25 YEARS OF ADVOCACY IN ACTION

A Message From Our Executive Director

Dear friends and partners,

Twenty-five years ago, Ombudsman Services of San Mateo County was founded on a simple belief: every person deserves to age with dignity, a voice, and community support. This year, that belief got a new name. We rebranded to AgeUp: shorter, spunkier, and built for a broader mission – bringing joy, enrichment, and connection to older adults and people with disabilities, wherever they call home.



Our new Kindness Crew program brought music, art, and real conversation to more than 2,000 residents. We launched Camp AgeUp and watched 350 people try beekeeping, glassblowing, and surfing for the first time – some in their 80s. We brought learning and connection to libraries, senior centers, care facilities, and living rooms in all 17 cities we serve. And of course, our flagship Long-Term Care Ombudsman Program continued to show up at facility after facility, case after case, resolving the overwhelming majority of what we investigated.

None of it happens without our staff, volunteers, donors, and community partners. Twenty-five years in, we're not just marking an anniversary – we're building what comes next.

With gratitude,



Elyse Brummer,

Elyse Brummer, MPA, PhD

CEO, AgeUp

Get in touch with AgeUp

info@age-up.org
650-780-5707
www.age-up.org



FY2025-26 at a Glance

One year, one county, thousands of people who didn't have to face aging alone.

4,687
People reached for non-Ombudsman programs

553
Cases opened



4,068
Facility visits

281
Total program events

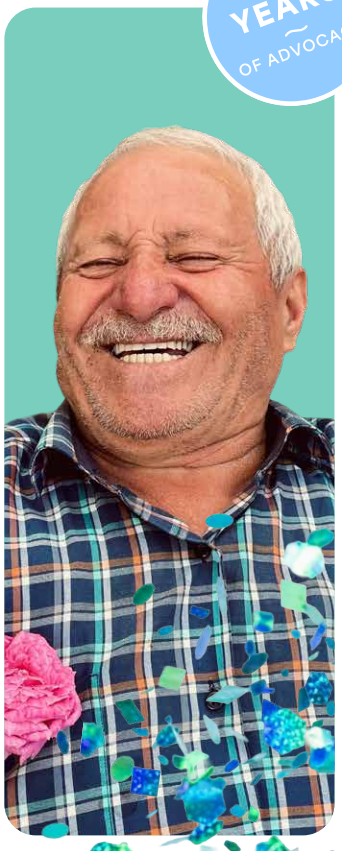
17
Cities served

7,612
Ombudsman contacts

82.5%
Complaint resolution rate

5420
Volunteer hours

25 YEARS OF ADVOCACY



Community Reach Across San Mateo County

From Brisbane and Daly City in the north to Portola Valley in the south, from coastal Pacifica to bayside Foster City – AgeUp showed up in every corner of San Mateo County this year.

17 cities. 80+ venues. 281 events.



People reached, by city

1-Daly City	286
2-Brisbane	3
3-South San Francisco	473
4-San Bruno	117
5-Pacifica	122
6-Millbrae	175
7-Montara	19
8-Burlingame	519
9-Foster City	169
10-San Mateo	409
11-Belmont	211
12-Redwood City	924
13-San Carlos	401
14-Atherton	26
15-Menlo Park	348
16-East Palo Alto 6	348
17-Portola Valley	43
18-Half Moon Bay	124

Top 5 venues by reach

1	Veterans Memorial Senior Center, Redwood City	458
2	AMR Training, South San Francisco	300
3	Burlingame Event Center	250
4	Meadow Gardens, Menlo Park	165
5	San Mateo Senior Center	100

Long-Term Care Ombudsman Program

Mandated. Free. Confidential. 25 years of service.

This is AgeUp's cornerstone – a mandated, free, and confidential advocacy service protecting residents' rights in licensed care facilities across San Mateo County.

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663 Complaints filed

668 Info & assistance provided to facility staff

4,068 General facility visits

7,612 Total contacts

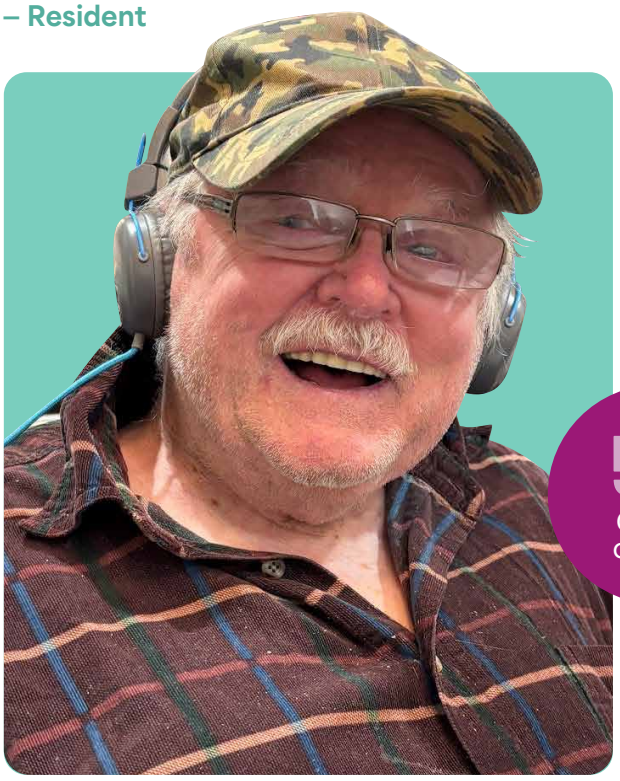
82.5% Complaint resolution rate

2,007 Info & assistance provided to individuals

571 Cases closed

"No one takes time to ask how I am doing. You are the first person I've met since I got here who seems to care about what I am saying or how I am doing. Thank you for taking the time to sit with me and listen."

– Resident



"It's rewarding when you can see improvements in the quality of life of the residents. There's a little group home I go to and one of the major complaints was the food. Since then, they've made changes in what they're serving and the residents that live there are grateful. They're so much happier."

– Mary Buysse
Volunteer Field Ombudsman

What our Ombudsmen do

- Advocate for residents' rights and quality of care
- Investigate complaints about care, abuse, and neglect
- Assist with eviction prevention and discharge planning
- Witness Advanced Healthcare Directives in skilled nursing facilities
- Train facility staff on residents' rights and best practices
- Train first responders to identify elder abuse
- Shape local, state, and federal policy

Licensed Care Facilities Across San Mateo County

405 Licensed facilities

9,057 Licensed beds

20 Cities with facilities

7 Facility types

Facilities by type:

Type	Full Name	Facilities
RCFE	Residential Care Facility for the Elderly	208
CCRC	Continuing Care Retirement Community	3
SNF	Skilled Nursing Facility	16
ICF/DD-H	Intermediate Care – Habilitative	20
ICF/DD-N	Intermediate Care – Nursing	9
ADHC	Adult Day Health Care	1
ADP	Adult Day Program	24
ARF	Adult Residential Facilities	127
Total		**405**



Licensed resident capacity by city (top 10):

City	Facilities	Capacity
San Mateo	122	1,969
South San Francisco	65	910
Redwood City	52	951
San Bruno	45	347
Daly City	35	1,114
Burlingame	18	958
Millbrae	13	610
Foster City	11	269
San Carlos	10	261
Menlo Park	7	385
Other (7 cities)	27	1,283
Total	**405**	**9,057**

Footnote: Source: DSS/CCLD + CDPH, FY2025-26

IMPACT REPORT 2026

Kindness Crew

Small moments. Big impact.

Our Kindness Crew volunteers bring music, activities and connection to residents in long-term care facilities across San Mateo County – no special occasion required.

685
Volunteer hours

155
Events

2,048
Residents reached

Events

Activities	43
Music	34
Crafts	29
Games	8
Exercise	9
Other	10



"You know, today was so important. I think it was a lifesaver, because where I live is very stressful... Thank you for saving my life. I mean, really, this is going to stay with me for a long, long time."

– Donna, Animals Up Close Participant

Community partner highlights

- **Girl Scouts** — holiday caroling at 3 facilities
- **Gunn High School** — 87 students, 2 facility service days
- **Menlo College Basketball** — games at Sequoia Senior Living
- **Notes for All** — music at 8+ facilities throughout the year
- **National Charity League** — puzzle drive + MLK Day of Service

Friendly Visitors, Phone Buddies & Making Friends In Your 60s

One relationship at a time

Social isolation is one of the most significant health risks facing older adults. Our Friendly Visitors and Phone Buddies programs address it with actual conversations, not check-the-box visits – in person and by phone, on a regular schedule. Making Friends in Your 60s & Beyond takes it to older adults in the broader community: small groups, low pressure, an easy way to get to know others.

Friendly Visitors & Phone Buddies

27 Friendly Visitor events

79 Volunteer hours

110 Individuals reached

10 Ongoing Phone Buddy check-in relationships

Making friends in your 60's & beyond

69 Total participants

3 Sessions held (San Carlos & Foster City)



FREE No cost to attend

EXPANDING TO MORE CITIES IN FY2026-27



"My husband and I joined the Making Friends in Your 60s & Beyond program this week. It felt a little like speed dating for friendship. We left with several new phone numbers, and nearly everyone was exchanging contact information. It was exciting to realize that we can still expand our social circle at this stage of life."

–Making Friends in Your 60s Participant

Disability Advocacy

AgeUp's Ombudsman Program advocates for adults of all ages with disabilities living in licensed intermediate care facilities across San Mateo County – the same investigations, the same protections, the same standard of care we bring to every facility we visit.

29
ICF/DD facilities served
(20 habilitative + 9 nursing)

23
ADP facilities served

236
ARF facilities served

1
ADCH facilities served



"Our participants truly enjoyed the event and continued talking about it throughout the day when they returned to our day program. It was a wonderful and meaningful experience for them, and we greatly appreciate the opportunity to be part of such a great event. Thank you so much!"

–Marvin Mateo, Program Lead, Focus Day Program

Community Education & Scam Awareness

We equip older adults, caregivers, and professionals with the knowledge to navigate aging, care, and financial safety with confidence.

Community Education

32	1,292	11
Events	People reached	Cities

Topics Covered

- Healthcare & Medical
- Legal & Financial Planning
- Aging & Care Navigation
- Community & Interfaith
- Professional Training

Scam Awareness

17	394
Workshops delivered	Residents educated on financial exploitation prevention

Commons Scams

Government impersonation, grandparent scams, romance scams, sweepstakes scams, investment fraud, tech support scams.

Protect Yourself

- **Never share personal or financial information** with someone you don't know
- **Don't rush** – take time to think and talk with a trusted person
- **Verify the caller,** company, or offer independently
- **Report scams** to help protect others

Get Help

To reach Self-Help for the Elderly

(650) 342-0822

California Adult Protective Services:

(800) 491-7123

Call 911 if someone is in immediate danger.

Camp AgeUp
Never Stop Exploring

Adventure has no age limit

IMPACT REPORT · FY2026 ·

Camp AgeUp is our newest program: a summer day camp for San Mateo County adults 50+, offering hands-on workshops, outdoor adventures, and skill-building classes from June through August.

It's a chance to try something different, meet new people, and cross something off the bucket list. Activities are free or subsidized, with scholarships available – cost is never a barrier.

352
Total camp slots filled

32
Events, June-August

250
PARTICIPANTS

"From the moment I read about summer camp for older adults I knew I needed to participate. What could be more fun than trying ceramics at 67? The variety of classes from pastry making to wine blending... the opportunity to meet other people my age with interesting stories to share. How fortunate we are to have access to a summer camp designed just for us. I can't wait for next summer's offerings!"

– Camp Participant



"I'm truly impressed by the clever variety of classes offered and the single class model that allows us to learn about opportunities for further exploration in our local community. I think it is good for the businesses that participate too, as I was not aware of many of them prior to class."

– Camp Participant

"I made a resolution on New Year's Eve 2025 that I was going to start saying "yes" more often in 2026 and the Summer Camp Age-up program allowed me that very opportunity! I'm so glad I said yes to signing up for the Sailing afternoon. I used to sail in my 20's and loved the feeling and it came rushing back to me. I had such a great time experiencing all my senses coming alive! Thank you for offering this program and I will be doing it again next summer!"

– Camp Participant

Sessions by City

1. Atherton
2. Half Moon Bay
3. Foster City
4. Burlingame
5. San Mateo
6. Pacifica
7. Woodside
8. Redwood City
9. San Carlos

Camp AgeUp: The Activities

More than activities, Camp AgeUp creates confidence, connection, and memories that last – while also supporting small businesses in San Mateo County.

32 EVENTS ACROSS 5 CATEGORIES: NATURE, FOOD & DRINK, ARTS & CULTURE, SOCIAL, ADVENTURE




Goat Yoga




Surfing for Life


Trivia Night


Mixology


Pottery - Wheel Throwing


Baking





IMPACT REPORT 2026

Recognize it. Report it.

Preparing the front line to protect older adults.

Through our partnership with AMR and local agencies, we provide critical training to first responders on elder abuse, self-neglect, and mandated reporting.

12

Training sessions with ambulance drivers and first responders





300+

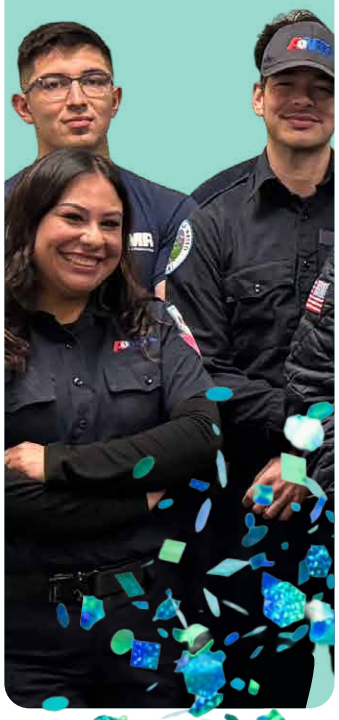
Ambulance staff trained

200+

Facility staff trained



PREPARING THE FRONT LINE TO PROTECT OLDER ADULTS.



Our Volunteers: The Heart of AgeUp

Every program on these pages runs on volunteer time. Here's what that time looked like this year.



Volunteer Oportunities

5420 Total volunteer hours

23 Recruitment events

1,095 Prospective volunteers reached

Certified Ombudsman

Advocate for residents in licensed care facilities

Kindness Crew

Bring music, art, fitness & enrichment to residents

Friendly Visitor

Make in-person visits to isolated older adults

Phone Buddy

Provide regular check-in calls

Camp AgeUp Volunteer

Support outdoor adventures and workshops

Office Support

Help with admin and program coordination

Volunteer Hours by Program

Program	Number of Hours
Certified Ombudsman	4159 hrs
Kindness Crew	685 hrs
Friendly Visitors	79 hrs
Community Programs	80 hrs
Phone Buddies	29.75 hrs
Camp AgeUp	14 hrs
Community Education	5 hrs
Office Support	162 hrs

"My son and I did our first 'Friendly Visit' at San Carlos Elms last weekend and both felt it was one of the most meaningful volunteering opportunities we've done. I didn't know what to expect, and, you know, it was fantastic."

– Molly Lienesch, Friendly Visitors Volunteer



Advocacy in Action: Policy & Systems Change

AgeUp brings the experiences of older adults, people with disabilities, and long-term care residents directly to the tables where policy gets made – connecting what we see on the front lines with the local, state, and federal leaders who can act on it.

4
Team members advocating in Sacramento

30+
Workshops on elder abuse prevention & reporting

LOCAL • STATE • FEDERAL
Advocacy at every level

A SEAT AT THE TABLE
EDJCC, CLTCOA, AgeForward, New Beginnings, HPSM, MDT, Elder Death Review Team

This year's advocacy in action

- Took resident voices to Sacramento – four team members met directly with state legislators to push for stronger long-term care protections and oversight
- Hosted ride-alongs with elected officials, giving policymakers a firsthand look at long-term care facilities and resident experiences
- Helped shape statewide priorities on resident rights and elder abuse as part of the CLTCOA Legislative Committee
- Delivered 30+ workshops helping residents, families, and professionals recognize and report elder abuse and neglect
- Sit on San Mateo County's Elder Abuse Prevention Coordinating Council, multidisciplinary team, and Elder Death Review Team
- Serve on the New Beginnings Coalition and AgeForward San Mateo County, advancing California's Master Plan for Aging
- Partner with Health Plan of San Mateo and county agencies to close gaps in long-term care systems

"WHAT WE LEARN FROM ONE RESIDENT'S EXPERIENCE CAN HELP PROTECT THOUSANDS."



Strong Partnerships. Stronger Community.

We can do more – together.

AgeUp collaborates with a wide network of community partners and funders to expand resources, share knowledge, and get things done for older adults across San Mateo County.

IMPACT REPORT · FY2026 ·



FY2025-26 Supporters

Atkinson Foundation
CalWater Service
City of Burlingame
City of San Mateo
City of Menlo Park
City of South San Francisco
Deacon Foundation
City of Foster City
LB Charitable Foundation
Palo Alto Community Fund
Peninsula Health Care District
City of Redwood City
Safeway Foundation
San Mateo County
SMC Bar Association
SMC Board of Supervisors
Sequoia Health Care District
Stanford University
TouchPoint Foundation
Town of Colma
Woodlawn Foundation

FY2025-26 Community Partners

Age Forward Coalition
Alzheimer's Association
Adult Protective Services
CANHR
Catholic Charities,
CoastPride
Family Caregiver Alliance
Health Care Coalition SMC
HiCAP
Health Plan of San Mateo
Jewish Family & Children Services
Seniors At Home
Justice in Aging
Legal Aid SMC
SMC Aging & Disability Services
NAMI SMC
Peninsula Volunteers
Peninsula Family Services
SMC Pride Center, Stanford University
TeleVisit
The Villages SMC
Veterans Memorial Senior Center
UCSF
Pianissimo Music School
Peninsula Jewish Community Center
San Mateo County Libraries



FY2025-26 Board of Directors

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Vice Chair:
Arielle Hendel

Treasurer & Secretary:
Eloisa Briones

CPA Directors:
Monika Lee, Esq.
Mitchell Bailey
Blair Kittle, Esq.
Steve Jeffries
San-San Tu, LCSW
Florence Wong, PhD

Financial Stewardship

Investing in our mission. Building a stronger future.

Every dollar entrusted to AgeUp strengthens advocacy, expands community programs, and helps older adults age with dignity, connection, and purpose.

25 YEARS ~ OF ADVOCACY

IMPACT REPORT FY2026

Top Line Stats

$1.74M
Annual revenue

21%
Growth compared to FY2024-25

$286K
Reinvested in future impact

95¢
of every dollar supports programs and operations*

*Pending final functional allocation

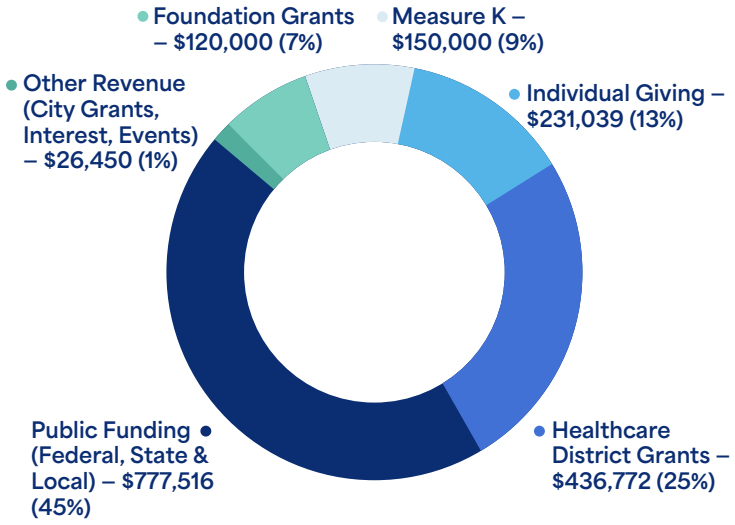
Investing in our Mission

FY2025-26 Operating Expenses, by functional allocation – Total $1.46M):



Revenue by Source

(FY2025-26 Operating Revenue – Total $1.74M):



Revenue Growth: FY2024-25 $1.44M → FY2025-26 $1.74M (+$301K / 21% increase) reflecting expanded partnerships, increased public investment, and growing community support.

Strong financial stewardship isn't about accumulating resources – it's about ensuring every older adult has someone to advocate, connect with, and care for them today and tomorrow.

IMPACT REPORT 2026

Looking Ahead

25 years in. Just getting started.

HERE'S WHERE WE'RE HEADED IN FY2026-27:

Continuing to protect the rights and dignity of residents in long-term care

•

Expanding Kindness Crew and Friendly Visitors

•

Growing Camp AgeUp into a year-round offering

•

Deepening community education and professional training

•

Launching the countywide Family Support Council

•

Advancing legislative advocacy for long-term care reform

•

Broadening language access across every program

•

Bringing Making Friends in Your 60s & Beyond to more cities

Get in touch with AgeUp

info@age-up.org 650-780-5707 www.age-up.org

AgeUp ADVOCACY IN ACTION

FY 2026

IMPACT REPORT

AgeUp









25 YEARS OF
STANDING UP.
SHOWING UP.







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