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Nonprofit portrait provided by The Community Foundation Serving Richmond & Central Virginia

Circle Center Adult Day Services



General Information

Contact Information

Nonprofit	Circle Center Adult Day Services
Address	4900 W. Marshall Street Richmond, VA 23230
Phone	804 355-5717
Fax	804 358-3866
Web Site	www.circlecenterads.org
Facebook	facebook.com/CircleCenter
Twitter	@CircleCenterADS

At A Glance

Year of Incorporation	1978
Former Names	Stuart Circle Center, Inc.
Organization's type of tax exempt status	Public Supported Charity

Statements & Search Criteria

Mission

The mission of Circle Center Adult Day Services is to provide comprehensive and individualized quality care for older adults during the day, enabling them to live at home and providing assurance and respite for family caregivers.

Background

Circle Center Adult Day Services has been providing licensed adult day services for older adults and their family caregivers living throughout the Greater Richmond area since May 1, 1976. The non-sectarian Center was founded by an ecumenical group of five Fan District churches and was housed in the Fan until 1986, then on the campus of another human service organization until January 2009 when it moved to its current location at 4900 West Marshall, near Willow Lawn.

Circle Center serves a diverse population of older adults ranging in age from 55-100+ and representing varied socioeconomic levels. Currently, 100% of those served are already nursing home eligible yet live at home with relatives, receiving care at the Center 2-6 days a week. Their family caregivers are primarily adult children and spouses or other close relatives, 70% of them employed. Families use Circle Center as a source of care for their loved one and as a way of maintaining their own work role, and/or as source of support and respite from the 24/7 demands of caregiving.

Circle Center provides a variety of services, based on the assessed needs of each person. Services include daily nursing (RN) care, social work services, emotional and cognitive support, a unique Montessori-based program for those with dementia, a wellness program in dedicated space (including strength, balance, flexibility training, cognitive and physical games), arts and crafts, as well as a music program run by a music therapist. Also provided are: breakfast, lunch and snacks. Help with personal care including showers, support groups, educational seminars and counseling for caregivers, caregiver respite and coordination of transportation are available.

Helping these older adults continue to live at home longer not only allows them to age in place with their families, but is also a very cost effective option for families and for taxpayers. For those served at Circle Center in 2015-16 the cost-savings was projected to be over \$7 million dollars. Similar results are anticipated for 2016-17. The increasing emphasis on community and managed care alternatives is expected to accelerate in coming decades as the age wave creates unprecedented need for services. Circle Center is widely regarded as a leader in eldercare in the region.

Impact

Under the direction of the new CEO, the Center's 2015-16 achievements included:

- Opening of the newly renovated 5,100 sf of space
- Census increased 16% from July 2015-June 2016; with an average of 88 participants per day; overall, served 200 participants
- Staff grew with addition of: 1 RN, 1 Social Worker, 1 Music Therapist; providing more support, coverage and opportunities for our participants
- Annual Survey of family caregivers results: 96% reported the Center helped them cope; 96% said the Center met their needs for help with caregiving; 96% reported use of the Center's support and educational resources; 96% reported the Center helped them maintain valued life roles such as worker, caregiver, volunteer and/or member of a faith community
- 98% of those employed reported Circle Center services helped them maintain their job

2016-2017 Goals include:

- Delay or prevent nursing home placement by keeping families together
- Support continued community living
- Maintain or improve participant's functional abilities and copying skills, and
- Improve the quality of family life
- Additional goal is to increase daily census to 100 participants.

Needs

1. Needs-Based Scholarship program requires support in order to assist participants and potential participants who demonstrate financial need.
2. Continue to prepare for coming changes in health care including participation in managed care and Affordable Care Act programs in area hospital systems.
3. Continue to strengthen Resource Development and Marketing activities including with additional skilled volunteers to grow non-fee income and census.
4. Now that physical expansion is complete, need is to continue census growth to maximize the updated space.
5. Volunteers at the Center are needed for a variety of activities and program support in order to help keep participants engaged as well as providing office support.

CEO/Executive Director Statement

It is a myth that most impaired older adults are in institutional/residential care. In reality, 80% of all eldercare is provided by families in their homes. For each person in a nursing home there are four who are equally impaired living at home, in neighborhoods all around the community. Nine of ten (9/10) Boomers say they want to age in place at home and Circle Center is well positioned to meet their needs in coming decades. Already the Center is a pioneer and leader in community-based eldercare with a long-established program that substantially exceeds licensing requirements, a highly qualified staff, six-day-a-week program for continuity of care and to support working caregivers, a state-of-the-art facility with a recently expanded footprint to almost double service capacity as demand increases in coming decades. Additionally, the Center has an active student intern program to help build service capacity in future decades. The agency has a long history of demonstrated cost-effectiveness. As the Chief Executive Officer at Circle Center, I intend to honor that history and look forward to meeting the challenges of the future of healthcare and its impact on the elderly population.

Board Chair Statement

As its names suggests, Circle Center was founded by several churches in the area surrounding Stuart Circle in the Fan. The Center has enjoyed strong support over the decades from its founding churches, including St. James's Episcopal Church, where I am a member. I followed a retiring assistant rector of St. James's as the church's representative on the Circle Center Board. I was drawn to Circle Center and its mission because I had recently witnessed the tireless efforts of my parents to help my grandmother remain in her home after suffering a stroke. That experience opened my eyes to the complexity of eldercare, and the clear need for adult daycare and respite.

One of Circle Center's ongoing successes has been a diverse and active Board of Directors. Indeed, many Board members continue to support the Center long after their tenures expire. This past year as Board Chair, I oversaw the transition of leadership from our CEO of over 35 years to our current CEO, Amy Bodman. Amy served as a Board member and then joined the Center staff as Chief Operating Officer for roughly a year, as she prepared for her new role as CEO. Thanks to the support and guidance of our Board, the transition has been smooth.

Our most exciting challenge this past year has been the opening of our newly renovated wing allowing us to increase our licensing capacity from 85 to 130 participants. This growth in physical space has brought about the need to increase our census, bring on new staff to accommodate the growing number of participants, increase programming in multiple locations, and, most of all keep all of the pieces running smoothly with as little disruption to our participants as possible. I am delighted to report that in this first year of multiple transitions, Circle Center was able to end the year on sound financial footing. We are proud of our building, staff and facilities and work to preserve and support these areas.

Circle Center will continue to meet the challenges of an aging and growing population, along with their financial needs. In an effort to serve older adults throughout the Richmond area regardless of their ability to pay, we face the challenge of Medicaid's allotment falling below the cost of providing our service. We are active in our pursuit of grants from community funders, as well as individual donors.

Areas Of Service

Areas Served

Areas

Richmond, City
Chester
Chesterfield County
Goochland County
Hanover County
Henrico County
Powhatan County
Charles City County
Louisa County
New Kent County

Circle Center serves older adults from all areas of the planning district. There is no set boundary. The only limits are the availability of transportation and the program participant's endurance for travel to services provided.

Service Categories

Patient & Family Support

Rehabilitative Care

Health Support

Programs

Programs

Adult day health care

Description

Adult day health care is the core service provided by Circle Center according to licensing standards of the Virginia Department of Social Services. The Center has a three year (maximum) license for substantially exceeding the standards. The Center is also a Medicaid-certified adult day health care center, meeting standards of the Virginia Department of Medical Assistance Services. The six-day-a-week program at Circle Center provides a variety of services, based on the assessed needs of each person. Services include a written individualized care plan, daily nursing (RN) care, social work services, emotional and cognitive support, a unique Montessori-based program for those with dementia, a multisensory environment, a wellness program in dedicated space (including strength, balance, flexibility training), cognitive and physical games, arts and crafts, music programs led by a Music Therapist. Also, included is breakfast, lunch and two snacks, help with personal care including showers, support groups for participants and caregivers, educational seminars and counseling for caregivers, caregiver respite and coordination of transportation.

Budget

\$0.00

Long term Success

High risk older adults, already eligible for nursing home placement, will continue to live at home, supported by their families and Circle Center services, delaying or preventing placement in residential care as long as possible. Success is measured by number of days remaining at home and cost savings.

Short Term Success

Program participants will have a written, individualized care plan so they receive the care and support they need to maintain the skills, abilities and endurance needed to attend as scheduled. Changes in condition will be quickly identified so problems can be addressed and crises prevented. Family caregivers will receive the respite, education and support they need to continue in the caregiver role.

Board & Governance

Board Chair

Board Chair	Paula Desel
Company Affiliation	Altria
Term	July 2017 to June 2019
Email	deselpa@gmail.com

Board Co-Chair

Board CoChair	Beth Ludden
Company Affiliation	Genworth
Term	July 2017 to June 2019
Email	beth.ludden@genworth.com

Board Members

Name	Affiliation	Status
Marshall Bigelow	UPS Freight	Voting
Alex DerHovhannessian	Advantage Global Solutions	Voting
Paula Desel	Altria	Voting
Shane Finnegan	Gumenick Properties	Voting
Christine Hagan	Retired	Voting
Emmett R. Heltzel	VA Dept. of Transportation	Voting
Beth Ludden	Genworth	Voting
Jay Lugar	Massey Cancer Center	Voting
Chris Lumpkin	Union First Market Bank	Voting
Mary Ann Mugal	Bon Secours Health System	Voting
Mark Railsback	Genworth Financial	Voting
Andrew P. Sherrod	Hirschlor Fleischer, PC	Voting

Board Demographics - Ethnicity

African American/Black	0
Asian American/Pacific Islander	1
Caucasian	12
Hispanic/Latino	1
Native American/American Indian	0
Other	1

Board Demographics - Gender

Male	10
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Female	4
Unspecified	0

Governance

Board Term Lengths	2
Board Term Limits	3
Board Meeting Attendance %	80
Written Board Selection Criteria?	Yes
Written Conflict of Interest Policy?	Yes
Percentage Making Monetary Contributions	100
Percentage Making In-Kind Contributions	100
Number of Full Board Meetings Annually	6

Standing Committees

Board Governance

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Executive

Finance

Marketing

Building

Comments

Ideally, the Center Board would have a constituent representative and at times it does. However, given that those we serve can usually never be left alone, 70% of their family caregivers also work and the Board meets after center operating hours to provide maximal access to a diverse membership, there are periods of time when we have no caregiver with the time, energy and resources to also serve on the Board. In addition, most of those caregivers are also elderly themselves or in their 50's-60's and have limits on their ability to do even more than they already do. We do however, see many family members daily as they transport relatives and we encourage feedback that informs the board and staff for governance decisions.

Management

Executive Director/CEO

Executive Director	Mrs. Amy C. Bodman
Term Start	May 2015
Email	abodman@circlecenterads.org

Experience

Amy C. Bodman, previously the Chief Operating Officer at Circle Center, has 24 years of health care management experience in varied acute and long term care settings. She received a BS in Occupational Therapy from Keuka College and earned an MBA from Virginia Commonwealth University in 2011. She is a licensed occupational therapist. Her experience in the rehabilitation and community-based long term care industry helps further develop and maintain our award-winning participant programs and services as well as address the increasing regulatory demands that our industry faces. Amy is a respected and caring practitioner who is well qualified to provide continuing leadership for the care that our talented staff members provide every day for our participants and their families.

Co-CEO

Experience

Former CEOs

Name	Term
Lory L. Phillippo	Jan 1980 - May 2015

Senior Staff

Name	Title
Mary Branzelle	Program Director
Jay Burkhardt	Social Worker
Stefani King	Accountant
Lisa Pacelli	Operations Manager
Caitlyn Patey	Social Worker
Sheila Selznick	Participant Care Coordinator
Casey Warren	RN

Staff

Full Time Staff	35
Part Time Staff	13
Volunteers	350
Contractors	0

Retention Rate 0

Plans

Organization has a Fundraising Plan?	Yes
Organization has a Strategic Plan?	Yes
Years Strategic Plan Considers	3
Date Strategic Plan Adopted	May 2011
Management Succession Plan?	Yes
Organization Policy and Procedures	Yes
Nondiscrimination Policy	Yes
Whistleblower Policy	Yes
Document Destruction Policy	No
Directors and Officers Insurance Policy	Yes

Collaborations

Community partners:

- Specialized Transportation Providers: coordinate transportation for participants with 10-12 providers/day; provides business for community, avoids duplication and expense
- VCU/MCV Departments of Occupational Therapy, Social Work, occasionally Nursing: supervised internships for university credit. Three Center staff have adjunct faculty appointments at instructor and assistant professor levels; ongoing best practices research by OT graduate students
- James Madison University, University of Tennessee, University of Richmond: Student interns in occupational therapy, psychology and related health professions
- Senior Connections: CCADS provides training opportunities through their Title V program to prepare older workers for competitive employment. Senior Connections provides participant scholarship funding to CCADS
- AARP Foundation-Circle Center provides Title V training opportunities as above
- A Grace Place, Hanover Adult Center, South Richmond Adult Day Care: Circle Center has joined forces with other non-profit adult day programs to market services, present at conferences, undertake joint legislative, public policy advocacy activities related to public funding.
- Area physicians, nursing homes, assisted living, home health and personal care providers: Circle Center coordinates care for admissions and discharges, as well as continuing care of those served jointly with in-home care providers.
- Logisticare (Medicaid transportation): CCADS rep on advisory board
- Feed More, Inc: Provides CCADS noon meal, planned by a licensed dietitian
- VCU College Work Study Program: CCADS provides real work and partial salary support for undergraduate students who need financial aid

Financials

Fiscal Year

	July
Fiscal Year	2018
Projected Revenue	\$2,010,997.00
Projected Expenses	\$2,010,996.00
Endowment Value	0
Spending Policy	Income Only
Percentage (if selected)	0%

Form 990s

[Form 990](#)
[Form 990](#)
[Form 990](#)
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Detailed Financials

Revenue and Expenses

Fiscal Year	2016	2015	2014
Total Revenue	\$2,132,130	\$1,961,462	\$1,217,508
Total Expenses	\$1,964,531	\$1,591,692	\$1,259,943

Revenue Sources

Fiscal Year	2016	2015	2014
Foundation and Corporation Contributions	--	--	--
Government Contributions	\$663,316	\$478,118	\$37,625
Federal	--	--	\$37,625
State	--	--	--
Local	--	--	--
Unspecified	\$663,316	\$478,118	--
Individual Contributions	\$646,302	\$706,952	\$88,516
Indirect Public Support	\$60,000	\$63,570	\$51,676
Earned Revenue	\$745,517	\$694,134	\$821,035
Investment Income, Net of Losses	\$3,259	\$4,370	\$5,238
Membership Dues	--	--	--
Special Events	\$13,736	\$14,318	\$5,150
Revenue In-Kind	--	--	--
Other	--	--	\$208,268

Expense Allocation

Fiscal Year	2016	2015	2014
Program Expense	\$1,630,231	\$1,240,761	\$1,008,366
Administration Expense	\$270,108	\$251,739	\$172,165
Fundraising Expense	\$64,192	\$99,192	\$79,412
Payments to Affiliates	--	--	--
Total Revenue/Total Expenses	1.09	1.23	0.97
Program Expense/Total Expenses	83%	78%	80%
Fundraising Expense/Contributed Revenue	5%	8%	43%

Assets and Liabilities

Fiscal Year	2016	2015	2014
Total Assets	\$4,018,896	\$4,011,306	\$3,591,831
Current Assets	\$696,515	\$614,060	\$597,988
Long-Term Liabilities	\$788,633	\$0	\$915,095
Current Liabilities	\$156,001	\$1,104,643	\$139,904
Total Net Assets	\$3,074,262	\$2,906,663	\$2,536,832

Short Term Solvency

Fiscal Year	2016	2015	2014
Current Ratio: Current Assets/Current Liabilities	4.46	0.56	4.27

Long Term Solvency

Fiscal Year	2016	2015	2014
Long-Term Liabilities/Total Assets	20%	0%	25%

Top Funding Sources

Fiscal Year	2016	2015	2014
Top Funding Source & Dollar Amount	--	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--

Capital Campaign

Currently in a Capital Campaign?	No
Goal	0
Capital Campaign Anticipated in Next 5 Years?	No

State Charitable Solicitations Permit

Permit?	Exempt 0
Registration	Exempt 0

Comments

Foundation Comments

- Audited financial statements and IRS 990s prepared by Smith & Eggleston, PC.



The Community Foundation Serving Richmond & Central Virginia
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