



# **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







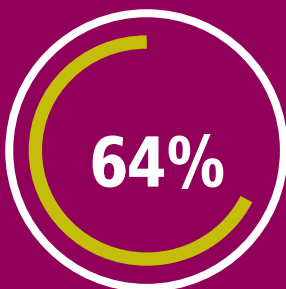
said home  
delivered meal  
is their main  
meal of the day



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

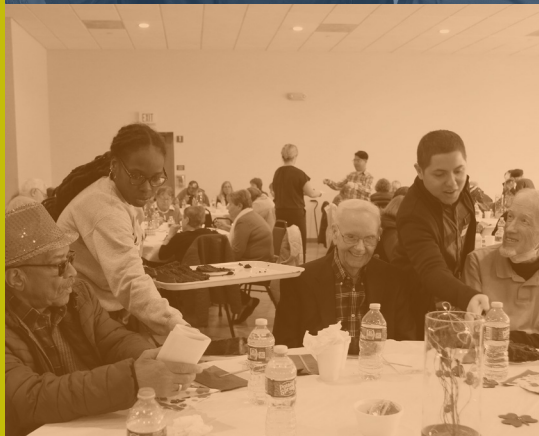
# 270+

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.



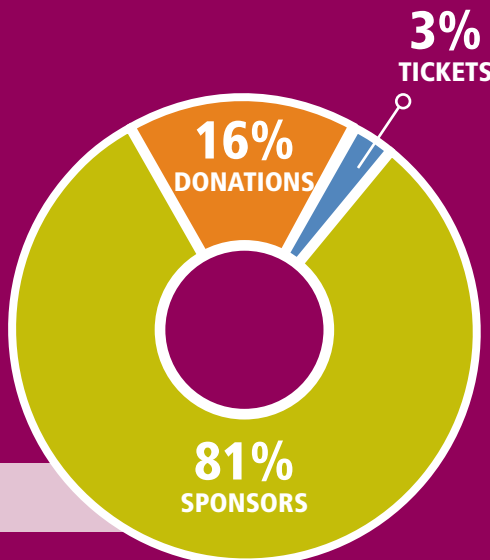


## GALA OVERVIEW

### 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

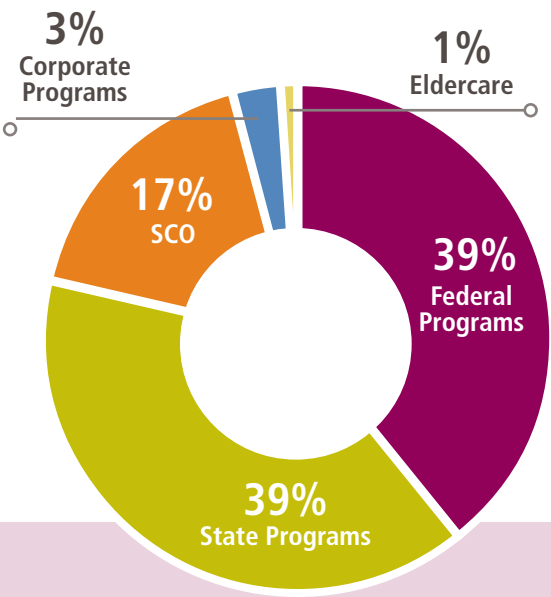
Marking its first anniversary, the Senior Center Pilot Program has become a cornerstone of connection, enriching the lives of over 100 seniors each week. More than just a gathering space, it is a thriving hub where friendships flourish, well-being is prioritized, and every meal is a moment of shared 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.





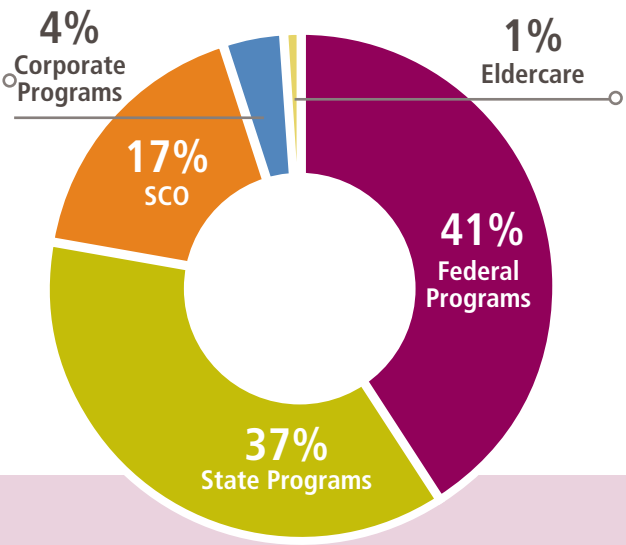
JUNE 2023-JULY 2024

# 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

- Senior Care Options (SCO)
- Corporate Programs
  - Accountable Care/ONECARE
  - Elder Mental Health
  - JP@Home
  - Healthy Aging/AgeWell

- Eldercare
  - LGBTQ+ Residence Services Coordinator
  - Veteran's Independence Plan
  - 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 Zafiropoulos

## **BOARD OF DIRECTORS**

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Juliette Johnson

Jin Hui Joo

Susan Kuriakose

Ronald Lammy

Debbie Nolan

Edna Pruce

## 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](http://WWW.ETHOCARE.ORG) TO LEARN MORE ABOUT OUR INITIATIVES AND HOW YOU CAN GET INVOLVED.**







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