

# 2023

# Annual Report



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# Welcome Message



**SUE FARROW**

BOARD CHAIR & FOUNDER

In 1975, I had the opportunity to join a senior housing company, not knowing at the time that it would become my life's work and immediately my life's passion. Over the decades, I have worked up to senior executive positions and started my own company 21 years ago. Over the past decade, we have seen so many beautiful changes in how we support and care for our elders, and it has been a joy to be a part of them.

Despite financial constraints, what has stayed the same in these 48 years is the lack of access to housing and services for a wide range of seniors. The benefits of living and thriving in a senior housing community setting are immeasurable, yet many are shut out of this opportunity. SHORE, Senior Housing Relief for the Elders, was founded in 2022 to address this issue and develop a simple mission: improve access to quality housing and offer relief to seniors in their communities.

Creating a non-profit takes time and effort, and we have spent considerable time laying the groundwork for SHORE in the last year including:

## **Appointing two new Board of Directors**

- David Johanson brings over 20 years of experience in software and business management and provides critical guidance as previously serving as the Chief Executive Officer of SHORE.
- Dan Negroni brings a unique experience as one of the Inc.'s 100 Leadership Speakers of 2018, inspiring organizations to deliver their most significant impact.

## **Hiring our new Executive Director**

- Jennifer Prado has had a proven track record of success by collaborating with boards of directors, stakeholders, and community partners to implement strategic plans, initiatives, and activities. With strong leadership skills and a passion for serving, Jennifer is well-equipped to make a meaningful impact.



## Identifying Our Goals

- Implement new, expand, and enhance current programming
- Increase the awareness and presence of SHORE
- Increase funding to generate ongoing and stable revenue.
- Expand SHORE's reach and impact by building a robust network.

## Our Impact

First, we identified and implemented a program to subsidize Veterans seeking benefits under the Aid and Attendance benefit through the Veterans Administration. Although this is a significant benefit, the dollars can take a few months to reach a veteran. To assist veterans while they waited, we subsidized their housing costs for two months in their preferred senior housing community by paying the equivalent of their intended dollar amount. Through this program, we have assisted three veterans in moving into their new communities.

By starting slowly, we have been able to evaluate the best method for implementing this subsidy and identify stakeholders and partners who may be able to assist us in this endeavor. In the coming year, we aim to help ten Veterans per month.

## Our Reach

While we expand the opportunity to subsidize Veterans in senior housing, we look forward to where our work can and will take us—influencing government agencies to support seniors in senior housing, impacting education to draw a vibrant workforce to our industry to care for seniors, and offering a safety net through micro-grants for seniors living in communities who have spent down their assets.

## Call to Action

In reflecting on the past year and a half, our aspirations for the future remain boundless, and a significant part of realizing these ambitions lies in expanding our community of supporters. The strength of our mission and the depth of our impact are directly linked to the generosity of our donors. As we look ahead, we humbly invite you to invest in our shared mission to improve access to quality housing and offer relief to seniors. By contributing, not only are you helping our programs thrive, but you are also shaping a brighter future for the seniors we serve. Join us on this journey – regardless of size, every donation moves us one step closer to our goals.

# Meet Our Team



**JENNIFER PRADO**  
EXECUTIVE DIRECTOR



**MONICA CARSON**  
DIRECTOR



**VICKI CLARK**  
DIRECTOR



**DAVID JOHANSON**  
DIRECTOR



**DAN NEGRONI**  
DIRECTOR

# About SHORE

By 2029, 20% of seniors will require physical assistance due to their health, but an estimated 8 million seniors won't be able to afford their annual living costs. A senior who is healthy and independent today, with just enough income to meet expenses, may one day need the assistance and community that senior housing provides. But that senior's cost of living will increase dramatically, and if the money runs out, what then? The burden falls on family and friends to become that caregiver or provide financial assistance.

The burden also falls on our seniors, who deserve care and community. We must find a way to assist our seniors now to ensure they are safe and cared for without putting unnecessary strain on their loved ones.

**Supporting Housing &  
Offering Relief to Seniors**





# Who We Are



## Mission

Our mission is to improve access to quality housing and offer relief to seniors in their communities.

## Vision

Our vision is a future where all seniors have access to affordable housing that allows them to thrive in the later years of their lives.

## Values

### Compassion

Treat all seniors, donors, staff, and volunteers with dignity and respect. Always keeping in mind their journey and needs.

### Integrity

We always promise to operate with transparency, utilizing all resources to maximize the benefit to our seniors. Ethics guide our every action.

### Passion

We are driven by the need to dedicate ourselves to fulfilling our mission. It feeds our sense of purpose to serve seniors.

## By The Numbers



3 Veterans Served



1 Program



28 Donations Received

# Current Program



## Veterans Housing Assistance Program

- The Veterans Administration offers the Aid and Attendance pension program to qualifying veterans, which can help reduce these costs' burden, but the application process averages 60 days. This can delay care and cause seniors to miss opportunities for housing.
- SHORE offers a two-month grant to eligible senior veterans that allows them to move into their new communities while their Aid and Attendance application is being processed.

## Requirements

- The Veteran must be moving into, or already reside in, a senior housing community.
- The Veteran must be working with an Aid and Attendance assistance organization that is allied with SHORE that will determine eligibility for these benefits



# Our Goals



Implement new, expand, and enhance current programming



Increase the awareness and presence of SHORE



Increase funding to generate ongoing and stable revenue

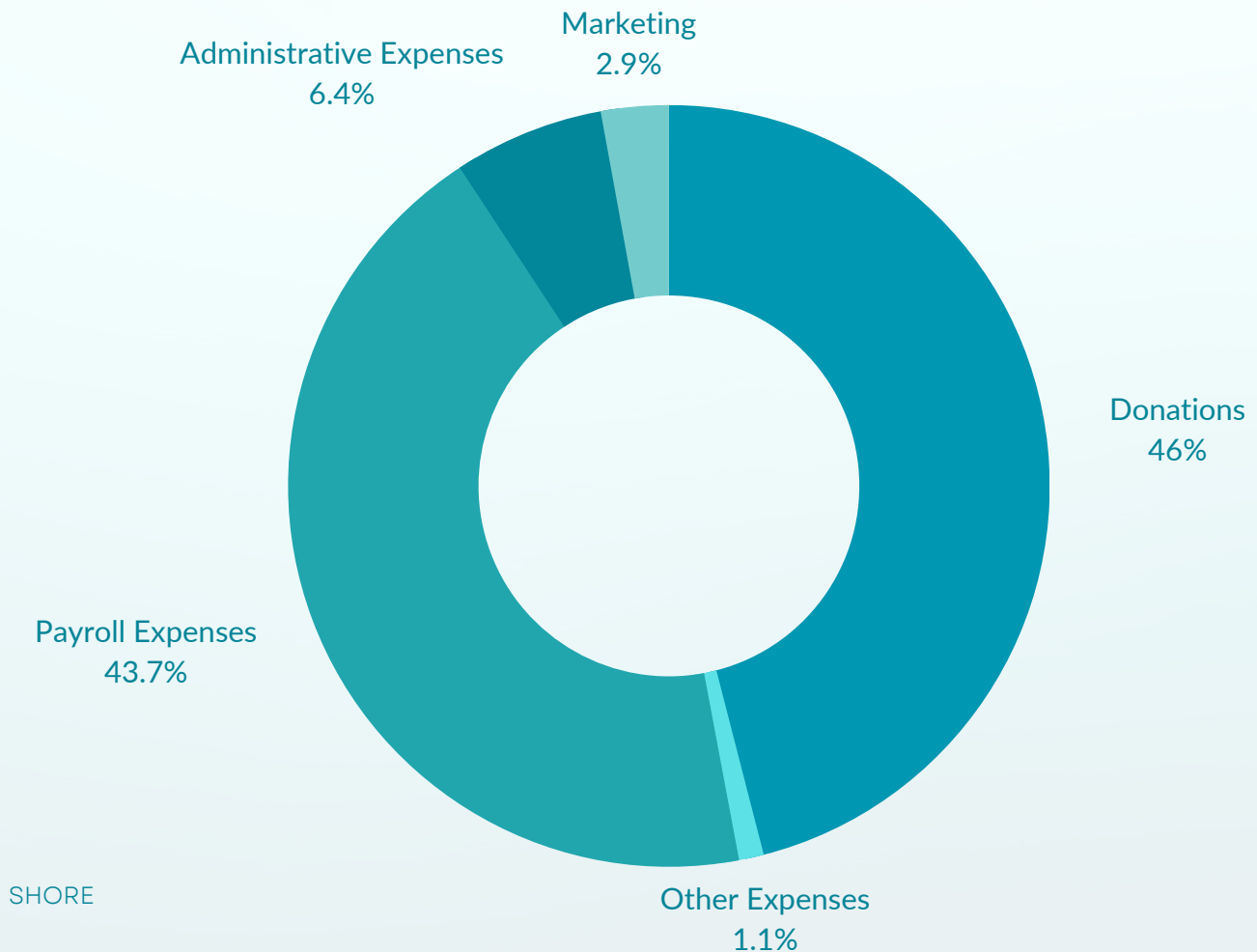


Expand SHORE's reach and impact by building a robust network

# One Year Review 2022-2023



Donations	\$247,028.43
Expenses	\$290,077.57
Profit (Loss)	-43,049.14



# What's Next for SHORE

## New Programs

- Offer micro-grants to seniors who need support entering or staying in senior living communities.
- Award scholarships to college students who are entering careers that provide care and support for seniors

## Advocate

- Engage with local and state politicians to advocate for policies that support senior veterans' housing.
- Connect with lawmakers to discuss the possibility of state or federal funding that supports educational initiatives for senior housing professionals.

## Impact

- Expand our Senior Veterans Program and Micro-Grant Program to Northern California.

## Reach

- Implement a robust fundraising plan and increase our donor base.

# Contact Us

 [info@shre.org](mailto:info@shre.org)

 <https://seniorhousingrelief.org>

Join us in this mission to create a future where all seniors can age with grace and dignity, free from unnecessary financial strain, and surrounded by the care and companionship they deserve.

Support in two ways: clicking the donate button or scanning the QR code below.

