

## Overview

Neighborly Care Network, a private, not-for-profit organization headquartered in St. Petersburg, Florida, has served the elderly and their families in Pinellas County for 43 years.

A pioneer in elder care, Neighborly provides wellness, health, and social programs for older persons with special needs, helping them to remain independent and in their own homes. This also lets working caregivers keep their jobs while allowing their loved ones to live at home. Our goal is to prevent nursing home placement until absolutely necessary.

## Mission

Improved health, wellness and independent living for individuals and families

## Background

- On April 20, 1966, Neighborly (then called “The Neighborly Center, Inc.”) was chartered to study and fulfill special needs of the elderly in Pinellas County. **Today, Neighborly’s 171 employees continue to carry out our mission.**
- In 1968, Neighborly opened the nation’s first adult day care center and started the first federally funded Meals on Wheels program. **Today, Neighborly operates four adult day care centers and delivers an average of 1,600 nutritious meals per day to the frail and homebound.**
- In 1970, the agency developed a volunteer program to help meet the growing needs of the elderly in the community. **Today, approximately 1,200 Neighborly volunteers bring the human touch to the lonely and isolated.**
- In 1973, Neighborly started a Senior Dining program where individuals not only receive nutritious meals, but they socialize with their peers as well. **Today, Neighborly has 12 Senior Dining sites throughout Pinellas County.**
- In 1977, Neighborly implemented a Transportation program whereby specially equipped vehicles take seniors to medical facilities, adult day care centers, senior dining sites, grocery stores, etc. **Today, Neighborly operates 49 vehicles that help individuals maintain their independence.**

## Corporate Facts

**President/CEO: Debra Shade, CPA, CRM, MBA**  
**12425 28th Street North, Suite 200, St. Petersburg, FL 33716**  
**Phone (727) 573-9444 | Web [www.neighborly.org](http://www.neighborly.org)**

Neighborly is Medicare certified and licensed by the Agency for Health Care Administration (License #HHA21924096)  
*choice*<sup>sm</sup>, *sel-ect*<sup>sm</sup> and *EZride*<sup>sm</sup> are registered Florida service marks of Neighborly Care Network.

Employees: 171 (as of 3/09)  
 Active Clients: 8,096

### ADULT DAY SERVICES

A supervised environment with a full range of activities for individuals challenged with physical, mental, or cognitive limitations

### NUTRITION SERVICES

A solid foundation for healthy seniors and their families, with services that include:

- Meals on Wheels
- Senior Dining
- Nutrition Risk Reduction
- One-on-one counseling on proper nutrition and meal preparation

### MEDICARE HOME HEALTH

Skilled services on an intermittent basis, in the comfort of the client’s home  
*(physician’s order required)*

### TRANSPORTATION SERVICES

Specialized transportation for the elderly and disabled to help them maintain their independence

### NEIGHBORLY PHARMACY

Affordably priced prescription drugs for the uninsured

### *choice*<sup>sm</sup> CARE PLAN

Choosing Homecare Over Institutionalized Care Environment  
 (home- & community-based services in 18 counties)  
[choiceinfo@neighborly.org](mailto:choiceinfo@neighborly.org)

### *sel-ect*<sup>sm</sup> PROGRAM

A Medical Adult Day Care Services Demonstration Project (the first such project in the state of Florida)

### *EZride*<sup>sm</sup> PROGRAM

A membership transportation service for people 65 and older, or 55 and older and disabled

### SHOPPE AROUND THE CORNER

*Exquisite gifts & treasures for the home*  
 Proceeds support Meals on Wheels and the Neighborly Pharmacy