



NAVIGATE THE FUTURE

CONVENE. COLLABORATE. PARTNER.



2019 ANNUAL
REPORT

Welcome!

We are pleased to present the 2019 LeadingAge California Annual Report. This year's report highlights the Association's busy and successful 2019. Shifting demographics, changes in workforce needs, heightened education delivery, and innovation in technology geared to older adults serve as the frame for our activities. From the launch of our new Strategic Plan 2019-2021, our successful Age On. Rage On. campaign, and appointment to the California Master Plan for Aging Stakeholder Advisory Committee, our momentum is strong and will continue into the new decade.

Our five key initiatives – Lead Public Policy, Advance 21st Century Leadership & Education, Grow the Workforce, Foster Innovation, and Elevate Public Awareness – kicked off with substantial activity and successes in 2019. Our public policy work showed gains in housing, care and services for older adults. Our educational activities are modernizing and bringing education to your doorstep. Our workforce situation room drilled into the deep needs for recruitment and retention in our field. Our innovation forum framed discussions for heightened awareness of best practices and proven technologies in our member communities. And, our public awareness campaign, Age On. Rage On., launched in early 2019, continues to gain attention at regional, state and national levels. We are excited to be your voice in the Master Plan for Aging as we help advance the state's critical roadmap for California's future.

In 2019, we doubled down on our member engagement efforts to increase the value of your membership in LeadingAge California. We launched subscriptions for our quarterly flagship publication, Engage Magazine. Our redesigned Region Meetings provided targeted workforce trainings and the latest news on regulatory updates and critical legislation, with more than 725 members attending these regional events.

Members continued to make their voices heard at the national level in support of HUD 202, sending more than 6,000 postcards to Congress and advocating at the LeadingAge National rally in D.C. last spring. And, as the host state to the LeadingAge Annual Conference, more than 450 California members attended this great networking and educational event in San Diego.

We appreciate the continued support of our dedicated members and valued partners. We look forward to building on the successes of 2019 as we continue to challenge ourselves to new heights heading into 2020.



Jeannee Parker Martin
President & CEO
LeadingAge California

Executive Committee



Jasmine Borrego
Board Chair



Todd Murch
Past Board Chair



Molly Forrest
Chair-Elect



Mary Stompe
Vice Chair



David Reimer
Secretary



Deborah Herbert
Treasurer

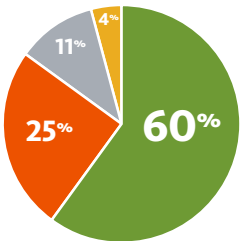
Additional Board Members

Angelique D'Silva-Williams	Member	TELACU Residential Management
Teresa Dang	Regional Representative	Walnut Village
Stuart Hartman	Policy Advocate	Retirement Housing Foundation
Christopher Ichien	Regional Representative	Covia Communities
Roberta Jacobsen	Elected By LeadingAge	Front Porch
Claude Lowen	Resident Member	San Francisco Towers
Penny Mallette	Regional Representative	O'Connor Woods
Tara McGuinness	Policy Advocate	HumanGood
Tuan Nguyen	Member	Relation Insurance Services
Sheri Peifer	Member	Eskaton
Kendra Roberts	Regional Representative	HumanGood
James Rothrock	Member	Episcopal Communities & Services
Justin Weber	Member	Casa de Manana
Joyce Yarborough	Regional Representative	Pilgrim Place
Jeannee Parker Martin	President & CEO	LeadingAge California

2019 Projected Results

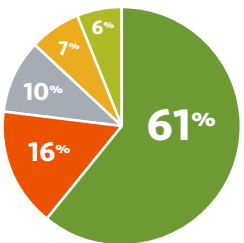
2019 Projected Revenues

- 60% Membership Dues
- 25% Education
- 11% Group Services
- 4% Other



2019 Projected Expenses

- 61% Personnel
- 16% Board, Committee & Events
- 10% Office Expenses/Rent
- 7% Professional Services
- 6% Other





Don Stump

Christian Church Homes (CCH)

In 2019 LeadingAge California honored CCH President and CEO, Don Stump with the Lifetime Achievement Award for his 35+ years in the industry.

Don's passion for affordable housing for seniors took root early on. He grew up at Westlake Christian Terrace, one of CCH's first affordable housing developments, and after joining CCH as a Community Manager, he worked his way up the organization, serving in virtually every role and eventually becoming CEO in 2007.

During his time at CCH, Don championed the development of resident councils, expanded social and healthcare services to residents, created CCH's Resident Care Fund and grew CCH into the nonprofit it is today, serving more than 5,000 individuals at over 50 communities in nine states.

Don has made no secret of his passion for helping others. This passion often translated into advocacy work, supporting LeadingAge California's advocacy efforts around affordable housing. Don will leave an indelible mark on LeadingAge California's legacy.



Ancel Romero

HumanGood



Laura Friedman

(D-Glendale)



Hannah-Beth Jackson

(D-Santa Barbara)



Teri Tift

Eskaton



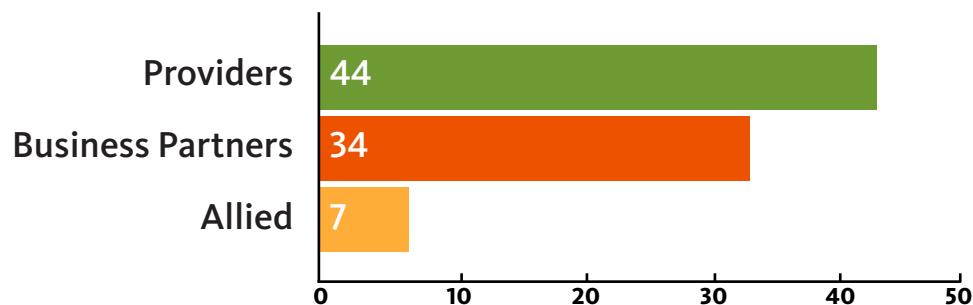
Mary Munoz

Ziegler



Hillcrest

New Members in 2019 by Member Type



Engage Magazine subscriptions
launched in Summer 2019



Newly redesigned Engage
Headlines news site



New Online
Discussion Forum



Expanded regional topics
and local level training
opportunities



Increased diversity of
regional trainings and events
to support front line staff



Interest List sign up
forms created
(launching in January 2020)

New Members List

3rdThird Marketing
Accushield
Adventures in Caring
Alegre Home Care
Bancroft Senior Homes
Barton Home Health and Hospice
Bishop Roy C Nichols
Brandel Manor
Burbank Orchards
Cahill
Caremerge
Carquinez Vista Manor
Catholic Funeral & Cemetery Services
Ceatrice Polite Apartments
Cedar Street Senior Apartments
Collins Bus (REV Group)
Creating Results
Devore Recruiting
Dignity Health
Eisenberg Village
Embodied Labs

Enodius, Inc.
Eugene Coleman Community House
EZ Way, Inc.
Family Community Church
Fargo Senior Center
Ferguson SM, Inc.
Fountainview at Gonda
Functional Pathways
Grace Village Apartments
Harbor Linen
Harrison Street Senior Housing
Health Services Advisory Group
HealthPro Heritage, LLC
Healthy Living at Home
Hospice by the Bay
Hotel Redding
IGroup Design
Infinity Rehab
Jarvis Gardens
Jefferson Street Housing
JNL Technologies Inc

K4 Connect
LifeEncore
Live Well at Home by Eskaton
Livingston Memorial VNA
Lorenz Senior Housing
Lyft
Marlton Manor
McGriff Insurance Services
Medi-Cal Consulting Services, Inc.
Mendelsohn House
Nations Bus Sales
Nazareth House of San Diego
NextStep
NonStop Wellness
Oak Meadows
Omni Solutions LLC
Papillon Senior Services
PayActiv, Inc.
Percy Abrams Jr.
Pioneer Home Health Care Inc.
Reliant Rehabilitation

Rotary Terrace
SafelyYou
Senior TV
Serving Seniors
Siemens Building Technologies, Inc.
Sierra Meadows
SmartLinx Solutions
Society for the Blind
Sojourner Truth Manor
Sundt Construction, Inc.
Sutter Care at Home
Sylvester Rutledge Manor
The Arbor at Hesperian
The Elizabeth Hospice
The Parkview
The Weitz Company
Tree House Senior Apartments
VNA Health
Westlake Christian Terrace - East
Westlake Christian Terrace - West
Woolf House

Strategic Plan by the Numbers

#1 Lead Public Policy



180 Followed or monitored bills

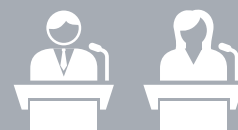
\$100,000+ ▶



Contributions

3 Sponsored bills on affordable senior housing

23 Supported bills



\$17,500
donated to candidates

LeadingAge CA
SENIOR HOUSING
NOW

>170

Hosted Residents at Affordable Senior Housing Resident Advocacy Day

5 Sponsored or co-sponsored bills

#2 Advance 21st Century Leadership & Education



141

Attendees at the first held RISE Summit



743

Participants in the 2019 Conference in Monterey, CA



722

Participants attended region meeting events



Conducted Educational Needs Survey



172

Total ALUMNI

21

fellows Graduated

#3 Grow the Workforce



WORKFORCE SITUATION ROOM

25 members and nonmembers

#4 Foster Innovation

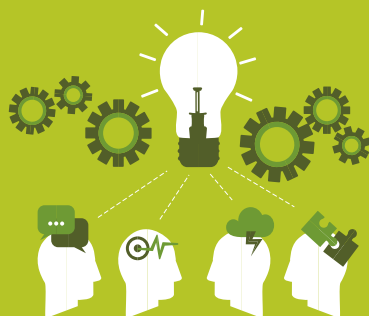
\$2.6 Million CMP grant

with California Department of Public Health to implement

It's Never 2 Late

in **60** skilled nursing facilities.

CREATED INNOVATION FORUM



#5 Elevate Public Awareness



Statewide Campaign

launched in 2019



>11 million
impressions in publications throughout California



11,610
total pledges



90 million

impressions through digital channels

Strategic Initiative #1

Lead Public Policy

LeadingAge California is increasingly seen as a strong and major voice across the state for housing, care and services for older adults, leading and guiding on issues affecting our members. This work will continue in 2020 as we continue to execute this important initiative.

Major Accomplishments

- Appointed to Master Plan for Aging Stakeholder Advisory Committee
- Co-sponsored SB 512 (Pan, D-Sacramento) to set up a statewide LTSS benefit
- Sponsored SB 623 (Jackson, D-Santa Barbara) on Multifamily Housing Program funds
- Sponsored AJR 15 (Bloom, D-Santa Monica) to fully fund HUD 202 program
- Sponsored SB 611 to set up Master Plan for Aging Task Force
- Introduced AB 1709 (Jones-Sawyer, D-Los Angeles) on flexibility in nursing home training and staffing
- Halted AB 1379 (Quirk, D-Hayward), CALCRA-sponsored legislation on Life Plan Communities/CCRCs

Strategic Initiative #2

Advance 21st Century Leadership & Education

New ideas for enhancing engagement and interest in advancing 21st Century Leadership & Education were implemented to accelerate participation. This enhanced focus will continue into 2020 as we execute on this key initiative.

Major Accomplishments

- Held 3 successful conferences
- Held 1 Career Day
- Integrated eShow, a new conference registration application
- Began work on new online discussion platform LeadingAge California Connect
- Launched member-specific education programs onsite at their communities
- Hired new Vice President of Education Soua Vang
- Promoted Kevin Tuuaga to Director of Meetings and Events
- Conducted Educational Needs Survey to better understand member training needs

Strategic Initiative #3

Grow the Workforce

A robust focus on workforce helped us gain unique perspectives on the needs and potential solutions for workforce development, recruitment, and retention for our members. This initiative has also enhanced our partnership with several universities, colleges, business partners and entrepreneurs interested in workforce for housing, care and services for older adults.

Major Accomplishments

- Convened Workforce Situation Room with 25 members and nonmembers
- Introduced AB 1709 (Jones-Sawyer, D-Los Angeles) to increase availability of CNAs and NHAs
- Had key workforce expert speakers at major conferences,
- Workforce Situation Room and Board Leadership Retreat
- Initiated partnerships with UC Berkeley, American River College and University of Southern California

Strategic Initiative #4

Foster Innovation

LeadingAge California continued to stay on the forefront of innovation in housing, care and services for older adults. In 2019 our partnerships extended to universities, emerging technology companies, and member communities that are advancing new practices to improve quality of life for residents receiving housing, care and services from our member communities.

Major Accomplishments

- Created Innovation Forum
- Created criteria for participation in our 2020 Annual Conference's Innovation Showcase
- Secured \$2.6 million CMP grant with California Department of Public Health to implement It's Never Too Late (iN2L) in 60 skilled nursing facilities in California

Strategic Initiative #5

Elevate Public Awareness

This year we launched the Age On. Rage On.™ campaign to bring to light the urgent need to develop a Master Plan on Aging in California that expands (1) Long-Term Services and Supports for older adults and (2) The Caregiver Workforce necessary to ensure that all Californians can age with dignity.

Major Accomplishments

- Built and launched the new Age On. Rage On. website
- 11,610 pledges signed in support of protecting California's seniors
- Obtained over 11 million impressions in 6 different local publications throughout California
- Gained roughly 90 million impressions through digital channels
- Successfully ran integrated marketing campaigns on multiple digital channels ranging from Google Search, Display ads, and Social Media

