



Florida Association of
Aging Services Providers

Volume 91: November/December 2022

Florida Association of Aging Services Providers

Guest Editors:

Mary Jo McKay—Hillsborough County Dept. of Aging
Services

Carlos Martinez—United HomeCare

Message from the President

By Darrell J. Drummond, Council on Aging of St. Lucie, Inc.



This is the final newsletter for 2022. I don't know about you but I feel this year has flown by quickly. The truth of the matter is, as I age, it seems that the daily obligations take up more and more of my time and I seem to have less time to stop and smell the roses.

We have just finished celebrating Thanksgiving and are now focused on the end of the year activities. Many of us are

preparing for events to recognize our clients and our staffs. There will be opportunities for us to come together and recognize the contributions of our staffs and celebrate the accomplishments of our agencies and begin to think about how we can do better in the new year.

As we close out this year, I would like

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This Issue's Sponsors



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There's just no place like home.



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to point to some of the successes of this organization in 2022. We held our first annual conference post COVID in August and had one of the highest satisfaction survey responses from our membership. We focused on the workforce issues in collaboration with the AARP Florida to see where our membership organizations stand in preparing for the new dynamic of post COVID employment challenges.



We maintained a more than ninety percent (90%) membership renewal rate for 2022. We recognized the success of our continued advocacy campaigns with our Florida legislature which led to increased funding for our programs and a reduction in the size of our waitlist for services. As we worked to return to normal after the pandemic, we participated with DOEA and the AAA's to implement new programs utilizing additional funding brought about with the passage of the American Rescue Plan (ARP). In

October, we held our annual retreat and spent time assessing our response to Hurricane Ian and its' impact on service delivery for seniors affected and/or displaced by the storm.

Finally, we have continued to work with DOEA and our AAA's to identify and hopefully improve upon the new e-CIRTS software system's implementation. This implementation issue will continue to be a major focus as we move into 2023 and beyond.

It is my hope that we are able to find a solution that allows for the greatest success in sharing information without overly burdening our organizations and their staffs with unreasonable requirements for data input and reporting.

I would like to thank Margaret Lynn Duggar and Associates for their continued professional support and leadership as we address our issues each year. I am reminded of a time when this organization did not have the benefit of a management team to implement policy goals and track our issues at the state level. Let me say, we are in very good hands as a result of Margaret Lynn and her staff and I can't imagine us ever going back to a time where we don't have professional support staffing.



To everyone, I wish you a happy holiday season and look forward to seeing and working with each of you in the new year.



Happy Holidays,

Darrell Drummond



How to Nail The End of Year Fundraising Campaign

[This story originally published on DonorBox.org](#)

1. Start Planning Early

Plan early! September and October is the ideal time to start planning your end of year giving campaign

2. Review Your Last Year-End Giving Campaign

Review your results from the previous year efforts. Data can be a powerful guide as to what direction your organization should take and which tools to use.

3. Look At Where You're At

After reviewing the past, take time to evaluate where your organization is at in the present moment; what is the current budget and fiscal situation. What is the current state of operations and how close are you currently to reaching your goals?

4. Set Goals

Set SMART Goals. Specific, Measurable, Attainable, Relevant, and Time-bound. Setting SMART goals helps your nonprofit have clarity and stay on track.

5. See What You Have

Evaluate what resources you have access to at the moment. Once you recap, your organization can create a more informed and realistic plan to reach your goals.

6. Figure Out The Big Picture & The Team

Figure out the big picture and your team; Who you are trying to reach? Why? Where are you going to find them? Who is on your campaign team? What are their responsibilities?

7. Think About Your Audience

Segment your audience so that you can better personalize your message to them. Identify target donors.

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Nutrition Requirements of the Older Americans Act (OAA)



What does the Older Americans Act say about nutrition requirements? Are requirements different with the most recent 2020 Dietary Guidelines for Americans? What are the DGAs and DRIs and how do they affect meals being served? The nutrition requirements of the Older Americans Act are explained in this updated [Frequently Asked Questions \(FAQ\) guide](#).

Impact of Medically Tailored Meals

A recent study from Tufts University Friedman School of Nutrition Science and Policy indicates the enormous potential impact of medically tailored meals for those who most need the service. The findings show that 1.6 million hospitalizations could be avoided while saving an estimated \$13.6 billion dollars if medically tailored meals were provided across the nation to those with diet-sensitive conditions and activity limitations. Read the [full study](#).

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How to Nail The End of Year Fundraising Campaign

[Click here for full article](#)

8. Decide on Theme and Messaging

Your campaign theme will tie everything together. Personalize your messaging., keeping messages short, clear, and interesting.

9. Create Your Timeline

End of year giving campaigns should last no longer than 6 weeks. Most giving happens in December. Many nonprofits kick off their end of year giving with Giving Tuesday.

10. Make the Ask

Choose the right communication channels for delivering your end of year fundraising appeal. Social Media, E-Mail, Events, Letters, etc.

11. Follow Through

After you send out the initial year-end fundraising appeal, follow through. Donors need to be reminded, but not spammed. Every last minute counts.

12. Thank, Thank, & Recognize

Thank you materials are essential to make your supporters feel valued and appreciated.

13. Measure and Analyze

Once the campaign is done, go through all the data and debrief the results with your team. Take time to reflect on what went well and what can be done differently next year.



Power Up Your Congregate Meal Program: Tips to Keep Those We Serve at the Table

[Click Here to Access Webinar](#)

(Will need to register with NCOA to view recording)

The second webinar in a series on Powering Up Congregate Meal Programs. This webinar was focused on Tips to Keep Those We Serve at the Table and provided great insight for programs to keep existing clients participating and coming back. Meals on Wheels Southwest OH & Northern K. conducted research on congregate meal programs in the area and found that less than 20% of seniors who have attended a meal program in their area do so regularly and 40% of those surveyed stated they would be unlikely to attend again. The surveys asked what the most important attributes were that clients feel are needed to maintain their interest and participation in these programs. Some of those top attributes were a welcoming atmosphere, quality of the food, transportation issues, and cost.

Panelists for this webinar included Mary Jo McKay, FASP Board Member and Nutrition & Wellness Manager with the Aging Services Department of Hillsborough County, FL. All panelists shared great strategies that are currently working for them to keep existing clients participating and “coming back to the table.”



Ian's Deadly Impact on Seniors Exposes Need for New Preparation Strategies

By [Judith Graham](#)
NOVEMBER 2, 2022

All kinds of natural disasters — hurricanes, tornadoes, floods, wildfires, dangerous heat waves — [pose substantial risks to older adults](#). Yet, not enough seniors prepare for these events in advance, and efforts to encourage them to do so have been largely unsuccessful.

The most recent horrific example was Hurricane Ian, the massive storm that in September smashed into Florida's southwestern coast — a haven for retirees — with winds up to 150 mph and storm surges [exceeding 12 feet](#) in some areas. [At least 120 people died](#), most of them in Florida. Of those who perished, two-thirds were 60 or older. [Many reportedly drowned](#) and were found in their homes.

Why didn't more older adults leave for safer areas, as authorities recommended? Understanding this is critically important as the population of older people expands and natural disasters become more frequent and intense with climate change.

"I think the story of Hurricane Ian that people will remember is the story of people who didn't evacuate," said Jeff Johnson, AARP's Florida state director.

[CLICK HERE to read the rest of this story online!](#)

This story was reprinted with permission from the Kaiser Family Foundation.



This story originally published on [Next Avenue](#)

Proudly Proclaiming My Age

We all want to live long lives, so why should those who have reached older age be demeaned?

Elizabeth Roper Marcus discusses the stereotypes and stigmas related to aging and the way in which she pushes back to empower herself and her peers.



I strongly believe that my age and that of my cohorts is not the most important thing about us.

[Read the Full Article Here](#)



Article Written by:

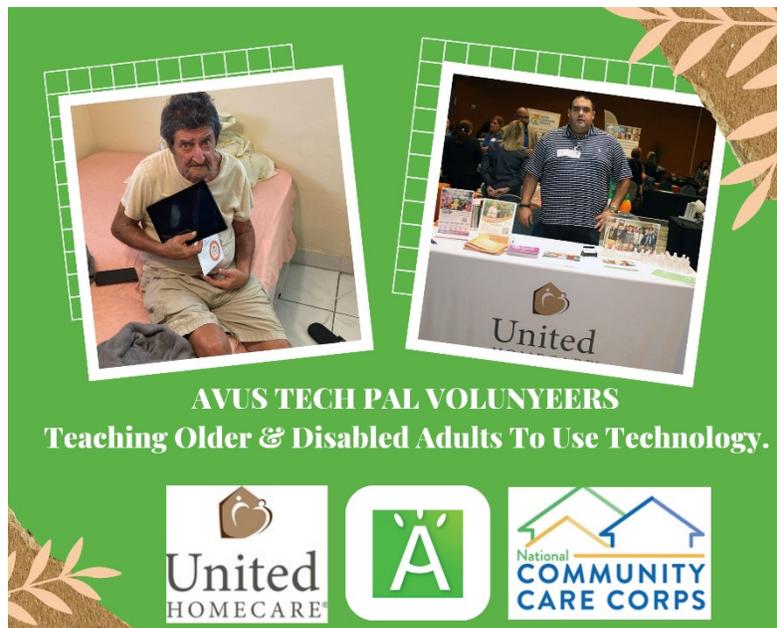
Carlos L. Martinez, President & CEO, United HomeCare

Alina Palenzuela, CAP-OM, Marketing and Volunteer Director, United HomeCare

Blanca Ceballos, Community Relations Manager, United HomeCare

AVUS Connect Tech Pals™ Helping Seniors To Learn Technology **“Connecting Older & Disabled Adults to the World and the Communities Where They Live”**

Jose, a Homebound Older and Disabled Adult Client of United HomeCare Is Learning To Use Technology. He's Interested In Seeing The World Online.



United HomeCare's **AVUS Tech Pals™ Volunteer Program for individuals age 18+** was launched in October 2022 to help family caregivers, older and disabled adults to connect with the world around them through the use of technology. College students and adult volunteers have begun engaging homebound seniors in friendly conversations by video chats, telephone and in-person and aim to teach participants how to use technology.

For many, it will be their first try using a smart phone or computer tablet. Coming in December, AVUS Tech Pal volunteers will distribute computer

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tablets with Wi-Fi to program participants and will teach them how to use WhatsApp to communicate virtually, and to surf their favorite places on the world wide web.

The use of technology can be intimidating for older and disabled adults, yet once they learn how to use technology the benefits for a homebound senior are vast. A common question volunteers ask seniors is, "If you could visit places or learn things online where would you travel or what

would you learn?"

The question quickly sparks responses and top on the list are traveling the U.S.A, visiting Europe, Latin America, their hometown, listening to music, reading about gardening, bible verses, finding recipes, checking out the baseball scores and sports news. Learning how to use technology becomes less intimidating with an AVUS Tech Pal Volunteer to teach them how to use it, and this gets them interested and willing to try it out. John Alex, a Miami Dade College Civic Leadership Fellow, and AVUS Tech Pal volunteer recently visited Jose to show him the basic use of the Computer Tablet. Leading up to his first visit, they spoke on the phone weekly and got to know each other. Jose is a homebound disabled veteran. He's looking forward to learning how to use the tablet to visit Europe, and John Alex will gladly and patiently show him how to use the tablet, so that he can travel virtually.

Adults and college student volunteers from the South Florida area will be helping older adults and persons with disabilities setup and troubleshoot computer tablets purchased through the program. This initiative will benefit the individuals by increasing social interaction and minimizing isolation.

During the Covid-19 Pandemic, when it became clear that homebound older adults were experiencing extreme loneliness, and lacked a cell phone with a camera, and didn't know how to use technology to connect virtually, United HomeCare set out to find solutions to help alleviate loneliness and social isolation, and the organization applied for the National Community Care Corps Grant to help implement solutions.





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Good news came in September when United HomeCare was awarded a grant from the Community Care Corps for \$180,000 to launch a new **AVUS Connect Tech Pals™ Volunteer Program** designed to assist local family caregivers, older adults, and persons with disabilities in South Florida to learn to use technology including smart phones and computer tablets. Volunteers teach them how to use the technology and provide technical assistance as needed. The grant is for the period of October 1, 2022 through March 31, 2024.

National Community Care Corps grants were awarded to local organizations across the country to establish, enhance, and grow innovative volunteer models. The grant program was extremely competitive. The organizations selected serve a mix of urban, suburban, rural, and Tribal communities from across the country. "We are pleased to make this award to United HomeCare. Their excellent volunteer model was chosen over other outstanding programs across the country," said Paul Weiss, President of The Oasis Institute which administers Community Care Corps.

Carlos L. Martinez, President and CEO of United HomeCare, noted that "This grant is a testament to the impact that our intergenerational volunteer programs, AVUS Connect Tech Pals, and Avus Connect, are having in our community to address isolation and loneliness in older adults. It also allows United HomeCare to collaborate with community partners as well as nurture continued engagement of youth and young adults with older adults through the use of technology."

"We are beyond thrilled to bring AVUS Connect Tech Pals and access-to-technology to our community's most vulnerable older adults to empower them to be connected to the world and the communities where they live," said Alina Palenzuela, Marketing and Volunteer Director of United HomeCare.

Tens of millions of Americans are in critical need of non-medical assistance to continue living in their homes. Many also need companionship to avert the devastating effects of isolation. Volunteer support is vital for older and disabled adults to maintain their ability to live independently and stay connected within their communities.

"We look forward to bridging generations by fostering meaningful friendships between volunteers and homebound older and disabled adults, and teaching seniors to use technology to communicate virtually with their volunteer pal and the world around them. Family caregivers will also benefit by learning technology and receiving non-medical supports," said Blanca Ceballos, Community Relations Manager.

ABOUT NATIONAL COMMUNITY CARE CORPS





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Community Care Corps, through a cooperative agreement with the federal Administration for Community Living (ACL), is led by four national non-profit organizations: The Oasis Institute, Caregiver Action Network, and USAging. For more information about Community Care Corps and a list of the 2022 grantees, please visit www.communitycarecorps.org.



ABOUT AVUS CONNECT

AVUS Connect is United HomeCare's student-led Intergenerational Senior Assurance Program designed to address loneliness, social isolation and depression among older adults with volunteering.

As a community service project, AVUS Connect was founded by Shawn Martinez, a student at Belen Jesuit Preparatory School (Class of 2023). Through personal loss, Shawn was inspired by a call to action to address isolation and depression among older adults. AVUS Connect has expanded to include other students from local high schools and colleges, under the umbrella of United HomeCare's Volunteer Department.

AVUS Connect Founder, Shawn Martinez, was awarded the 2022 Quality Senior Living Award for Public Service for his many accomplishments among them AVUS Connect. The Quality Senior Living Awards recognizes individuals and organizations whose efforts have improved the quality of life of older Floridians. The awards were presented on August 25, 2022 by the Florida Council on Aging, Florida Power & Light, and State of Florida Department of Elder Affairs.



United HomeCare is a non-profit 501(c)(3) charitable organization and licensed Agency dedicated serving the South Florida community since 1973 as a provider of comprehensive home care services for homebound older and disabled adults delivered in the comfort of their home.

United HomeCare is proud to host Youth Volunteers for Intergenerational connectivity with older adults. We are bridging generations and fostering relationships that will help to alleviate loneliness in older adults.



UHC Alzheimer's and Dementias Educational Forum

Article Written by:

Carlos L. Martinez, President & CEO, United HomeCare

Alina Palenzuela, CAP-OM, Marketing and Volunteer Director, United HomeCare

Blanca Ceballos, Community Relations Manager, United HomeCare



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United HomeCare (UHC) hosted its first Vintage Series™ event, **the Alzheimer's and Dementia Educational Forum** held at the InterContinental Doral Hotel's Grand Ballroom on November 18th. The event was co-hosted by **Florida Community Care (FCC)** and moderated by **Dr.h.c. Rachel Tourgeman**.

The community education luncheon event was a great success and **sold out** with over 300 attendees! Guests including case managers and family caregivers learned about Alzheimer's disease, related dementias, and helpful community resources from the panel experts, partners and sponsors. Expert panelist **Guadalupe Rodriguez**, MSW-MPH, LCSW, United HomeCare's Counseling Program Manager, highlighted UHC's role as a Case Management Agency for Florida's Alzheimer's Disease Initiative (ADI) Program, administered by the Alliance for Aging in Miami. As an ADI provider, UHC works closely with family caregivers, providing counseling and a support group.

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Shown in photo (From Left): Gary Barg, Author, Founder and Editor-In-Chief, Today's Caregiver Magazine and Caregiver.com; Boris Anoceto, Case Management Program Director (UHC); Dr.h.c. Rachel Tourgeman, President & CEO, On Point with Rachel Tourgeman; Carlos L. Martinez, President & CEO, United HomeCare; David Chavez Lopez, Alzheimer's Association Walk To End Alzheimer's Manager for Palm Beach & Treasure Coast; Dr. Trinidad Arguelles, Associate Professor, Miami Dade College; and Guadalupe Rodriguez, MSW-MPH, LCSW, United HomeCare.



Representing the Alzheimer's Association, **David Chavez Lopez**, discussed the difference between Alzheimer's Disease and Dementia, describing Alzheimer's as one specific disease under the umbrella of Dementia. He shared information about local Alzheimer's Association resources for caregivers including support groups. **Gary Barg**, Author, Founder and Editor-in-Chief of Today's Caregiver Magazine and caregiver.com, encouraged caregivers to seek help to alleviate what can feel like a very lonely time. He encouraged caregivers to connect with others who are walking in the same shoes, and to reach out to neighbors

and friends who are willing to help, listen and guide. **Dr. Trinidad Arguelles**, Miami Dade College -West Campus, Associate Professor shared information about Alzheimer's Research, and the important role colleges and universities can foster to engage students in service learning.



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MDC is a collaborating partner in UHC's Avus Tech Pals (TM) Volunteer Program supported by the National Community Care Corps. To prepare students to work with the aging population, MDC has launched a certificate program in Mental Health - Neuroscience and Aging.

Family Caregivers in the audience shared their tips for coping with the challenges of caregiving. Many said that taking walks, scenic drives, talking with family, friends and other caregivers was helpful in their journey. Crying was also highlighted as a source of relief. If you or someone you know needs assistance, call or email United HomeCare's Guadalupe Rodriguez at 305-716-0710 or grodriguez@unitedhomecare.com.



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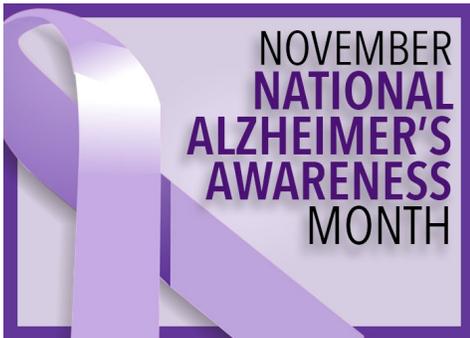


National Family Caregivers Month



Celebrated every November, National Family Caregivers Month (NFCM) is a time to recognize and honor family caregivers across the country. It offers an opportunity to raise awareness of caregiving issues, educate communities, and increase support for caregivers.

ACL is a proud observer of NFCM, but works year-round through programs and councils to engage, support, and empower caregivers.



December 3rd, 2022



International Day of Persons with Disabilities
3 DECEMBER

GIVING TUESDAY

December 5th, 2022



On GivingTuesday, millions of people all around the world use their power of generosity to change the world.

Often described as a global day of giving or a global generosity movement, Giving Tuesday is held each year on the Tuesday after Thanksgiving. On Giving Tuesday 2021, nonprofits in the U.S. alone raised \$2.7 billion.



New Grant Opportunities: Innovations in Nutrition Programs and Services

ACL has released two Innovations in Nutrition Programs and Services (INNU) funding opportunities for cooperative agreements to establish or replicate innovative approaches to enhance the quality, effectiveness, and outcomes of nutrition programs and services within the aging services network.

[Innovations in Nutrition Programs and Services - Replication](#)

[\(HHS-2023-ACL-AOA-INNU-0008\)](#) - **Applications are due on January 25, 2023**

The purpose of this funding opportunity is to replicate selected successful, completed INNU grants that have demonstrated positive senior nutrition program participant impacts. The announcement includes three replication model toolkits, which describe each project and provide resources for replication. Applicants select one project to replicate. Watch overviews of the projects to learn more.

[Innovations in Nutrition Programs and Services - Research](#)

[\(HHS-2023-ACL-AOA-INNU-0007\)](#) - **Applications are due on January 25, 2023**

Proposals create partnerships between universities, tribal colleges, or other research organizations in collaboration with aging services organizations to demonstrate whether innovative Senior Nutrition Program interventions impact nutrition, socialization, and/or health and well-being outcomes. Applicants must implement and evaluate an intervention. Watch interviews with researchers who have collaborated on these projects to learn more.

Questions about either funding opportunity should be directed to [Ms. Judy Simon](#)

Learn more about the Innovations in Nutrition Programs and Services Research Grants Funding Opportunities at www.grants.gov.

FASP Member in the News!

[AGING MATTERS IN BREVARD](#)

Florida Today has honored a different organization every year since 1992 through their Volunteer Recognition Awards. Aging Matters in Brevard was named one of three finalists for the 2022 Organization of the Year award.

[Click Here to Read More!](#)



Volunteering Around the Holidays

Many organizations rely on dedicated volunteers each holiday season, and year-round, to facilitate their wonderful programs and supportive services organized for seniors in the community. Volunteers are now needed more than ever for organizations who have already been facing the difficulties of staff shortages throughout the year. Colette Vallee is an employee of Margaret Lynn Duggar & Associates and serves as Director of Programs and Advocacy for the Florida Council on Aging. Colette believes in the importance of volunteer work and seeks to make it a priority each year especially around the holidays. Colette volunteers with Elder Elf each year, a gift giving program through Elder Care Services that fulfills holiday wish lists for seniors with items such as basic necessities, holiday treats, and other items to bring them joy and comfort. She has been volunteering with Elder Elf for 7 years and she says that as a gerontologist, supporting organizations that serve older adults is very important to her and that these organizations need volunteers all the time.



“Volunteers are needed all year round. Not just in-person but sharing of resources with non-profits is critical. Whether it is participating in events, fulfilling wish lists, providing cash donations to purchase needed items for clients, or recognizing the people who work with these non-profits.”

There are many ways to volunteer and support these organizations, and the goal is to get volunteers returning year after year as Colette does. When asked what organizations can do to get more people like herself involved,

“Everyone is so busy all the time. Finding ways for people to ‘give back’ or be engaged without long term commitments for training, I think, is key to engaging more people with a non-profit. Projects like Elder Elf can be hands on – I can choose to do the delivery of gifts – or hands off where I just purchase items and deliver to the agency to distribute to clients. I think it would be great if there were more opportunities to learn about non-profit services and to be engaged during the hours when people are not working. My free time is in the evenings and weekends and there are fewer options for people whose full-time employment operates Monday through Friday, 8am to 5pm.”



HAPPY
 New Year



Thank You Sponsors!



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<https://www.seniorresourceassociation.org/>



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