



THE BRIGHT SIDE FAMILY

SENIOR HOUSING & SUPPORTIVE CARE

Geriatric Services, Inc.
Annual Report
2020



Table of Contents

Message from our Exective Director

Programs and Projects:

Bright Side Manor
Portable Assisted Living Services (PALS)
The Brookdale
Age-Friendly Teaneck

Financials

Our Board of Directors

Our Team

Our Community Donor

List

Events/Activities



OUR MISSION

Our mission is to provide affordable housing and support services that respond to the changing needs and preferences of older adults, offer choice, promote dignity, and ensure safety and comfort.

OUR VISION

The Bright Side Family of Geriatric Services will develop sustainable strategies that address the rapidly changing needs of older adults and promote their health and well-being.

A Message from Our Executive Director

Dear Friends,

Thank you for your continued support and interest in The Bright Side Family. A group of closely affiliated non-profit organizations, The Bright Side Family's mission is to provide affordable housing and support services that respond to the changing needs and preferences of older adults, offer choice, promote dignity, and ensure safety and comfort. Soon after the year started, our programs, facilities and plans for future development were impacted in immeasurable ways by the COVID-19 pandemic.

Our first priority had to be the health and safety of our residents and clients, as well as our caregivers. Countless new policies and procedures had to be developed and implemented quickly. Huge quantities of personal protective equipment had to be secured as well as disposable goods. Group gatherings came to an abrupt stop. On site volunteer support ended. Each program and facility were impacted in unique ways as detailed in this report. Remarkably, our organization not only survived, we continued to grow and discovered new approaches to new challenges. Our community, including local businesses, faith-based organizations, Foundations and banks, as well as our State and local health departments offered tremendous support. Development plans continued to progress and by the year's end, we had secured the funding needed to move forward with plans to construct an 8,000 square foot addition onto Bright Side Manor and build 40 units of affordable housing on property provided by the Township of Teaneck. In this report, we are happy to share details regarding some of the challenges that the COVID-19 pandemic brought to our programs and facilities and the strategies we implemented to take care of our residents, clients, their families and friends, while never losing site of our mission. Thank you.

Sincerely,
Elizabeth Davis, Executive Director
The Bright Side Family



Bright Side Manor

Bright Side Manor was the only assisted living option in all of Bergen County that was within their financial means.



BRIGHT SIDE MANOR HIGHLIGHTS

- A 65 bed comprehensive personal care home providing affordable assisted living in a home-like setting.
- Bright Side Manor continued to serve as Bergen County’s only truly affordable assisted living community with an open door policy for the admission of residents on New Jersey’s Medicaid MLTSS program.
- \$4.4 million in funding has been secured to build an 8000 square foot addition which will include a spacious dining room, activity center, hair salon, private resident rooms with private baths, a secure outdoor deck and new landscaped front yard as well as a second elevator and laundry facilities.



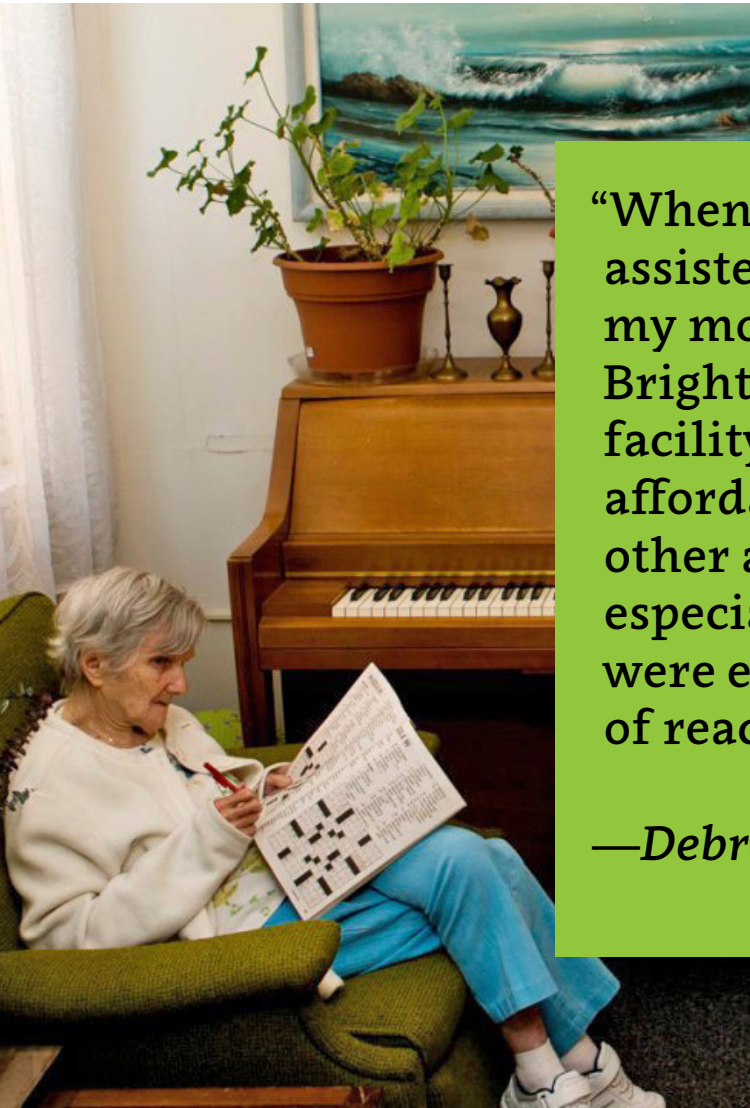
New approaches to dining, activities, exercise and socialization had to be developed quickly to keep residents safe while remaining engaged, connected, comfortable and safe. The existing building’s limited space and shared resident rooms made infection control and quarantining when required very challenging. We are very much looking forward to construction of the need addition which will reduce the number of shared rooms, replacing many with private rooms and private bathrooms, while also creating new and adaptable resident lounge and other common areas and amenities.

With COVID 19 on the rise in the northeast, Bright Side Manor went on lock down on March 5, 2020. Visitors were no longer permitted to enter and new infection control procedures were implemented. In April, we had our first and only outbreak of COVID. While, sadly, we lost several residents and many were quite ill, the dedication and diligence of our staff prevented what could have been a far worse and catastrophic disease spread.

Our last COVID positive case was in June. Like many long-term care facilities, Bright Side Manor faced major challenges in securing adequate supplies of PPE, testing and disinfecting supplies. With a ban on new admissions, our census decreased and with that our revenue.



Our significant financial challenges were met with help from a PPP Loan that has since been forgiven. Provider Relief Funds were received. Numerous local banks made unsolicited contributions as did several local Foundations. Donations of tablets allowed residents to connect with their families, friends and virtual programs including trips to national parks, cultural events, faith-based programs, movies, books and games. Donations of PPE and testing supplies were provided by the NJ Office of Emergency Management and Department of Health.



“When we were looking for an assisted living community for my mother, it was appalling that Bright Side Manor was the only facility in Bergen County that was affordable as the cost of other assisted living facilities, especially in Bergen County, were exorbitant and well out of reach.”


—*Debra F.*

Photos:
Residents are
enjoying many ac-
tivities on offer at
Bright Side Manor:
crafts, outings and
puzzles.

“There is no greater place for our Mom to be than at Bright Side Manor. It’s a facility that really cares for their residents. The entire staff have shown so much love and compassion for the residents. Thank you for all that you do. Each and every one of you are a blessing to us and we are grateful to you for our Mom’s happiness and well-being.

Bright Side Manor is a gift from God for my sister. It's extremely difficult to find a caring facility that accepts Medicaid. I don't know what we would have done without Bright Side. She gets quality care, great food, and lots of activities. Thank God for Bright Side.”

—*E.H*

A close-up photograph of a pair of hands, palms up, holding a bright red, textured heart. The heart is the central focus, and the hands are positioned around it, with fingers slightly curled. The background is a soft, out-of-focus light blue.

PALS Portable Assisted Living Services

Since its inception in 2015, PALS has served over 60 residents, providing them wellness care, assistance with personal care, medication administration, meal preparation, laundry, housekeeping and social activities.

PALS HIGHLIGHTS

PALS has provided assisted living services to more than 60 residents in Westwood House and Garfield Housing Authority, allowing these seniors to age in place in their own apartments and communities while avoiding premature nursing home placement.

As the COVID-19 pandemic spread in New Jersey, many senior apartment buildings went on lock down, isolating residents from their communities. In the buildings we served, other programs and activities ceased to operate and PALS became a lifeline to the outside world, not just for our PALS residents but for all the building residents. The older adults living in these buildings felt anxious and vulnerable. Simple day to day activities, such as securing groceries and doctor visits, became complex if not impossible. The PALS team secured shelf stable food and other needed supplies including PPE to distribute throughout the buildings. Nurses provided education on COVID-19 and infection prevention. They also carried out frequent COVID testing. Donated tablets were distributed and assistance provided in setting up tele-health visits with health care providers. The PALS office became a distribution point for items that were delivered to the building including pharmaceuticals, groceries, and other needed supplies. PALS staff and social work interns made regular visits to more isolated residents to provide reassurance, encouragement and activity kits to keep their minds busy. An application has been submitted to the NJ Department of Health to expand PALS to a third building, Garfield Housing Authority's second senior apartment building known as Belmont Gardens. We hope to start serving that building in 2021.

Our PALS Program team have been instrumental in the development of an Assisted Living Program Provider Coalition - the work of which is focused on building awareness of this unique model, fostering collaboration among providers and advocating for improvements to regulations and reimbursement.

The Brookdale

This lovely subsidized senior apartment building, opened in Fall 2016, is fully occupied and continues to have ten year wait list. Because of COVID 19, community spaces were closed to group activities. Our social work staff remained on site and available to provide information and assistance as needed. Information on COVID-19 and infection prevention was provided for all residents. Fortunately, there were no occurrences of COVID-19 within this building. We hope that group activities and gatherings can resume in 2021.



PALS Program Staff:

I would like to write you all a letter of appreciation. You were all so wonderful with my mom for the last couple of years. Without you I do not know what we would have done. Mom is now in full time assisted-living and doing as well as can be expected. I am sure if she could she would have written this letter herself.

I hope your program continues with great success. I also hope you all realize how much of an impact you have on someone's quality of life. Believe me my entire family is grateful. I will miss everyone in the building and I wish you all well.

—Mary L.

Age-Friendly Teaneck

A community-wide initiative making Teaneck a great place in which to grow up and grow old. Since 2016, Age-Friendly Teaneck has worked with government, civic groups, faith leaders and service providers on strategies to enhance the livability of this diverse and aging suburb. We advocate for affordable and accessible housing, transportation options, greater access to home and community-based care, and stronger intergenerational ties. We have increased older adults' access to information with new electronic and print sources; sponsored a study of pedestrian safety that led to crossing upgrades at key locations; raised awareness of needed age-friendly infrastructure improvements; conducted successful outreach to isolated older adults, and connected young people with older adults through our technology training programs and geriatric career exploration internships. Our advocacy work seeks to challenge the ageist policies and practices that marginalize older adults.

This year, we had hoped to launch a Community Table program, providing older adults who feel isolated with a monthly dinner program, including entertainment and wellness activities. The program was granted funds through an AARP Challenge grant and had commitments of support, including donations of food and volunteer help, from Meals with a Mission and the Teaneck Rotary Club. The COVID-19 pandemic forced us to put this program on hold but, by that time, through extensive outreach, and with the help of our community partners, we had identified and persuaded two dozen isolated older residents to attend the first of four planned dinners.

Despite cancellation of those events, we continued social work outreach to registered participants – and continued our efforts to identify others struggling to cope – to help link them with needed services. We know of older residents whose health and mobility declined during long months of quarantine, and we know that many are still at risk of further decline. The long months of COVID-19-fueled isolation have only made the need for our Community Table program – and our overall age-friendly community building efforts – even more essential as Teaneck's older population continues to grow by double-digit rates.



Jay Levin book signing



Holiday Party



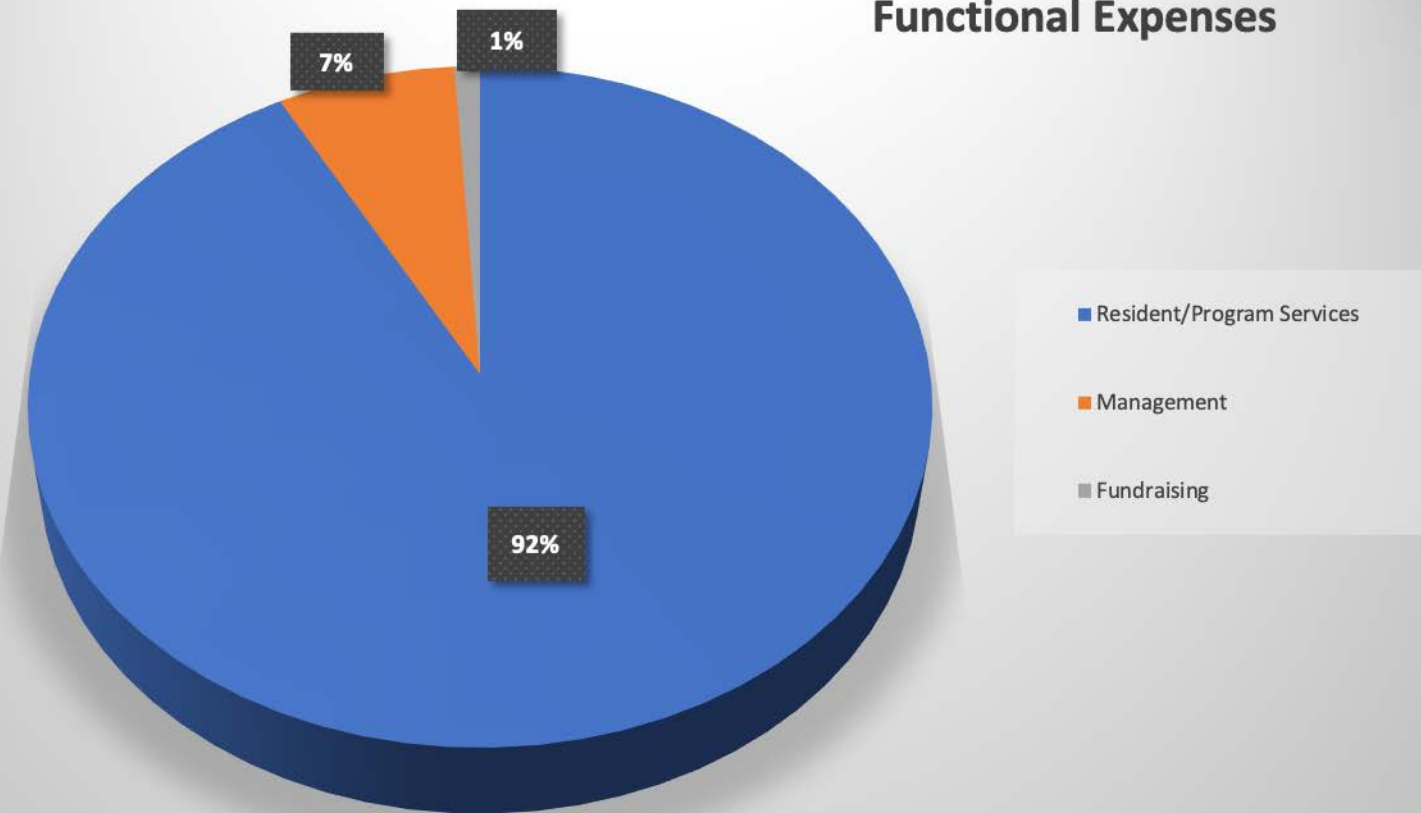
AFT presenting to Township Council



Planning & Zoning Event

2020 Financial Highlights

Functional Expenses

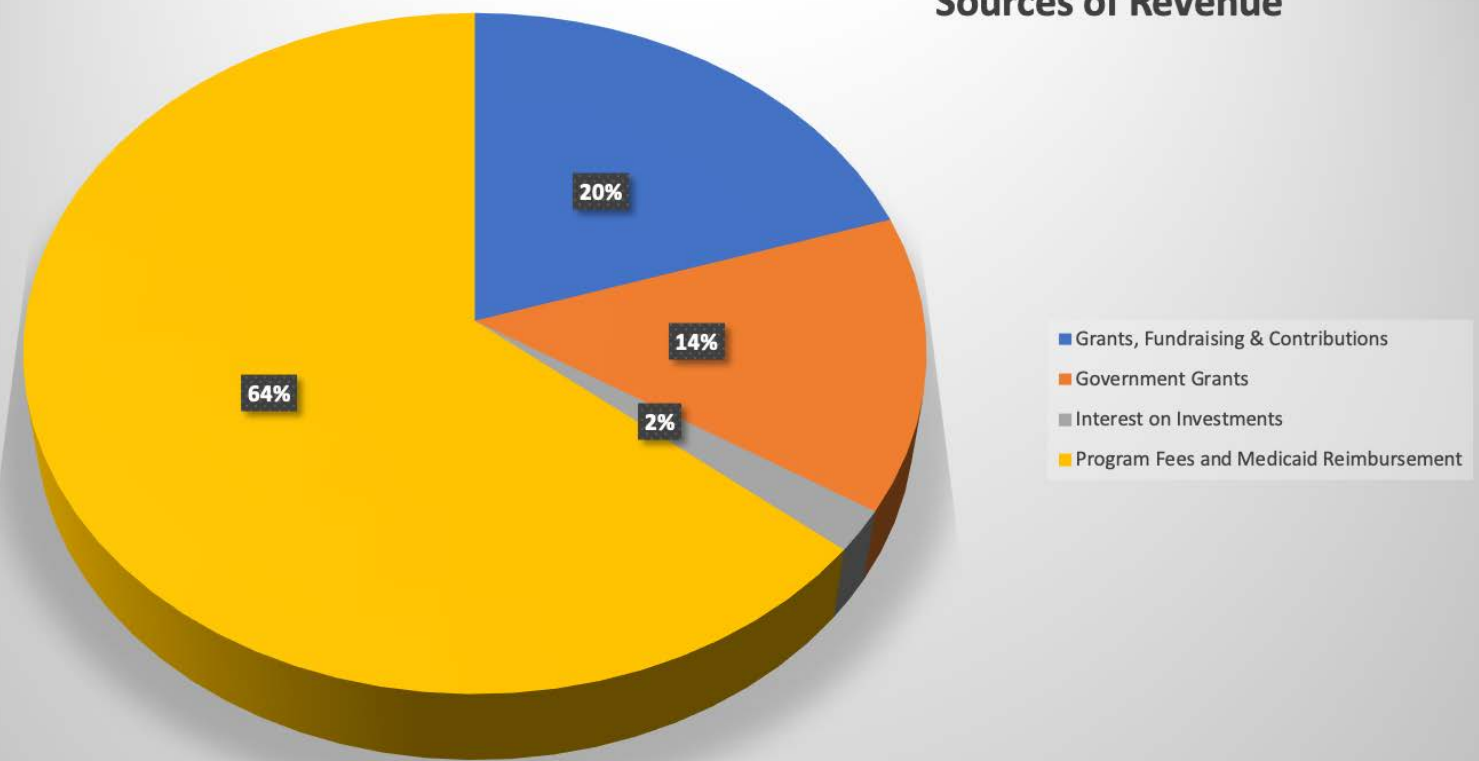


Provided Housing and Support Services for 145 older adults

Provided Assisted Living Services for 40 seniors living in subsidized housing

Provided information and referrals for approximately 425 older adults

Sources of Revenue



The year 2020 presented many unexpected challenges, but also many new opportunities. Most notable was the tremendous support offered by our community. So many local businesses and foundations reached out with offers of financial and in-kind support. Our local, State and Federal government agencies provided tremendous support as well. Through our programs and facilities, we were able to provide support and resources for hundreds of older adults helping them cope with the many uncertainties and challenges brought on by the COVID-19 pandemic. As we move ahead to 2021, we look forward to expanding our reach even further and the launch of two major construction projects.

We are extremely grateful for the dedication and commitment of our Bright Side Family team members who, as front line workers, faced new risks and demands this year. They are truly our most important resource and deserve special recognition.

Donors

BUSINESSES

AARP
The Brookdale Foundation Capital
Impact Partners Church of the
Atonement Community Foundation
of New Jersey
Frank Denny Family Fund
Cross River Bank
Euro-American Brands
Five Star Premier Senior Residence
Greater Bergen Realtors Care
Foundation
Henry & Marilyn Taub Foundation
Ice Cream on Grand
Image First
Kates Nussman Ellis Farhi & Earle,
LLP
Kearny Bank Foundation
Kitchen & Associates
Outreach Physical & Occupation &
Speech Rehabilitation, LLC
Peapack Gladstone Bank
Provident Bank
Spencer Savings Bank
Wegman's
Westies Self Storage
Wine Land in Teaneck

INDIVIDUALS

William Barach
Donald and Eileen Becan
Emily and Peter Bengelsdorf
Evelyn Berenbroick
Karen Blick
Eileen Bogosian
Janice and Robert Bowman
Geoffrey and Cynthia Bequeaith
Michael Candullo
Kyunghee Choi
Charlene Clark
Georgette Claudio
Louis Cupo (Cornell Surgical)
Diane Daly
John Daly
Angelo Del Russo
Valerie DeSimone
Mitchell Dinnerstein
Colleen Diskin
Carolyn Larke
Michael Fedida (J & J Pharmacy)
Linda Fleischer
Robert Gallagher
Robert and Lynn Garatty George
Hobson
Linda and Richard Hodge
Dr. Odessa Hoinkis
Andrew Howard
Ann Jankinson
Jacqueline Kates
Brenda Kolata
Dr. Sharon Kugelmass
Matthew Leber (Volk Leber Fu-
neral Home)
Frances Leff
Jay Levin

Andrew Love and his fraternity
group Kappa Alpha Psi
Patrick and Dorothy McCarthy
Joseph McHale
Alexander Mele
Kenneth and Elinore Miller
Jeffrey and Maureen Mohn
Fran Monteleone
The Nuzzi family
Mary Pacella
Sherry Potenza
Biraj Rachh
Rachel Roberts
Robert J. Romano, Jr. (Andora &
Romano, LLC)
Adrianne and Joseph Rothstein
Corrine Ryan
Claire Scarano
Patricia Sottarelli
Tami and Brian Targovnik Margo
Tucker
Frank Tulipano
Tami Turcina
Dite Van Clief
Mary Ann Van Clief
Eilene Zimmerman
Laura Zullo

Our Board of Directors

OUR LEADERSHIP

Mary Ann Van Clief, Board President
Matthew Leber, Board Vice President
Kay Lucas, Board Vice President
Dena Matthews, VP, Secretary & Treasurer
Carolyn L. Larke, Board Treasurer
Fran Monteleone, RN, Board Secretary
Elizabeth Davis, Executive Director

DIRECTORS

Joe Alpert
Karen Blick
Michael Candullo
Kyung Hee Choi
Thornton Ellerbe
Linda Lohsen, RN
Patricia Sottarelli
Mary Ann Van Clief

“My mother could have afforded to reside in any of the new, “fancy” assisted living facilities in this area. We chose Bright Side Manor, however, because when I visited some of the places with all the bells and whistles, I noticed something missing. There was not a strong connection between the staff and the residents. I pictured my mother isolating herself in her big apartment that she didn’t need. In contrast, when I visited Bright Side Manor, I felt like I was in someone’s home. I noticed a very strong connection between the residents and staff and felt comfortable that my mother’s needs would never go unnoticed.”

Our Team



Elizabeth Davis, CALA
Executive
Director



Emily Davis,
Accountant
Bright Side Manor



Jorge Angulo, CALA
Administrator
Bright Side Manor



Dee McDonagh
Office Manager
Bright Side Manor



Lisa Cooper,
Wellness Director
Bright Side Manor



Beth Buckley
Wellness Nurse
PALS Program



Julie McGaffin, CALA
Wellness
Administrator
PALS Program



Thomas Allen Director
of Food Service Bright
Side Manor



Jerry Aristil, Community
Resource and Recreation
Specialist Bright Side
Manor



EJ Nicolas, CALA
Social Worker/Assistant
Administrator
Age-Friendly Teaneck

Our Community

Volunteers, including pet therapy dogs (and their owners), the Glamour Girls, numerous retirees, high school and college students, business people and more, who collectively donated approximately 2000 hours of time and effort annually. The Faith Based Community including:

The Women from Congregation Beth Am
St. Joseph's Church, Bogota, NJ
Community Baptist Church
The River Church Bergen County Volunteer Center
Our Community Volunteers

Interested in Volunteering?

An easy and inexpensive way to make a difference with us is to become a volunteer. Volunteers are the backbone of Bright Side Manor, and they make a huge difference not only to our residents, but also to our staff. There are countless ways to volunteer with us.

If you're interested in any of the opportunities, or if you have an idea we haven't thought of, let us know. Please contact jerryaristil@brightsidemanor.org to see how you can lend a helping hand with this program.

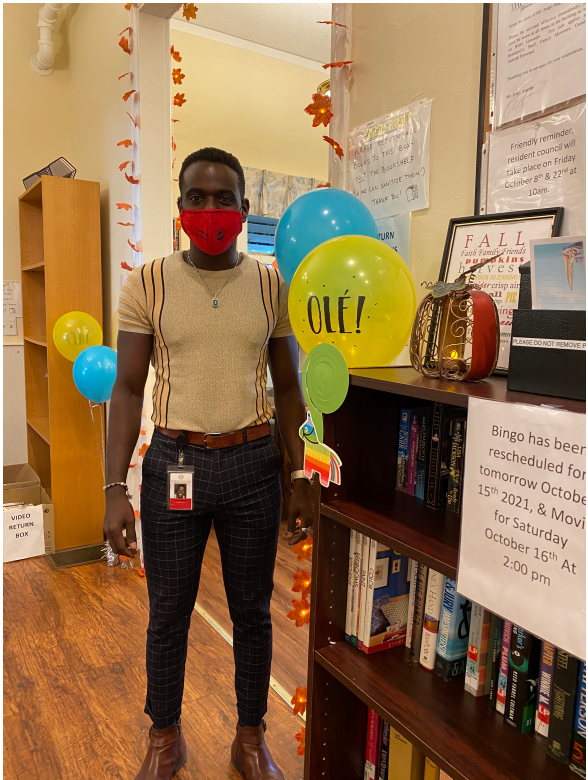
This is one of our key areas of focus here at The Bright Side Family, and a source of much success for our Non-Profit Organization.

"In my 10 years as a volunteer at Bright Side Manor, I have seen the facility grow from a rather run-down and dreary 50-bed residential health care facility into a beautiful, bright, and cheerful 65-bed assisted living facility. I've witnessed almost no turnover in staff, giving a tremendous sense of stability to those living at Bright Side. I continue to observe a very high standard of care and a true sense of contentment and satisfaction among the residents. Daily activities, meals, and care are tailored to the unique needs of each resident, promoting their individuality and well-being."



**Volunteers,
Thank You
for Your Service.**

HISPANIC HERITAGE MONTH CELEBRATION



Our Events

ACTIVITIES AT BRIGHT SIDE MANOR



ACTIVITES AT BRIGHT SIDE MANOR



ACTIVITES AT BRIGHT SIDE MANOR



Credits

PHOTOS: freepik.com (pg.), unsplash.com (pg.)and member photos
DESIGNED by Adrienne Yang (info@orangewafer.com)

TYPE: Clavo & Brandon Grotesque