
 Kirk Rutter – Community volunteer
 Betty Wilson – Community volunteer



Paula Daigle, Grace Smith, Rochelle Cardenas, Michele Harrell, Kayse Martin



COA Leadership: Grace Smith, Rick Gentzler, Vickie Harris

TRENDING UP ↑

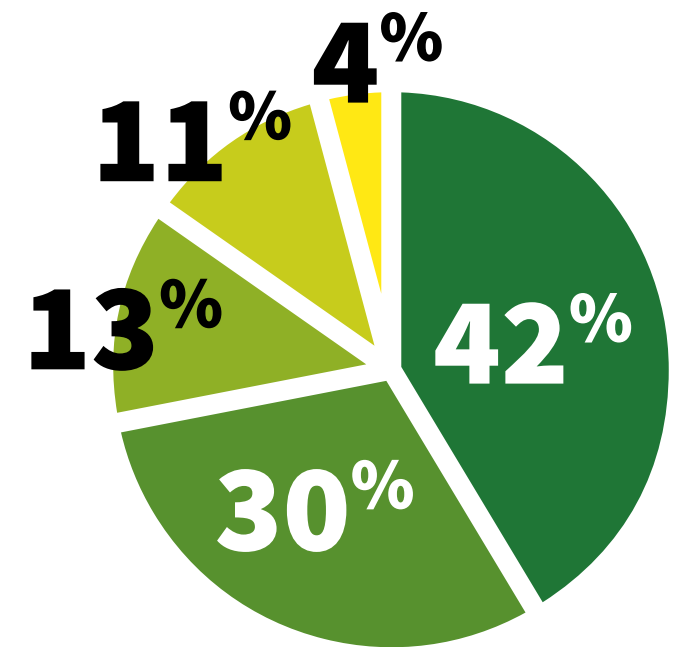
Your donations support COA’s work to connect Middle Tennessee seniors and caregivers with helpful information and services, and to create collaborative solutions for unmet needs.

2017 MILESTONES

In 5 years, COA’s total annual income has grown by **43%** and grant income has grown by **129%**

2017 INCOME REVIEW

- Grants**
\$164,883
- Contributions**
\$119,988
- Directory**
\$50,967
- Fundraising Events**
\$43,998
- Corporate Sponsorship**
\$16,000



466

total donors

132

new donors

Average donation amount increased by **18%**

and total individual contributions increased by **20%**

THANK YOU FOR YOUR INVESTMENT IN COA!

Working together, we will achieve our vision of a community where the wisdom, knowledge, skills, and experience of older adults and caregivers are respected and valued and where helpful resources, support, and information are readily available and easily accessible.

DONOR LIST

\$100,000+

West End Home Foundation

\$20,000 - \$25,000

Home Instead Senior Care
Steve Mathews
United Way of Metropolitan Nashville

\$15,000 - \$20,000

Cigna HealthSpring

\$10,000 - \$14,999

Community Foundation
Patricia & Rodes Hart
Jackson National Life
The Memorial Foundation
Vista Points, Inc.
Jeff J. Zander

\$5,000 - \$9,999

Mary Ann Denney
The Frist Foundation

\$2,000 - \$4,999

Alive Hospice
Brookdale Senior Living
Frank Bumstead
Five Star Senior Living
GNRC - Area Agency on Aging & Disability
HighPoint Hospice & Homecare
Lynn Ragland
Senior Solutions At Home Inc.
Stuart Speyer
St. Paul Senior Living Community
Sol Stern and Rose Stern Charitable Trust
Vanderbilt University Medical Center

\$1,000 - \$1,999

Adoration Health
Belmont Village Assisted Living
Blakeford At Green Hills
Bradley Law

Valinda Burks
Center For Nonprofit Management
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Morning Pointe of Columbia
Morning Pointe of Franklin
Nashville Rescue Mission
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Resource Center on Aging at Harpeth Hills Church of Christ
Rita's Care at Home
P. Jack and Deborah Shaw
Grace Sutherland Smith
Sycamores Terrace
The Heritage at Brentwood
The Temple Ohabai Shalom
Joe Torrence
Vanderbilt Behavioral Health
Vanderbilt Bill Wilkerson Center
Vanderbilt Home Care Services

\$500 - \$999

Abe's Garden at Park Manor
Aging in Place Transition Services
Aging In Place
Always Best Care
Adrienne Ames

Nelda Watts
Elizabeth Werthan
Williamson, Inc.
Betty L. Wilson

\$250-\$499

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Werthan Foundation
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\$249-\$100

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Nathaneal & Kristin Reveal

WE NEED YOU!

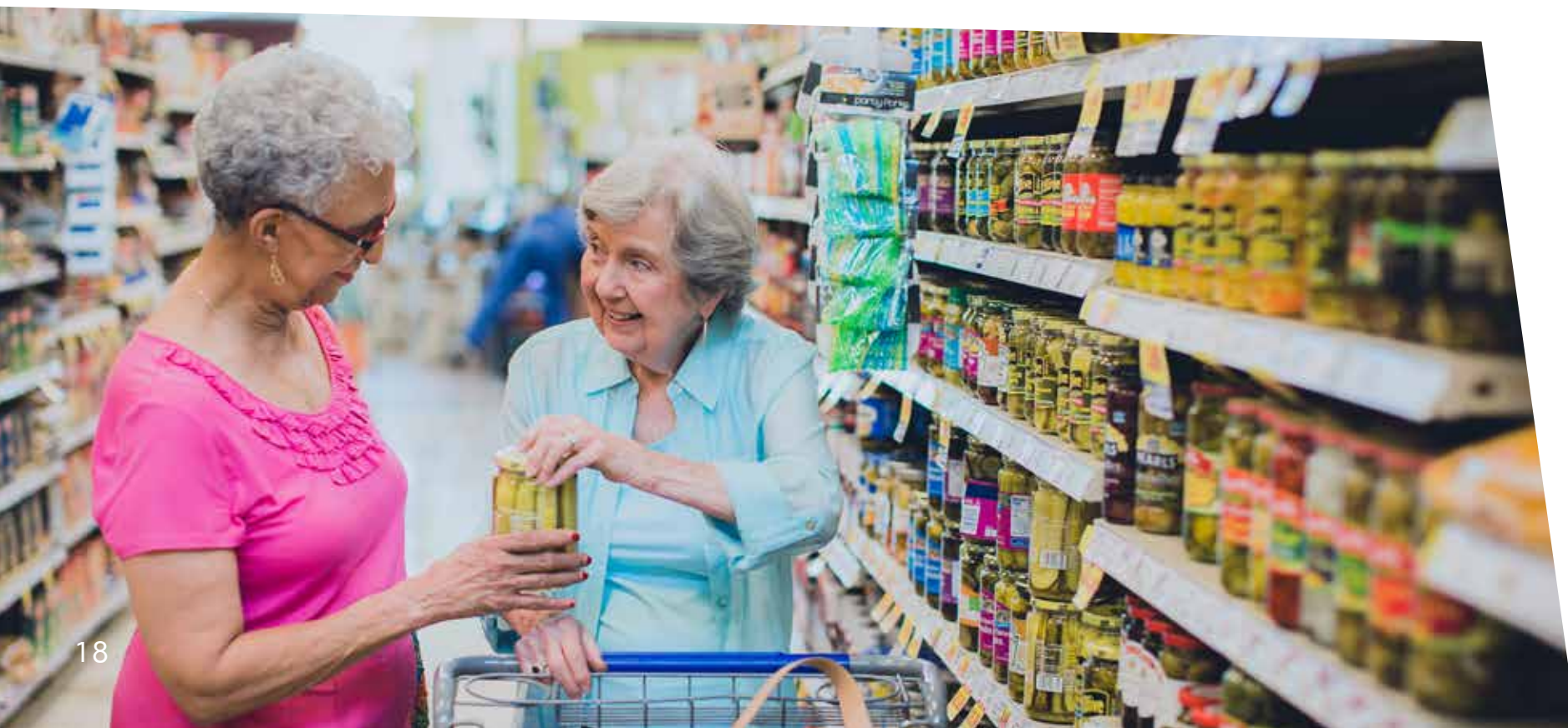
COA strives to ensure that the community values, honors and supports older adults and caregivers by addressing unmet needs through information, advocacy and education, and by being a catalyst for comprehensive, collaborative solutions. It's what we've been doing for 33 years, and the needs are growing.

Please help COA serve seniors and caregivers by making a donation to support and expand our information & referral and community education programs in 2018.

COA is a nonprofit 501(c)(3) organization. Your donations provide necessary support for COA to work collaboratively with other agencies to study & fill the gaps in services for Middle TN seniors & caregivers.

As you prepare your legacy for your family and your community, please remember COA as part of your plans. If you have made a gift to COA in your will or trust and would like to be recognized for your contribution, please contact our office so that we may include you in our Martin Kresge Legacy Society.

To make a donation or volunteer, visit www.coamidtn.org or call 615-353-4235



MESSAGE FROM VICKIE HARRIS

I'd like to start by saying how honored I am to have been entrusted with the responsibility of being the Council on Aging of Middle Tennessee Board President for the period 2016-2017, and to thank my fellow board members, staff, volunteers, community partners, and contributors for their support of the organization during this period.

With an individual or an organization the need arises to periodically assess and reinvent what we do and how we do it to remain relevant. The Council on Aging has successfully accomplished the monumental task of reinvention the last two years to ensure its sustainability and relevance to continue its mission. Noteworthy is that 2017, like 2016, was yet another year of milestones unmatched by previous periods despite the internal work that was underway. The launch of Senior Ride Nashville was COA's most significant milestone in 2017, a program whose quantifiable return on investment to older adults, their families and our community is untold in the present. The organization's success across all fronts couldn't have been accomplished without the collective effort of those mentioned in this report.

Again, thank you and we look forward to 2018!

MESSAGE FROM RICHARD GENTZLER

Dear Friends,

Each year, the Council on Aging of Middle Tennessee takes time to reflect. Through this annual report, we recognize our efforts and impact in serving the needs of older adults, their families and caregivers. In addition, we are excited about the promise of our future.

Since its inception, the Council on Aging has worked collaboratively with senior organizations, businesses, older adults and caregivers to address needs. The Council on Aging has a history of investigating issues, developing strategies to address unmet needs, incubating services to fill those needs and turning over continuing operation to a new or existing partner agency. We take our role as a convener and catalyst for ensuring the well-being of older adults very seriously.

Our mission statement guides us in our efforts with these words: The Council on Aging strives to ensure that the community values, honors and supports older adults and caregivers by addressing unmet needs through information, advocacy and education and by being a catalyst for comprehensive solutions.

As we begin 2018, our focus includes the following:

- Employer outreach to support caregiving employees
- Elder abuse and scam prevention, education and advocacy
- Continued expansion of information & referral services and print/online resource guides
- Support for Senior Ride Nashville and other emerging volunteer ride programs

The Council on Aging is grateful for our partnerships with various organizations throughout Middle Tennessee. And, as unmet needs impacting the lives of older adults and caregivers become known, we will strive to make a significant difference. Together we are dedicated to strengthening our region and creating a community of well-being for all aging persons.

On behalf of the board of directors and staff of the Council on Aging of Middle Tennessee, we thank you for your support. Thank you for your incredible work and commitment to improving the lives of older adults, their families, and their caregivers. And, finally, thank you for partnering with the Council on Aging as we strive to accomplish our mission.



VICKIE W. HARRIS

2016 - 2017 COA BOARD PRESIDENT

REV. DR. RICHARD H. GENTZLER, JR.

2018 COA BOARD PRESIDENT

