Our residents are SUPER!
St. Paul’s Plaza residents participated in a fun, superhero-themed photoshoot during San Diego Comic-Con week and reminisced about who their childhood heroes were.
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A MESSAGE FROM CHERYL WILSON
CHIEF EXECUTIVE OFFICER

2019 was another amazing year for St. Paul’s as we prepared to enter our 60th year with reflections of the past, and planning for the future. Our plans included increasing capacity to serve through PACE by renovating the downtown center and opening a new site in Encinitas, and we remodeled St. Paul’s Villa in Bankers Hill, added a new emergency generator for our John A. McColl Family Health Center and remodeled with new heating and cooling systems for the PACE Reasner Center. These projects were funded through Philanthropy and will allow us to serve more seniors in an enhanced environment.

Among our many Community benefit opportunities outlined in this report, has been an educational series to help us all prepare for the aging experience. In 2019 St. Paul’s took on the task of educating San Diegans on how to navigate the aging journey by providing educational seminars covering topics such as “Seeking the right care options” to “Financial planning”; “Insurance coverage”; and so much more using a Planning Guide prepared by staff. Over 200 family members and seniors attended the seminars and rated the program at 98% for educational satisfaction.

Workforce issues are paramount as we continue to grow and serve. Serving on the Leading Age Workforce Summit, and speaking on the topic internationally, St. Paul’s has complimented these efforts by establishing a networking group called “Young Professionals Serving Seniors (YPSS)“. With almost 100 members in less than a year, YPSS provides education and support to those under forty who work in the senior industry or are seeking a career in senior care. We have already seen an increase in young adults applying for positions at St. Paul’s due to the efforts of YPSS.

2020 represents our 60th year of operation in San Diego. With this major “Diamond” anniversary before us, 2019 was a critical year for looking at the future of the senior care industry and how St. Paul’s can best provide for this increasing market. Our Vision 60 plan for the future of St. Paul’s has been approved by the Board of Directors and presented to employees and residents. This comprehensive plan addresses the need for more senior housing in San Diego and prepares to meet the future with additional care and services for seniors with varying levels of financial means, and personal health.

Much of our planning would not have happened without the constant support of our Board of Directors and Executive Team, staff, volunteers, and the generosity of our supporters. As we move into our Diamond year, we hope you will continue to support us as we boldly grow to serve more of our senior populations.

I thank you all and wish you a very blessed 2020.

Warmest Wishes,

Cheryl
BOARDS OF DIRECTORS

St. Paul’s Episcopal Homes, Inc.
The Very Rev. Penny Bridges, President
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Sandra McColl, M.D.
John Gaidry, M.D.

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Maryl Weightman
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JOE CRAVER - Chair of the St. Paul’s Episcopal Homes, Inc. Board of Directors

St. Paul’s surpassed all expectations during the year 2019, and exceeded all of our goals and objectives. This outstanding achievement was through the extraordinary leadership of our very talented CEO, Cheryl Wilson, her loyal Executive Team, St. Paul’s employees, volunteers, and donors.

San Diego’s senior population will grow dramatically over these next years, and it is reassuring to know St. Paul’s is planning for this future by expanding programs, housing, and care services. They are also creating a new work environment that attracts career-minded youth to the senior care industry to serve our growing senior population. Working alongside local, State and national organizations, while also providing industry education to legislative branches including the Governor’s Office, St. Paul’s is considered one of the State’s most reliable sources for the Governor’s Master Plan and the future of senior care.

May I share my deep gratitude for the privilege to be a small part of this incredible team.

JANE FLAHERTY - Chair of the St. Paul’s PACE Board of Directors

It has been my privilege to have been actively involved for the past 20 years as a volunteer in various leadership positions with St. Paul's Senior Services. I have seen St. Paul's PACE grow over the past twelve years. This program started with a vision of serving seniors to ensure they could remain independent and live in their own homes.

PACE is now a vibrant program that is actively serving over 950 participants in three centers.

We assess each senior enrolled in St. Paul's PACE, and develop a program to best support that participant’s unique medical, physical, and social needs. The focus is always to enrich the senior's life to the fullest extent. To help even more seniors, the program has also found housing for more than 240 formerly homeless seniors.

When participants are asked about their experience, it is not uncommon to hear, "St. Paul’s PACE saved my life." Participants report feeling more optimistic about their health, better connected socially and less lonely, and that the program has greatly improved the overall quality of their life.

St. Paul’s PACE is truly a life-changing program!
CHARLIE KING - Chair of the St. Paul’s Senior Services Foundation Board of Directors

Philanthropy from the community played a critical role in the founding of St. Paul’s Senior Services, and 2019 was no different.

Our accomplishments include:

• The grand re-opening of the John A. McColl Family Health Center after a remodel of the bottom floor. These changes introduced a second room dedicated to speech and occupational therapy and another Family Conference Room for meeting with residents and their loved ones.

• The inaugural SUMMERFEST held at Humphreys by the Bay. The event was more casual than the LUV Gala with an interactive guest experience. The event raised over $235,000 in net proceeds and SOLD OUT days before the event!

• The conclusion of the Villa Remodel. All three floors were updated during this project with new flooring in all of the public areas, paint, lights, artwork, furniture and more. We even created some new gathering spaces for residents to dine and visit. If you have not visited the Villa recently, stop by for a tour!

We appreciate your continued support in serving the seniors now and in the future. I am proud and honored to serve as the Chairman of the St. Paul’s Senior Services Foundation.

Joe Craver, Cheryl Wilson, Maureen and Charlie King at the Annual Board Tea.
"It is not how much you do, but how much love you put in the doing." - Mother Teresa
COMMUNITIES AND PROGRAMS

Corporate Office
Administration and St. Paul’s Foundation
328 Maple Street
San Diego, CA 92103
(619) 239-6900

St. Paul’s Plaza
Active Retirement Living, Assisted Living, and Memory Care
1420 East Palomar Street
Chula Vista, CA 91913
(619) 591-0600
Lic.# 374603643

St. Paul’s Villa
Assisted Living and Memory Care
2340 Fourth Avenue
San Diego, CA 92101
(619) 232-2996
Lic.# 370804823

Intergenerational Program
Senior Day and Child Care
328 Maple Street
San Diego, CA 92103
(619) 239-6900
Lic.#’s 374600538 376600283, 376600285

St. Paul’s John A. McColl Family Health Center
Skilled Nursing and Rehabilitation
235 Nutmeg Street
San Diego, CA 92103
(619) 239-8687
Lic.# 080000181

St. Paul’s PACE
Program of All-Inclusive Care for the Elderly
StPaulsPACE.org 1(833) PACE NOW

Reasner Center
111 Elm Street, San Diego, CA 92101

Akaloa Center
630 L Street, Chula Vista, CA 91911

Nemeth Center
1306 Broadway, El Cajon, CA 92021

North County Clinic
304 Seacrest Way, Encinitas, CA 92024

StPaulsSeniors.org
“I really do love it here”
-Juana, Senior Day

I
LOVE
ST. PAUL'S
VISION AND MISSION STATEMENTS

VISION STATEMENT

*We envision a world where seniors have options as to where and how they live.*

MISSION STATEMENT

*St. Paul’s is spiritually guided to help seniors lead enriched lives through excellent and innovative services.*

GUIDING PRINCIPLES

We meet the needs and desires of those we serve by expanding and improving our standards of excellence in our:

- Variety of housing and service options
- Personal and medical care
- Pastoral care
- Culture of inclusion
- Indoor and outdoor recreational and physical activities
- Intergenerational day care program
- Support of programs for families and the expanded community
- Education, training, and research
- Alliances with community entities to achieve common goals
- Advocacy in seniors issues locally, regionally, and nationally

We continually strive for excellent, cost-effective services that will encourage and enrich independent living. These programs are enhanced and supported by St. Paul’s Foundation through endowment funds, the generosity of the community, and strategic alliances.
HISTORY OF ST. PAUL’S SENIOR SERVICES
CARING FOR SAN DIEGO SENIORS SINCE 1960

With the changing needs of today’s older adults, our services have expanded to bring innovative choices to those seeking senior care resources.

**St. Paul’s Beginning**

**1953**
St. Paul’s Cathedral parishioners study the feasibility of creating a retirement home for elderly people of modest means.

**1960**
A non-profit corporation is established and Articles of Incorporation recorded.

**1962**
First residents welcomed to St. Paul’s Manor. First HUD building in California.

**1966**
Groundbreaking for the Tower.

**1967**
St. Paul’s Manor Tower fully occupied.

**1978**
Plans for a health center begin and a fundraising office is established.

**1982**

**1984**
Love Uniting Volunteers (LUV) Auxiliary founded.

**1987**
Assisted Living Program established at St. Paul’s Manor, the first in the nation.

**1990**
Assisted Living Program expanded to St. Paul’s Manor Tower.

**1992**
St. Paul’s Villa is acquired and new services established.

**1996**
St Paul’s Community Care Center is donated.
1997
St. Paul’s Intergenerational Program opens. First in California.

1998
Feasibility of a PACE (Program of All-Inclusive Care for the Elderly) program introduced.

2008
St. Paul’s PACE Reasner opens in Downtown San Diego.

2010
St. Paul’s Villa opens a Memory Care Program.

2012
St. Paul’s PACE Akaloa in Chula Vista opens.

2013
Parker Kier homeless housing partnership begins.

2014
Groundbreaking for St. Paul’s Plaza in Chula Vista.

2015
Opening of St. Paul’s Plaza.

2015
Opening of Celadon, our second supportive housing program for formerly homeless seniors.

2017
Opening of Talmadge Gateway, our third supportive housing program for formerly homeless seniors.

2017
Ground breaking for St. Paul’s PACE East, located in El Cajon.

2018
St. Paul’s PACE East opens in El Cajon.

2019
Complete interior remodel of St. Paul’s Villa.

2019
Established the lease for our first North County PACE Alternative Care Site (ACS) in Encinitas.

2019
Opening of Park West/Quality Inn our fourth and fifth supportive housing program for formerly homeless seniors.

2019
Established YPSS (Young Professionals Serving Seniors) networking and support group to encourage millennials to join the senior care industry.
2019 HIGHLIGHTS

Purchased the 4th Avenue property across from the Community Care Center (CCC).

Received approval from the Board of Directors to initiate the Bankers Hill campus redevelopment.

Developed and hosted our new educational series called “Plan for Tomorrow Today” to help seniors and families in San Diego prepare for the future.

Established “Young Professionals Serving Seniors”, a professional networking and support group for young professionals in the senior care industry.

Remodeled all three floors at St. Paul’s Villa including new flooring, paint, dining remodel, technology, furnishings and artwork.
Established the Pat Ford Educational Center at St. Paul’s PACE Reasner on Elm Street.

Ellen Schmeding, COO, was appointed to the California Commission on Aging and a committee of California’s Master Plan on Aging.

St. Paul’s communities and programs received nine awards for quality service and care (see awards on page 17).

Eight St. Paul’s employees were recognized as SuperStar employees through Leading Age California.

Established the location for our first North County PACE Alternative Care Site (ACS) in Encinitas.

Created a virtual tour of St. Paul’s Plaza as part of new and innovative marketing efforts.
Lovebirds Dot and James met at St. Paul's Manor. They enjoy going on walks around Bankers Hill together and stopping for coffee at The WestBean Coffee Roasters.
St. Paul’s PACE

BEST Home Care Provider (Non-medical)

Favorite Home Care Provider (Medical)

Live Well Public Health Champion

St. Paul’s PACE Nemeth
Secure Transportation 2019 Safety Award

St. Paul’s Manor

GOLD winner for Best Retirement Living

GOLD winner for Best Retirement Living

SILVER winner for Best Retirement Living

St. Paul’s Plaza

Favorite Retirement/Independent Living Community
Above and beyond day-to-day operations, St. Paul's Senior Services is committed to social accountability by giving back to the community with significant contributions of staff time and financial resources for Fiscal Year 2018/2019:

- St. Paul's Nursing and Rehabilitation provided 3,891 clinical rotation hours for 60 registered nurses and certified nursing aide students.

- Advocacy, financial support, and support for basic needs totaling $46,638 were provided to participants of three St. Paul's PACE centers.

- We participated in community service with groups such as the Lions Club, Rotary Clubs, the Doris A. Howell Foundation for Women's Health Research, the County's Age Well and Dementia-friendly initiatives and the San Diego Senior Alliance.

- The Marketing Outreach Team helped plan and promote a variety of on-site educational events and workshops, including their new series "Plan for Tomorrow, Today," which helped more than 200 caregivers and seniors plan for their future housing, finances, care needs, and more.

- The Outreach Team participated in a variety of capacities in more than 30 community and educational groups. Some include: Caregiver Coalition; San Diego County Council on Aging; Young Professionals Serving Seniors (YPSS); South Bay Senior Providers; The Commission on Aging; and local chambers.

- Sponsored and hosted the Annual St. Paul's Senior Services Senior Health Resource Fair in May at St. Paul's Plaza with over 200 attendees and 50 vendors.

- Provided hundreds of hours of free use of meeting space, parking, and therapy pool to other non-profits that includes OHR Shalom Synagogue, St. Paul's Cathedral, Registrar of Voters, Toastmasters Clubs, Sharp Rees-Stealy, Southwestern College, San Diego State University, Alzheimer’s San Diego, and the South Bay Family YMCA.

- Opportunities were made available to the public, including dementia support groups for spouses and adult children, various denominational and non-denominational services, dances, concerts, and plays.
• St. Paul’s Board of Directors and Committee members volunteered 1,292 hours, totaling $70,194, to ensure quality services for residents and St. Paul's PACE participants, and to be an advocate for senior issues across the community.

• St. Paul's Senior Services executives educated and advocated on behalf of senior issues with city, county, state, and federal elected officials. These activities benefit seniors in San Diego County, the State of California and the United States. This was accomplished by visiting officials in Sacramento and Washington, D.C., and through participation in state and national industry associations and commissions. St. Paul's also hosted the 20th Annual Legislative Breakfast to help gather input for the California Master Plan for Aging.

• St. Paul’s CEO made numerous presentations on homelessness issues, permanent housing, and the overall need for senior care through her Advocacy and Community Service at local, state, and national conferences numbering 571 hours, at the cost of $46,000. Additional hours of service by the CEO through Rotary as chair of two committees and multiple outreach opportunities.

• Human Resources provided optional educational opportunities to employees with tuition reimbursement of $14,042, Fred Pryor classes totaling $8,318 and the Leadership program totaling $32,015. HR staff also provided volunteer hours at the cost of $9,217.

• St. Paul’s Senior Services continues to provide programs and services with costs in excess of revenue for low-income Residents and Participants and provides subsidies such as:
  - Senior Day Program with intercompany contributions of $205,440.
  - Costs in excess of Medi-Cal contractual reimbursement at St. Paul’s Nursing and Rehabilitation of $314,582.
  - Senior residents facing financial challenges received charity scholarships and rental discounts of $53,282.
  - St. Paul's PACE SOC (Share of Cost) allowances of $1,403,642 were credited back to St. Paul's PACE participants that were billed, but unable to pay their share of cost due to their low income and need for food, clothing and shelter.

Social Accountability Value for Fiscal Year 2018/2019: $2,184,702
Matt, a St. Paul’s Manor resident, enjoyed freshly-squeezed lemonade and cotton candy during an outing to the San Diego County Fair.
This year, our Admissions and Marketing teams have put together a wonderful series of “Lunch and Learn” sessions with the general public, featuring scholars and other professionals to help seniors plan for their future.

The St. Paul’s Manor Residents’ Association is positively on fire with innovation. In fact, they are working on getting new computers and reduced-cost, improved Wi-Fi in our common areas. Manor Matters, their monthly newsletter, is now published electronically in color, and with a new layout. Eight Manor residents have published their own original books currently available on Amazon, with at least seven more to follow.

We were honored as the BEST Retirement Living community by SD Gay Magazine, as a Gold Winner for Best Retirement Living from Uptown News, and received a Silver winner for Best Retirement Living from Downtown News.

The Manor is also a Choose Well San Diego Founding Partner, which means out of the measures developed by stakeholders to rate assisted living facilities, the Manor has averaged a compliance score of 99/100 since 2017.

Manor residents enjoyed many outings in 2019, including visiting local restaurants, theaters, concerts, and other events in Balboa Park. There are numerous activity opportunities available including various exercise classes, worship services and Bible study, writers and book club groups, new art classes, a Wii bowling league, and much more.

Thirty-one new residents joined us this year, and we finished the fiscal year with an 87% census. We are continually looking ahead with innovations to serve more vital residents at the Manor!
Rebecca, a St. Paul's Plaza resident, enjoys the sunshine out on the piazza during a summer celebration.
Offering active independent living, assisted care, and memory support, our aging in place concept is one both residents and families choose when deciding to relocate to retirement living. Chosen as one of San Diego’s Favorite Retirement Communities by the San Diego Union-Tribune Readers Poll, St. Paul’s Plaza experienced another successful year. With 57 new residents, bringing us to a total of 130 residents.

Residents enjoyed many fabulous social events, including a "Fashion with Friends" fashion show. Macy's was there to provide makeup and beautiful outfits for residents who modeled spring fashion and 10News captured all of the fun!

Many community organizations joined us for activities, events, and meetings, and we hosted the most successful Jingle Mingle Mixer and Blanket Drive yet. With over 100 community and industry representatives in attendance to celebrate the holiday season, we collected 400 blankets for our St. Paul's PACE participants. Also hosted at the Plaza was our Annual Senior and Family Resource Fair on National Senior Health and Fitness Day. Our most successful yet, we had over 50 vendors and more than 200 seniors with their families and caregivers from around San Diego County in attendance. New this year, we implemented an Interactive Wellness Pavilion where guests experienced massages, aromatherapy, health screenings, pet therapy, and more. Our St. Paul's Plaza activities team also led exercise classes for residents and guests to try inside in the gym, dance studio, and pool, and outside on our beautiful piazza and Tristen’s Trails.
Residents in our St. Paul’s Villa Memory Care Program participate in many fun activities like cooking and making delicious treats!
St. Paul’s Villa takes pride in offering assisted living and memory care in a location close to downtown and Balboa Park. The Villa is a spacious community with significant shared spaces, including a welcoming living room, ballroom for entertainment and activities, and a roomy dining room where assisted living residents gather to enjoy three meals daily.

The Sefton Center for Memory Care provides residents with a safe and enjoyable living arrangement, complete with a full activity series focusing on enhancing both the mind and body. Regular religious services are also offered for persons of all faiths with special commemorations planned for residents throughout the year.

2019 was a busy and exciting year for us. We welcomed 37 new residents with the demand for assisted living continuing to increase. The big highlight for the year was the full scale remodel at the Villa. Thanks to generous donors and the proceeds from the LUV Gala and Summerfest, significant changes were possible.

Changes included a complete replacement of the flooring throughout the three floors and new paint in the residential hallways, as well as on the ground floor. We also added new, durable furnishings throughout the building, with a focus on replacing all of the tables and chairs in the Living Room, Ballroom, and Dining Room. Added to this were decorative window coverings, a new fireplace in the front entryway, and welcoming couches throughout the entryway and on each of the residential floors. Large screen televisions were purchased for the Ballroom, Living Room, and Sefton Center activity room, and the second-floor conference room received an audiovisual makeover for training and telehealth visits between the Villa and St. Paul’s PACE for residents receiving those services. A beautiful ‘Tree of Life’ donor wall graces the front hallway honoring all those who contributed to the remodel’s success.

Thanks to a transportation grant, our residents attend medical appointments and take care of personal shopping errands at stores nearby, many times with an attendant, at no additional cost to them. Outings were held for residents to nearby restaurants, and scenic drives were taken throughout our community. Participation was welcomed for special events, which included a trip to the Bates Nut Farm, the Sheriff’s Museum, the IMAX Theatre, Concerts in the Park and many others.
CNA, Ruby, wishes a resident well and gives her a basket of goodies on her last day before going home to her family.
A new year brings new talent and leaders to our facility, including a new Administrator, Director of Nursing, and Admissions and Business Development Specialist. Together with the Interdisciplinary Team, they are evolving how we provide care to those we serve. They bring with them many new ideas to St. Paul’s that will help us to meet the medically complex needs of seniors better so we can increase our number of admissions.

In addition to our new leadership, we are excited to announce Dr. John Gaidry as our new Medical Director, and we have established contracts with some of San Diego’s most prominent hospitals. Our experienced leadership team and community partnerships are vital for the growth of our facility, and we look forward to enhancing the services we offer with their guidance.

Examples include our extensive rehabilitation program to help restore independence, 24/7 acute care to provide a personalized level of care, and our robust activity program, including music and pet therapy, to enhance our residents’ quality of life and create moments of joy.

What sets us apart from other communities is our well-trained staff who serve with kindness, compassion, and dedication. This year, we honored an RNA for her 31 years of service to St. Paul’s. The excellent care we provide would not be possible without our dedicated employees.

We look forward to implementing many new ideas along with the help of our dedicated staff to better serve the senior population.
Our kiddos in our Child Care Program love hanging out with their "senior friends" from our Senior Day Program.
St. Paul’s Intergenerational Program

Our Intergenerational program brings together children from our Child Care Program and seniors from our Senior Day Program. They form special bonds as they experience life together, dancing, singing, doing crafts, celebrating birthdays, sharing meals, and more. In 2019, we went on our second Pumpkin Patch Outing. Both the children and seniors decorated pumpkins and had a great time. Our Annual Christmas Program was a huge success, with over 200 people in attendance. Together they performed songs, danced, and shared the Christmas spirit with their families and the community.

St. Paul’s Senior Day Program

St. Paul’s Senior Day Program provides a safe and interactive haven for those with mild to moderate memory impairment. Days are spent safely with like-minded friends enjoying nutritious meals, participating in and enjoying many activities such as ballet, stretch classes, paint parties, holiday performances, and more with the children. This year we introduced Minding Motions, a movement therapy class that instills sociability, empowerment, and self-esteem through dance, music, and creative physical and mental activities. We also introduced new vendors such as Easter Seals, which changes the way the world defines and views disability by bringing students to create bouquets and work on gardening projects. Outings included the San Diego Safari Park, a trip to Julian, and the City Ballet.

St. Paul’s Child Care Program

Our Child Care Program has 16 CPR and First Aid certified licensed preschool teachers who care for over 70 children ages eight weeks to five years old. Enrollment has increased over the last year with the infant program now at full capacity for 2020. In 2019, eleven children graduated from preschool and entered kindergarten. Parents reported their children transitioned to kindergarten readily and well prepared. This year our preschool program experienced the pleasure of hosting visitors from the San Diego Zoo, The Super Dentist, The Lizard Wizard, and Living Coast, to name a few, where our children had the chance to learn new things. Spanish time and dance classes for the preschoolers are favorites that are continuing to thrive. It has been a year of growth for the program.
Our St. Paul's PACE Social Workers form wonderful bonds with our participants and care for them as if they are family.
To date, we have served over 1,880 low-income and frail seniors, helping them continue to live successfully in their homes and community. Since 2013 we continue to partner with numerous agencies to help seniors off the streets and into a home of their own and, in total, have housed 244 homeless or at-risk homeless seniors.

St. Paul’s PACE has been recognized as a “PACE Setter” for being one of the fastest-growing PACE programs in the nation by the National PACE Association (NPA) and in 2019, achieved the “Supernova” status for being one of the top five fastest growing PACE programs. Six leaders from St. Paul’s helped lead the West Coast 2.0 Collaborative with nine other PACE organizations to identify and apply a model of growing PACE exponentially, to ensure we could meet the growing number of qualifying seniors who can benefit from PACE. St. Paul’s PACE leads its internal campaign “More 2 Love” growth initiative across the West Coast and ended the year with a successful 24.5% growth rate, more than double the 2018 10% growth rate.

In 2019, our Home Care Department was recognized as San Diego’s “Best” home care provider by the San Diego Union-Tribune reader’s poll. We were also honored by the County of San Diego Health and Human Services Agency by winning the 2019 Live Well San Diego 18th Annual Public Health Champion Award. The award embodied the County’s Live Well San Diego vision to promote healthy, safe, and thriving residents and communities.

St. Paul’s PACE continues to be innovative and is looking forward to serving more seniors in North County with the opening of our new clinic in Encinitas. We will offer Physician and Nursing Services, Social Services, and Restorative Therapies for low-income seniors living in nearby areas of mid-coast central San Diego and all the way to Oceanside.
Friends and contributors gathered to celebrate renovations at St. Paul’s John A. McColl Family Health Center. The distinguished Cathedral Dean Emeritus, James Carroll, assisted Father Jason Samuel in blessing the rooms throughout the first floor, including the Chapel, named for The Very Rev. James Carroll.

St. Paul’s Annual Holiday Interfaith Prayer Breakfast was hosted at the recently renovated St. Paul’s Villa with 110 guests in attendance. This year's theme, “Peace,” aligned well with our goal to build community by inviting people from all faiths or beliefs to come together as one. Guests were treated to prayers and reflections by The Very Rev. Penny Bridges, The Rt. Rev. Susan Brown Snook, Imam Taha Hassane, Rabbi Scott Meltzer, Father Jason Samuel, and Father Lawrence Agi. Bill McColl gave an engaging and humorous keynote speech, and inspirational songs were performed by the St. Paul's Musical Ensemble. We are very appreciative of all of our sponsors, with Scripps Mercy Hospital as our Presenting Sponsor and Sharp Memorial Hospital as our Premier Sponsor. Proceeds from the event support the St. Paul's Spiritual Care services and programs, specifically the Chaplaincy fund.
SUMMERFEST 2019 - Putting the FUN in FUNdraising!

St. Paul's wanted to create a more casual, interactive guest experience, and the LUV SUMMERFEST did not disappoint! Not only did St. Paul's provide a unique and joyful guest experience, but we also broke records! The event sold out, and we raised over $235,000 in net proceeds.

“The LUV Summerfest was great! I think the venue was fabulous and attracts younger people! You definitely should have it there next year!” – Trace Ann

“It is great to hear about the success of LUV Summerfest. You all worked so hard to make it a fun evening! I loved the tastings, photos, and karaoke! The French desserts were delicious.”
– Cynthia

“We had a wonderful time – what a great turn out. Every town should be so lucky as to have an organization like St. Paul’s!”
– Tracey

“The LUV Summerfest was the best I have attended. When a 20-year-old and an 80-year-old have fun dancing together, it has to be a great event.” – Yolanda
They may be mini, but their impact is mighty! Not only do our seniors benefit from the Pet Therapy from miniature ponies, dogs, bunnies, and more, who visit us, but our staff benefits from it too!
St. Paul’s Senior Services is a nonprofit organization with over 625 dedicated staff members who help to provide a better way of life for our residents, participants, and family members.

Our department had many successes in 2019; including:

- Incorporating new recruiting strategies, such as utilizing social media and working with local school systems.
- Broadening our search capacity and now posting on over 30 websites, which resulted in over 250 hires.
- Recruiting for a new St. Paul’s PACE center in Encinitas, fourth location, and ninth active St. Paul’s location. We plan to hire additional positions as the clinic blossoms in 2020.
- Providing employees with personal growth opportunities, as we utilize on-line training courses totaling 5,000 hours of training.
- Investing over $14,000 in our employees to help them continue their education through our Education Reimbursement Program.
- Hosting quarterly leadership sessions, such as our Gallup Strength-based training.
- Conducting our 3rd Gallup Engagement survey, which 80% of our employees completed resulting in consistent high engagement.
- Recognizing over 150 employees for milestone anniversaries.
- Dedicating more resources to our volunteer programs totaling 553 unique volunteers.
- Doubling our volunteer hours served, accounting for over $233,000 in volunteer labor and equaling almost 8,000 hours.

2019 paved the way to a new decade for Human Resources to continue offering needed support for our valued employees. We look forward to more successes in 2020!
Total 2019 revenue $101,000,000

Total 2019 expenses $90,800,000
Overall Growth

- Revenues totaled $101.0 million, a 9% increase over 2018.
- Net assets increased by $11.2 million to $78.5 million.
- The fair market value of many of our existing properties, based on recent appraisals and offers-to-purchase, is well in excess of recorded values.

Performance by Community

- St. Paul's PACE outperformed expectations, with revenues growing from $68.8 million to $76.0 million. St. Paul's PACE revenues now account for 77% of total program revenues.
- St. Paul's Manor census increased by 3.6% in 2019, finishing the year at 87%.
- St. Paul's Villa census ended 2019 with 86%.
- Plaza grew by 17% and ended the year with 84% census.
- Nursing and residential operations ended with a net loss of $8.2 million.
A St. Paul’s Plaza resident receives a makeover provided by Macy’s before their Spring Fashion Show as an ABC10 News reporter captures the fun.
In 2019 the St. Paul’s Marketing Department focused on continuing to increase our overall exposure across San Diego by implementing new and innovative strategies. Some include:

- Implementing more videos and more engaging photos on our website and social media to better engage with our audience.
- Incorporating more vibrant and engaging photos in print media to highlight the wonderful programs we offer.
- Launching Social Media advertising campaigns promoting our services, communities, and offers.
- Advertising in new ways such as at local malls and in the San Diego LGBTQ Directory.
- Hosting an educational series called “Plan for Tomorrow, Today”.

We continue to ensure our websites contain relevant content in order to show the great work we’re doing. Examples include blog posts, press releases, videos, and more. As a result, our website traffic and inquiries have increased by over 210 percent!

In 2019 we were recognized in several publications and on several news stations highlighting the fun and innovative opportunities we provide which added up to over 10 Million impressions at an estimated value of $1.5 Million!

Some of the segments featured:

- The Glama project helping our seniors look and feel beautiful through makeovers.
- Our nurses and home care team being recognized for National Nurses Week.
- A fashion show that St. Paul’s Plaza residents participated in with help from Macy’s.
- A research visit from TomBot, a robot dog company being created for those with Dementia.
- Seniors in our Senior Day Program dancing and having fun to Grammy-nominated songs.
- A St. Paul’s Manor resident teaching ballet classes to residents at St. Paul’s Villa.
- Children and residents at St. Paul’s Plaza enjoying reading together for Dr. Seuss’ birthday.
- A St. Paul’s Villa resident turning 105-years-old and being honored with a fun celebration.

In addition to our expanded marketing efforts, our social media has continued to thrive. More seniors, even some of our residents, are utilizing social media as they become more technology savvy. To stay up-to-date on the fun our seniors are having, follow us on our social media channels!
St. Paul’s COO, Ellen Schmeding, was appointed by former Gov. Jerry Brown to the California Commission on Aging. She joined NBC 7 San Diego in March to discuss her experience in the industry and to provide information about the Commission’s current endeavors.

Corporate Marketing Director, Amanda Gois, went in-studio with San Diego Living to talk about St. Paul’s PACE and how we’re helping San Diego’s frail and low-income seniors.

St. Paul’s PACE employee, Jaime, participated in two news interviews and talked about our program and all the exciting things we provide our participants.

Resident Service Coordinator, Olivia Diaz (R), and St. Paul’s Manor resident, Mary-Jo, went in-studio with KUSI to talk about the importance of staying connected with your grandparents, and new technology that is easy for seniors to use to video call their families.

St. Paul’s CEO, Cheryl Wilson, and our 2019 LUV SUMMERFEST Presenting Sponsor, John McColl, went in-studio with KUSI and the French Gourmet to promote our annual fundraising event.

Outreach Specialist, Kelly Lapadula, went in-studio with KUSI-TV to talk about our “Plan for Tomorrow, Today!” Workshop Series and the importance of families and seniors planning ahead.