

Message from Leadership

Thanks to the care and loyalty of our 1,345 generous donors, we were able to offer critical services and successful solutions to more than 15,000 individuals in 2010. Like most non-profits across the state, SMAA faced a challenging fundraising year. While many nonprofits around the country reported significant declines in giving, we set a record for the number of new donors, 506, and saw a 39% increase in the number of donations of \$1,000 or more. Private donations provided 16% of our 2010 operating budget—vital support needed as federal and state support continued to decline. We are deeply grateful to you—SMAA volunteers, community members, municipalities, clients, foundations, businesses and community organizations—for your continued generosity and your care for those we serve.

Last year we continued to develop new partnerships with a diverse group of organizations and have worked toward broadening and enhancing services to reach seniors in the 55 towns in our area.

No doubt, our biggest challenge going forward is preparing for the number of “baby boomers,” those born between 1946 and 1964, many of whom will help care for their family members and friends. There will be an estimated 40,000 boomers aging into Medicare over the next decade in southern Maine alone. It will be only through the help of volunteers and donors that our organization can step up to this challenge. Please consider how you can help by giving of your time or financial support.

Thank you for your interest in SMAA's work.

Laurence W. Gross, Executive Director

Milestones

Fred Howard was presented the first Greenleaf Award by the estate of Ed Greenleaf to recognize a Meals on Wheels volunteer who best demonstrates compassion and dedication to participants served by the South Portland site. Howard also received a “6 Who Care” Award from WCSH6 television.



Volunteer Medicare Advocate Stan Cohen reached his 1,000th Medicare beneficiary in Bridgton.



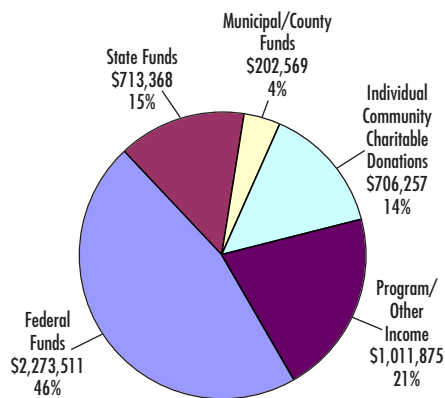
Nathan Acker of Gorham has delivered Meals on Wheels since 1987, delivering his 10,000th meal in January.

Ann O'Sullivan was named to the Roster of Fellows by the American Occupational Therapy Association for her “Tireless Leadership in Homecare and Family Caregiving.” She has been a Family Caregiver Specialist at SMAA for 10 years.

Westbrook Housing Authority and SMAA celebrated 10 years of working together at Larrabee Village.

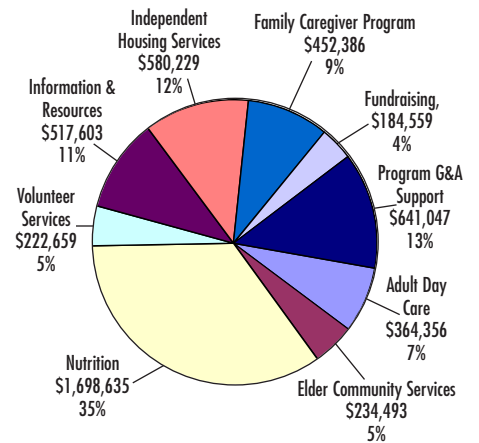
SMAA relies on private donations. To donate toward our work, call 396-6591 or visit www.smaa.org. Services of SMAA are also supported by state and federal funds through the Maine DHHS Office of Elder Services, the Corporation for National and Community Service, and Housing and Urban Development, all of which require matching money from local communities, grants and donations. SMAA is an equal opportunity non-profit, charitable organization.

Revenues for the Year Ending September 30, 2010



“Excellent presentation on Medicare!”

Expenses for the Year Ending September 30, 2010



“I have recommended your services to others many times.”*

*Survey of service recipients, June 2010.

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Truslow Adult Day Center participant hits a golf ball with staff member's support.

Truslow Adult Day Health Center in Saco

58 families benefited from 28,495 enriching hours of therapeutic activities for their mother, father, husband, wife, brother or sister. Music therapy programs complete with themes, sing-alongs, props, reminiscing, and dance movements were held each month and a carnival field day was planned by staff and held on the grounds with the help of United Way volunteers.

“Mom needed a little more quiet time to herself and a safe place for Dad.”

“I just enjoy being here. The people and staff are friendly. I look forward to coming.”

“My father passed away, and I needed a day program for my mother while I worked. Truslow has an outstanding reputation.”

“My wife has Alzheimer's, and I need a break from taking care of her.”

“I've been very lucky and happy here...really like coming very much.”



One of 10 veterans honored during Veterans Appreciation Day at Truslow Adult Day Center, shows his Purple Heart.

mission driven ~
donor supported



REPORT TO THE COMMUNITY 2010



**YOUR 1st STOP
FOR ANSWERS**

136 U.S. Route One
Scarborough, Maine 04074
(207) 396-6500 (800) 427-7411
www.smaa.org

“I received excellent service by phone and face-to-face. Very caring people, very good listeners and explanations that were understandable.”

New Community Partnerships

- Working with the **Veterans Administration**, our adult day center in Saco created a core group of participating veterans. SMAA staff also developed two new long-term care programs for veterans.
- Recognizing that patients return home from a hospital stay at times with non-medical issues, **Maine Medical Center’s Physician Health Organization** formalized ongoing referrals with a dedicated SMAA social worker.²
- Donor Eddie Woodin launched the **Best Friend Fund** with a **\$2,500** challenge grant to help low-income pet owners with unexpected veterinary expenses.
- Our nutrition program joined community centers in **Kittery, Springvale** and **Westbrook** creating local hubs for SMAA resources.
- Through our “As You Like It” program, the **Bonanza restaurant, Me & D’s Diner, Southern Maine Community College, St. Joseph’s College, Maine Medical Center** and **York Hospital** served **11,000** discounted meals. Customers choose from a variety of menu items, where and when they want to eat out.
- SMAA worked with the **Good Shepherd Food Bank, Wayside Food Programs, Project Feed, York County Shelter**, and the **University’s Cooperative Extension** along with a number of food pantries to reach 1,028 low-income seniors with 154,200 pounds of U.S. Commodity Supplemental Food in the first five months of this program.
- We worked with the **Elder Abuse Institute of Maine** and the **City of Portland** to develop Maine’s first transitional housing program for older abused women.

²In January 2009 we set up electronic referral forms through the SMAA website. In 2010, the first full fiscal year with this feature, 875 website generated inquiries were transmitted to our staff.



Meals on Wheels manager Jo Ann McPhee, right, with long-time volunteers, David and Penny Cole.

Volunteers made it possible for

- **189,919** Meals on Wheels to be delivered to **1,851** households
- **1,110** households to get **8,578** bags of groceries
- **4,764** people to be guided through complex health insurance decisions

This year 1,500 volunteers of all ages were involved in service either for SMAA programs, in healthcare or other non-profits. Volunteer hours totaled 65,351 or the equivalent of 31.4 full-time employees.

Enhanced Services in the Community

- **“Welcome to Medicare” Seminars** were added in **Windham, Scarborough** and **Springvale**, tripling the number of people who can access this vital information.
- More than 50% of the 4,764 people SMAA helped with health insurance counseling required additional one-on-one assistance for 7,595 total contacts, a 17.6% increase from 2009.
- For those living alone, SMAA has collected, reconditioned and distributed **300** emergency 911-only cell phones.
- Volunteers helped **87** people continue to live independently by completing their monthly bookkeeping through our **“Money Minders”** program.
- More than **511 athletes age 50 and older** participated in **Maine Senior Games**, a 40% increase from 2009.
- The **Sam L. Cohen Foundation** funded the technology for electronic reporting between 12 outlying SMAA locations and the main office.



- **2,050** family caregivers talked with one of our social workers or attended classes, which helped countless family members gain information and develop coping skills.
- Working closely with rec departments, primary care practices, immigrant community leaders and the YMCA, **13** “Living Well for Better Health” workshops were offered reaching **94** people, an increase of **70%** from 2009.
- **Coach Broyles’ Playbook³** and other resources for family caregivers were added to www.smaa.org.
- The Portland Rotary Club and SMAA volunteers delivered **185** holiday dinners to seniors who were alone on Christmas.



³Frank Broyles wrote this book of practical tips to help guide spouses and families taking care of someone with Alzheimer’s disease or dementia. Broyles was the Razorback Athletic Director at the University of Arkansas.