IMPACT REPORT 2020

Proud to be the go-to agency for older New Yorkers
DEAR FRIEND,

The COVID-19 pandemic has left its mark on just about every aspect of life. Looking back at 2020, I reflect on the many obstacles we faced and the opportunities we created. The need for JASA services continues to increase, and the COVID-19 pandemic made that need abundantly clear. Hundreds of new requests for services came in weekly. During this unprecedented time, your support enabled JASA to continue to adapt, innovate, and meet the evolving needs of older adults.

The numbers enclosed in this report are breathtaking, but they don’t tell the full story. We want you to meet the determined staff who have been out on the frontlines during the pandemic. We want you to hear from the remarkable seniors you’ve helped this year as they faced extraordinary challenges. Your generosity delivered emergency meals, thousands of wellness calls, and virtual programs to keep seniors active, supported, and engaged. You gave seniors and their families a safety net when they needed it the most.

For 52 years, JASA has been the go-to agency for all older New Yorkers. With your continued partnership, I am confident we will continue to be that lifeline. These stories of perseverance, strength, and belonging are because of you – our caring community of supporters.

Thank you for your commitment to JASA and the 40,000 older adults we serve each year. JASA is so grateful to you, and to all of our donors, supporters, volunteers, staff members, and other stakeholders who make this work possible. Your support has a significant impact, improving the lives of older New Yorkers and honoring them as vital members of society.

I hope you share pride in all that we were able to accomplish together.

Our deepest thanks,

Kathryn Haslanger
CHIEF EXECUTIVE OFFICER, JASA
Our Reach

- Older adults across all of our programs: 40,000+
- Members in 22 Senior Centers: 12,797
- Case Management clients: 7,258
- Members in 14 NORC programs: 5,749
- Home-Delivered Meals recipients: 4,085
- Health Services participants: 1,668
- Legal Services clients: 1,992
- Volunteers: 1,000
- Palliative Care clients: 1,005
- Community Guardian Program clients: 800
- Home Care clients: 843
- Mental Health clients: 566
- Caregivers supported: 682
- Advocacy participants: 355
- JASChat volunteers matched: 350
- Sundays at JASA students: 187
- Elder Abuse survivors assisted: 943
- Tenants in 11 Affordable Housing buildings: 2,280
- Individuals received information and assistance: 12,595
- Members in 14 NORC programs: 5,749
- Adult Protective Services clients: 5,588
- Home-Delivered Meals recipients: 4,085
- Members in 22 Senior Centers: 12,797
- Case Management clients: 7,258
- Older adults across all of our programs: 40,000+
- Members in 14 NORC programs: 5,749
- Home-Delivered Meals recipients: 4,085
- Health Services participants: 1,668
- Legal Services clients: 1,992
- Volunteers: 1,000
- Palliative Care clients: 1,005
- Community Guardian Program clients: 800
- Home Care clients: 843
- Mental Health clients: 566
- Caregivers supported: 682
- Advocacy participants: 355
- JASChat volunteers matched: 350
- Sundays at JASA students: 187
- Elder Abuse survivors assisted: 943
- Tenants in 11 Affordable Housing buildings: 2,280
- Individuals received information and assistance: 12,595

JASA Locations

- 52 YEARS OF EXPERIENCE
- 50+ LOCATIONS
- 2,000+ STAFF MEMBERS
- 10+ LANGUAGES SPOKEN BY STAFF
Overview of Services

**ARTS & EDUCATION**
- Continuing education opportunities

**SENIOR CENTERS**
- Centers of community for seniors seeking group activities, trips, special events, and meals

**MENTAL HEALTH SERVICES**
- Licensed mental health clinics, in-home care, and friendship houses for older adults suffering with or recovering from depression, anxiety, or other mental health issues

**HOME-DELIVERED MEALS**
- Nutritious and life-sustaining meals delivered to frail, homebound seniors

**ACTIVE OLDER ADULTS**

**ADVOCACY**
- Trainings and resources to empower seniors to advocate for themselves and their communities

**NATURALLY OCCURRING RETIREMENT COMMUNITIES (NORCS)**
- Health, education, recreation, and social work support for residents of apartment complexes with where many neighbors are 60+

**MENTAL HEALTH SERVICES**
- Licensed mental health clinics, in-home care, and friendship houses for older adults suffering with or recovering from depression, anxiety, or other mental health issues

**COMMUNITY GUARDIAN PROGRAM**
- Legal responsibility for vulnerable seniors judged incapacitated by the courts

**Housing**
- Affordable, safe, secure, and accessible housing for seniors

**LEGAL ASSISTANCE**
- Free legal services for older adults living in Queens

**CHRONIC DISEASE MANAGEMENT**
- Evidence-based programs that enable seniors to successfully manage their health

**ELDER ABUSE PREVENTION AND INTERVENTION**
- Social workers and attorneys assist victims of abuse

**ACTIVE OLDER ADULTS**

**CASE MANAGEMENT**
- Individualized, comprehensive assessments that provide direct assistance or referrals to help seniors live safely at home

**HOME CARE**
- Home health aides, personal care assistance, and nursing services for older adults

**VULNERABLE OLDER ADULTS**

**CARE TRANSITIONS**
- Targeted intervention to help older adults safely transition from hospital to home

**HELP CENTER**
- Trained social workers answer inquiries from seniors and their families

**COMMUNITY GUARDIAN PROGRAM**
- Legal responsibility for vulnerable seniors judged incapacitated by the courts

**CAREGIVERS**
- Support groups, respite services, and referrals for family caregivers of ill or disabled older family members

**CARE TRANSITIONS**
- Targeted intervention to help older adults safely transition from hospital to home
Thank You to Our Frontline Workers

Thank you to JASA’s social workers, mobile meal aides, drivers, home health aides, housing porters, maintenance workers, property managers, service coordinators, and many other staffers who risked their own safety to provide essential services during the pandemic. We are grateful for your service and your role in ensuring the health and safety of New York’s seniors.

"I like doing what I do. I have to get food out and help people. We are in this crisis together." – RICKY

"I didn’t have the time to think about what was coming. I just need to be there for the tenants who need me." – ANASTASIYA

"I have a responsibility: I am on the front line. Once I get to the door and see the smile on the client’s face, then it’s a great day." – LINDA

"I don’t consider myself a hero. We have to protect the people we work with." – MIGUEL

"It’s a rewarding feeling. You feel good when you can do something to help somebody else." – RADCLIFFE

"I provide critical services to vulnerable older New Yorkers. The safety and well-being of all residents is a top priority." – JOSEPHINE
Housing

Joan is 80 years old and lives in one of JASA’s affordable senior buildings. She says she has everything she needs – a lovely apartment, a view of the beach, proximity to shops and a pharmacy, and JASA staff downstairs if she needs help. She loves her big family. She is the youngest of six siblings and often visited her sister in happier times.

She’s very close with her son Patrick. He used to visit twice a week to take her out to dinner. In the beginning of the pandemic, with social-distancing restrictions and fearful for her safety, Patrick couldn’t visit her at her home. It has been terrifying for both of them – they each worry about the effect of isolation and the number of cases in Joan’s neighborhood. Patrick has relied on JASA housing staff to check on his mom and ensure she has what she needs.

Since the start of COVID-19, frontline housing staff have enhanced our cleaning protocols, increased the frequency of disinfection and sanitization, distributed donated meals, responded to medical emergencies, and continually disseminated new information to tenants as changes and new updates occurred. Social services staff regularly call all the tenants to make sure they have access to food and other support and to let them know they are not alone.

OVERHEARD AT JASA:

My husband and I are very grateful to live in JASA housing. During the pandemic we were able to receive frozen meals, free Chromebooks, free Wi-Fi, and free instructions on how to use it. Many in the building speak Russian as their first language and the building has an English and Russian-speaking service coordinator, who provides great support.

— MARILYN

JASA owns, manages, and operates 11 affordable housing buildings. JASA is an industry leader in providing safe, affordable, and accessible apartments for more than 2,000 older adults and disabled individuals. All buildings include on-site social services, with staff fluent in a variety of languages. JASA provides the best possible homes and communities for residents, including ongoing capital improvements and green energy initiatives.
Home-Delivered Meals

At 100 years strong, Nanette lives independently in her own home. She has received home-delivered meals from JASA for the past 18 years. The meals are one way that she is able to remain in her Brooklyn apartment, where she feels connected to the people, places, and things that give her meaning. Unsurprisingly, COVID-19 has made that tougher.

Nanette has also revealed another important trend. Serving older adults is now a multi-generational challenge. Both Nanette and her daughter Miryam are older adults and more at risk from serious complications of COVID-19. Miryam used to visit her mother regularly, but with social distancing restrictions, she has only been able to visit a few times since the beginning of the pandemic. They’re grateful that they can rely on JASA to make sure that Nanette will always have a meal.

Since March 2020, the number of urgent requests from seniors and their families have tripled, with 95% needing food. JASA’s meals staff have been on the front lines since day one making sure all clients have food and know they are not alone. This program continues to operate in-person, delivering meals to roughly 2,000 seniors each week, with a modified delivery process to ensure the safety of clients and staff. Beyond the ready-to-eat meals, the program also provides supplemental shelf-stable meals to ensure that clients have enough food at home.

JASA’s home-delivered meals team of nutritionists, drivers, and social workers deliver meals directly to the homes of seniors. JASA provides more than the food; we provide a safety net. Many clients depend on the daily meal that JASA delivers as their primary meal. Too frequently, our meal deliverers are their only social contact during the day. JASA’s team sees clients daily, knows their routines, and knows when something is wrong.

"Our JASA social worker is so helpful. Providing dinner every day is no small task. Without JASA, it would be a huge problem."
— NANETTE

OVERHEARD AT JASA:

JASA’s meals-delivery driver is an absolute delight. Every morning, we wave and say thank you and let him know that we appreciate his coming. What’s important is that it’s not just the food. I can do that with ordering groceries online, but with JASA, somebody is taking care of us. JASA is there for us.
— TED AND HARRIET
Senior Centers

Aaron and Eva have been married for 50 years and are still inseparable. They grew up next door to one another in Guyana, and worked hard to create careers and better opportunities after arriving in the United States. Eva was a school principal and Aaron worked as a factory supervisor. They enjoy being active and helping their community.

Before COVID-19, they attended their JASA senior center every day, volunteering in the kitchen, working with other advisory board members to create programming, and taking art and ballroom dancing classes together. Although Aaron and Eva are staying home and staying safe, their connection to the senior center continues. They participate regularly in virtual activities that the senior center offers; their favorites are aerobics and strength-training. Still, they miss the center and seeing their friends in person.

In happier times, thousands of older adults attend JASA’s 22 senior centers each year, relying on JASA for daily lunch, social interaction, classes and trips. Due to the pandemic, in-person programming has transitioned to virtual, with more than 150 classes offered each week and available to seniors all over the city. JASA staff has made thousands of calls in the past few months to senior center clients, checking to make sure they have food, medical supplies, and mental health support. Senior centers have also served as distribution points for grab-and-go meals as well as Personal Protective Equipment (PPE).

JASA’s senior centers across the Bronx, Brooklyn, Manhattan, and Queens offer vibrant meeting places to socialize with friends, share a meal, participate in arts and cultural programs, and celebrate life events. Senior center programming includes intergenerational activities, computer classes, health screenings, exercise sessions, and special interest discussion groups.
Naturally Occurring Retirement Communities (NORCs)

Ron was a self-described “knucklehead” in his younger years, and he’s thankful that his mother and grandmother helped start him on a new path. He worked for 31 years in the Department of Corrections. He runs into former inmates on the street, and they thank him for respecting and supporting them. That’s the kind of man Ron is. He and his wife fought for the Riverton community to include programming to support older residents, and considers the results stunning.

COVID-19 has presented the couple with additional challenges: Ron is a caregiver for his wife, who goes in for dialysis three times a week. He’s grateful that the NORC staff is available and checking in constantly to share information and see how they can help. The NORC director has been on-site at least four days a week during this crisis, and Ron knows he’s not alone. He’s grateful for his community.

During the pandemic, NORC program staff and partners continued to provide daily services to clients. The program also transitioned to telephone and virtual classes about current events, emotional well-being, health topics, yoga, and more. Staff made thousands of phone calls to check in on clients.

JASA embraces the NORC (Naturally Occurring Retirement Community) model as an effective community-based partnership approach to help adults age in place and strengthen the neighborhoods in which they live. NORC services include individualized social work assistance and nursing support, group programming, intergenerational events, and meaningful volunteer and leadership opportunities. NORC program staff also offer information and assistance to help older community residents secure benefits and entitlements, transportation to medical appointments, home care and home-delivered meals.
Home Care

Goldie lived independently in her East Village apartment until the age of 104. She had a close and engaged family with loving children, grandchildren, and great-grandchildren. With the COVID-19 pandemic, her family wasn’t able to visit as frequently. Sadly, she recently passed, but even then, she wasn’t alone. Her home care aide – who she loved and who the family said took extraordinary care of her – was sitting by her side.

Goldie had received JASA Home Care services for the past several years. When she became homebound, the amount of care she received increased. She had caring and dedicated aides who came to take care of her every day, and that was a reassuring constant for her family when the pandemic started. Her son, Hugh and his family are grateful for the personal attention she received. It was a relief to all of them during this difficult time. She passed away quietly in her sleep.

The seniors receiving JASA’s home care are homebound, and most receive care to help with medical conditions and health concerns. Even those with family nearby are isolated to prevent the spread of infection and follow social distancing protocols. JASA helps these clients remain safely in their homes and out of hospitals beyond capacity due to COVID-19. To keep clients and aides safe, JASA provided personal protective equipment including masks and gloves, transitioned to virtual trainings to update the aides with the most up-to-date information, and has arranged private transportation for aides serving the most vulnerable clients.

JASA’s home care program provides home health aides, personal care assistance, and nursing services to enable those coping with health and daily living challenges, recovering from an accident, or dealing with a disability to remain in their homes.
Caregiver Support

Brooklyn-born and raised, Brenda spent more than 40 years as a nurse. Now 80 years old, Brenda’s caregiving has shifted from hospital wards to her own home where she looks after her partner, who has Alzheimer’s disease. Like so many others who have witnessed their once-independent loved ones lose their capacity for self care, Brenda needed help and found JASA’s caregiver program. Through the program, she has found support through participating in support groups, attending training sessions, and connecting to a community that she calls her second family.

Like in other programs, the pandemic forced the caregiver support groups and training workshops to go virtual. Brenda misses seeing her fellow caregivers in person. The one-on-one interactions and gestures of support she had been used to sharing with her friends are not the same on a screen, but they do enlarge her world and keep her connected to others.

Group respite programs were closed or went virtual, and while many clients greatly needed relief from the demands of caregiving, many did not feel comfortable bringing an aide into their home. JASA increased the frequency of calls to our clients to provide emotional support or to combat isolation and hosted a weekly “Social Distancing Happy Hour” by phone for caregivers or care receivers that included discussion, singing, and games.

The role of caregiver to an ill or disabled family member can arise unexpectedly. The healthcare system is complicated, costly, and overwhelming. JASA’s caregiver support program offers caregivers a roadmap, support, and resources. JASA’s flexible approach provides in-home care by a trained aide as well as out-of-the-home socialization at a day center. JASA also connects caregivers with other services, including meals, transportation services, and senior centers.

“I was down about my husband’s Alzheimer’s diagnosis. Regular everyday life felt hard. The support group is something to look forward to. The people there really understand what I’m going through.”

— BRENDA

“…It’s become increasingly difficult. I am glad I have my JASA support group. I am managing - with the help of my JASA friends.”

— ANDREA

“We need all the assistance we can get in these times. JASA helps us feel that we have not been abandoned. You give us confidence that we remain a viable part of society, and can still contribute in our own special ways.”

— EILEEN

MEMBERS SERVED
682

CALLS MADE TO CLIENTS
1,128

SUPPORTIVE COUNSELING CALLS MADE
423

OVERHEARD AT JASA:
100% OF IN-PERSON SUPPORT GROUPS SEAMLESSLY TRANSITIONED TO PHONE AND ZOOM

JASA Impact Report 2020 18
Valerie lives in the Bronx and has been a member of JASA’s Friendship House for four years. She suffers from depression and credits the program with saving her life and helping her through troubling times. She loves the support groups and the different cultural activities every month. She’s gained confidence, support, a new circle of close friends, and considers the Friendship House a second home.

Like her friends, Valerie was devastated when in-person programming closed because of COVID-19. She joins the daily morning conference call to check in on other members, as well as the “Good Vibes” and women’s groups, and other support mechanisms that staff created to help members endure this challenging time. Valerie also started and leads a weekly reminiscence group. She’s grateful that staff reach out at times that they know she is more in need of comfort and support.

All of JASA’s mental health services have fully transitioned to conducting services via telephone or virtually. JASA’s mental health clinic telehealth calls have proved to be extremely effective – with travel time eliminated, JASA increased the number of therapy sessions provided. Clinical staff updated clients on COVID-19 safety protocols and helped arrange meal delivery for those in need.

JASA’s mental health services include: (1) JASA’s Friendship Houses, which offer a welcoming environment for older adults recovering from mental illnesses; (2) JASA’s geriatric mental health clinic, staffed by licensed social workers and doctors who provide individual and group therapy, pharmacological intervention, and family therapy; and (3) JASA aims to reduce depression symptoms and improve quality of life for older adults through the Program to Encourage Active, Rewarding Lives for Seniors (PEARLS), an evidence-based program.
Legal Services

Alexia recently lost her husband of 21 years. With their retirement savings, they had opened up a store together in Queens. After her husband died, Alexia took over all responsibility for the store – working every day, ordering new inventory, and keeping financial records. Sales dropped drastically due to the pandemic, and Alexia tries to get by on her limited income.

Shortly after Alexia’s husband passed away, her stepson began acting aggressively towards her. He had lost his job and started drinking heavily. He broke into her home and made threats against her life. Security footage showed him approaching the store and banging his fists on the door. She called the police, who referred her to JASA. JASA’s Legal Services team obtained an Order of Protection from the court during a virtual proceeding. Now Alexia’s stepson is not allowed anywhere near Alexia or her store. She is very grateful for the assistance, and her stepson has not been back since.

During the pandemic, JASA’s legal services team partnered with community advocates and other legal services organizations in Queens to hold virtual tenant meetings. JASA also filed and appeared in virtual court proceedings. Attorneys meet with clients using various smartphone apps when possible, expanding the team’s ability to understand a client’s home situation and effectively advocate on their behalf.

JASA’s Legal Services for Elder Justice counsels older adults on issues related to housing, evictions, and foreclosures, fraud and scam prevention, elder abuse intervention, and estate planning. Attorneys work hand-in-hand with social workers as part of our innovative, interdisciplinary, and nationally recognized team approach to combat elder abuse and exploitation.

1,992 CLIENTS ASSISTED
643 HOUSING CASES
579 FORECLOSURE AND HOMEOWNERSHIP CASES
483 CASES CONDUCTED VIRTUALLY

“JASA gave me that sense of security. They were instrumental in my having peace of mind. I am so thankful.”
— ALEXIA

OVERHEARD AT JASA:

“I’m so glad you spoke to us about the recent COVID-19 scam calls. I am now very cautious when I answer the phone and do not give out any information until I verify that the call is indeed real.”
— HENRY
Case Management

Woody is a 94-year-old Brooklynite and is full of life. He enlisted in the Navy at 17, and is proud of his service helping the wounded during World War II. When he returned home, he started his career in the US Post Office. Until the age of 80, he was active in Veterans for Foreign Wars and Jewish War Veterans, and he also volunteered at the local Veterans Hospital. He still wears his VA hat proudly every day.

Before the pandemic, Woody participated in all the JASA events at his NORC program he could fit in his calendar. These new classes gave him an opportunity to try things he’d never been exposed to before, and he stunned family and friends with his amazing artistic talent. As he became more physically frail, the NORC director connected Woody to Case Management. Without in-person programming, Woody has fewer opportunities to do the things he loves. Luckily, his social worker not only makes sure he has home-delivered meals, but loves to hear him sing and test out new jokes during their calls.

Social workers began operating remotely due to COVID-19, making over 28,000 calls during the first six months of the pandemic, helping clients get meals, air conditioners, and other essential goods. Caseload sizes have increased 23% due to the greater demand for services, and the program is beyond capacity as referrals continue to come in daily.

JASA case management supports frail older adults to meet the daily challenges of aging. Social workers connect clients to vital services including home-delivered meals, counseling, financial support, home care, health advocacy, and applying for benefits (such as rent subsidies, Medicaid, Medicare, and rent assistance).

OVERHEARD AT JASA:

I want to say how much JASA has distinguished themselves from the start to be an outstanding agency. They provided such a psychological lift in spirit. JASA and its staff all give and have heart, making this time bearable.

— GARY

7,258
CLIENTS SERVED

19,161
CHECK IN CALLS MADE TO CLIENTS

15-20
NEW REQUESTS PER DAY FOR MEALS

80+
CASELOAD SIZES GREW FROM 65-70 TO 80+ PER SOCIAL WORKER

200+
CLIENTS RECEIVED FREE AIR CONDITIONERS
Sundays at JASA

Tania describes herself as a “city girl,” and most days she’s riding her bicycle through the city streets. She obtained her undergraduate and masters degrees in transportation planning and management, and recently retired from a long career with NYC Transit. She managed the certifications for more than 3,000 track workers.

She learned about Sundays at JASA through a friend at her senior center. She used to visit her daughters and grandchildren in Long Island on weekends, but the pandemic made it hard for them to be together. When Sundays at JASA programming went virtual, she had her doubts – it was the first time she’d used Zoom – but she gives the instructors an A+. She prefers virtual classes and hopes the program continues to offer them. For Tania and many of her friends, virtual classes eliminate transportation problems.

Sundays at JASA classes began meeting virtually in March 2020. With the transition to online courses, we also waived the fee requirement, making the program free for any senior who wished to attend. Classes were also spread across three days of the week to offer more opportunities for engagement. We continued these free classes throughout the summer to offer seniors mental stimulation and decrease isolation.

JASA engages adults age 55+ who are seeking stimulating and fun ways to pursue learning through Sundays at JASA, our signature college-level continuing education program. Sundays at JASA offers a variety of courses and lectures, with instructors from the worlds of politics, the arts, media, and more.

“This was one of the best investments I made! The rest of the world stopped, but JASA had classes.”
— TANIA

“Overheard at JASA:
I couldn’t get enough of the high quality speakers or the variety of classes, ranging from drawing, to the arts, history, and literary pursuits, and that is only the tip of the iceberg. In this environment I can’t imagine anything that could be more entertaining and intellectually stimulating. This program offers it all.”
— LYnda
“I love JASA! They give us so many tools and ideas and recipes - it is phenomenal.” — GLADYS

Chronic Disease Management

Bronx–born and raised, Gladys has a passion for education and growth: she earned a degree in cosmetology, was a professional nurse for 45 years, and is now working towards becoming a certified minister. With her knowledge of the medical field and her desire to be of service to others, JASA’s Community Health Navigation program was a perfect fit – she participated in trainings on chronic disease management and healthy living and became certified to teach these classes to her peers.

Luckily, Gladys lives with one of her children and grandchildren, but she misses seeing other family and friends. Staff offered her a free tablet and arranged training so that she could reconnect with her community. Having continuous classes and helping other older adults has been a silver lining to her COVID–19 experience. She’s still seeing her friends, and she’s grateful that JASA is now offering classes and events via Zoom.

In March 2020, chronic disease management workshops started being delivered virtually. The majority of the clients served by this program, however, lack the capacity to participate. As a result, JASA began a pilot project to provide tablets, data and training to seniors to address this gap. With so much new information about COVID–19 shared online, JASA offered sessions to share COVID–19 safety protocols and to teach seniors how to search for trusted information.

JASA’s Community Health Navigators peer-to-peer program trains individuals with diabetes, high blood pressure, and other chronic conditions to manage their own illnesses and teach these skills to their peers in the community. JASA provides evidence–based group programs as well as one–on–one coaching to empower older adults to proactively participate in their own health and healthcare.

OVERHEARD AT JASA:

— MARIANA

JASA’s workshops about how to exercise safely during COVID–19 were really helpful. I started walking outside and paid attention to make sure I was not too close to anyone. And of course I wear my mask the whole time and bring hand sanitizer with me.

— MARIANA

I had to improvise during the pandemic since I couldn’t workout at my local gym. JASA’s classes taught me simple exercises that I could do at home to work out my arms and back. It’s a great workout!

— FRED

PARTICIPANTS

256

89% said JASA’s programs were a vital resource to obtain information on COVID

92% said they were given critical information on community resources during COVID

100% of seniors who completed the diabetes prevention program increased their physical activity to 150+ minutes per week.
Care Transitions

Jose is a care transitions specialist, part of our team that works hand-in-hand with hospitals to decrease the likelihood of patients being readmitted after they are discharged. He meets clients before they’re discharged and makes follow-up visits in their homes to provide continuity across settings. He does a medication reconciliation, provides intensive patient education, clarifies discharge instructions, checks for access to healthy foods, and coordinates physician follow-up appointments and transportation. He orders equipment to help the client avoid falls and injury, and intervenes to help the client obtain food and other basic necessities.

The Care Transitions team began delivering services remotely to protect clients from COVID-19, offering phone calls and video meetings in place of home visits. Helping clients avoid readmission to hospitals became even more important as hospitals began to run out of space.

Recognizing that home visits remained the most valuable way to obtain important information about the client, some in-person visits were resumed. Jose’s face is bruised from the N-100 mask he wears, but he says the pain is worth it. He is aware that COVID-19 also has increased the risks for mental health and social isolation, and staff have increased referrals to counseling and social supports.

JASA’s care transitions program helps high-risk patients transition from hospital to home, with the goal of preventing avoidable hospital readmissions. JASA partners with hospitals to provide targeted interventions that offer the social support each individual needs to live at home while staying healthy.

Overheard at JASA:

Thanks to JASA, my pops no longer has to pay almost $200 every month to get his medications. JASA helped him enroll in Medicare part D for prescription coverage and now he only pays $15 when we pick up his prescriptions every month. — LEROY

My partner was discharged yesterday and we didn’t know what to do when we got home from the hospital. The knowledge of JASA staff about the health conditions and medication helped us so much. The staff showed such great empathy and compassion when we really needed it. — CARLOS
Elder Abuse Prevention

Marcia is a social worker in JASA’s Legal/Social Work Elder Abuse Prevention and Intervention program. She has a passion for helping people and making sure their voices are heard. Her role is to provide supportive counseling and guidance to older adults seeking legal protection from exploitation and abuse. Pre-pandemic she visited clients in their homes and sat with them at court appointments, supporting them through every stage of the legal process, and communicating with their legal team. Marcia helps clients facing various forms of abuse including physical, financial, verbal, sexual, and emotional.

When COVID-19 hit, for the client’s safety, Marcia transitioned from home visits to phone calls. For some clients, the personal safety issue is significant; the eviction moratorium eliminates their option to remove the abuser from the household and Marcia helps her clients maintain their safety plan. The weekly virtual support group Marcia co-facilitates for victims of elder abuse encourages peer engagement and self-empowerment.

JASA’s Elder Abuse Prevention and Intervention programs have successfully transitioned to providing critical virtual support and assistance. These services include social work calls to provide counseling; mutual aid peer support groups; case assistance; safety planning which includes referrals to other community agencies; legal services; and advocacy for accessing the criminal justice system.

Elder abuse, neglect, and exploitation are under-reported and widespread. JASA’s innovative Legal/Social Work Elder Abuse Prevention and Intervention program utilizes a team approach that helps victims successfully resolve crisis situations. JASA staff mobilize all community resources – the court system, social services, health providers – to ensure the individual’s ongoing safety.

Overheard at JASA:

The virtual JASA support group is going well. We are a very cohesive and loving bunch, and it was really great hearing everyone’s voices and seeing their faces. I prefer to spend my time enjoying life and doing for others. — Eric

My daughter was violent towards me, and JASA helped me. The support group gives you an identity – there are other people with the same experience. You meet people in the group, and you help each other. I can’t tell you all the good the JASA social workers have done for me. — Julia

“I’ve always been helping people, and I love working with older people. I see the way they are being treated, and that their voices weren’t being heard. This is my contribution to making their voices audible.” — Marcia

Survivors Assisted: 943
Phone Calls Made to Clients to Check In During COVID: 1,440
Virtual Support Groups with 75% of Clients Reporting the Groups Were the Same or Better than Before COVID: 24

Elder Abuse Prevention

SURVIVORS ASSISTED

PHONE CALLS MADE TO CLIENTS TO CHECK IN DURING COVID

VIRTUAL SUPPORT GROUPS WITH 75% OF CLIENTS REPORTING THE GROUPS WERE THE SAME OR BETTER THAN BEFORE COVID
Palliative Care

Christy was the first nurse to join our palliative care team, part of our Long Island Center for Dignity and Support. Incorporating a nurse into the team increased the social workers’ understanding of the medical process and offered a better picture of the client’s needs. Before the pandemic, Christy provided home visits and phone calls to manage clients’ health in collaboration with a client’s physician.

The pandemic caused additional anxiety to clients already in crisis. Christy educated clients about masks, using sanitizer, and basic safety protocols. She worked closely with social workers to set up deliveries of food and medicine. Clients needed to continue going to their medical appointments, and Christy accompanied them to telehealth or in-person doctor visits. She assisted with care coordination and advocacy, ensuring clients were treated with dignity and respect.

The Long Island Center for Dignity and Support seamlessly transitioned to providing services telephonically and virtually without interruption. The team made more than 4,000 calls to provide support, counseling, education, assessment, and symptom management. They helped those having challenges coping, as well as matching those with food and economic insecurity to services. They provided crisis counseling, bereavement counseling, and caregiver support.

"The client’s doctor was wearing a face shield and multiple masks. It was difficult for her to understand him. It was important for me to be there and facilitate, and to advocate for her. I’m there to speak up for her.” — CHRISTY

OVERHEARD AT JASA:

“...I strongly believe you have made a large difference in who I am. I was living in darkness for about two years. Once we connected I knew that it was a perfect fit where some light would shine. I might be strong and bold and independent, but I am human and do suffer the pains of what I am going through. I know with time my world will open with smiles and life that I am surely missing.” — GREG
“Each week, we try to see as many people as we can. You have to be adaptive and creative. JASA gives us resources to share with the clients. A lot of my clients are thankful that someone is checking on them. New Yorkers are gracious.” – WILLIAM

OVERHEARD AT JASA:

Being an APS social worker is very gratifying, but the pandemic has created an overwhelming feeling as some of my clients passed away. As a person who loves helping others and making a difference in our community, I felt hopeless. During this pandemic, I have sacrificed my health and my family’s health, to ensure my clients are safe and their needs are met. – THERESA

Adult Protective Services (APS) and Community Guardian Program (CGP)

William is a social worker in our Adult Protective Services (APS) program. The clients in this program are vulnerable, and before the pandemic, he made home visits to each individual. He shares information on opportunities for food and other resources, intervenes in unsafe and exploitation situations, and does his best to communicate that he’s there to help.

When COVID-19 hit, William was on the frontlines. Although phone visits were possible for clients in stable condition, this occurred very rarely. Nervous to travel on public transportation and expose himself and his clients, William was grateful that JASA paid for and encouraged him to take private cars to visit clients.

APS continued to respond to a high volume of new intakes throughout the pandemic, averaging 20 new referrals per day and conducting an average of 290 home visits per week. The Community Guardian Program, which also helps the most vulnerable New Yorkers, has been assigned 51 new clients since the pandemic began, and each client must receive an initial home visit. CGP has also seen an increase in the number of high-risk clients and complex cases, both of which often require more than one visit a month.

JASA has two programs that help safeguard the frailest and most vulnerable New Yorkers: Adult Protective Services and the Community Guardian Program. Adult Protective Services is called into crisis situations where an adult’s safety is at risk due to complications caused by isolation, exploitation, loss of physical health and/or mental alertness. The court appoints JASA’s Community Guardian Program to the legal role of guardian for those who have been judged incapacitated and have no family or friends who are able or willing to take on the role.
Information and Referrals

JASA has three points of entry for individuals seeking practical information and guidance on resources to support older adults as they age in place. Using a holistic approach, these programs provide referrals both within the organization as well as connect seniors with information about other available services. All three of these programs transitioned to operating virtually during the pandemic.

The Sally and Henry Pearce Help Center is a free consultation service that answers inquiries from older New Yorkers, their adult children, concerned family members, neighbors, friends, and professionals. During the pandemic, JASA’s Help Center received triple the usual volume of calls from seniors and their families anxious about the virus and fearful of leaving their homes. A large majority of the requests related to access to food.

One Stop at JASA supports aging Upper West Siders who have questions about benefits and entitlements, housing issues, and concerns meeting basic daily needs.

NY Connects is a statewide resource for older adults and people of all ages with disabilities who are seeking long term services and support. JASA operates NY Connects in Brooklyn.

“Sometimes a person calls for one reason, but there’s a different service that can help them that they don’t even know exists. Part of our job is to figure out what services they can be connected to that will help the most.” — ROCHELLE

“I get a lot of mental health calls. When doing the referral, I ask when the symptoms got worse, and a lot of people go back to when the pandemic started. They are feeling anxious and depressed. Some of them had COVID-19 and are recovering. That fear of almost dying is still with them.” — GEORGETH

OVERHEARD AT JASA:

That’s the hidden role of what we do. Sometimes just having the conversation is an intervention. They start with being super anxious and it helps just knowing someone will listen and there is help out there. — MEREDITH

3,140
CALLS ANSWERED THROUGH JASA’S HELP CENTER

95%
OF CALLS WERE ABOUT FOOD AT THE START OF THE PANDEMIC

5,114
CLIENTS SERVED THROUGH NYCONNECTS

4,427
CLIENTS SERVED THROUGH ONE STOP AT JASA

38 JASA Impact Report 2020

JASA Impact Report 2020 39
Barbara recently celebrated her 87th birthday. She’s an optimistic and outgoing person who loves puzzles and games. She was a fixture at her NORC’s programs and classes in Co-op City. When her husband passed, she was grateful to be surrounded by people and activities and relished the opportunity to go on trips with new friends.

When the pandemic hit, Barbara’s favorite classes moved online. She has a cell phone but struggled to understand how to use Zoom. Barbara found another solution for connection - she joined the JASAChat program and met her match Howie. Howie is a musician who has always felt connected to older adults. Barbara and Howie hit it off from the start, calling each other weekly and on holidays. Barbara doesn’t have family in the area, and she has said that she feels comforted having a new close friend nearby. They always have a lot to talk about, including their common interests of food, travel, and music.

In March 2020, JASA launched the JASAChat program to connect volunteers with older adults for a weekly chat to reduce social isolation and increase feelings of connectedness. JASAChat volunteers receive training and ongoing support from professional social workers. Volunteers also help by giving regular updates on clients and expediting staff intervention. Due to the volunteers’ reports, JASAChat staff connect with clients’ caseworkers to immediately address issues such as food insecurity, hospitalization, questions on benefits and entitlements, and grief and depression. Seniors have also felt empowered by having a positive impact on their volunteer’s lives throughout this pandemic.
Supporters: JASA Donors

JASA is grateful to all public and private funders who invest in the fulfillment of our mission. Below we recognize individuals, corporations, foundations, and other private donors who provided unrestricted gifts, programmatic support, event tickets, sponsorships, in-kind gifts, and bequests during the fiscal year ending June 30, 2019.

*Given consecutively to JASA for the last 5 years or more
**Of blessed memory

**PLATINUM**
$2.5 Million +
UJA-Federation of New York*

**SILVER**
$500,000 +
Mother Cabrini Health Foundation

**BENEFACTORS**
$100,000 +
David Berg Foundation*
The Estate of Susan Black
CUNY
Marvin H. Davidson Foundation Inc.*
Charitable Lead Annuity Trust Under the Will of Louis Feil*
New York Community Trust*
The Fan Fox and Leslie R. Samuels Foundation, Inc.*
Anonymous*

**ASSOCIATES**
$50,000 +
Enid and Leonard Boxer*
David and Elaine Gould* Patricia F. Green*
Slomo and Cindy Silvian Foundation
Estate of Lisa Wagner
The Harry and Jeanette Weinberg Foundation, Inc.

**MEMBER**
$25,000 +
Centerview Partners LLC
Congregation Emanu-El of the City of New York*
Gibson, Dunn & Crutcher LLP
Chuck Goldman Family Supporting Foundation
Herman B. Golub Charitable Trust*
David Hildes*
Iris & Saul Katz Family Foundation*
Henry and Lucy Moses Fund, Inc.* Ruth Perelson*
Robin Hood Foundation
Martin and Susan Sirakov*
Estate of Paula Vial Lempert

**LEADER**
$10,000 +
Benchmark Title Agency, LLC
Edith C. Blum Foundation, Inc.*
Carol Chinn*
The Commonwealth Fund
Dreitzer Foundation, Inc.* Scott Edelman
Mark and Ilaina Edison* ELHMgmt, LLC
Jessica Feder Mantel and Alan Mantel*
Forsyth Street Advisors*
Gemiliuth Chessed of Greater New York

**PARTNER**
$5,000 +
Sandra Bass*
ClearCaptions delKay Foundation*
Deloitte*

**FRIEND**
$1,000 +
Aetna
Nishana Armour
Heidi Aronin*
Artemis Development, LLC
Responsible Building Sally C. Greene, A.AIA
Leonard Auerbach
BAP
Edith Berg Charitable Foundation
‘BlackRock’
Raymond Blum
David Boccio*
Jackee and Tod Buckvar
Camber Property Group
Bernie and Michelle Carr
Carter Burden Network
CBS
Chef’s Orchid Catering
Alan Cohen and Robert Bank
CREA, LLC
Dattner Architects
Elisabeth DePiciotto*
Hirschen Singer & Epstein LLP
David Kimmel Foundation
Andrea and Jeffrey Landes
David W. Levinson
Maimonides Medical Center
MDG Design & Construction
Eve and Stephen Mistleton*
Mutual of America*
Pollack-Olanoff Family Fund of UJA-Federation of New York*
Sandata Technologies*
Kelly and Larry Sanderson
Estate of Florence Segar
United Healthcare*
Viacom
Beth and Leonard Wilf
Anonymous*

**SUPPORTER**
$2,500 +
Sanford Evans
GFP Real Estate*
Hirschen Singer & Epstein LLP
David Kimmel Foundation
Andrea and Jeffrey Landes
David W. Levinson
Maimonides Medical Center
MDG Design & Construction
Eve and Stephen Mistleton*
Mutual of America*
Pollack-Olanoff Family Fund of UJA-Federation of New York*
Sandata Technologies*
Kelly and Larry Sanderson
Estate of Florence Segar

**CONTRIBUTOR**
$500 +
350 West End Assisted Living
AgeWell New York
Alexander Gorlin Architects
Noah Aronin
Myla Arumugam
Georgette Bennett and Leonard Polonsky
Robert Brandwein
Capalino+Company
Centerlight Health System
Juan Cepeda
Bennett Chaite
Wendy Chaite
Legacy Society

JASA gratefully acknowledges those supporters who have decided to help us as an organization, and the seniors in need of our services, by making bequests and other planned gifts to the agency. Members of the Legacy Society are ensuring that JASA has the strength, capacity, and funding to enable aging adults to remain in the community with dignity now and for generations to come. In this section we gratefully acknowledge those who have informed JASA of their intent to support us through a bequest or other planned gift:

Carol Chinn, Chair  Eric Greenhut  Ruth Perelson
Steve Argule  David Hildes  Martin Siroka
Sanford Evans  Mark R. Imowitz  Anonymous (3)
Arkady Fridman  Saul Katz
Nancy Greene  Alan Dorfman  Explorer Security Services*
Lillian and Robert Fabrikant*  Cooper Fallek
Fiduciary Investment Advisors  Lee and Andrew Fine
Elizabeth Fine  Lisa Friedman
The Fund for Conductive Education, Inc.

DONOR $250 +
Amsted Industries Foundation*
Arusha Consulting
Svetlana Berger
Broadview Valuation Services, Inc.
Emily and Pete Buch
Nicholas Casci
Abner Coen
CUNY Campaign for Voluntary Charitable Giving
Gary DeWaal
Helen and Marc Dittenhoefer
Wandy and Lewis Druss
Sholom Ellenberg
Joanna Ewen
Brooke Fallek
Ela Feder
Artie and Secky Finfer Endowment Fund*
Murray Fischer
Brian Fraser
Paul Gleit*
Sonia and Michael Gleit*
Deedy and David Goldstick*
Stanley Graber
Rachel and Scott Graulich*
Camille Greenwald
Isaac Hardoon
Leora Harpaz and Howard Kalodner
Bob Horne and Laurie Lindenbaum
Joan and Robert Imowitz*
Sarah and Thomas Janover*
Deborah Kamins
Katherine and John Karamatoukas
Jackelyn Keller
Maryalice and Gary Kozak

Melissa Lader
Bonnie S. Lautenberg
Joshua Lerman
Meredith Levine
Mark Littman
Kenneth G. Lore
Evelyn and Jerome Makowsky
Manhattan Digital Direct
Lauren and Dan Medalie
Phyllis Mente*
Norma Nelson
Anita Nordal
P.R. Plumbing & Heating, Inc.*, Jon Rapport
Dana and Jeffrey Reiser*
Kristine M. Rogers
Sheila and Jerry Rosenkranz
Eric and Laurie Roth
Iris and Jonathan Schechter
The Honorable Charles E. Schumer and Iris Weinshall
Brian Scott
Stuart Sigman
Roberta Siroka
Daniel Soyer
Square 2
Roger Strong
Tropham Foundation*
Min Tun
Barbara Turk
Larry Wei*
Lauren and Andrew Weisenfeld
Michael Wolf*

A Special Thanks to UJA-Federation of New York

As a beneficiary agency of UJA-Federation of New York, JASA receives core funding and other critical resources that advance our shared mission each and every day. We gratefully acknowledge their support, generosity, and partnership.
Supporters: Elected Officials

JASA recognizes the following elected officials for their generous support of JASA’s programs and services through discretionary funds and Council Initiatives. These funds allow JASA the flexibility to enhance programs available to older adults beyond the concrete services provided in government contracts. Funds help support cultural arts, entertainment, exercise, education, group outings, and special events.

- Hon. Adrienne Adams
  New York City Council Member
- Hon. Diana Ayala
  New York City Council Member
- Hon. Jaamal Bailey
  New York State Senator
- Hon. Charles Barron
  New York State Assembly Member
- Hon. Inez Barron
  New York City Council Member
- Hon. Gale Brewer
  Manhattan Borough President
- Hon. Margaret Chin
  New York City Council Member
- Hon. Andrew Cohen
  New York City Council Member
- Hon. Chaim M. Deutsch
  New York City Council Member
- Hon. Ruben Diaz Sr.
  New York City Council Member
- Hon. Mark Gjonaj
  New York City Council Member
- Hon. Barry Grodenchik
  New York City Council Member
- Hon. Carl Heastie
  Speaker, New York State Assembly
- Hon. Corey Johnson
  Speaker, New York City Council
- Hon. Ben Kallos
  New York City Council Member
- Hon. Andy King
  New York City Council Member
- Hon. Farrah Louis
  New York City Council Member
- Hon. Alan Maisel
  New York City Council Member
- Hon. Bill Perkins
  New York City Council Member
- Hon. Keith Powers
  New York City Council Member
- Hon. Antonio Reynoso
  New York City Council Member
- Hon. Donovan Richards
  Speaker, New York City Council Member
- Hon. Helen Rosenthal
  New York City Council Member
- Hon. Linda Rosenthal
  New York City Council Member
- Hon. Mark Treyger
  New York City Council Member
- Hon. Eric Ulrich
  New York City Council Member
- Hon. Paul Vallone
  New York City Council Member
- Hon. David Weprin
  New York State Assembly Member

Board of Trustees (July 1, 2019 – June 30, 2020)

*of blessed memory

- PRESIDENT
  Martin Siroka
- CHAIR
  Leonard Boxer
- EXECUTIVE VICE PRESIDENT
  Jessica Feder Mantel
- SECRETARY
  Eleanor Wagner
- TREASURER
  Bonnie D. Rosenberg
- VICE PRESIDENTS
  Mark R. Imowitz
  Eric Levine
  Ruth Perelson
  Joseph Rubin
- TRUSTEES
  Nishana N. Armour
  Carol Chinn
  Ilaina Edison
  Patricia Green
  Eric Greenhut
  Martin L. Halbfinger

Executive Leadership Team (July 1, 2019 – June 30, 2020)

- CHIEF EXECUTIVE OFFICER
  Kathryn Haslanger
- CO-CHIEF PROGRAM OFFICER
  Amy Chalfy
- CHIEF INFORMATION OFFICER
  Sholom Ellenberg
- EXECUTIVE DIRECTOR OF HOME CARE
  Lana Goykhberg
- CHIEF OPERATING OFFICER
  Tracy Welsh
- CHIEF DEVELOPMENT & COMMUNICATIONS OFFICER
  Allister Wesson
- CO-CHIEF PROGRAM OFFICER
  Alan Cohen
- EXECUTIVE DIRECTOR OF REAL ESTATE & MANAGEMENT
  Donald Manning
Financial Statements (July 1, 2019 – June 30, 2020)

### INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Support</td>
<td>60.00%</td>
<td>$72,038,271</td>
</tr>
<tr>
<td>Managed Care</td>
<td>21.30%</td>
<td>$25,623,381</td>
</tr>
<tr>
<td>Tenant Rent</td>
<td>4.80%</td>
<td>$5,769,070</td>
</tr>
<tr>
<td>Program Services Fees</td>
<td>4.00%</td>
<td>$4,840,922</td>
</tr>
<tr>
<td>Contributions</td>
<td>3.30%</td>
<td>$4,008,507</td>
</tr>
<tr>
<td>UJA - Federation of NY Grants</td>
<td>2.50%</td>
<td>$3,024,562</td>
</tr>
<tr>
<td>Other</td>
<td>2.60%</td>
<td>$3,163,350</td>
</tr>
<tr>
<td>Housing Management Fees</td>
<td>1.40%</td>
<td>$1,682,906</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>99.90%</td>
<td><strong>$120,150,969</strong></td>
</tr>
</tbody>
</table>

### EXPENDITURES

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>88.70%</td>
<td>$103,092,984</td>
</tr>
<tr>
<td>Management and General</td>
<td>10.90%</td>
<td>$12,572,141</td>
</tr>
<tr>
<td>Fundraising</td>
<td>0.40%</td>
<td>$503,636</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>100.0%</td>
<td><strong>$116,168,761</strong></td>
</tr>
</tbody>
</table>

### NET ASSETS

$26,377,943

**NOTES:**
The financial report includes social services, housing, and home care.

### Government Contracts

**FEDERAL**
- Housing and Urban Development

**NEW YORK STATE**
- Department of Health
- Department of Law
- Office for the Aging
- Unified Court System

**NEW YORK CITY**
- Department for the Aging
- Department of Health and Mental Hygiene
- Department of Housing Preservation and Development
- Human Resources Administration
- New York City Housing Authority

Thank you! You make the difference for New York’s seniors.

JASA needs your support

You make New York City a good place to grow old. Imagine how many more seniors can be helped by your support. Give today.

**VISIT:** www.jasa.org/donate  
**CALL:** 212-273-5320  
**EMAIL:** development@jasa.org