

2024 ETHOS
ANNUAL
REPORT
JULY 2023 - JUNE 2024

**CARE.
COMPASSION.
COMMUNITY.**

DEAR FRIENDS,

As we reflect on this past year, the Board of Directors remains inspired by the incredible impact Ethos continues to make in the community even in the face of many challenges. Ethos remains steadfast in its mission to support Boston's seniors and individuals with disabilities, ensuring they have the resources and care needed to live with dignity and independence. The unwavering dedication of our staff, volunteers, and supporters has been instrumental in strengthening our community and providing critical services to those who need them most.

During the past year, we have expanded our reach, delivering over 2.4 million meals to more than 9,000 seniors, provided more than 467,000 hours of in-home care, and assisted thousands with Medicare and health insurance guidance. Through these efforts, we helped more than 15,000 older adults remain in their homes and communities, surrounded by the support they deserve.

At Ethos, we are committed to ensuring our programs reflect the diverse needs of Boston's seniors. Whether through culturally inclusive services, specialized support for LGBTQ+ elders, or initiatives addressing mental health and social connection, we strive to create a welcoming and affirming environment for all. Events like our Senior Pride Luncheon, language specific outreach programs, and partnerships with other local partner organizations allow us to serve our community with the care and respect every individual deserves.

None of this work would be possible without the support and commitment of our Ethos community. Your generosity propels us forward and allows us to continue providing critical resources and care to Boston's most vulnerable seniors.

We are excited to share more about our accomplishments in this annual report. It is a testament to your commitment to Ethos. Thank you for being an integral part of our journey.

Together, we can maintain a course to build a future where all older adults can age with dignity, comfort, and security. Thank you for being an essential part of the Ethos community and for standing with us in this important work.

With deepest gratitude,



Nick Favorito
President, Ethos Board of Directors
On behalf of the Ethos Leadership Team

ABOUT

Ethos is a private, not-for-profit organization that promotes the independence, dignity, and well-being of the elderly and disabled.

Ethos achieves its mission through the coordination and delivery of high-quality, affordable home and community-based care.

In all aspects of its work Ethos supports family caregiving, fosters social interaction and respects cultural diversity.



HISTORY

In 1972, Massachusetts Office of Elder Affairs issued a call for grassroots coalitions to support a program to keep elders out of nursing homes. Called "Home Care," it was one of the nation's first efforts to create an alternative to the institutional models of caring for the elderly that had prevailed since the poorhouse.

That August, a group of southwest Boston seniors and providers formed the Ad Hoc Coalition for the Elderly. In its first report to the state, it found "meager resources wasted by duplication... and lacking organized means of efficiently referring older people to sources of help." It was a problem the group decided to take on.

In March, 1973, the Coalition incorporated as Southwest Boston Senior Services – the city's first, neighborhood-based not-for-profit organization devoted solely to keeping the elderly and disabled at home. One year later, it began operations out of a Roslindale storefront with a staff of four and funding for one elder lunch site and a Meals on Wheels route.

Today, that agency is Ethos, a \$56 million organization that promotes the dignity and independence of almost 15,000 elderly and disabled persons. Among its designations, it is a state Aging Services Access Point, the Elder Nutrition Project project for the entire city of Boston and the Long-Term Care Ombudsman for the City of Boston. Despite years of growth, Ethos remains rooted in the principles of care, compassion and community that guided its founders.





OUR IMPACT IN THE COMMUNITY

Ethos is a nonprofit organization committed to improving the lives of older adults and disabled individuals in Boston. Since our founding in 1973 by a coalition of community activists, our goal has been to enable individuals to remain in their homes for as long as possible and prevent the need for institutional care.

To achieve this goal, Ethos provides a wide range of high-quality services and supports, delivered both at home and in the community, at little or no cost. Our services include Meals on Wheels, home care, case management, and culturally appropriate programs. Many of our programs, which were groundbreaking at the time, have now become national standards. Our ability to innovate remains as strong as ever, and we continue to develop new programs to meet the evolving needs of our community.

Our commitment to the independence, dignity, and well-being of older adults and disabled individuals, and keeping them at home, is at the heart of everything we do because home is Where the Heart Is.



After taking care of my mother for so many years, my time was devoted to her and going to activities and meeting friends were just not something I have time for. After she passed away, I found myself very lonely and wanted to get back into my community and meet some new friends. I began attending the Senior Center Pilot program and quickly found so many great new people and I feel much happier and connected once again. The Senior Center Pilot is so very important to me and so many other seniors. Thank you Ethos for all you do for the seniors.

- Lorna Bognano



What I like about [the senior center pilot] at the Elks is that they offer year-round access and classes for seniors. This helps me to stay active when other centers are closed for summer. Also, technology at our age can be a challenge, Ethos offers classes and technical support. While attending these classes, you can get a meal and also spend time with your friends.

- Gerry & Sarah Daniels





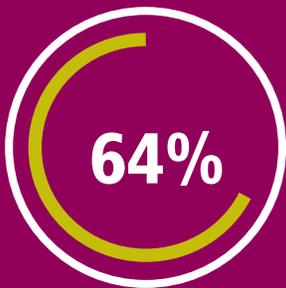
said home delivered meal is their main meal of the day



said home delivered meals allows them to eat healthier



said home delivered meals help them live independently



said the driver help make them feel less lonely

NUTRITION

Nourishing Lives Since 1973

For nearly five decades, Ethos's Nutrition Program has been a pillar of support, contributing to the well-being of seniors in Boston. Since its inception in 1973, our program has become an integral part of the community, standing tall among over 5,000 local Senior Nutrition Programs in the United States. Through our innovative and compassionate approach, we have delivered well over 2,419,700 meals to seniors across the city, fostering health and connection. Our commitment goes beyond just providing meals; we offer a dual approach through home-delivered meals, affectionately known as Meals on Wheels, and the vibrant Community Cafés, where seniors can come together for nutritious and enjoyable meals. To ensure holistic well-being, our program extends to nutrition check-ups and counseling facilitated by a licensed dietitian.



2,419,700+
Meals Served

9,380+
Consumers Served

40
Dining Sites





CARE MANAGEMENT

Bringing Compassionate Support to the Community

Ethos' Home Care Program is not just a commitment but a tangible force, empowering individuals aged 60 and above to age gracefully at home. Our unwavering dedication is reflected in the numbers: over 362,970 hours of in-home care, blending essential homemaking services with the skilled support of Home Health Aides. This translates into 501 new consumer intakes, expanding our reach to 1,349 Home Care consumers. The impact extends beyond numbers, with over 4,500 home visits ensuring personalized care and advocacy. Moreover, our Options Counseling services have touched the lives of 93 consumers and families, offering crucial guidance. The commitment to providing a secure living environment is mirrored in the 3,549 Personal Care Attendant consumers we serve.

362,970+

Hours of In-Home Care

4,500+

Home Visits



2,900+

Personal Care Attendant Consumers

1,450+

Home Care Consumers

1,300+

Nursing Assessments

470+

New Consumer Intakes

SENIOR CARE OPTIONS

Comprehensive Care, Empowering Independence

Ethos' Senior Care Options (SCO) Program is a vital resource for older adults in Massachusetts, providing comprehensive, fully integrated care for those aged 65 and older with MassHealth Standard. With 1,985 enrolled members, Ethos partners with all six SCO providers—Senior Whole Health, United Healthcare, Commonwealth Care Alliance, Fallon/Navicare, Wellsense (BMC), and Tufts—to ensure seamless access to essential healthcare and support services.

In the past year, Ethos has delivered an impressive 150,132 hours of homemaking, home health aide, and companion services—empowering older adults to age safely and comfortably at home.

As a revenue-generating program for Ethos' ASAP services, SCO not only provides critical support for its members but also strengthens the broader network of care, ensuring every eligible senior receives high-quality, person-centered support.



1,980+
SCO Members

150,100+
Hours of Homemaking,
Home Health Aide, and
Companion Services





HEALTHY AGING

Thriving Communities, Active Lives

Ethos' Healthy Aging Program, which includes the innovative Senior Center Pilot initiative, stands as a beacon for fostering vibrant communities and active lives among seniors. In 2024, 8,700 seniors actively participated in a diverse array of more than 20 programs, classes, activities, and events. The offerings spanned a wide spectrum, including evidence based programs, digital aging program, falls prevention, health and wellness, and invigorating exercise sessions. With a robust calendar, the program hosted over 700 hours of classes and organized more than 600 individual classes and events, creating a dynamic and engaging environment that promotes the physical, mental, and social well-being of our senior community.

800+

Hours of Health and Wellness Classes

600+

Individual Classes/ Events

8,700+

Program Participants

50+

Different Programs and Events

*Numbers reflect both Healthy Aging and Senior Center Pilot programs.

HEALTHY AGING PROGRAMS

- A Matter of Balance
- AgeWell Holiday Party
- Bingocize
- Bingocize (Virtual)
- Conversation on Aging: Fraud Fighters
- Healthy Eating
- My Life My Health Chronic Disease Self Management
- Older Adult Lobby Day
- One Year Celebration
- Senior Center Pilot
- Senior Prom: Day at the Derby
- Summer BBQ
- Tai Chi
- Tai Chi Club
- Tai Ji Quan: Moving for Better Balance
- Technology Training
- Stay Sharp: UCLA Memory Training
- Walk with Ease Exercise Challenge
- and more

SENIOR CENTER PILOT

A Hub of Connection and Well-Being

In its first year, the Senior Center Pilot Program became a vital hub for 576 seniors, logging 7,323 visits from Boston and beyond. With an average daily attendance of 87, the program fostered connection through 175 classes (totaling 350 hours), served 5,040 meals, and provided 223 hours of tech support to 481 seniors. A Community Service Project group of 22 seniors partnered with the Italian Home for Children, highlighting a commitment to giving back. The program's success reflects Ethos' dedication to enriching the lives of older adults through engagement, learning, and essential support.



7,000+
Attendees

80+
Daily attendance

170+
Classes & Workshops

30+
Unique Programs

340+
Hours of
Programming

480+
Tech Tutoring
Participants

223+
Hours of Technology
Support

5,000+
Meals Served

2,850+

**Health Insurance
Counseling (SHINE)
Consumers**

50+

**Depression
Counseling
Consumers**

65+

**Behavioral Health
Outreach To Aging
Population**

200+

Total Volunteers

60+

**Friendly Visitor
Consumers**

270+

**Boston Money
Management
Program Consumers**

COUNSELING AND SUPPORT SERVICES

Navigating Life's Challenges Together

Whether it involved understanding Medicare benefits, financial management, or participating in our mental health programs, Ethos remained steadfast in its commitment to empowering individuals to make informed choices. Our Medicare Counseling provided invaluable assistance in navigating the complexities of health insurance, while the Money Management program offered practical support with budgeting, bill payments, and addressed potential challenges like eviction or utility shutoff. Through Healthy IDEAS, we helped older adults recognize and manage symptoms of depression by connecting them to resources, encouraging meaningful activities, and supporting their overall well-being. The indispensable role of Ethos Volunteers provided companionship and grocery shopping assistance, among other services.



SUCCESS STORY:

SHELTER TO STABILITY: WILLIAM'S JOURNEY

William is a man of few words, but when asked about his experience with Ethos, he stated "more than I expected". He was living in a nursing home in the Ethos area for a year and a half, and previously, had been living in a shelter for 5 years. He has no family or other informal supports to help him, so leaving the facility on his own was not possible. During his time in the nursing home he improved physically from needing a walker to using a cane. He had eye surgery that helped his vision. While he still needed assistance with activities of daily living, his medical needs diminished.

The Commonwealth of Massachusetts has invested in the Community Transitions Liaison program which helps people who have been in a nursing home for over 6 months, successfully leave a facility and live in the community. The CTLP case manager from Ethos met William during her weekly visits and talked with him about moving back to the community. He was pleased with the idea, but needed everything

from housing, to relearning skills such as bill paying, to clothes, furniture, and a plan for activities. The CTLP case manager and administrative assistant collected his core documents, including his social security statement and birth certificate, and completed housing applications for him. He settled on a shared living arrangement in Hyde Park with adult day health for activities, delivery of pre-packed medications, assistance with personal care, meal preparation and grocery shopping. His Ethos case manager reconnected him with his primary care doctor, made sure that he had transportation to go the appointment and followed up with his new medications. William moved in the winter and now that the weather is better, he is ready to explore the neighborhood, and wants to go to the local library. The library is less than ½ mile from his apartment and he is ready to go!

When asked about his experience now with Ethos, William stated that "we are the best".





2024 WHERE THE HEART IS GALA

The 2024 Where the Heart Is Gala was a powerful celebration of caregivers and the vital role they play in our community. Together, we raised over \$386,000—an incredible show of generosity that will help Ethos continue its mission of supporting older adults and individuals with disabilities.



This year, we were honored to recognize Mayor Michelle Wu, along with Simone Winston, Shannon Pastuszak, and Lisa Pierpont from The Newbury Cup, for their unwavering dedication to service. Their leadership, along with the generosity of our presenting sponsors—the Arbella Insurance Foundation and Chris and Rick Berk—helped make this unforgettable evening possible.

Thanks to the success of the gala, Ethos will be able to expand essential programs, from providing nutritious meals in our Community Cafes to enhancing services for LGBTQ+ older adults and supporting caregivers who are the backbone of our community.



We extend our deepest gratitude to our Event Co-Chairs, Chris Berk, Rick Berk, Ellen Grubert, Janis Lippman, Stella Marquez-Murray, and Juan Murray, as well as the hundreds of attendees and supporters who make this work possible. With their support, we continue to foster independence, dignity, and well-being for those we serve—ensuring that care remains at the heart of everything we do.



GALA OVERVIEW

GALA REVENUE

Sponsorships	\$313,400
Donations	\$60,545
Tickets	\$12,472

TOTAL \$386,417



GOAL

\$400,000

TOTAL RAISED

\$386,417



2024

NEW AND NOTABLE

BEHAVIORAL RESPONSE AND SUPPORTIVE INITIATIVE

EXPANDING ACCESS, EMPOWERING WELL-BEING

In 2024, Ethos launched the Behavioral Response and Support Initiative (BRSI) to connect individuals seeking mental health support with vital resources. Funded by Brigham and Women's Faulkner Hospital, part of Mass General Brigham, BRSI serves as a first point of contact, guiding individuals to Ethos-based programs like Healthy IDEAS, BHOAP, and Friendly Visitor, as well as broader community services. By bridging the gap between need and support, BRSI empowers individuals to take the first step toward improved mental well-being.

SENIOR CENTER PILOT 1 YEAR ANNIVERSARY

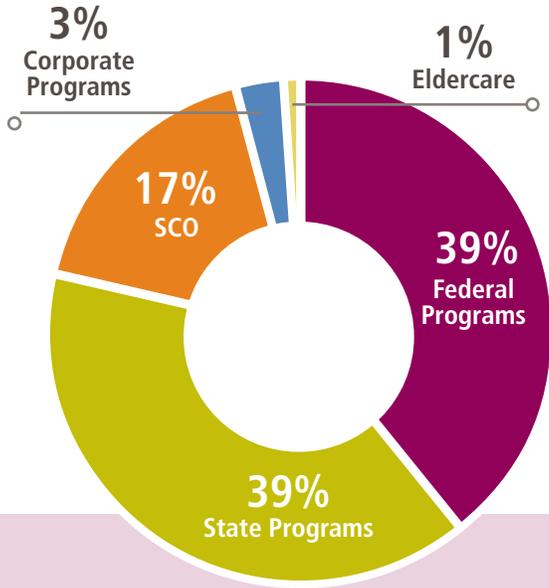
A YEAR OF CONNECTION, CARE, AND COMMUNITY

Marking its first anniversary, the Senior Center Pilot Program has become a cornerstone of connection, enriching the lives of over 100 seniors each week. More than just a gathering space, it is a thriving hub where friendships flourish, well-being is prioritized, and every meal is a moment of shared warmth. From energizing exercise classes to holistic wellness programs, the center continues to uplift and empower, ensuring that no senior feels alone—because community is at the heart of everything we do.

A black and white photograph of a group of people standing behind a table with a large cake. Several individuals are holding certificates or awards. The background is decorated with balloons and a sun-shaped balloon.

JUNE 2023-JULY 2024

FINANCIAL OVERVIEW



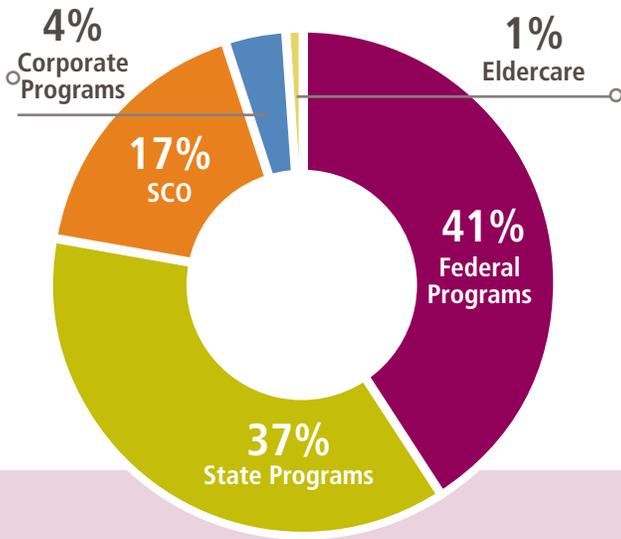
PROGRAM REVENUE

FY24

Federal Programs	\$24,156,917
State Programs	\$23,638,453
Senior Care Options Corporation (SCO)	\$10,608,322
Corporate Programs	\$2,349,789
Eldercare	\$578,660

TOTAL REVENUE

\$61,332,141



PROGRAM EXPENSES

FY24

Federal Programs	\$24,034,323
State Programs	\$21,834,548
Senior Care Options (SCO)	\$9,712,151
Corporate Programs	\$2,357,851
Eldercare	\$447,775

TOTAL EXPENSES

\$54,386,648

Federal Programs

Title IIIB Supportive Services
Ombudsman
Title IIIC Meals

State Programs

Home Care
Long Term Care
Clinical Assessment Eligibility

Personal Care Attendant

Senior Care Options (SCO)

Accountable Care/ONECARE
Elder Mental Health
JP@Home
Healthy Aging/AgeWell

Corporate Programs

LGBTQ+

Residence Services
Coordinator
Veteran's Independence Plan

Eldercare

Boston Money Management

FY2024

NOTABLE INVESTORS & SUPPORTERS

\$100,000 and Above

Brigham and Women's Faulkner Hospital
City of Boston, Age Strong Commission
Commonwealth of Massachusetts, Executive Office Aging & Independence
Commonwealth of Massachusetts, Executive Office of Health and Human Services Parkway in Motion

\$50,000- \$99,999

Arbella Insurance Foundation
Chris and Rick Berk
City of Boston, Mayor's Office of Workforce Development
Comcast NBCUniversal
Cummings Foundation
Emily's Inc.
John and Emma Quint Memorial Fund
Mabel Louise Riley Foundation

\$25,000- \$49,999

Anonymous Donor
City Fresh Foods
James and Sarah Dyer Charitable Fund
Liberty Mutual Foundation Grants
The Warren Alpert Foundation

\$10,000- \$24,999

Anonymous Donor
Boston Bruins Foundation
Grimes-King Foundation For The Elderly
Eastern Bank Charitable

Foundation
Suburban Home Health Care, Inc.
The Boston Foundation Equality Fund

\$5,000-\$9,999

The Ahn Family Foundation
The Boston Foundation
The Boston Scientific Foundation
Bushrod H. Campbell & Adah F. Hall Charity Fund
Central Boston Elder Services
The Cooperative Bank
John Cragin and Mary Fife
Aegon Transamerica Foundation
Alavi & Braza, PC
Berkshire Bank
Elder Achievers
Amos and Barbara Hostetter Law/Stroud Foundation
Leslie and David McClain
Mount Pleasant Home and Springhouse of Pleasant Spring Communities
New England Patriots Charitable Foundation
Point32Health
Rockland Trust Charitable Foundation
Stonewall Sports Boston
The TJX Foundation
United Healthcare Workers East 1199 SEIU
Universal Benefit Plans

\$1,000-\$4,999

AARP Massachusetts State Office
Andrea Arcari
Associated Home Care
Caroline Balz

Ashley Bernon-Miller
The Boston Red Sox Foundation
Boston Senior Home Care
Mary and Bruce Bray
Marcia Brown
Cabot Risk Strategies
Ana Maria Camargo
Cambridge Trust
Ying Cao
Jay and Christy Cashman
Eleanor Chu
Thomas Cohan
Maura Connolly
Daniella Corte
Lynn Dale
Lisa Davis
Dedham Savings Bank
Jane Deery
Jennifer Dirico Masiello
Lisa J. Drapkin & Debbie Lewis
Denise Dunbar
Tracy Egan
Nick and Diane Favorito
Penelope Fireman
Friendly Care, Inc.
Elizabeth Georgantas
Thomas Geraty and Stuart Walker
Global Healthcare Services
Eric Haydel
Jacqueline Hogan
Vincent James Burton
Juilette Johnson
Julie Joyal
Sinesia Karol
Katharine C. Pierce Trust
Daniel Kelly
Jennifer Kinsman
Mary Kralis Hoppe
The Law Office of David Camiel
LGBTQ Senior Housing Inc.
Vivien Li
Littler

\$1,000-\$4,999 (Cont.)

Richard Mancuso
Kristen Maxwell
Margaret McNeill
Midtown Home Health Services
Morrison's Auto Rite
Bob Nakib
Sandra Neal
Kerry Nelson
Katie Norton
Bob O'Malley
Kathryn Oram
Karen Osborn
Sofia Ostrer
Shannon Pastuszak
Lisa Peddar
Lisa Pierpont
Patricia Romeo-Gilbert
Lisa Rooney
Kristi Ross
Celia Segel
Seraphic Springs Health Care
Ann Singh
Tina Smith
Somerville-Cambridge Elder Services
Sophia Snow Place
South Coast Laundry
Simone Winston
Olga St. Clair
Kelly Stenberg
Remy Stressenger
Wendy Thurmond
US Bank
Kathleen VanDernoot
Christina Ward
Jean Wong
Yoon Family Foundation
Marliese Zafirooulos

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WAYS TO GIVE

HOW YOU CAN HELP

MAKE A DONATION

Your generosity fuels our mission and enables us to provide essential services and programs to those in need. Every dollar counts and directly contributes to enhancing the quality of life for seniors and disabled individuals in our community.

VOLUNTEER YOUR TIME

Nothing is more valuable than the gift of your time and compassion. Join our team of dedicated volunteers and lend a helping hand to those who need it most. Whether it's delivering meals, providing companionship, or assisting with administrative tasks, your efforts will truly make a difference in the lives of others.

ADVOCATE FOR SUPPORT

Be a voice for change and advocate for increased support and resources for programs serving seniors and disabled individuals. Whether it's raising awareness in your community, contacting local officials, or participating in advocacy campaigns, your advocacy efforts can help amplify the voices of those who often go unheard.

Together, we can create a more inclusive and supportive community where seniors and disabled individuals can thrive.

VISIT WWW.ETHOCARE.ORG TO LEARN MORE ABOUT OUR INITIATIVES AND HOW YOU CAN GET INVOLVED.





Ethos

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