

ANNUAL REPORT 2020

01| COVID-19
Pandemic



02| BLM
Protests



03| CALIFORNIA
Wildfires



inspire...serve...advocate

A Year Marked by Myriad Impacts

Being champions for housing, care and services for older adults is the thread that binds us together, and 2020 tested its strength at every turn. 2020 was marked by myriad impacts starting with the coronavirus pandemic, Black Lives Matter protests, devastating wildfires, and a major surge in the pandemic at year end. In March, stay at home orders mandated telecommuting, while in-person meetings and events were halted. Non-essential visitation to member communities was prohibited, and federal and state responses were underway. LeadingAge California swiftly gathered philanthropic support for distribution of PPE supplies and educational resources to members. Black Lives Matter protests exposed disparities and inequities in fair access to housing, care and services for older adults, and influenced meaningful participation in influential dialogues. With promise of a vaccine by year end, our attention turned to assuring that vaccine clinics received media attention whenever possible.

Throughout the year, LeadingAge California and our members learned to 'shift-not-drift' while responding to daily needs requiring swift actions at federal, state, county and city levels. We catapulted our annual conference scheduled for Palm Springs to an all-virtual format, supported distribution of \$85,000 in acquired grants, and curated and disseminated up-to-date information on new web micro-sites to help members navigate through the turbulence.

Together with our members, we successfully impacted the safety and support of older adults.

As we approach 2021, we look forward to celebrating our 60-year anniversary milestone with amazing membership. We recommit our efforts with hope to bring clarity, comfort, joy, services and support to our members and the older adults we are so fortunate to serve.



Jeanne Parker Martin
Jeanne Parker Martin
President and CEO



Molly Forrest
Molly Forrest
Board Chair

*“LeadingAge California
and our members learned
to ‘shift-not-drift’...”*



*“Our mission is to advance housing, care
and services for older adults...”*

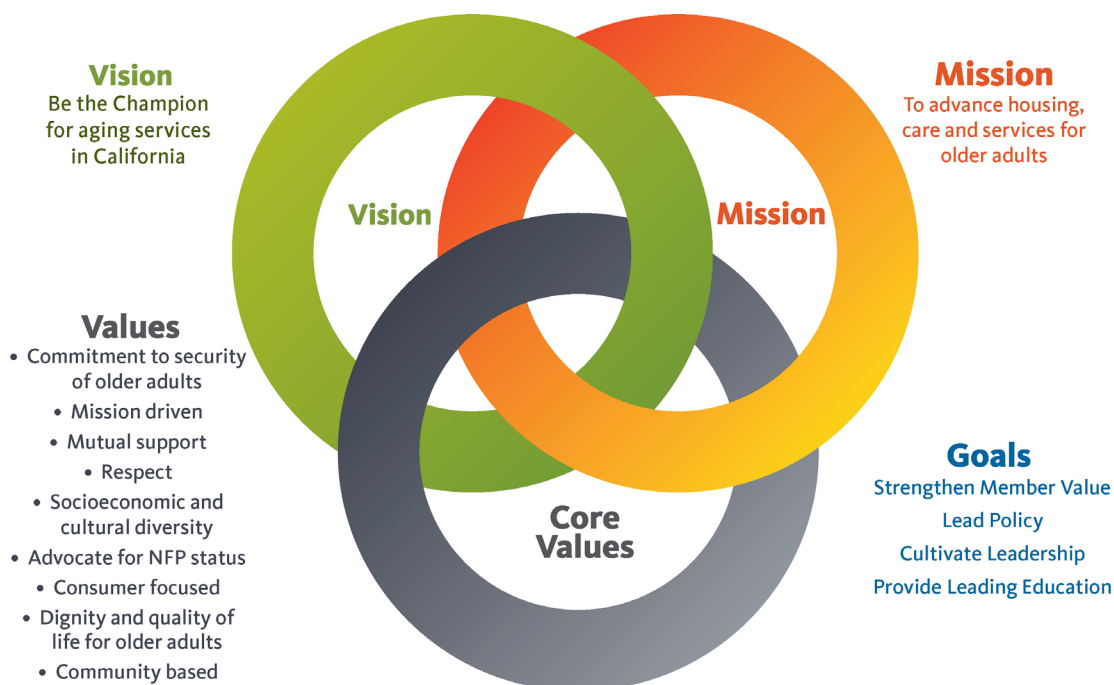


Carrying out our Mission

LeadingAge California has represented senior living and service providers since 1961. Each year, the association continues to serve, inspire and advocate for our members through multiple channels, providing members with the tools they need to carry out their missions.

The Association's advocacy, educational programs and public relations help its members best serve the needs of hundreds of thousands of the state's older adults.

Through our work behind the scenes testifying at public hearings, building coalitions, serving on committees and building partnerships—LeadingAge California actively worked to create system changes through advocacy that strengthened members' viability, education and leadership development to bolster workforce, and supported innovations in the delivery of aging services.



Purposeful Communication

Each year we continue to strengthen our association with clear and thoughtful articulation of what our members believe. As the pandemic hit in the early months of 2020, we invested time and staff resources in purposeful and targeted communications in response to COVID-19 and wildfires by curating content for education/webinars, communications, PPE/supply chain, policies and regulations, infection control, live Twitter feeds, weekly “Things to Know”, Capitol Update emails, online networking events, and preparedness resources. In response to our members’ need for immediate and curated information, a web infrastructure was developed to assure members had easy access to communications through our COVID-19 microsite, targeted Town Halls, and through education and continuous outreach.

We held virtual sector-specific Town Halls, a virtual Annual Business Meeting, electronic board elections, a virtual board retreat, and a virtual 3-day Annual Conference.

As we concluded 2020, membership remained strong with 673 provider, business partner, and allied members; a 4% YOY growth.

We also completed a redesign of the association website to facilitate easier navigation to the resources members use most.



Our Strategic Goals

#1 LEAD PUBLIC POLICY

#1 MEMBER PRIORITY



LTSS FINANCING



AFFORDABLE SENIOR HOUSING



WORKFORCE

#2 ADVANCE 21ST CENTURY LEADERSHIP & EDUCATION



MEMBER FOCUSED



ACCESSIBLE



TIMELY CONTENT

#3 GROW THE WORKFORCE



1.2 million paid
caregivers
needed by
2026¹



2.5 million
LTSS workers
by 2030²

INCREASE OF 41%



100%

#4 FOSTER INNOVATION

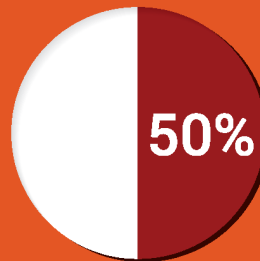


NEW
TECHNOLOGY



NEW CARE
DELIVERY MODELS

#5 ELEVATE PUBLIC AWARENESS



65+
years old
will need Assistance
with Basic Activities³

¹ U.S. Bureau of Labor Statistics, 9/2018: <https://www.bls.gov/oooh/healthcare/home-health-aides-and-personal-care-aides.htm>

² LeadingAge Workforce Center, <https://leadingageca.app.box.com/file/296739810045>

³ A New Vision for LTSS, http://www.leadingage.org/sites/default/files/A%20New%20Vision%20for%20Long-Term%20Services%20and%20Supports_FINAL.pdf



Through Unprecedented Advocacy Efforts

When it comes to spreading the word about the importance of advocacy, LeadingAge California made tremendous strides in 2020 and gained many powerful allies.

The coronavirus pandemic deeply impacted public policy work in 2020 as the legislature did not meet in person for several months. Testimony was rendered virtually and limited to key issues of highest importance, including wildfire and pandemic response. LeadingAge California policy staff worked tirelessly to keep focus on addressing critical needs as the priorities of members shifted throughout the year. And, as the legislature adapted, LeadingAge California was seen as a strong and major voice across the state for housing, care and services for older adults. Our expertise and depth of knowledge across the continuum was sought throughout the various crises 2020 presented.

Led by the collective support needs of our members, our President & CEO was invited to serve on the federal Coronavirus Commission for Quality and Safety in Nursing Homes appointed by the US President, and continued serving on the Master Plan for Aging and subcommittees. Policy staff served in key roles on advisory committees dealing with the vaccine distribution, coalition efforts to best but forth clinically informed recommendations for the pandemic response and state advisory bodies that advised on emergency preparedness for older Californians. In addition, staff remained committed to their work on long-standing issues around LTSS financing, housing for older Californians and developing policy to promote growing the workforce.

LeadingAge California played a major role in providing input into the final recommendations of the 10-year Master Plan for Aging. Our team worked tirelessly to submit formal recommendations from the Governor's Master Plan for Aging Stakeholder Advisory Committee, voiced our members' needs on the key Research Subcommittee, and continued a strong leadership position in LTSS, particularly in (now-suspended) state discussions related to proposed Long Term Care at Home Benefit.

In 2020, we achieved the following:

- Followed or monitored 276 bills, sponsoring or cosponsoring 3, supporting 60, and opposing 5
- Sponsored legislation on Nursing Home Administrator training
- Co-sponsored legislation to allow demonstration of wellness nurses in affordable senior housing
- Continued advocacy on LTSS financing with the release in Q4 of the actuarial study
- Established rapid response to COVID-19 pandemic ensuring communication and technical support with members on guidance issued by regulatory agencies
- Advocated directly with agency secretary and directors on senior living provider needs for PPE during pandemic
- Continued our partnership with Lucas Public Affairs to assist in raising profile and visibility in Sacramento and beyond, resulting in regularly requests for media comments, including radio, TV, and newspaper, and resulting in discussions with key statewide influencers


Webinars

**RISE Policy
Summit**

BPX

**Virtual
Conference &
Exposition**

LeadingAge[®] CA



Unlock the potential of 21st Century Leadership and Education

A new idea. A useful technique. A fresh way of looking at your business. That is what LeadingAge California's education team is all about – providing the knowledge and training our members need to succeed.

Last year required a shift from in-person to virtual formats as we achieved interactive and fun approaches to the next normal.

We hosted a successful RISE Policy Summit prior to the pandemic and then responded to the disruption from 'business as usual' through a series of facilitator-led Best Practice Xchange Networking (BPX) series for peer-to-peer discussions.

Further, we successfully adjusted our Annual Conference from May to October to allow time for full virtual format conversion together with our EMERGE leadership program.

Rounding out the year, we kicked-off of a new online Learning Management System for 24/7 access to educational content focused on serving older adults.

EMERGE

Tuesday
Leadership
Webinars

Learning
Management
System



Grow the Workforce

The coronavirus pandemic exposed major and systemic inequities in workforce as a result of chronic underfunding of the state's front-line caregiving infrastructure.

LeadingAge California convened our Workforce Situation Room, for the 2nd year, to help us gain perspectives on the needs and potential solutions for workforce development, recruitment, and retention for our members.

In addition, we enhanced our partnership with several universities, colleges, business partners and entrepreneurs interested in workforce for housing, care and services for older adults.

Leveraging partnerships with The Archstone Foundation, the Mary and Gary West Foundation, and NextStep Careers, we created several CNA recruitment videos and offered free COVID-ready caregiver training. We explored a career ladder partnership with Unitek Learning for recruiting, educating, and placing CNAs, LVNs, and RNs, and successfully moved our sponsored bill (AB 1709) through both houses of Legislature to increase availability of Nursing Home Administrators by allowing for larger cohorts of AITs.

Staying in the Forefront of Innovation


Despite a pandemic and climate disasters, LeadingAge California demonstrated its ability to stay on the forefront of innovation in housing, care and services for older adults. The Inaugural Innovation Showcase launched in 2020.

This effort resulted in 19 applications and a grand prize winner – SingFit – of a \$10,000 award sponsored by CDW, a leading distributor and consultant in workplace innovation and technology.

Through the new Innovation Showcase, we introduced LeadingAge California and our members to major clinical and technology innovators through an application and vetting process, and cultivated the first-ever LeadingAge California Innovation Showcase.

Our partnership with the California Department of Aging strengthened as concerns about visitation restrictions mounted and its resulting isolation became a major health and well-being issue in congregate settings. In addition, our partnerships with universities, technology companies, and member communities advancing new practices to improve quality of life for residents during the pandemic deepened and allowed for our strong voice to be heard in myriad new sectors.

INNOVATION SHOWCASE

Sponsored by: 

People's Choice:
AGORA

Grand Prize (1st Place Winner):

SINGFIT PRIME



Elevating Public Awareness

Our ability to raise public consciousness about the acute needs of California's growing aging population, hunger and housing insecurity, and demand for workforce accelerated in 2020, as a result of the pandemic. As we continued to push our mission and raise awareness about the care and support provided by our members, LeadingAge California was increasingly seen as the go-to resource and champion for aging services in the state. We leveraged this awareness by strengthening relationships with the media, through op-eds, radio and television interviews, newsprint and social media, as well as with colleges and universities, foundations and other associations, including UC Berkeley CITRUS Health, UC Davis, Stanford Center on Longevity, California Health Care Foundation, Archstone Foundation and the Gary and Mary West Foundation.

In its 2nd year, LeadingAge California's unique Age On. Rage On. campaign continued to bring attention to the demands for workforce development, long term services and supports financing needs, and ending ageism. In 2020, the campaign focused on the Master Plan for Aging, legislative issues, and voting balanced with "social news" including centenarian celebrations, older adult holidays and resource support materials for fighting social isolationism and state-wide meal programs.

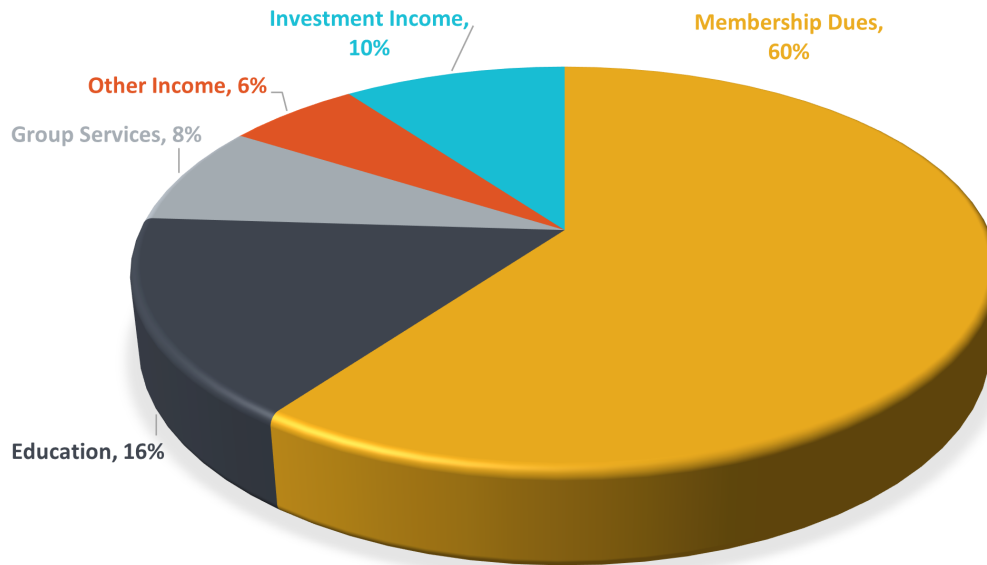
Through these efforts, LeadingAge California achieved the following by the end of the year:

- More than 150 million digital and print media impressions
- 11,655 pledges
- 2,200 Facebook followers
- 575 Twitter followers

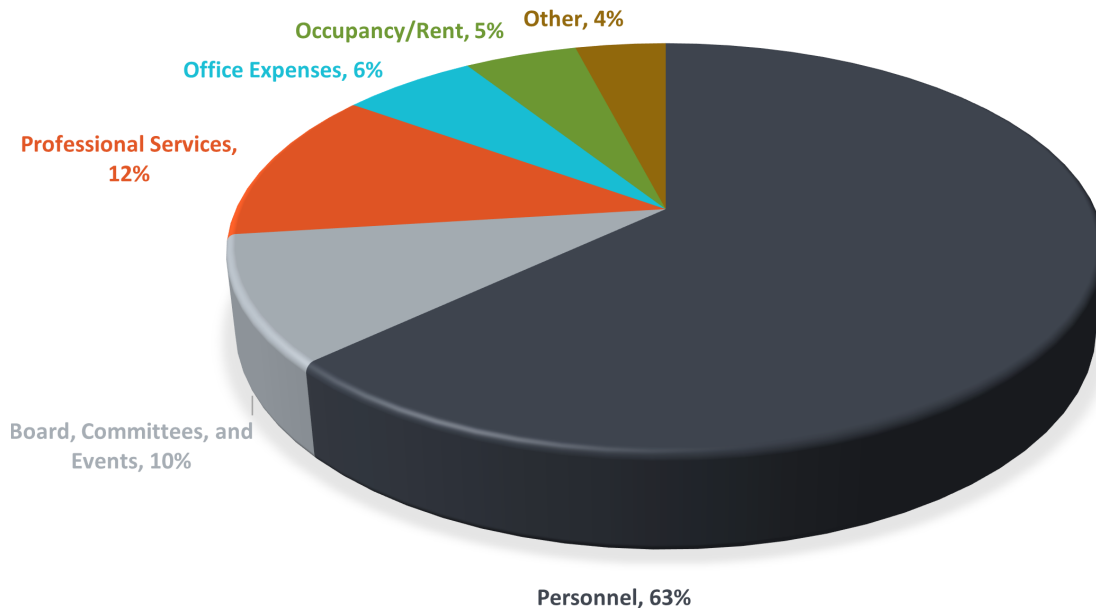
Statement of Financial Position

LeadingAge California concluded 2020 by exceeding net operating income while holding expenses below budget. We successfully launched a \$2.6 million CMS/CMP grant with the California Department of Public Health, and managed receipt and disbursement of \$85,000 in private foundation grants for members' PPE, CNA training and advocacy needs. Additionally, we renewed our commitment to Value First's contract for business development and marketing support.

REVENUES



EXPENSES



How members help lead the path

Executive Committee



Molly Forrest
Board Chair



Jasmine Borrego
Past Board Chair



David Reimer
Chair-Elect



Deborah Herbert
Vice Chair



Sheri Peifer
Secretary



James Rothrock
Treasurer

Additional Board Members

Tom Briody	Member	Institute on Aging
Teresa Dang	Regional Representative	Walnut Village
Kim Dominy	Member	Casa de las Campanas
Stuart Hartman	Policy Advocate	Retirement Housing Foundation
Christopher Ichien	Regional Representative	Covia Communities
Darrick Lam	Member	ACC Senior Services
Claude Lowen	Resident Member	San Francisco Towers
Tara McGuinness	Policy Advocate	HumanGood
Todd Murch	Member	Eskaton
Tuan Nguyen	Member	Relation Insurance Services
Ansel Romero	Member	HumanGood
David Stienstra	Regional Representative	Inland Christian Home
Lynda Tanner	Member	VNA Health
Jeanne Parker Martin	President & CEO	LeadingAge California

Committee Chairs



Janet Holland
Baker Tilly
Audit Committee



Angeliqe D'Silva-Williams
TELACU
Awards Committee



Jasmine Borrego
TELACU
Board Development Committee



James Rothrock
Episcopal Communities & Services
Finance Committee



Sheri Peifer
Eskaton
Planning Committee



Tiffany Karlin
Mueller Prost
Political Action Committee



Tara McGuinness
HumanGood
Public Policy Committee



Sally Plank
Front Porch
Service Excellence Committee

Cabinet Chairs



Donna Murphy
HumanGood
Affordable Senior Housing Cabinet



Justin Weber
Front Porch
Assistant Living Cabinet



Sue Fairley
Hillcrest
Health Services Cabinet



Lynda Tanner
VNA Health
Home & Community Based Services Cabinet

