

Care♥Link

annual report

2022

FISCAL YEAR JULY 2021-JUNE 2022



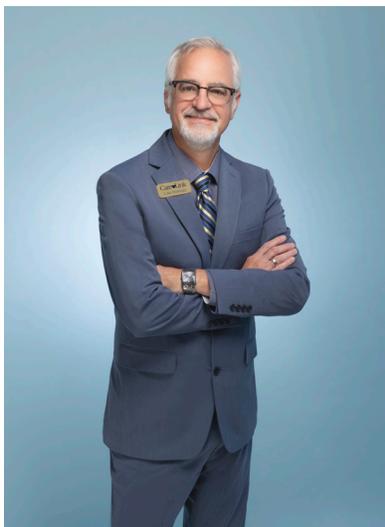
A LETTER FROM CEO, LUKE MATTINGLY



SINCE JOINING **20 YEARS AGO**, I'VE WATCHED OUR TEAM DO THE **MOST INCREDIBLE WORK** AND SEEN THE **REMARKABLE IMPACT** THAT STEMS FROM THE SUPPORT OF OUR **LOYAL CIRCLE OF FRIENDS**.

As the leading provider of senior services and resources, we know the strengths and needs of the communities we serve, and we translate this knowledge into strategies that influence and inspire our donors and partners to act. We have worked collaboratively in our community to pursue equity and deliver support for those who face some of the greatest challenges, because if not us, **then who?**

However, taking care of older people in our community is challenging. Last year was no exception. Inflationary pressures on food, fuel and labor caused the cost of all services to substantially escalate. We saw the demand for services grow at an unprecedented rate, particularly within our Meals on Wheels & transportation programs. Additionally, record setting lows in unemployment significantly limited employee availability in all departments.



Persistence was the major theme for the year. Although the COVID-19 pandemic continued to be a major factor in managing services, CareLink continued to serve thousands of seniors in providing in-home care, information and assistance, transportation, Meals-on-Wheels, senior center services and care coordination. When challenges arose, we swiftly convened with our team, partners and other critical stakeholders to pool capital and drive resources to those most in need.

As CEO, I plan to harness every ounce of my personal and professional experience, and bring it to bear on behalf of our senior neighbors in our community. We envision a future in which our senior neighbors are living happy, healthy and **at home**.

Thank you for sticking by our side. Although the road ahead is long, we are so proud of all we have accomplished during very challenging times. And we are especially grateful for you – our donors, community partners, clients, board members, staff and all who help champion our mission. **Our work is not possible without you.**

With care,
Luke Mattingly

BY THE NUMBERS

1 year = **6** days = **1** DAY
of meals in a nursing home in a hospital



Nearly
10,000
people are turning 65 in the
United States every day.

Between **2015 & 2050**
the proportion of the world's population
over 60 years will nearly double from

12% to 22%

By **2030** **1** in **6** people in the world will be
aged 60 years or over

By **2050** the world's population of people
aged 60 years and older will double **(2.1 billion)**

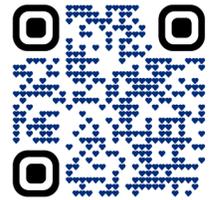
THIS DISPROPORTIONATE SHIFT IN DISTRIBUTION
OF OUR POPULATION TOWARDS OLDER AGES
CONTINUES TO **INCREASE THE GAP** BETWEEN
SERVICES AVAILABLE & SENIORS IN NEED.

WHO statement on ageing and health. (2022, October 1).
Retrieved December 2, 2022, from <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>

MEALS ON WHEELS



"I REALLY APPRECIATE THE GOOD MEALS YOU SEND ME. I'M 95 & FIND IT HARD TO STAND & COOK, SO **THE MEALS ARE A GODSEND TO ME.** THEY ARE DELICIOUS & NUTRITIOUS, & I ALWAYS LOOK FORWARD TO EACH DELIVERY. GOD BLESS & **THANK YOU SO MUCH.**"



Scan to hear the rest of Vicky's story.

TRANSPORTATION



"CARELINK STARTED PICKING ME UP, AND I AM SO, SO THANKFUL. **I DON'T KNOW WHAT I WOULD DO WITHOUT THEM.** IT'S HELPED ME SAVE MONEY AND MADE ME LIVE MORE COMFORTABLE."

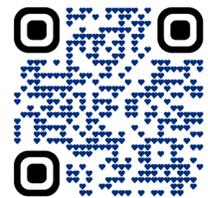


Scan to hear the rest of Brady's story.

FAMILY CAREGIVER SERVICES



"I DIDN'T KNOW I COULD GET SOMETHING TO HELP ME, AND WHEN I DID, I DIDN'T HAVE TO GO TO MY NEIGHBORS TO CRY. **TO GET SOME OF YOUR LIFE BACK – IT WAS LIKE A NEW WORLD TO ME.**"



Scan to hear the rest of Denita's story.

SERVICES PROVIDED '22



HOMEBOUND SERVICES

Homecare	hours	276,166
Meals on Wheels	meals	668,872
Telephone Reassurance	calls	59,917
Targeted Case Management	hours	2,603
Urgent Needs	distributions	86

SERVICES FOR ACTIVE OLDER PEOPLE

Senior Center Activities	sessions	84,992
Senior Center Meals	meals	79,682
Transportation	one-way trips	30,299
Health Promotion	sessions	916
Senior Employment	individuals	18

FAMILY CAREGIVER SERVICES

In-Home Respite	hours	45,266
Access Assistance	contacts	680
Supplemental Services	occurrences	193

OUTREACH AND ADVOCACY SERVICES

Information and Assistance	contacts	11,480
Client Representation	hours	6,468
Medicare/Medicaid Enrollment Assistance	contacts	4,012
Long Term Care Ombudsman	visits	3,596
Outreach	activities	142
Legal Assistance	hours	483



YEAR IN REVIEW



SUPPORT AND REVENUE:

Fee for service and contracts	\$6,440,563
Federal and state grants	\$8,470,409
Contributions, donated services & facilities	\$1,138,558
Other revenue	\$677,408
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TOTAL SUPPORT AND REVENUE	\$16,726,938

EXPENSES

Program Services

Homebound services	\$11,272,404
Services for active older people	\$1,276,903
Outreach and advocacy services	\$1,053,759
Family caregiver services	\$421,398
Total Program Services	\$14,024,464
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Support Services

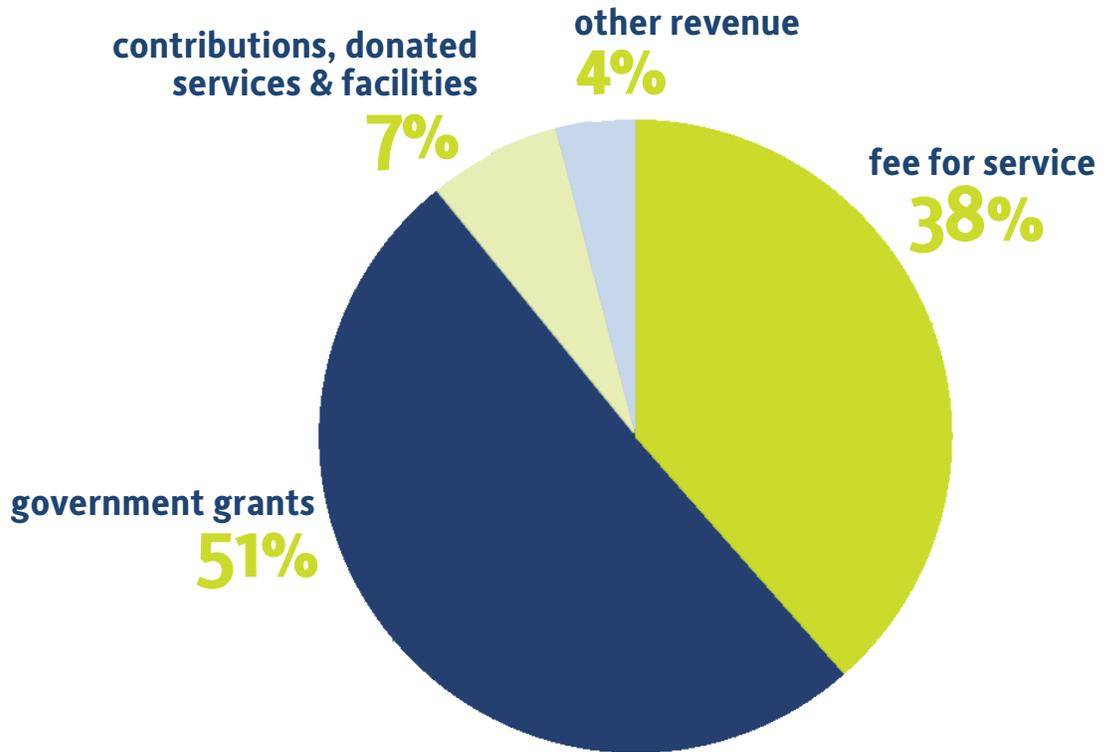
General and administrative	\$1,734,625
Fundraising	\$367,604
Total Support Services	\$2,102,229
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TOTAL EXPENSES	\$16,126,693
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2022 FINANCIAL

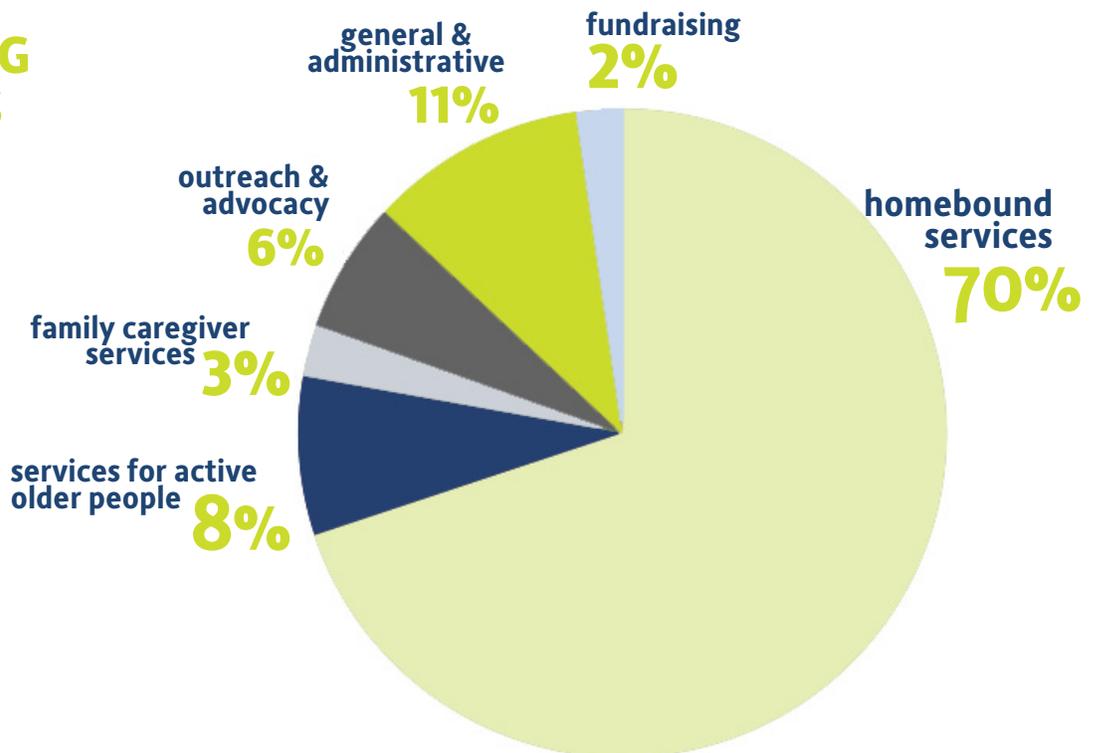
REVENUE

FISCAL
YEAR '22



OPERATING EXPENSES

FISCAL
YEAR '22



ABOUT US



mission

To connect older people and their families with resources to meet the opportunities and challenges of aging.



WHO WE ARE

CareLink is a nonprofit that has been serving older people and their families in central Arkansas for 43 years by connecting them with the resources they need to meet the challenges and opportunities of aging. We aim to provide the utmost care so that seniors can maintain independence and are able to stay at home.

WHAT WE DO

At CareLink, we help homebound older people receive services that allow them to stay at home as long as possible, avoiding more costly care. We help active older people stay fit, healthy and involved through senior centers, wellness programs and volunteer opportunities and we help family caregivers navigate the maze of available services and care for their aging loved ones.



HOW YOU CAN HELP

As a nonprofit, CareLink depends on community support to continue serving a growing population of older people in central Arkansas. We are proud of the conscientious way in which we use our funds and grateful for your trust to be good stewards of your investment. 100% of your donation goes to the program of your choice.

ways to give



BECOME A VOLUNTEER

Deliver meals, volunteer in senior centers, provide senior companionship.

Learn more: carelink.org/volunteer



SPONSOR OPPORTUNITIES

Become a corporate or individual sponsor for specific programs or an event.

Learn more: carelink.org/meet-the-corporate-sponsors



MAKE A GIFT

Make a one-time or monthly gift to help ensure our work continues.

Learn more: carelink.org/give-now/

For media & press inquiries: mgilbert@carelink.org
For giving opportunities & donation inquiries: bsellers@carelink.org
For program & partnership inquiries: rmetcalf@carelink.org