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.

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
- Teresa Dang
- Stuart Hartman
- Christopher Ichien
- Roberta Jacobsen
- Claude Lowen
- Penny Mallette
- Tara McGuinness
- Tuan Nguyen
- Sheri Peifer
- Kendra Roberts
- James Rothrock
- Justin Weber
- Joyce Yarborough
- Jeannine Parker Martin

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
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.
New Members in 2019 by Member Type

<table>
<thead>
<tr>
<th>Providers</th>
<th>44</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Partners</td>
<td>34</td>
</tr>
<tr>
<td>Allied</td>
<td>7</td>
</tr>
</tbody>
</table>

**Engage Magazine subscriptions** launched in Summer 2019

**Newly redesigned Engage Headlines news site**

**New Online Discussion Forum**

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

**Expanded regional topics and local level training opportunities**

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

New Members List

- 3rd/Third 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
- Enodial, 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
- SmartLink 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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followed or monitored bills</td>
<td>180</td>
</tr>
<tr>
<td>Sponsored bills on affordable senior housing</td>
<td>3</td>
</tr>
<tr>
<td>Supported bills</td>
<td>23</td>
</tr>
<tr>
<td>Sponsored or co-sponsored bills</td>
<td>5</td>
</tr>
<tr>
<td>Contributions</td>
<td>$100,000+</td>
</tr>
<tr>
<td>Donated to candidates</td>
<td>$17,500</td>
</tr>
<tr>
<td>Hosted Residents at Affordable Senior Housing</td>
<td>&gt;170</td>
</tr>
</tbody>
</table>

#### #2 Advance 21st Century Leadership & Education

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees at the first held RISE Summit</td>
<td>141</td>
</tr>
<tr>
<td>Participants in the 2019 Conference in Monterey, CA</td>
<td>743</td>
</tr>
<tr>
<td>Conducted Educational Needs Survey</td>
<td></td>
</tr>
<tr>
<td>Participants attended region meeting events</td>
<td>722</td>
</tr>
<tr>
<td>Total ALUMNI</td>
<td>172</td>
</tr>
<tr>
<td>Graduated fellows</td>
<td>21</td>
</tr>
</tbody>
</table>

#### #3 Grow the Workforce

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORKFORCE SITUATION ROOM</td>
<td></td>
</tr>
<tr>
<td>25 members and nonmembers</td>
<td></td>
</tr>
</tbody>
</table>

#### #4 Foster Innovation

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.6 Million CMP grant</td>
<td></td>
</tr>
<tr>
<td>with California Department of Public Health</td>
<td></td>
</tr>
<tr>
<td>to implement It’s Never 2 Late</td>
<td>60</td>
</tr>
<tr>
<td>in skilled nursing facilities</td>
<td></td>
</tr>
<tr>
<td>CREATED INNOVATION FORUM</td>
<td></td>
</tr>
</tbody>
</table>

#### #5 Elevate Public Awareness

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Statewide Campaign</td>
<td></td>
</tr>
<tr>
<td>launched in 2019</td>
<td></td>
</tr>
<tr>
<td>&gt;11 million impressions in publications</td>
<td></td>
</tr>
<tr>
<td>throughout California</td>
<td></td>
</tr>
<tr>
<td>11,610 total pledges</td>
<td></td>
</tr>
<tr>
<td>90 million impressions through digital</td>
<td></td>
</tr>
<tr>
<td>channels</td>
<td></td>
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</tbody>
</table>
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
- 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

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

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