

2020

ANNUAL REPORT



A Difficult Year That Combined Disruption And Achievement For Love Living At Home

2020 was a difficult year for all of us. Likewise, nonprofits, including LLH, were not exempt from the societal pain inflicted by the Covid-19 pandemic. With the onset of COVID, we anticipated a very challenging year for *Love Living at Home*. Most of our members began to self-isolate in mid-March. We clearly saw that the need to protect our community against isolation was greater than ever, at the same time that our services and programs were about to disappear as face-to-face offerings. It became our first imperative, therefore, to act on our concerns about member isolation.

Our rapid response as an organization enabled us to restructure our operations to keep running virtually. The entire organization—staff, Board, committee members and volunteers—all pitched in under the leadership of our Executive Director, Cheryl Jewell.

A Message From The Executive Director

In The Book of Joy: Lasting Happiness in a Changing World, Bishop Desmond Tutu writes: “We are wired to be caring for the other and generous to one another. We shrivel when we are not able to interact.”

Love Living at Home has always focused on creating and fostering a community of support and friendship for our members. As we have all dealt with the challenges of the past twelve months, our work, as outlined in this report, has become more important than ever.

We could not have accomplished everything we did this year without the invaluable support of our volunteers, members, donors, and my Assistant to The Executive Director, Cassie Besemer. Your expertise, dedication, enthusiasm, and generous financial assistance have made it possible for LLH and its members to not only survive, but also thrive during this unprecedented year. For this, and so much more, I extend my heartfelt thanks.

Please take a moment to review the Annual Report and see for yourself the invaluable interpersonal connections and support we provide to our members in Tompkins County. If you would like to be part of our community, there are several opportunities to do so: Sign up for our free newsletter, try out a free 6-month trial membership, join now and take advantage of our multi-year discounted membership, and/or consider becoming a volunteer, donor, or sponsor.

Cheryl Jewell



2020 Highlights

LLH Is Thriving With A Covid-19 Response Plan - Sponsored Memberships Increase - Programs & Attendance Expand on Zoom - Services Have Tripled - Trial Memberships Program a Success - Horizon Village Members Welcomed - LLH Newsletter Maintained Our Community Connection - YMCA Offers LLH Members a Discount

Establishing a COVID-19 Response Initiative

Within the first week, we began an expanded newsletter, initially published three times a week, for the benefit of our members, and was shortly thereafter sent to our entire data base of over 700 Tompkins County community residents. Staff and volunteers began to deliver groceries and medications. LLH then created an entirely new category of services: **Coronavirus Community Support**. These new services included 2,068 Coronavirus support phone calls to members living alone. Within weeks we then initiated multiple virtual gatherings on Zoom.



Our Volunteers Helped Us Stay True To Our Mission



The efforts by staff and volunteers have enabled us to maintain those qualities of **our mission** which have made LLH the high caliber support organization for our four years of existence: **To support adults 62 and older who desire to remain in their homes as long as possible and to help them live healthier, more independent lives by providing a mixture of social opportunities, volunteer opportunities and services, and coordinated access to community resources.**

Our staff and volunteers made, and continue to make, regular support phone calls, do grocery shopping, and run other errands. In addition, volunteers continued to provide rides for essential appointments and are available for any other tasks when possible.

In all, we have performed **three times the number of services** this year compared to 2019, including 224 transportation requests involving general errands and grocery shopping, 49 meal deliveries, and much more volunteer in-home support including bill paying/paperwork, Coronavirus remote assistances, support phone calls, and friendly visits.

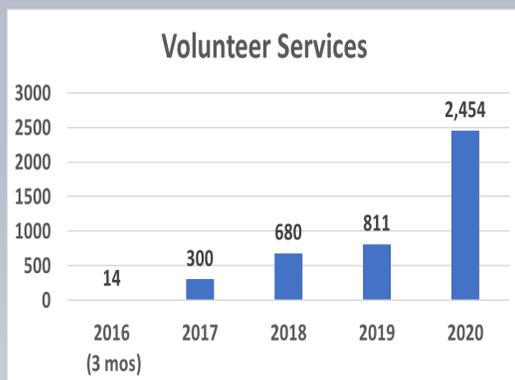
Appreciation of our mission was expressed recently in a letter from one member's adult daughter:

"It is difficult to be an adult child living in another state concerned about my mother's overall welfare, but her being a member of Love Living at Home has given me much more peace of mind. They have also helped both of us become aware of additional community resources available for my mother. I can't thank them enough!!! My hope is that other communities would have such an incredible organization available to their senior citizens!"



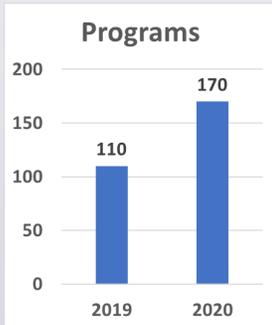
But Numbers Don't Tell The Whole Story

If you ask our members about some of the specific services our volunteers provided in 2020 they will respond with an extraordinary variety: "taking out my trash & recycling; put back up a fallen shelf that was too heavy for me; delivered to my door on Thanksgiving a very reasonably priced holiday dinner cooked by Wegmans; installed new batteries in my smoke alarms; helped me downsize and organize my household stuff; fixed my doorbell; helped me renew my driver's license; helped me get conversant with my computer, the internet and the cloud; repaired my window screens; helped me move some furniture..." The list continues, but our space doesn't!



Accelerating the Communication and Support Systems to Counter Increased Isolation

To compensate for the fact that our services and programs were about to disappear as face-to-face offerings, we produced 170 Zoom Programs as part of our social contact mission over the course of the year. Shortly thereafter, we began to publish an expanded LLH Newsletter. The newsletter content was vastly enhanced to include not only information on programs and services, but also considerable outside content of interest to our members. Local, State, and National Covid-19 updates kept members informed of the latest information and links to helpful resources. The newsletters also served as a broad-reaching communication tool that became an important lifeline to the outside world for both our members as well as an extended readership of our supporters.



Popular LLH Zoom Programs During The Pandemic

**Current Events Chats - Covid-19 Updates - Happy Hours
Cooking Demonstrations by Foodnet - Aging Discussion - Monthly Book Group
Johnson Museum Shows - Environmental Interest Group Meetings
Men's & Women's Walkabouts**

It Was a Year of Robust Growth in Sponsored Membership

The support of dignity and independence for seniors is at the very core of LLH's charitable mission. We realize that life, at this stage, is fluid. It is a time of need, but also a time to give back. We are deeply committed to having an inclusive membership which represents the diversity of Tompkins County, and have developed a Sponsored Membership Policy to waive the membership fee for anyone who indicates that the fee is a barrier to participation. This program operationalizes the LLH vision as a community-based organization to contribute to decreasing socioeconomic inequity for seniors in Tompkins County. We would like to share with you, in their own words, a few of the many comments of appreciation we have received from our Sponsored Members:

"I am a person who has always embraced my independence. It was difficult for me thankfully, I came to the place where I realized that asking for help is not a weakness."

"Importantly during the pandemic, I've been telephoned (almost) daily by another, very friendly, woman -- just to check on me, as I'm older and live by myself."

"Just knowing there are people out there right now who are willing to step up and help, gives an emotional support that can't be described in words."



Through All Of This We Have Been Able To Increase Our Membership



In 2020 we put into place three new marketing efforts designed to increase membership: (1) a six-month trial offer, which had a very favorable 75% conversion rate into paying memberships; (2) a special invitation to Horizon Village residents, partially underwritten by the new owner of the property; and (3) an accelerated successful drive for Sponsored Memberships, subsidized through designated donations. These efforts combined to help us grow our combined membership in this tough year from 138 to 178.

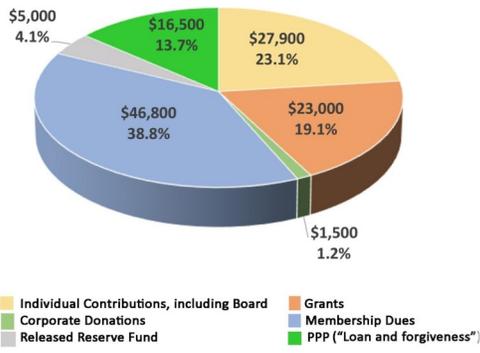
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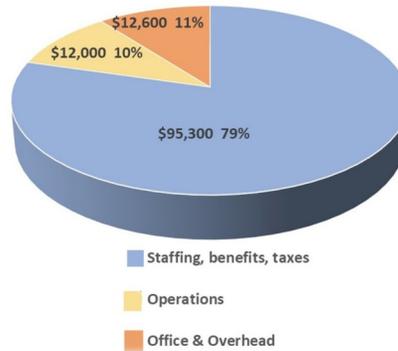
LLH Succeeded Throughout A Challenging Financial Year

In 2020, Covid also adversely impacted the financial operations of nearly every non-profit, including LLH. In March we took the necessary action to cancel our planned fundraising events for the year, representing a significant shortfall in budgeted revenue. The total of all fund-raising expectations declined by nearly one-third. A bright spot in 2020 was in Board donations which exceeded our goal by 100%. Throughout the year we increased staffing expense to deliver on the increase in services and programs that were required. To stabilize our profit and loss, we cut as many optional expenses as possible, such as marketing. We renegotiated with the landlord of our new office space a reduction in our rent by 50% while the space was not in use. LLH has been blessed with a history of break-even in each of its first four fiscal years. In order to maintain this financial stability in 2020, we applied for, and received, one of the Small Business Association Paycheck Protection Program. This, plus a modest withdrawal from our reserve fund, enabled us to finish the year without an operating loss.

2020 Revenue



2020 Expenses



A special thank you to our 2020 sponsors whose support is especially appreciated in this difficult year.

Borg Warner / Community Foundation of Tompkins County / Health Foundation for Western & Central NY / JM McDonald Foundation / Legacy Foundation / Syracuse Orthopedic Services / Tompkins Financial Advisors / Tompkins Trust Company / United Way / Triad Foundation

We also want to thank our service partners who contributed their time, talent, and energy to deliver no-cost services to LLH: Sprague & Jackson Accounting, Leslie Quest Bookkeeping Services, Communiqué Design and Marketing and Warren Real Estate

OFFICERS

2021 Officers:

Robert Hillman, Co-Chair
Marcia Kepecs, Co-Chair
Sally Dullea, Vice Chair (*)
Hank Dullea, Vice Chair (*)
David Sprague, Treasurer
Kathleen Garner, Secretary

2021 Board:

Christine Brouwer (*)
John Costello, MD (*)
Jim Darnieder
Robin Dubovi
Donna George (*)
Thomas Hall
Sally Hoyt (*)
Ann Lemley
Michelle Ochs
Leslie Quest
Jim Quest
Carol Scheele
Tammarion Warren

2020 Board Additions (*)

We welcome our six new LLH Board Members

2020 Board Retirements:

We thank the following members for their service & commitment.

Mary Helen Cathles
Jim Johnston

Executive Director
Cheryl Jewell

Assistant to the ED
Cassie Besemer

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