

# 2020-2021 IMPACT SUMMARY



**Change. Challenge. Celebrate.**

*McGregor*

# Never underestimate

Over **20** years the McGregor Foundation has provided **639** grants to



## GRANTEES AND

### CLEVELAND HEARING & SPEECH CENTER

The Cleveland Hearing & Speech Center is the nation's oldest hearing and speech center and Northeast Ohio's only nonprofit organization dedicated



solely to serving those with special communication needs through Speech-Language and Learning, Hearing Services, and the Community Center for the Deaf and Hard of Hearing. They offer services such as hearing testing, treatment of hearing loss, and more. According to Bridgid Whitford, Director of Audiology, by 65, 1/3 of people have hearing loss, and by 75, that increases to 1/2 of people.

The McGregor Foundation has given grants to the Cleveland Hearing & Speech Center which has allowed for the Center to provide hearing treatments, such as hearing aids, to many patients for no cost. The grant from

### URSULINE PIAZZA

Ursuline Piazza primarily works with seniors with HIV by helping combat the social isolation that they may feel. The shared experiences of their lives helps them recognize and resonate with each other within the community that Ursuline Piazza provides. This isolation can be very hard for seniors, especially since the beginning of the Covid19 pandemic. The McGregor Foundation's grant has helped Ursuline Piazza provide grocery gift cards to seniors. Prior to the pandemic, Ursuline Piazza

was able to do outings such as going to dinner at a nice restaurant and more! Ursuline Piazza emphasizes how important it is to have funding and how grateful they are to McGregor.



# the impact you have

**138** different organizations totaling **\$16.6 million**

## THEIR STORIES



### FAMICOS

Famicos Foundation's mission is to improve the quality of lives in Greater Cleveland through neighborhood revitalization, affordable housing, and integrated social services. Famicos owns and manages affordable housing for those most in need — seniors, low wage-earning families, the chronically homeless, and people with disabilities. In addition, Famicos acts as a neighborhood anchor for Glenville, Hough, and St. Clair-Superior.

Specifically for their senior citizens, Famicos puts programs in to allow them to age in place and provide services that will allow them to continue to live in their own home. Home repair services are a pivotal aspect of these services whether it is mending roofs, fixing electrical issues, or installing home accessories to make the home safe for the individual. Famicos's goal is to maintain the safety and the dignity of the individual as they age. Famicos has had a long standing relationship with the McGregor Foundation, and now are working in the digital divide for their seniors.



### THE MCGREGOR FOUNDATION FOOD PANTRY

The Food Pantry was created to eliminate food insecurities among our employees and to support PACE participants by giving them the ability to obtain food from the pantry and prepare their own food at home.

With grocery costs rising, the November pantry served over 70 families – the most served since opening the pantry in February 2020. [Click here for more information.](#)

#### COMMUNITY IMPACT

	<b>Total Pounds Distributed</b>	<b>39,470</b>
	<b>Produce Distributed (IN POUNDS)</b>	<b>7,295</b>
	<b>Free Product Distributed (IN POUNDS)</b>	<b>28,173</b>
	<b>Total Meals Provided</b>	<b>32,892</b>

<b>People Served (TOTAL)</b>	<b>3,483</b>
<b>Children Served</b>	<b>1,019</b>
<b>Adults Served</b>	<b>1,684</b>
<b>Seniors Served</b>	<b>780</b>



People served are duplicated, unless otherwise noted.

[Click here to read more stories on the web.](#)

**Talent is everywhere, it only needs opportunity**

*-Katherine Switzer*

This summer we were fortunate to have several college students participate in an internship program funded by the McGregor Foundation.

The interns share their insight into the nonprofit healthcare arena and what they learned about the industry~changing lives every day!

“Austin was eager from the start and did a great job managing projects independently. He was able to translate some of the skills he learned in the classroom into a work setting. Throughout his internship experience, Austin truly worked side by side with other PACE staff. It was a collaborative effort and Austin brought great skills to McGregor PACE. We wish him well and thank him for the contributions he made as an intern at McGregor.”

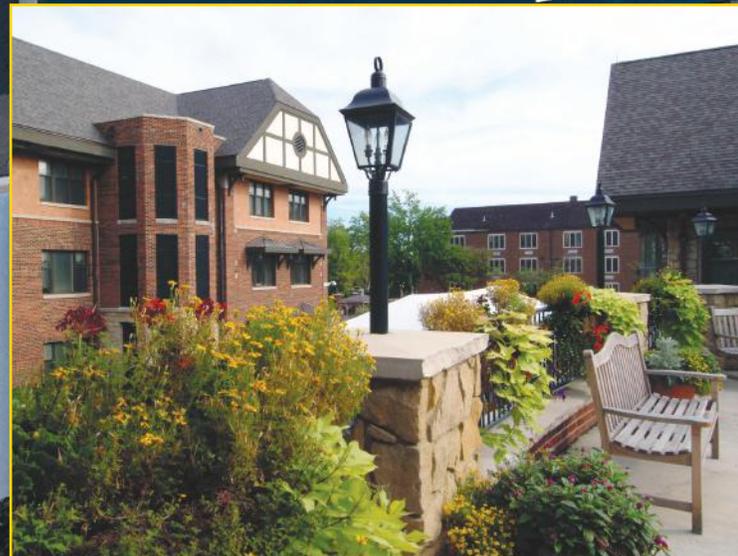
*Marjorie Hirsch about **Austin Ries***

At the moment, I would like to pursue a career in public relations. However, beyond that I want to gain the experiences I need for a happy and successful career, wherever that may be. Creating stories and content is always something I enjoy, and I look forward to continuing that in my future.

**Bridget Noonan**

My experience at McGregor was great. I learned so much more about accounting and how it applies to everyday life of a real business. It was great hands-on experience. Everyone that works here is so welcoming and kind. I would recommend this internship to anyone. Thank you so much.

**Kat Ferretti**



[Click here to read more.](#)

# Are About the Experience

**McGregor offers endless possibilities!**

**McGregor provides support, growth, and a lifelong pursuit of health and happiness for our residents.**

**From Assisted and Independent Living to Long Term Care and Hospice, our dynamic 45-acre campus offers an entire continuum of care.**

**McGregor is breaking ground in 2022 for 54 new affordable Independent Living private units in addition to the existing 26 units to provide seniors with dignity and quality of life within the community.**

**To have clean, safe, affordable housing is big to this community.**

**Brandon King  
Mayor, East Cleveland**



[Click to learn more about McGregor living options.](#)

# PACE: Living at Home.

PROVIDING SUPPORTIVE SERVICES  
IN THE PLACE THEY CALL HOME.



**LIVING AT HOME**  
Your Goal, Our Priority!

*McGregor*  
**PACE**

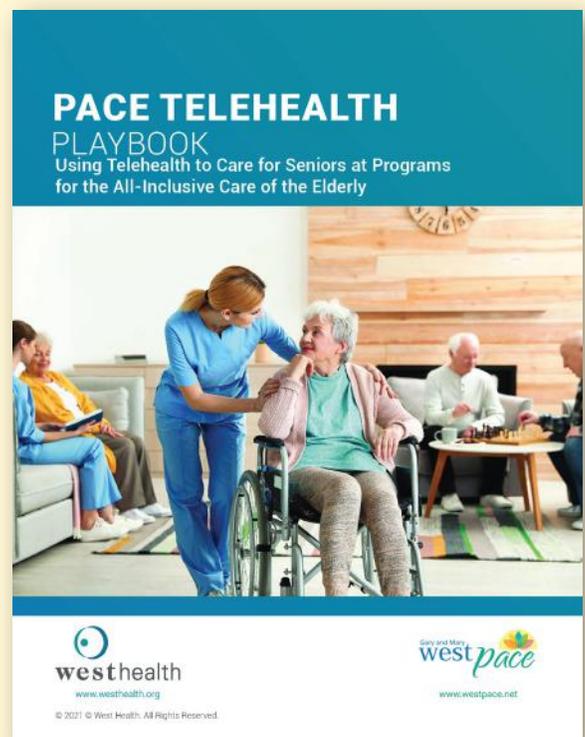
888.895.PACE    mcgregorpace.org

McGregor PACE, serving over 650 participants throughout Cuyahoga County made up of 49 cities with over 1.2 million people. Helping older adults & families age successfully in the place they call home through McGregor's services and supports. McGregor is Ohio's only current provider of the Program for All-Inclusive Care for the Elderly (PACE).

## PACE TELEHEALTH IMPLEMENTATION GUIDE

This includes one high-level playbook (intended for organizational leaders) to introduce and make the case for telehealth, and five supplemental guides (intended for program managers or the implementation team) which delve deeper into specific implementation steps. The supplemental guides cover the topics of clinic to home, specialty visits, RPM, e-Consults, and social isolation.

[We are happy to announce that the first playbook is complete and can be found here for your reference.](#)



**PACE TELEHEALTH**  
PLAYBOOK  
Using Telehealth to Care for Seniors at Programs  
for the All-Inclusive Care of the Elderly

**westhealth**  
www.westhealth.org

Gary and Mary  
**westpace**  
www.westpace.net

© 2021 © West Health. All Rights Reserved.

# Your Goal. Our Priority!

## #EXPANDPACEOHIO

### McGregor works with other leaders in aging services to advocate for PACE expansion.



For many years, McGregor has been the only PACE provider in the state of Ohio, but with the pandemic highlighting the importance of non-nursing home care, the state planned last month to use federal COVID-19 relief funds to add three more sites. In addition, long term care leaders have been encouraged to lobby for more state money to expand PACE. #ExpandPACEOhio

In October State Senator Mark Romanchuk, State Rep Bill Roemer and leaders from the Ohio Department of Medicaid and Aging joined LeadingAge Ohio to visit McGregor PACE in Warrensville Hts.



**We look forward to being here. We play card games together. In the morning we have our breakfast together and we talk. It's a blessing.**

**Brenda Brown**



**We have art; we do singing sometimes. We have exercise and therapy, and we grow flowers and vegetables.**

**Edna Reed**



- PACE offers proven cost savings, costing 33% less than what otherwise would have been paid under the Medicaid state plan.
- PACE offers unmatched participant satisfaction, with over 97% of participants reporting high satisfaction with the care received.
- The National PACE Association (NPA) ranks Ohio as a state with one of the highest PACE-eligible populations lacking access in the country.

# Building Community Awareness

## GOOGLE GRANT

Our Google Grant continues to aid in our overall reach and brand with over 200,000 impressions and achieving an overall CTR (Click Through Rate) of almost 10% monthly. It's worth noting that Google grants sets a benchmark of 5% and the overall SEO searches only garner 3% with 51.5% searching on mobile devices and 44.7% on computers. The most remarkable achievement is expanded

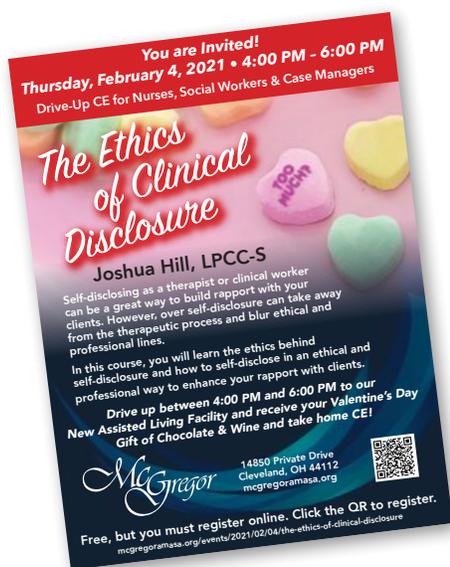
reach of demographics with the first age group seeking our resources and information is 55-64, followed by 45-54 and 25-34. We changed course a bit in content shared to reach a broader audience. With a target of \$6000 in grant dollars spent per month, which means creating more stories/content, We are closing in on almost \$70,000 in annual Google grant support.

**200,000  
IMPRESSIONS**

**CTR  
ALMOST 10%  
MONTHLY**

**\$6,000  
IN GRANT  
DOLLARS  
PER MONTH**

**\$70,000  
IN ANNUAL  
SPEND**



COMMUNITY  
OPEN HOUSES

DRIVE-UP CE  
COURSES

PODCASTS AND  
WEBCASTS



### Aging with a Plan



### PODCASTS

**Episode 1  
The McGregor Story  
Some Missions Say It All!**

By: Lee Ann O'Brien, Chief Marketing Officer, McGregor  
A leading provider for elders, McGregor is meeting the changing needs of Cleveland's seniors throughout Northeast Ohio and Cuyahoga County through our residential care services, community-based PACE program that keeps people connected in the community, and our grant-making foundation that supports innovations, workforce development, and quality of care in all settings; each are providing ways to age well and improve lives!



# Expanding Our Team

## MAKING A DIFFERENCE IN THE LIVES OF OTHERS

### WHY EMPLOYEES STAY

McGregor is a culture of people and passion to give by caring with 12% of the staff having worked at McGregor for more than 10 years. More impressive, we have an equal amount who have been with McGregor for 25-45 years!

#### **JIM HILLEN**

FACILITIES MANAGEMENT

As Jim Hillen celebrates 25 years at McGregor, he shares his story. Having a mission for your line of work is more important than having an easy job, according to Jim. "You can work anywhere, but here (McGregor) at the end of the day, you have another reward of taking care of people. McGregor encourages you to feel as if you are truly helping people with your work."

[Read Jim's Story](#)

#### **CHARA UPSHAW**

NURSING

"To visit one of my residents and make them laugh, help them to enjoy the little things, it just warms my heart," Chara said. "To get a response from a total care patient that cannot speak, but they communicate through their eyes, or a hand gesture, you know that you've made a difference to this person."

#### **YVONNE CHAMBERS**

DINING SERVICES

Yvonne started with Amasa Stone when she was 23. Time and experience provided opportunity to grow professionally and Amasa paid for her tuition so she could attend Notre Dame College. When asked why she has stayed so long, she begins to profoundly speak of the people and support she has received throughout her time at McGregor. "The people you work with are like family."

[Read Yvonne's Story](#)

## EARN AND LEARN

McGregor has been collaborating with Cleveland State, Saint Marten de Porres and our existing HR team to offer this fantastic opportunity to earn while you learn! The program is offered to those with a high school diploma, providing training and testing funded through our Foundation to expand STNA and Dietary positions within McGregor. To date, we have had a total of 36 participants in the academic program.



***“Your success is directly proportional to the number of lives you have touched for the better.”***

*-Vishwas Chavan*

**PEOPLE MATTER**

# #PeoplePurposePlace



**Some Missions Say it All!**



A non-profit Senior Living Community, McGregor offers its residents a longstanding reputation of excellence. For over a century, McGregor has been servicing the needs of seniors in the greater Cleveland area, offering endless ways to enjoy what life has to offer!

*McGregor*

14900 Private Drive  
Cleveland, Ohio 44112  
216.851.8200  
mcgregoramasa.org

**Supporting Seniors In Need and Those Who Serve Them**