CHANGING THE FACE OF AGING
Selfhelp is a not-for-profit organization dedicated to maintaining the independence and dignity of seniors and at-risk populations through a spectrum of housing, home health care, and social services and will lead in applying new methods and technologies to address changing needs of its community. Selfhelp will continue to serve as the “last surviving relative” to its historic constituency, victims of Nazi persecution.

As this report goes to print we must pay a special tribute to the thousands of individuals and families in our area irreparably touched by the mayhem of Hurricane Sandy. We dedicate this report not only to acknowledge the damage wreaked by the storm but to commemorate the invincible spirit of the nurses, case managers, home health aides, and so many others whose heroic efforts helped ensure the safety and calm of our seniors during the storm, darkness and isolation. Their acts of love and determination were varied and inspiring – walking miles from borough to borough or trudging dozens of flights up dark stairwells to bring food, water and comfort to stranded clients; welcoming seniors into their own homes; arranging for emergency services for those overwhelmed by the chaos. These selfless actions stand as shining examples of the true essence of Selfhelp. We express our heartfelt gratitude for the outpouring of support and concern shown by our friends and contributors in the aftermath of the storm. Your kindness fuels resilience and makes a brighter future a reality.

Out of loss, springs compassion. Out of wreckage, grows strength. We thank you for making it possible for so many to stand even taller every day.
DEAR FRIENDS,

Aging is, at heart, a process of continuous change, and with advances in medicine, technology and wellness, the “face of aging” is indeed evolving. At first, these changes moved slowly, but in the 21st century the pace of change is now exploding.

First, aging adults have more choice: Many adults in the community today are vibrant, vital individuals seeking new challenges, even as they age with limitations. Remaining independent, living in their own homes instead of a communal health care setting, is of utmost importance to them.

Second, the system of care is transforming: Government and private health care payers have moved swiftly into “pay for performance” systems. These create both financial risk responsibility and efficiency measures for non-profit providers.

At the same time, the overall size of the funding pie is being reduced. This past year, for the first time, Selfhelp has experienced a funding shortfall as a result of the rapidly changing environment.

How is Selfhelp responding? Selfhelp is pioneering creative approaches to serving older adults, including those who require additional support as they grow more frail.

Selfhelp has always been dedicated to providing the highest quality of care in all our service areas. In addition to being the largest provider of comprehensive services to Holocaust survivors in North America, we sustain our diverse programs for 20,000 seniors with dedicated staff and by integrating two key care concepts:

Social care—which reflects what we at Selfhelp have always done—create programs which provide for the non-medical needs of an older population.

Health care—providing older adults with a suite of services, from wellness promotion, to chronic disease management, to telehealth technology, to home care and skilled nursing.

Utilizing these symbiotic care concepts, we are responding to the changing face of aging. We are expanding our successful Supportive Senior Housing model, already in place in six buildings, to four new locations. Our seventh affordable senior residence will open in Queens in early 2013, with social and health care services available if needed. New building sites are being explored in Brooklyn and the Bronx, and we are bringing our model to an existing provider in Westbury, Long Island.

We are also extending our pioneering Aging Services Technology. Selfhelp’s Virtual Senior Center received two
We are honored to count you among our loyal friends and supporters, who share our belief in Selfhelp’s leadership as the face of aging evolves.

Sincerely,

Raymond V.J. Schrag
President
Board of Directors

Dennis Baum
Chairman
SCS Foundation Board

Stuart C. Kaplan
Chief Executive Officer

high-profile grants to expand within New York City and to three additional cities. This transformational project provides social care for isolated homebound seniors by directly connecting them to a virtual caring network. In health care, we piloted a new kiosk using telehealth technology to enable clients to self-monitor their vital signs and obtain health information.

This year, New York State shifted the context for Selfhelp’s work by requiring chronically ill individuals to enroll in Medicaid Managed Long Term Care Plans. In response, SinglePoint Care Network, LLC was launched. SinglePoint is our new joint venture with a wonderful partner, FEGS Health and Human Services. SinglePoint will coordinate and manage the care and delivery of services to eligible enrollees. This will enable our clients to remain connected to the network of health and social care they have come to rely on Selfhelp to provide.

As you will read in these pages, Selfhelp Community Services is playing an active role in changing the face of aging. As we assess the needs and listen to the voices of those we serve, we are creating new services and business models. And, as we move forward, we remain a compassionate and strong partner to the clients we serve.
Selfhelp’s New President, Raymond V.J. Schrag

On July 1st, 2012, long-time Board member and New York City attorney Raymond V.J. Schrag became the new President of Selfhelp’s Board of Directors.

Mr. Schrag’s parents, who immigrated to America from Germany in the 1930’s, were among Selfhelp’s early pioneers. His mother aided Holocaust survivors fleeing persecution by distributing clothing to needy families.

Mr. Schrag has four main goals for his tenure. In keeping with Selfhelp’s historic commitment to survivors, many of whom are now in their late eighties and nineties, he intends to focus on building awareness of their escalating emotional and physical needs. He also plans to further the work of SinglePoint Care Network, LLC (a joint venture to maintain quality of long-term care under new efficiencies demanded by Medicaid and managed care); to create new partnerships for the development of cutting-edge services; and to deliver technological innovations to sustain seniors in their own homes, reduce their isolation, and support their memory, fitness, and health.

A trust and estate attorney, Mr. Schrag has been in private practice since 1973. He is President of the Jewish Philanthropic Fund of 1933 and of the American Federation of Jews from Central Europe. He serves on the boards of the Leo Baeck Institute, the Anti-Defamation League’s Planned Giving Legal Advisory Committee and The Conference of Jewish Material Claims Against Germany.

Mr. Schrag, his wife, Jean, and their two children, Rebecca and Ben, are all actively involved with Selfhelp. We welcome Mr. Schrag as President, and look forward with great anticipation to his leadership.

A Tribute to Victor A. Wyler

Following twelve years of distinguished leadership, Victor A. Wyler concluded his service as Selfhelp’s tenth President, carrying forth the legacy set by his father, Alfred Wyler, who served as Selfhelp’s fourth President. During his tenure, Mr. Wyler provided exceptional guidance during a time of tremendous growth at Selfhelp. His dedication and commitment are evident to all who have had the privilege of working with him.

Among his numerous accomplishments, Mr. Wyler strengthened Selfhelp’s Board of Directors by recruiting 22 new Board members. Under his watch, the Board’s commitment to Selfhelp’s historic mission resulted in a nearly three-fold increase in service to the Holocaust survivor population, along with a four-fold increase in funding. Mr. Wyler also oversaw Selfhelp’s development into a prominent national and international leader in the world of Aging Services Technology, particularly following the launch and success of its Virtual Senior Center. Additionally, Selfhelp’s Board redoubled its commitment to affordable senior housing through expansion to new regions. Finally, under Mr. Wyler’s guidance, the Selfhelp Community Services Foundation was created along with a new governing entity to focus on philanthropy and broaden Selfhelp’s base of support.

Mr. Wyler plans to remain an active member of the Selfhelp Board, and now serves as its Co-Chairman.
NEW MODELS OF SERVICE

Selfhelp Technology Attracts Prestigious Funding and Acclaim

“I feel like a different person—like I’m young again,” explains Milton Greidinger, 88, who has come to symbolize the life-changing impact of Selfhelp’s Virtual Senior Center on almost every senior who uses it.

The Virtual Senior Center is among the significant new applications of technology Selfhelp is pioneering—which enable seniors to regain a sense of independence, camaraderie, and vitality.

The promise of Selfhelp’s Virtual Senior Center (VSC) is now being fueled and furthered by new grants from prestigious entities. The CEA Foundation, a new charitable foundation affiliated with the Consumer Electronics Association (an association comprised of more than 2,000 of the world’s leading electronics manufacturers and innovators), has selected Selfhelp’s Virtual Senior Center to receive its inaugural grant. This support will make it possible to expand enrollment, conduct live classes from two new senior center hubs, and ultimately bring the Virtual Senior Center project to scale in multiple cities across the country.

And, the AARP Foundation, the charitable affiliate of AARP, selected Selfhelp’s Virtual Senior Center as the recipient of one of the first grants the organization is providing to address the damaging effects of isolation among the elderly. This grant is funding expansion to three new senior center hubs and additional clients.

While some of the VSC’s most popular uses include lively current events classes, armchair yoga, music participation and grocery shopping via the Internet, Selfhelp has become a magnet for attracting high-caliber partners whose collaborations have sparked interactive, thought-provoking virtual presentations. These include curated discussions with the Guggenheim, the Museum of Modern Art, and the Jewish Museum, as well as intergenerational reading tutoring (VSC seniors paired with school-age children) through the Queens Public Library, and an online movie review club.

These grants build on generous seed funding Selfhelp received from UJA-Federation of New York, the Harriet and Robert H. Heilbrunn Fund, and Dorothy Coleman.

Helping Residents Access Health Services through New Technology

Selfhelp is building on its half-century of leadership in uniting housing and services, with a new tool, “COLLAGE,” that helps direct personalized social care to residents. Using COLLAGE, social workers conduct structured interviews and learn specifics about what residents need, emotionally and physically—as a basis for a more custom-tailored approach to delivering services.
Selfhelp residents check their blood pressure using telehealth monitoring services provided by Jewish Home Lifecare.

Sarah Hyman benefits greatly from Selfhelp’s Supportive Senior Housing model.

US Senator Kirsten Gillibrand tours the Benjamin Rosenthal Prince Street Innovative Senior Center with Stuart C. Kaplan, CEO and US Congresswoman-elect, Grace Meng.

Mayor Michael Bloomberg addresses members at the Benjamin Rosenthal Prince Street Innovative Senior Center.
“I’m one of the lucky ones,” explains Rosetta (Rosie) Terry, age 90, preparing to connect to one of Selfhelp’s Virtual Senior Center (VSC) classes. “I enjoy the current events classes and of course the music classes…especially Tony Bennett and Frank Sinatra. And all my classmates are very nice.”

As Rosie’s daughter Sheila explains it, the VSC, which brings live classes including tours of the Guggenheim Museum into their home at the click of a button, has done a world of good for Rosie. Although Rosie contends with a long list of health conditions and takes more than 20 medicines a day, she’s become a big advocate of the VSC and its ability to help seniors – particularly homebound seniors – to connect with the world.

“I try to arrange my doctor visits so I don’t miss class,” Rosie says with a smile. “It helps me to keep learning things.”

Rosie has been a client of Selfhelp since 2008, and is currently using a number of services offered by Selfhelp to make life better. She receives kosher Meals-on-Wheels, home care, Medicaid, social services and help with Medicaid paperwork and disability forms.

“The paperwork alone could bury you if you let it,” she quips.

And what advice would she have for others…some secret for a great life as you age?

“Find a way to keep involved with the world, with your children and find a way to keep making friends. A lot of my close friends have moved away or passed away. So you need to keep making new friends.”
Selfhelp is one of 60 not-for-profits throughout 22 states selected to participate in this initiative. Data from each site is compared to that of other senior housing programs. For example, we found that 82% of Selfhelp residents do not report feeling lonely in their living arrangement, compared to 73% of seniors living in similar arrangements. This finding indicates that Selfhelp residents are availing themselves of the opportunities presented for socialization, but that some may require a different approach. And, 34% of Selfhelp residents exercise more than 4 hours a week, compared to just 18% of those living elsewhere—showing that our on-site fitness activities are effective, while there is still room to grow.

The goal is to target the overall array of services (just some of which include health and wellness classes, housekeeping, home health care, technology, social events, and fitness) to residents’ specific needs if and when necessary.

Selfhelp is most grateful to Enterprise Community Partners for their generous support of this project.

Senator Kirsten Gillibrand, joined by New York State Senator Toby Stavisky and Congresswoman-elect Grace Meng, toured the Center on October 22nd. She chatted with seniors in fluent Mandarin Chinese, and conversed with Virtual Senior Center clients onscreen regarding their concerns about the economy, Medicaid and Medicare changes, and other substantive issues. She also used the opportunity to urge reauthorization of the Older Americans Act to provide critical programs and services for seniors.

The visits earned extensive positive coverage by dozens of outlets including WABC-TV, WNBC-TV, NY1, SinoVision, WMBC-TV (Chinese), New York Magazine, The New York Post, newspapers in Chinese and Korean, news radio, websites, Twitter, Facebook and more.

**Selfhelp Housing Expands to Nassau County through New Affiliation**

Through a recent partnership with the Kimmel Housing Development Foundation, Selfhelp will become the asset manager of two affordable housing developments in Westbury, Long Island and will oversee the operations of the Foundation. This will be our first housing installation outside of New York City.

The Kimmel Housing Development Foundation operates two affordable housing residences, for seniors, working families, single heads of households and veterans. The Kimmel Foundation’s innovative approach promotes a sense of shared community among all residents—including intergenerational programs between seniors and families with children, and shared housing among working residents.

Under the new affiliation, residents will continue to enjoy Kimmel Foundation programs while having access to the depth and breadth of Selfhelp’s wide network of services.

“This is an exciting opportunity for our real estate development staff to expand its search for new affordable housing sites in Nassau and Suffolk counties,” explains Selfhelp’s Vice President for Real Estate Development, Evelyn J. Wolff. “Kimmel’s staff has extensive experience and contacts within both counties which will benefit the partnership as we move forward in our mission.”
Increase in Funding for Home Care for Holocaust Survivors

As Holocaust survivors grow older and frailer, those who have been able to meet their own needs for many years may begin to need assistance. And yet, the prospect of moving to an institution such as a nursing home can awaken old fears. As such, Selfhelp is dedicated to keeping survivors safe and independent at home.

Selfhelp subsidizes home health care for needy and frail survivors, providing them with physical help for basic needs such as bathing, dressing, and personal care, so that they may continue to live in their own homes. This support forms a critical part of our array of services for Holocaust survivors.

For many years, Selfhelp funded home care services through private philanthropic donations and UJA-Federation of New York, but as the survivor population grew older, their need for care outpaced funding. We are extremely grateful that the Conference on Jewish Material Claims Against Germany (the Claims Conference) has awarded Selfhelp a major grant to subsidize home health care. This significant increase in funding began two years ago, following Claims Conference negotiations with the German Government.

Support from the Claims Conference enabled us to provide 136,380 hours of subsidized home care for aging Holocaust survivors in fiscal year 2012—nearly four times as much as the 36,194 hours we were able to provide two years earlier.

The provision of consistent care helps this increasingly fragile population to live independently and with dignity, which is the goal of all of Selfhelp’s care programs. Claims Conference support helps us fulfill our pledge, to serve as the “last surviving relative” to victims of Nazi persecution.

New SinglePoint Care Network Protects Continuum of Care

In an industry first, Selfhelp has partnered with FEGS Health & Human Services to form a joint venture, SinglePoint Care Network, LLC—a care management company to address the emerging changes in the managed long term care market resulting from Medicaid reform in New York State.

With a mission to help individuals live healthier, more independent lives, SinglePoint will provide specialty care management services in long term managed care while coordinating home care, community-based social care and related clinical services for seniors and others with chronic medical conditions.

“The convergence of long term clinical care and social services has been on the horizon for years,” notes Selfhelp Senior Vice President, Russell Lusak. “The partnering of Selfhelp and

THE HIGHEST QUALITY OF CARE
A partnership between Selfhelp Community Services and FEGS Health & Human Services, SinglePoint Care Network, LLC was launched to address the emerging changes in managed long term care.

A happy duo: Selfhelp resident Gloria Fang with her housekeeping aide, Sandra Moncada.

The light areas on this map show the parts of Brooklyn, Manhattan and Queens served by Selfhelp’s Safety Net Case Management Program, funded by UJA-Federation.

Selfhelp seniors exercise at a Qi Gong class.
At 102, Szyja (Steve) Pulwars can tell you true stories from his past that will make you weep—of the horrors of the Holocaust, the loss of 20 members of his family, his escape from Kazakhstan to Vienna and the moment he stepped off the plane in America.

To have been through so much, such grief and loss, it is remarkable now to see how he has been able to rebound and make a new life filled with happiness.

It is a crisp day in October and Mr. Pulwars, his wife Josepha and his daughter Galina are in his home telling his friend and Selfhelp case manager, Michelle, about his trip to Israel to celebrate his 102nd birthday with his family, which Selfhelp helped to fund.

“There were more than 20 people. It gives me goose bumps just to think of how wonderful it was—four generations around the table,” he smiles.

Michelle explains that Mr. Pulwars, who is a client of Selfhelp’s Henry J. and Ena D. Leir Center for Holocaust Survivors in Kensington, Brooklyn, is very modest in his requests.

“Selfhelp was able to obtain funds that Germany owed him as reparations from the War. And there are insurance claims and paperwork that must be tended to on a regular basis,” Michelle explains. “Mr. Pulwars’ eyes were damaged when he was a prisoner. Beyond that he only asks for help to buy clothes occasionally. He’s very resourceful and loves his independence.”

He tries to walk two hours a day and still manages to go up and down the several daunting flights of stairs to their apartment. The only thing he seems to enjoy more than playing the electric piano is savoring one of Josepha’s meals.

“I’m a lucky man. I’m happy,” he says. “You must have peace with your family. Take care of yourself. Keep a routine, work hard and don’t eat before bed. The most important thing is to have balance.”
FEGS puts us in a unique position to provide care management services and state-of-the-art home care and social services that are cost efficient while maintaining our high quality of care and commitment to our clients.”

Subject to approval by the NYS Department of Health, SinglePoint will be the delegated care manager to HealthPlus/Amerigroup, one of the largest Medicaid Managed Care companies in New York State. SinglePoint has also formed an Independent Practice Association (IPA) to develop a broad network of home health care and other service providers throughout the metropolitan New York area and Long Island.

“This step is important to our success and our evolution,” explains Selfhelp CEO, Stuart C. Kaplan. “It enables us to better serve more individuals within the scope of changing regulations, while remaining true to our mission to enable seniors and other at-risk populations to age healthfully and independently in their own homes. This is a new era in health care, and we are pleased to have found such qualified and dedicated partners to join us in this critical venture.”

New Grant Enables Selfhelp to Develop Best Practices for Home Care Training

Selfhelp has been in the forefront of training and employing home health aides since it opened its first training institute in 1977. Thanks in large part to the generosity of the Robin Hood Foundation, Selfhelp provides tuition-free training, certification, employment, and mentorship to approximately 360 new home health aides each year. After three weeks of training plus hands-on certification, aides enter mentored employment with Selfhelp’s Licensed Home Care Services Agency (LHCSA).

Last year, Selfhelp was invited to participate in an exciting pilot program which will build on the successes of our training and employment programs and expand our capacity still further. The new Home Care Aide Training and Employment Pilot is funded by UJA-Federation of New York, the Harry and Jeanette Weinberg Foundation, Surdna Foundation, New York Community Trust, and the Tiger Foundation, and led by the premier Paraprofessional Health Institute (PHI). Selfhelp was one of three organizations selected out of a competing field of ten home care agencies.

The new program is grounded in research about how adults learn. It includes an expanded curriculum, supportive services for participants during training and employment, an enhanced mentorship component, and ongoing knowledge and skill-building after graduation. This fall, Selfhelp staff will attend an intensive series of workshops to learn new skills and customize the program for our own environment.

New Neighborhoods Now Benefit from Selfhelp’s Care

Under a new Safety Net grant from UJA-Federation of New York, we are expanding the boundaries of our work to many new neighborhoods in New York City: half of Manhattan, half of Brooklyn and nearly all of Queens. Selfhelp will provide intensive case management to elderly and disabled clients who are homebound, frail, or otherwise in need of concrete services not offered by other providers.

These individuals often lack support from family and friends and require multifaceted assistance to ensure they have stable access to food, shelter, income, medical and home care. Selfhelp will draw on its specialized expertise and deep knowledge of available resources to connect this fragile and vulnerable population to the complex array of services that can help them live independently with dignity.

Selfhelp Supports Recognition of Holocaust Survivors in Older Americans Act

In a major step towards national recognition of the needs of Holocaust survivors, the US Senate and House of Representatives have introduced amendments to the Older Americans Act (OAA) designating survivors as a population with special needs, in draft bills for its reauthorization.

Congresswoman Debbie Wasserman Schultz (FL) has been moving this initiative forward in the House, and Senators Bernie Sanders (VT) and Ben Cardin (MD) have been moving it forward in the Senate. Selfhelp has been working with the Jewish Federations of North America (JFNA) and UJA-Federation of New York to advocate for this designation, which could lead to the development of unique programs and services for their support. The bill would also set up a mechanism for new grant funding to support this population, and would appoint an individual within the Federal Administration on Aging to oversee issues pertaining to programs for survivors.
Selfhelp NextGen: Young Professionals with a Passion for Caring

Packed with numerous projects that enhanced the lives of Selfhelp’s clients, the past year was an exciting one for the members of Selfhelp NextGen.

The Memoirs Project has continued its important work of capturing the histories of Selfhelp Holocaust survivor clients who have never previously given testimony. To date, over 100 volunteers have undergone training to prepare them to visit with clients. Memoirs are submitted to the Claims Conference’s Worldwide Shoah Memoirs Collection to be archived for posterity.

In January, NextGen launched an e-fundraising campaign to send six needy Holocaust survivors on a special one-week summer trip to Block & Hexter Vacation Center in the Poconos. The group not only met its goal, but exceeded it, raising sufficient funds to underwrite the vacation for eight survivors who could otherwise not afford such a trip. Mrs. Schwartz, a client in severe financial distress, receiving emergency cash assistance grants from Selfhelp to pay for her Medigap insurance, was one of the clients who spent a week at the center. She called the experience “a saving grace,” and was deeply appreciative of the opportunity to relax in the country.

In the spring, volunteers and Holocaust survivor clients gathered for an intergenerational Purim-themed Sunday brunch. Clients were treated to wonderful entertainment and delicious fare in a beautiful Upper West Side venue, and were sent home with delectable treats. The highlight was the warm and caring interaction between NextGen members, their families and the Selfhelp clients. The event was perhaps best summed up by Selfhelp client, Alicia Latzer, who expressed herself in a beautiful letter saying “…It was the BEST PARTY I ever had at Selfhelp… it gave me the security that Selfhelp is, and will be, a haven for me. Thanks to all of you.”

Elders Share the Arts

Seniors from our Queensview/ North Queensview NORC (Naturally Occurring Retirement Community) joined this year with high school students from the nearby Frank Sinatra School of the Arts for ten weeks of using music to build stronger relationships.

The weekly program focused on sharing music from the 1940s to the current day. Participants often wrote songs based on the styles under discussion. During one Mother’s Day-themed session, the older generation wrote about their experiences of parenthood, while the younger students wrote about the love they held for their own parents.
An excerpt from a letter written by Holocaust survivor client, Alicia Latzer, following Selfhelp NextGen's Purim brunch.

Music plays an integral role across many Selfhelp programs. Pictured is a Selfhelp client participating in the Dr. Frederick Coleman Virtual Music Program, funded by Dorothy Coleman.

Benilda Sarmiento, a member of the Clearview Senior Center, creates beautiful stained glass artwork with instructor, Jo Vasquez.

Stuart C. Kaplan, CEO and Leo M. Asen, Chief Innovation Officer were published in these scholarly works.
When Jane and Waisun Chen applied for an apartment at Selfhelp’s Helen R. Scheuer House, they did not anticipate how involved in the campus they would become. “We now live just upstairs from the Benjamin Rosenthal Prince Street Senior Center,” says Jane Chen, “which is a tremendous part of our lives. And since I broke my hip, living so close makes it possible for us to be there every day.”

Jane is a master ping pong player and leads Karaoke sessions just about every day. She and Waisun also attend classes in Yoga, Tai Chi, Exercise and Ballroom Dancing. Waisun is the membership volunteer and serves as an interpreter at the Center. “We moved in May of 2011,” says Waisun. “My wife could no longer climb up steps and it was very dangerous for her in the winter. In our new home, in bad weather we don’t even have to go outside to get to the senior center. We spend all day there, Monday through Friday.”

Each one of Selfhelp’s buildings is supported by a thriving senior center, so that all residents can easily remain active and engaged. “It’s a beautiful story,” says Jane. “In Chinese, we would translate it as ‘good fortune’: it’s similar to when two people find each other. Maybe they never met before but they can create a beautiful story together.”
Facilitated by Elders Share the Arts, and funded by the Jeanette Solomon Cultural Arts Fund of UJA-Federation’s NORC Committee, the program was particularly helpful for isolated seniors—yet all came to find commonalities with each other, despite their different ages and cultures.

The final session was a presentation given by the group to the Queensview/ North Queensview NORC community, friends, and families. Participants were given a CD and songbook to keep. As one participant said, “You are all listening to the words we are reading and what was recorded on the CD, but it was so much more than that—there was a feeling between us that was really special. It was wonderful!”

Green Training Program for Selfhelp Residents

With generous support from Enterprise Community Partners, Selfhelp conducted a pilot program at its Harry and Jeanette Weinberg House, which engaged residents in activities that will lead to a healthier, cleaner, and greener environment.

The training focused on healthy living, green housekeeping, energy and water conservation, waste reduction and recycling practices. Through creative presentations, games and interactive sessions, residents learned how to recycle, reduce waste, use energy efficient appliances, prepare healthy meals and snacks and benefit from chair yoga.

Although the residents speak many different languages, the emphasis on health and environment cut across cultures. Residents brought their friends to activities such as “green bingo,” and made reusable tote bags for grocery shopping.

Preliminary data indicates that the initiative was successful and we are now ready to expand the training program to an additional Selfhelp residence with a grant from the TD Charitable Foundation.

Sharing our Pioneering Initiatives to Promote Independent Aging

Stuart C. Kaplan, CEO, and Leo M. Asen, Chief Innovation Officer, have published two new works which invite a wider audience to benefit from Selfhelp’s creative approaches.

Recently the prestigious Care Management Journals published “Selfhelp Community Services: Innovations Help Older Men and Women Maintain Independence in a Changing World.” The article offers a unique overview of Selfhelp’s evolution from its founding as a resource for émigrés fleeing Nazi persecution in 1936, to its current position championing independent aging through innovations in individualized home care, at-home technology, and continued dedication to Holocaust survivors.

“Our approach is probably a bit different than most,” explains Asen. “We’re very frank about what we’ve explored, how we came up with the ideas, what product pilots worked and which didn’t, the key elements to ensure success, and what we hope for the future. We think it’s important to share key learnings—even if they are not all positives.”

They also developed a chapter for the international textbook, “Essential Lessons for the Success of Telehomecare: Why It’s Not Plug and Play.” The book includes insights from world-renowned technology experts from the US, UK and the Netherlands. While the text paints an honest picture of telehomecare and its “big opportunities as well as big obstacles,” Kaplan and Asen’s positive outlook is infectious, with engaging and refreshing anecdotes about how new products and technologies were used to address real situations faced by Selfhelp clients.

“It’s a terrific opportunity for us,” notes Mr. Kaplan, “because one chapter or article enables us to expand our reach exponentially through high-caliber textbooks and journals, sharing what we’ve learned to better serve an aging population. It’s exciting.”
Defiant Requiem: Unique Benefit Commemorates Heroism at Terezín

On Monday, April 29th, 2013, the New York debut of Defiant Requiem: Verdi at Terezín will take place in Avery Fisher Hall at Lincoln Center. The story is quite remarkable: among the performances at the Theresienstadt (Terezín) detention camp was the Verdi Requiem, conducted by Rafael Schächter, a young Czech-Jewish prisoner, using a smuggled score and a legless piano. He organized a 150-person choir of fellow prisoners who performed the work on sixteen occasions between October 1943 and June 1944, including a performance for Nazi officials from Berlin at the infamous International Red Cross visit at Terezín. The choir itself had to be reconstituted several times as its members were deported to Auschwitz. In dialog with a handful of remaining choir survivors, we now know that these performances were viewed by the Jewish prisoners as their way of singing that which they could not say. With great courage and fortitude, despite the loss of family and all that they had, they performed this great Requiem Mass as an act of defiance.

The performance is being sponsored by UJA-Federation, Selfhelp and the Defiant Requiem Foundation, which is chaired by the Honorable Stuart E. Eizenstat, former Ambassador to the European Union during the Clinton Administration and Honorary Chairman of Selfhelp’s Project Legacy. The event will raise much needed funds for New York’s survivor population as well as awareness regarding their needs. All funds will directly benefit survivors served by UJA-Federation agencies, with Selfhelp’s Project Legacy campaign receiving half of the proceeds. For information about sponsorships or attending the performance, please call Lois Deutsch at (212) 971-7621.

Selfhelp Presents New York Debut of Witness Theater

While the annual report is going to press, thirteen students from Brooklyn’s Yeshiva of Flatbush High School senior class, and ten of Selfhelp’s Holocaust survivor clients, are working together each week to recreate a dramatic representation of the survivors’ true life stories. As the weeks go by and the script takes shape, the bonds between young and old grow closer and stronger. The collaboration between students and survivors is filled with creativity, emotion, understanding and respect.

Witness Theater, a concept originally developed by JDC-Eshel in Israel, is being presented by Selfhelp for its New York debut. The intent of the intergenerational drama therapy workshop is to memorialize the true-life tragedies and resilience, so that future generations may more deeply understand the past that affects all of us, and ensure a safe and more tolerant future.
A scene from Witness Theater, first performed in Israel.

Selfhelp’s seventh affordable senior residence will open in early 2013.

Long-time Selfhelp resident, Ray Joss, is an active participant in the programs operated by Selfhelp’s new Innovations department.

Technology enhances the quality of life for Siok Heng Chang, a resident of Selfhelp’s affordable housing. Thanks to a generous grant from the Harry and Jeanette Weinberg Foundation, each apartment in Selfhelp’s soon to be opened seventh building will be fully equipped with a suite of technology specially adapted for seniors.
“When bad things happen, she’s there. When good things happen, she’s there. She’s a big part of the family,” says 12-year-old Michael Boutin of Claudette Jordan, the Selfhelp Homemaker who has been working with his family for nearly the past two years.

Ms. Jordan enables Michael’s mom, Marjorie Boutin, to remain the devoted mother of three beautiful children: Michael, 12, Jacquie, 7, and Jack, 2. Ms. Boutin’s ever-present smile, extraordinary faith, and deep gratitude belie her greatly challenging life circumstances. In 1995 she was diagnosed with multiple sclerosis. And just two years ago, the children’s father passed away.

Claudette Jordan came into the Boutins’ lives shortly after Mr. Boutin’s passing. Her days are busy—taking Jacquie to and from school, cooking, cleaning and assisting with homework. Her warm and caring personality has endeared Ms. Jordan to the children and to Ms. Boutin.

A Selfhelp employee since 1989, Ms. Jordan received her training at Selfhelp’s Home Care Training Program. “I love working with kids. I try to encourage them, to show them the right way.”

Selfhelp’s Homemaking Program provides direct services to families with a wide range of complex needs. These services are designed to stabilize household operations for families experiencing periods of immediate crisis and ongoing stress. The overarching goal is to prevent the placement of children in foster care whenever possible.

“She helps a lot. She encourages us and is always there for us,” Michael says. “I really appreciate everything she does for us.”
Selfhelp Innovations: Pioneering Technology to Promote Independence

A Virtual Senior Center that enjoys national and international acclaim, bustling computer learning centers, telehealth kiosks offering seniors a pro-active role in their care and monitoring, sensor technology that has saved lives and cognitive stimulation programs that sharpen brain fitness—all of these cutting-edge technologies and more emanate from a division of Selfhelp which is now aptly named, “Selfhelp Innovations.”

The name change recognizes Selfhelp’s pioneering leadership in adapting and developing new technologies to promote the independence of Selfhelp’s clients.

“Our goal is to find solutions that improve our services to clients,” explains Leo M. Asen, Selfhelp’s Chief Innovation Officer. “The most compelling result is when we implement one of these projects and see the positive impact it has on someone’s life. We see this every day with our clients. It’s noticeable, and that’s truly encouraging.”

Learning Collaborative for Affordable Senior Housing and Services

Selfhelp’s Supportive Senior Housing model—currently in place in six buildings in Queens—is expanding to four new locations.

In January 2013, Selfhelp will open its seventh building. Located in Flushing, Queens, it will offer 92 new affordable studios and one-bedroom apartments for low-income seniors, chosen by lottery. Preference of ten percent of apartments has been designated for low-income Holocaust survivors.

A generous grant from The Harry and Jeanette Weinberg Foundation is supporting a full suite of sophisticated client-centered technologies. The 12-story tower will offer residents a personal in-home sensor system, easy-touch Virtual Senior Center computer suite for access to live classes, telehealth kiosks, and access to the popular Dakim memory fitness modules.

The apartment complex also includes a two-floor community facility, where Selfhelp plans to host an on-site health clinic and wellness facility to serve residents of Selfhelp housing and the surrounding neighborhood. And, a recreational green roof for residents will top the building, thanks to generous funding from UJA-Federation of New York and the JP Morgan Chase Foundation.

As mentioned earlier, Selfhelp is partnering with the Kimmel Housing Development Foundation to manage two buildings in Westbury, Long Island. In Brooklyn and the Bronx, Selfhelp is conducting pre-development studies on two new sites in order to secure financing for constructing additional affordable units for seniors. Selfhelp deeply acknowledges Citi Community Development and UJA-Federation of New York for supporting this important work.
Selfhelp’s Founders Society recognizes our generous friends and partners who have supported us with cumulative donations of $25,000 or more.* From our earliest days, Selfhelp has been blessed by the involvement of scores of individuals committed to our mission.

We offer our deepest appreciation to our Founders ~ both present and those no longer with us ~ who have helped to make Selfhelp Community Services the vital organization it is today.

* Bequests are not included in this listing.

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We’re delighted to announce that Selfhelp’s 2012 Caring for Generations Gala was a brilliant success!

On Tuesday, May 15th nearly 500 guests gathered at Guastavino’s, one of New York City’s most breathtaking venues, to pay tribute to three exceptional individuals: Fanya Gottesfeld Heller, Jeffrey R. Gural and Victor A. Wyler, whose contributions have made a tremendous difference in the lives of thousands. We are deeply grateful to everyone who was able to join us for this special evening and proud to report that over $865,000 was raised in support of the current and future needs of Selfhelp's clients. This essential funding will help sustain the programs and services Selfhelp provides to over 20,000 New Yorkers, including 5,300 Holocaust survivors. Warmest thanks to WABC-TV’s news anchor and award winning reporter, Diana Williams, who served as the evening’s Mistress of Ceremonies, our Gala Co-Chairs, Debrah Lee Charatan and Steven I. Holm, our Gala Committee Chair, Dennis Baum, and the exceptional Gala Committee.

Thank You to Our Supporters for the Fiscal Year 2012
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- Virtual Senior Center Pilot Project
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for their ongoing support and commitment to Selfhelp Community Services. We take this opportunity to publicly thank UJA-Federation of New York for initiatives that have enabled us to leverage UJA support, such as inclusion in the New York Times Neediest Campaign, as well as a multitude of essential organizational services. Just as importantly, the warm partnership that Selfhelp enjoys with our colleagues at UJA-Federation has allowed us to create opportunities for our clients that we might not have been able to explore on our own. We are exceptionally grateful for this ongoing support and commitment to Selfhelp Community Services.

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An affiliate agency of UJA-Federation of New York since 1983, Selfhelp Community Services has been the recipient of generous core funding and program grants as well as a multitude of essential organizational services. Just as importantly, the warm partnership that Selfhelp enjoys with our colleagues at UJA-Federation has allowed us to create opportunities for our clients that we might not have been able to explore on our own. We are exceptionally grateful for this ongoing support and commitment to Selfhelp Community Services.

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### CONFERENCE ON JEWISH MATERIAL CLAIMS AGAINST GERMANY

Selfhelp and the Claims Conference share a collaborative history dating back nearly three decades. The Claims Conference has played the essential role in enabling Selfhelp to grow its services to meet the increasing needs of victims of Nazi persecution, throughout the New York metropolitan area. With invaluable Claims Conference funding, Selfhelp has expanded the size and scope of its Nazi victim services network. This funding has been instrumental in Selfhelp’s ability to offer services in Brooklyn, the Bronx, and Nassau County, and in broadening services in Manhattan and Queens. Programs such as emergency cash assistance and subsidized home care have helped thousands of Nazi victims to live with dignity. On behalf of those we serve, we are ever grateful for such critical funding, which helps provide this aging and fragile population with the care they so rightfully deserve.

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<tr>
<td>Donald Fleishaker</td>
<td>Frank &amp; Marzoutoli Design Associates, Inc.</td>
</tr>
<tr>
<td>Karen Freedman and Roger Weisberg</td>
<td>Joseph Freeland</td>
</tr>
<tr>
<td>Joyce and Fred Claar</td>
<td>Fanny Seinuk</td>
</tr>
<tr>
<td>Susan and Alan Fuirst</td>
<td>Alisa and Elliot Scher</td>
</tr>
<tr>
<td>Rose Gagliardi</td>
<td>Robert Scheibe</td>
</tr>
<tr>
<td>GCM Associates - NY Chapter</td>
<td>Lisa Sbrana</td>
</tr>
<tr>
<td>Marilyn and Allan Glick</td>
<td>Arlene W. Saxonhouse</td>
</tr>
<tr>
<td>Richard Goldhair / WB Mason</td>
<td>Robin and Steven Rotter</td>
</tr>
<tr>
<td></td>
<td>Melissa and James Rinzier</td>
</tr>
<tr>
<td></td>
<td>Gedaliah Riesenberg</td>
</tr>
<tr>
<td></td>
<td>Ridgewood Savings Bank</td>
</tr>
<tr>
<td></td>
<td>Dona and Helmut Meyerbach</td>
</tr>
<tr>
<td></td>
<td>Henry Vorembeg</td>
</tr>
<tr>
<td></td>
<td>Frank K. Gottschalk</td>
</tr>
<tr>
<td></td>
<td>Sharon and Peter Green</td>
</tr>
<tr>
<td></td>
<td>Martin Newman</td>
</tr>
<tr>
<td></td>
<td>Robert Pellegrino</td>
</tr>
<tr>
<td></td>
<td>Perfect Connection of NJ Inc.</td>
</tr>
<tr>
<td></td>
<td>Martin Petroff</td>
</tr>
<tr>
<td></td>
<td>Gillis and Leonard Plaine</td>
</tr>
<tr>
<td></td>
<td>Bettyanna and Kenneth Plevan</td>
</tr>
<tr>
<td></td>
<td>Paul J. Powers, Jr. and Tina A. Davis</td>
</tr>
<tr>
<td></td>
<td>Elizabeth and Kirk Radke</td>
</tr>
<tr>
<td></td>
<td>Emily and Alan Reagan</td>
</tr>
<tr>
<td></td>
<td>Red Stone Equity Partners</td>
</tr>
<tr>
<td></td>
<td>Margaret H. Reiff</td>
</tr>
<tr>
<td></td>
<td>Daniel Reingold</td>
</tr>
<tr>
<td></td>
<td>Susan and Bill Repko</td>
</tr>
<tr>
<td></td>
<td>Ridgewood Savings Bank</td>
</tr>
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<td></td>
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<td></td>
<td>Robin and Steven Rotter</td>
</tr>
<tr>
<td></td>
<td>Arlene W. Saxophone</td>
</tr>
<tr>
<td></td>
<td>Lisa Sbrana</td>
</tr>
<tr>
<td></td>
<td>Robert Scheibe</td>
</tr>
<tr>
<td></td>
<td>Elizabeth Sheines and Ronald Elton</td>
</tr>
<tr>
<td></td>
<td>Alisa and Elliot Scher</td>
</tr>
<tr>
<td></td>
<td>Fanny Seinuk</td>
</tr>
<tr>
<td></td>
<td>Blanche and Romie Shapiro</td>
</tr>
<tr>
<td></td>
<td>Erika Bloomfield</td>
</tr>
<tr>
<td></td>
<td>Jill Edwards</td>
</tr>
<tr>
<td></td>
<td>Henry and Celia Eisenberg Fund</td>
</tr>
<tr>
<td></td>
<td>Egalite Fatoullah, Esq.</td>
</tr>
<tr>
<td></td>
<td>Ronald Fatoullah &amp; Associates</td>
</tr>
<tr>
<td></td>
<td>The Shirley and William Fleischer Family Foundation, Inc.</td>
</tr>
<tr>
<td></td>
<td>Donald Fleishaker</td>
</tr>
<tr>
<td></td>
<td>Frank &amp; Marzoutoli Design Associates, Inc.</td>
</tr>
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<td></td>
<td>Karen Freedman and Roger Weisberg</td>
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<tr>
<td></td>
<td>Joseph Freeland</td>
</tr>
<tr>
<td></td>
<td>Joyce and Fred Claar</td>
</tr>
</tbody>
</table>

---

**Coalition of Institutionalized Aged and Disabled (CIAD)**
As evidenced by its name, an essential part of the mission of Project Legacy is to “pass the torch” to the second and third generations. A brainchild of Co-Chairs Dennis Baum and Karin Shever Krugman, the Committee is comprised mainly of those who, because of their family background or personal interest, share a passion to help Holocaust survivors in need. We gratefully acknowledge the efforts of our committee members, each of whom are deeply committed to ensuring that survivors live with the dignity they rightfully deserve. For information about joining the committee, please email projectlegacy@selfhelp.net.
We acknowledge with deep appreciation the friends who remembered Selfhelp through their legacies and bequests:

- Estate of Ruth B. Colin
- Estate of Sam Friedlander
- Estate of Maria Geduldig
- Estate of Rosa R. Kobak
- Estate of Eric S. Sondheimer
- Estate of Paula Rosenstein Stoessel

To make a donation to Selfhelp, or to receive additional information about the Caring for Generations Tribute Fund, Estate Planning, or Matching Gifts Programs, please contact Selfhelp’s Development Department at 212-971-7764, or visit our website at www.selfhelp.net
We salute our many Community Partners who, through working together, enable Selfhelp to fulfill its commitment to the thousands of New Yorkers who rely on us for care.
Selfhelp NextGen is a dynamic group of young professionals from the New York City area deeply committed to Selfhelp’s mission of maintaining the independence and dignity of seniors and at-risk populations. The group maintains a special focus on enhancing the lives of Holocaust survivors, and seeks to ensure that the promise made by our founders—to serve as the “last surviving relative” to victims of Nazi persecution—is fulfilled. Since its inception in 2010, Selfhelp NextGen has organized volunteer projects, film screenings, and outreach events in an effort to educate their peers regarding the needs of some of the most vulnerable members of our community. To get involved or to learn more, visit www.selfhelp.net/selfhelp-nextgen or email jvolpin@selfhelp.net.
PIMCO
Philips Lifeline
Practicing Law Institute
Private Organizations Providing Financial Assistance to the Elderly (POPFAE)
Queens Botanical Garden
Queens Boulevard Extended Care Facility
Queens Chapter of Holocaust Survivors
Queens Christian Alliance Church
Queens College
Queens Community House
Queens Interagency Council on the Aging
Queens Jewish Community Council
Queens Legal Services
Queens Library
Queens Library-Long Island City Branch
Queens Museum of Art
Queens Symphony Orchestra
Queens Theatre in the Park

Transitional Services of New York
UJA-Federation of New York
UJA-Federation of New York - Caring Commission Task Force
UJA-Federation of New York - Long Island Connections
UJA-Federation of New York - Nazi Victim Task Force
United Hospital Fund NORC Initiative
United Spinal Association
United States Department of Housing and Urban Development
Urban Justice Center
VISIONS
VNS Choice
VNS - Chinatown Community Center Homecare Program
VNS - Friendly Visitor Program
VNS - Home Delivered Meals Program in Long Island City
Vera Institute of Justice Guardianship Project
Victoria Pharmacy
Visiting Nurse Service of New York

Regal Heights Adult Day Health Care
Retired Senior Volunteer Program of the Community Services Society (RSVP)
Ridgewood Savings Bank
Rite Aid Pharmacy
Vincent J. Russo & Associates, P.C.
Sage Eldercare
Saint Mary’s Healthcare System for Children
Samuel Field/Bay Terrace YM & YWHA - Community Advisory Program for the Elderly
SeniorBridge
Senior Health Partners
Senior Umbrella Network of Brooklyn
Sephardic Nursing Home
Services and Advocacy for Gay, Lesbian, Bisexual & Transgender Elders (SAGE)
Services Now for Adult Persons (SNAP)
Seyfarth Shaw, LLP
Shield Institute
St. Frances Preparatory High School, Queens
Starbucks’ Harvest Food Program
Rabbi Sternig
Summer Youth Employment Program (SYEP)
Sunnyside Citywide Homecare Services, Inc.
Sunnyside Community Services
Temple Emanu-El
The Rubin Museum
Timebank NYC
Touchstone Health
Touro College

Walgreens Pharmacy
Washington Heights - Inwood Council on Aging
WEP Goodwill Industry of Greater NY and Northern NJ
Western New York Law Center
West Side Inter-Agency Council on Aging
Women in Housing and Finance
Woodside Senior Assistance Program
YAI
Yeshiva of Central Queens
Yeshiva of Flatbush
Yeshiva University - Wurzweiler School of Social Work
York College
# SELFHELP COMMUNITY SERVICES, INC.

## BALANCE SHEET

For the year ended June 30

### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$144,879</td>
<td>$1,944,477</td>
</tr>
<tr>
<td>Investments</td>
<td>9,642,357</td>
<td>12,863,772</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>11,458,229</td>
<td>10,243,929</td>
</tr>
<tr>
<td>Due from Related Party</td>
<td>336,985</td>
<td>1,721,505</td>
</tr>
<tr>
<td>Contributions Receivable &amp; other current assets</td>
<td>532,803</td>
<td>869,818</td>
</tr>
</tbody>
</table>

**Total Current Assets**  
$22,115,253  
$27,643,501

<table>
<thead>
<tr>
<th>Assets</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due from Related Party</td>
<td>4,383,744</td>
<td>-</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>4,067,464</td>
<td>3,004,647</td>
</tr>
<tr>
<td>Assets held for Guardianship Clients</td>
<td>13,393,600</td>
<td>11,998,938</td>
</tr>
<tr>
<td>Other Non-current assets</td>
<td>583,444</td>
<td>501,551</td>
</tr>
</tbody>
</table>

**Total Assets**  
$44,543,505  
$43,148,637

### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>$1,813,141</td>
<td>$2,064,616</td>
</tr>
<tr>
<td>Accrued Salaries and Benefits</td>
<td>3,688,324</td>
<td>3,635,585</td>
</tr>
<tr>
<td>Due to Third Parties and Other Payables</td>
<td>1,946,845</td>
<td>1,425,266</td>
</tr>
<tr>
<td>Due to Related Party</td>
<td>-</td>
<td>119,615</td>
</tr>
<tr>
<td>Loans Payable</td>
<td>2,275,000</td>
<td>-</td>
</tr>
</tbody>
</table>

**Total Current Liabilities**  
$9,723,310  
$7,245,082

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due to Guardianship Clients</td>
<td>13,393,600</td>
<td>11,998,938</td>
</tr>
<tr>
<td>Deferred Rent Payable</td>
<td>577,952</td>
<td>272,294</td>
</tr>
</tbody>
</table>

**Total Liabilities**  
$23,694,862  
$19,516,314

<table>
<thead>
<tr>
<th>Net Assets</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted Net Assets</td>
<td>18,031,936</td>
<td>20,020,044</td>
</tr>
<tr>
<td>Temporarily Restricted Net Assets</td>
<td>2,816,707</td>
<td>3,612,279</td>
</tr>
</tbody>
</table>

**Total Net Assets**  
$20,848,643  
$23,632,323

**TOTAL LIABILITIES AND NET ASSETS**  
$44,543,505  
$43,148,637
## REVENUES, GRANTS & CONTRIBUTIONS

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homecare Revenue</td>
<td>$30,582,204</td>
<td>$29,816,931</td>
</tr>
<tr>
<td>Government Revenue</td>
<td>8,775,617</td>
<td>8,774,052</td>
</tr>
<tr>
<td>Contributions and Program Grants</td>
<td>9,062,027 *</td>
<td>10,211,971 *</td>
</tr>
<tr>
<td>Program Service Revenues</td>
<td>2,909,879</td>
<td>2,995,638</td>
</tr>
<tr>
<td>Developer Fees and Investment Activity</td>
<td>1,504,528</td>
<td>2,402,126</td>
</tr>
<tr>
<td><strong>Total revenues, grants and contributions</strong></td>
<td><strong>52,834,255</strong></td>
<td><strong>54,200,718</strong></td>
</tr>
</tbody>
</table>

## EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homecare Services</td>
<td>27,508,133</td>
<td>26,430,152</td>
</tr>
<tr>
<td>Community and Other Programs</td>
<td>10,300,224</td>
<td>10,574,300</td>
</tr>
<tr>
<td>Philanthropic Programs</td>
<td>8,363,360</td>
<td>8,123,149</td>
</tr>
<tr>
<td>Management and General</td>
<td>6,725,510</td>
<td>6,640,866</td>
</tr>
<tr>
<td>Fund Raising</td>
<td>918,203</td>
<td>853,001</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>53,815,430</strong></td>
<td><strong>52,621,468</strong></td>
</tr>
</tbody>
</table>

## NON-OPERATING ACTIVITY

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depreciation/Amortization</td>
<td>(981,211)</td>
<td>(987,554)</td>
</tr>
<tr>
<td>NYC Contracts Recoupment</td>
<td>(821,294)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td>(2,783,680)</td>
<td>591,696</td>
</tr>
<tr>
<td><strong>Net assets - beginning of year</strong></td>
<td>23,632,323</td>
<td>23,040,627</td>
</tr>
</tbody>
</table>

## NET ASSETS - END OF YEAR

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total assets</strong></td>
<td>$20,848,643</td>
<td>$23,632,323</td>
</tr>
</tbody>
</table>

* These amounts do not include approximately $1,094,507 in 2012 and $1,613,308 in 2011 of contributions and related income received by Selfhelp Community Services Foundation which will benefit Selfhelp’s family of services.

Selfhelp and its family of services provide a wide range of independent living and fund raising activities. Total Assets and Total Revenue for Selfhelp and its family of services for their most recent fiscal years are summarized below:

<table>
<thead>
<tr>
<th></th>
<th>Total Assets</th>
<th>Total Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selfhelp Community Services, Inc.</td>
<td>$44,543,505</td>
<td>$52,834,255</td>
</tr>
<tr>
<td>Selfhelp Community Services Foundation, Inc.</td>
<td>5,626,602</td>
<td>1,094,507</td>
</tr>
<tr>
<td>Affordable Housing Corporations</td>
<td>142,625,000</td>
<td>11,383,042</td>
</tr>
<tr>
<td>Certified Home Health Agency</td>
<td>2,035,269</td>
<td>6,400,038</td>
</tr>
</tbody>
</table>
**SELFHELP COMMUNITY SERVICES FOUNDATION, INC.**

**BALANCE SHEET** For the year ended June 30

<table>
<thead>
<tr>
<th>Assets</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$574,331</td>
<td>$40,821</td>
</tr>
<tr>
<td>Investments</td>
<td>4,283,377</td>
<td>3,780,693</td>
</tr>
<tr>
<td>Contributions Receivable</td>
<td>768,894</td>
<td>992,952</td>
</tr>
<tr>
<td>Due from Related Party</td>
<td>-</td>
<td>119,615</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$5,626,602</td>
<td>$4,934,081</td>
</tr>
<tr>
<td><strong>Liabilities and Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accrued Expenses</td>
<td>$5,708</td>
<td>$7,500</td>
</tr>
<tr>
<td>Due to Related Party</td>
<td>38,478</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>44,186</td>
<td>7,500</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted Net Assets</td>
<td>225,527</td>
<td>282,702</td>
</tr>
<tr>
<td>Temporarily Restricted Net Assets</td>
<td>5,356,889</td>
<td>$4,643,879</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>5,582,416</td>
<td>4,926,581</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$5,626,602</td>
<td>$4,934,081</td>
</tr>
</tbody>
</table>
## STATEMENT OF ACTIVITIES

For the year ended June 30

### REVENUES, GAINS, AND OTHER SUPPORT

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions, Legacies &amp; Bequests</td>
<td>$401,202</td>
<td>$448,917</td>
</tr>
<tr>
<td>Special Event Revenue</td>
<td>744,332</td>
<td>835,860</td>
</tr>
<tr>
<td>Investment Activity</td>
<td>(51,027)</td>
<td>328,531</td>
</tr>
<tr>
<td><strong>Total Revenues, Gains and Other Support</strong></td>
<td><strong>1,094,507</strong></td>
<td><strong>1,613,308</strong></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Cost of Events</td>
<td>190,948</td>
<td>164,443</td>
</tr>
<tr>
<td>Program Services</td>
<td>189,000</td>
<td>95,000</td>
</tr>
<tr>
<td>Fund Raising</td>
<td>41,682</td>
<td>10,960</td>
</tr>
<tr>
<td>Management and General</td>
<td>17,042</td>
<td>18,654</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>438,672</strong></td>
<td><strong>289,057</strong></td>
</tr>
<tr>
<td>Change in net assets</td>
<td>655,835</td>
<td>1,324,251</td>
</tr>
<tr>
<td><strong>Net assets - beginning of year</strong></td>
<td><strong>4,926,581</strong></td>
<td><strong>3,602,330</strong></td>
</tr>
</tbody>
</table>

**Net assets - end of year** | **$5,582,416** | **$4,926,581** |
OFFICERS, DIRECTORS, AND MANAGEMENT STAFF

SELFHELP COMMUNITY SERVICES
BOARD OF DIRECTORS
2012 – 2013

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Raymond V.J. Schrag
Co-Chairmen
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Victor A. Wyler
Vice Presidents
Matthew A. Cantor
Peter H. Jakes
Peter Model
Steven G. Tepper
Treasurer
Peter L. Simmons
Secretary
Dennis Baum

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Dennis Baum
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Ellen Blum
Matthew A. Cantor
Robert Carmona
Edward B. Cohen
Scott Drassinower
Shelley Einhorn
Ernest M. Grunebaum
Jeffrey S. Jacob
Peter H. Jakes
Dori Konig
Paul J. Konigsberg
Nadine N. Levy
Ralph Marash
Mary Mayer
Joshua Merhelstein
Peter Model
Meaghan Repko
Ronald F. Ries
Margrit W. Rustow
Raymond V. J. Schrag
Sheryl Silverstein, DMD
Peter L. Simmons
Brian R. Steinwurtzel
Steven G. Tepper
Victor A. Wyler

SELFHELP COMMUNITY SERVICES
FOUNDATION BOARD
(SCS FOUNDATION)
2012 – 2013

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Dennis Baum
Vice Chair
Debrah Lee Charatan
Secretary
Peter Model
Advisory Board
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Sandra Priest Rose
Trustees
Michael A. Bamberger
Dennis Baum
Ernest L. Bial
Bert E. Brodsky
Debrah Lee Charatan
Paul Davidson
Shelley Einhorn
Jeffrey S. Jacob
Stuart C. Kaplan
Karin Shewer Krugman
Ilse Melamid
Peter Model
Richard Scharf
Victor A. Wyler
Jeffrey Zorek

Selfhelp Honorary Life Member
Rita Shewer

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Chief Executive Officer
Morris Breitstein
Chief Financial Officer
Leo Asen
Chief Innovation Officer
Russell Lusak
Senior Vice President
Kevin T. Byrne, Esq.,
Vice President, Human Resources
and Labor Relations
Lois Deutsch
Vice President, Development
Elihu Kover, LMSW
Vice President,
Nazi Victim Services Program
Vivian Torres, RN
Vice President, Community Health
Evelyn J. Wolff
Vice President,
Real Estate Development
David Dring
Executive Director,
Selfhelp Innovations
Linda Pekunka
Administrator, Executive Services
Phyllis Wahrmann, RN
Administrator, Certified Home Health Agency (CHHA)
Adeena Horowitz, LMSW
Administrative Director,
Nazi Victim Services Program
Beth Zeidel, LMSW
Administrative Director,
Nazi Victim Services Program
Patricia L. Kaufman, NCG
Managing Director,
Senior Communities
Dorothy Kern
Managing Director, Real Estate
Tova Klein, LMSW
Managing Director,
Senior Communities and
Nazi Victim Services Program
Priscilla Maysonet
Managing Director, Senior Communities

Neil Actable
Director, Information Technology
Rose Aniano, LMSW
Senior Programs Director,
Northridge/Brulene/Southridge NORC
Koku Badasu
Director, LHCSA and
City Home Care Programs
Valerie J. Bogart, Esq.
Director, Evelyn Frank Legal Resources Program
Erin Brennan, MPS, Q.D.C.P.
Senior Programs Director,
SHARP/Clearview Senior Center
Eli Brett, MSW
Program Director, Project Pilot
Alexis Carter, LMSW, CCM, GCM
Director, Senior Source
Ellen Ceriale
Director,
LHCSA, Quality and Compliance
Scott Code
Program Director,
Client Centered Technology
Samuel Goldstein
Director, Government Relations
Natasha Gooden-Williams, RN
Director, LHCSA-LI and Training Dept.
Madeline Jacobs
Director, Quality Management & Research
Elizabeth Lynn
Director, Grants Management
Mohini Mishra
Program Director, Housing
Arlene Shumer
Director, Patient Services
Certified Home Health Agency (CHHA)
David Silva, Esq.,
Assistant Director,
Evelyn Frank Legal Resources Program
Hanan Simhon, LMSW
Programs Director, Queens North
Case Management Program
Julia Volpin
Director, Special Events

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Nazi Victim Services
The largest program of its kind in North America, Selfhelp offers comprehensive case management services, financial assistance, guardianship, financial management, claims assistance, and home care services to Holocaust survivors.

Senior Housing
Selfhelp’s seven affordable apartment buildings and on-site social services offer seniors the opportunity to lead independent lives in a warm and supportive environment. Each unit has emergency response systems, closed-circuit TV surveillance in lobby, easy access to public transportation and is within walking distance to Selfhelp senior centers. Residents have access to social work, nursing, and home care services.

Naturally Occurring Retirement Communities (NORCs)
Selfhelp NORC programs provide senior residents in four large cooperative housing complexes with the supportive services they need to continue living in their own homes. Selfhelp’s on-site services include case management, counseling, health screenings, and social, recreational, and educational programs.

Senior Centers
Selfhelp’s five senior centers offer a wide variety of life-enhancing programs such as computer classes, concerts and lectures, wellness workshops, as well as nutritious meals for seniors living in the surrounding communities. Selfhelp’s newly expanded Benjamin Rosenthal-Prince Street Innovative Senior Center emphasizes health and wellness programming, and is a key site for Selfhelp’s Virtual Senior Center.

Home Health Care
A leading provider of home health care in the New York metropolitan area, Selfhelp offers five home care options for the elderly, frail, families at-risk, and individuals with HIV/AIDS.

SinglePoint Care Management, LLC
A care management company designed to coordinate and manage the care and delivery of services to enrollees, in partnership with Managed Long Term Care Plans.

Senior Source
For adults seeking a single point of entry for all health and other forms of care, Senior Source provides access to a Care Manager 24 hours a day, 7 days a week. A fee-for-service program, Senior Source professionals help navigate the maze of entitlements, find immediate care, monitor ongoing care, or prepare for future care needs.

Community Guardianship
Selfhelp’s Community Guardian Program serves as court-appointed legal guardian for clients referred by Adult Protective Services (APS), who are over 18 years of age and unable to manage their financial or domestic affairs.

Legal Resources
Selfhelp’s Evelyn Frank Legal Resources Program provides legal assistance for Selfhelp clients. It also offers professional training regarding Medicaid and elder-law issues to Selfhelp staff and other organizations.

Alzheimer’s Programs
The Selfhelp Alzheimer’s Resource Program (SHARP) provides social adult day care, mental health assessment and referral, as well as social activities for individuals in the early to mid-stages of Alzheimer’s disease. The program also offers support groups for caregivers.

Case Management
Selfhelp’s comprehensive Case Management Programs perform evaluations to help seniors live independently in their own homes. Counseling is offered regarding entitlements and benefits that may be available, such as financial assistance, home delivered meals and chore services.

Selfhelp Innovations
Selfhelp has pioneered a number of technologies aimed at enhancing the quality of later life. From innovative congregate telehealth services to the expanding Virtual Senior Center Program, Selfhelp continually seeks new “high-tech, high-touch” models to maintain wellness and to re-engage and energize vulnerable, isolated older New Yorkers.
CONTACTS

Nazi Victim Services Program
Bronx Program
718-239-3177
Amy Newman, Program Director

Brooklyn Programs
Midwood
718-646-7500
Kensington
718-633-1300
Tova Klein, Managing Director

Manhattan Program
212-971-5475
Emily Levy, Program Director

Nassau County Program
516-481-1865
Gina Goldman, Program Coordinator

Queens Program
718-268-1252
Karen DeOssie, Program Director

Washington Heights Program
212-781-7200
Roni Miller, Program Director

Financial Management Unit
212-971-5475
Ruth Rosado, Program Director

Housing
To inquire about our housing applications, please call 718-886-1412. For information about on-site social services for our residents, please call Mohini Mishra, Program Director of Housing, 718-762-6803.

Helen R. Scheuer House
45-25 Kissena Boulevard, Flushing

Martin Lande House
137-47 45th Avenue, Flushing

Scheuer House of Bayside
208-11 26th Avenue, Bayside

Scheuer House of Flushing
138-52 Elder Avenue, Flushing

Harry and Jeanette Weinberg House
140-16 45th Avenue, Flushing

Harry and Jeanette Weinberg Apartments
45-35 Kissena Boulevard, Flushing

K-VII (to open early 2013)
137-39 45th Avenue, Flushing

Naturally Occurring Retirement Communities (NORCs)
For general information about the NORCs listed below, please call Rose Aniano, Senior Programs Director, 718-396-5425

Big Six NORC Program
718-565-6569
59-55 47th Avenue, Woodside
Brooke Samuelson, Program Director

Northridge / Brulene / Southridge NORC Program
718-396-5425
34-10 94th Street, Jackson Heights
Rose Aniano, Senior Programs Director

Queensview / North Queensview NORC Program
718-278-4148
33-34 Crescent Street, Long Island City
Donna DelCielo, Program Director

Senior Centers
Austin Street Senior Center
718-520-8197
106-06 Queens Boulevard, Forest Hills
Cheolwon Ryu, Program Director

Benjamin Rosenthal-Prince Street Senior Center
718-886-5777
45-25 Kissena Boulevard, Flushing
Jinsheng Qiu, Program Director

Clearview Senior Center
718-224-7888
208-11 26th Avenue, Bayside
Erin Brennan, Senior Programs Director

Latimer Gardens Senior Center
718-961-3660
34-30 137th Street, Flushing
Cheryl Gerash, Program Director

Maspeth Senior Center
718-429-3636
69-61 Grand Avenue, Maspeth
Maria Dixon, Program Director

Home Care
The central office for all Home Care programs is located at 520 Eighth Avenue, New York.

Home Care Intake:
Licensed Home Care Services Agency (LHCSA)
212-971-7697

Certified Home Health Agency (CHHA)
212-971-5471

General Information:
Homemaking Program
212-971-5480

Housekeeping Program
212-971-7613

Licensed Home Care Services Agency (LHCSA)
212-971-5490

Long Island Home Care
516-505-2571

Other Community Programs for Seniors
These Community Programs are located at 520 Eighth Avenue, New York.

NYC Community Guardian Program & Nassau County Guardian Program
212-971-7776
Patricia L. Kaufman, Managing Director, Senior Communities

Evelyn Frank Legal Resources Program
212-971-7658
Valerie Bogart, Director

Senior Source
800-935-3701
Alexis Carter, Director

Selfhelp Alzheimer’s Resource Program (SHARP)
Located at Selfhelp’s Clearview Senior Center
208-11 26th Avenue, Bayside
Erin Brennan, Senior Programs Director, 718-224-7888.

Case Management Programs
Selfhelp Safety Net Program
718-633-1300
419 Church Avenue, Brooklyn
Tova Klein, Managing Director, Senior Communities

Queens North
718-321-8194
45-25 Kissena Boulevard, Flushing
Hanan Simhon, Program Director

Project Pilot
212-787-8106
136 West 91st Street, New York
Eli Brett, Program Director

SinglePoint Care Network, LLC
646-943-8822
1440 Broadway, New York
Joan Russo, Chief Executive Officer

Selfhelp Innovations
David Dring, Executive Director
212-971-7708
Scott Code, Program Director, Client Centered Technology
718-559-4460
Neil Actable, Director, Information Technology
212-971-7712

Home Health Aide Training Program
212-971-7721
520 Eighth Avenue, New York
Natasha Gooden-Williams, Director
Throughout New York, older adults, homebound individuals, and families at risk, rely upon Selfhelp to meet their needs for home health care, Nazi victim services, affordable senior housing, and social service support.

This program directory contains contact information for all of the Selfhelp services that are available to assist you and your family. To detach the directory, tear along the perforated edge and fold along the indicated line.

Selfhelp Community Services, Inc.
520 Eighth Avenue
New York, New York 10018
866-735-1234

www.selfhelp.net