



# **COMMUNITY BENEFIT REPORT 2011**

**Motion Picture & Television Fund  
Woodland Hills, California**

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## Introduction: Overview

The Motion Picture & Television Fund (MPTF) is celebrating 90 years of serving California's entertainment community with quality health and human services.

In 1921, entertainment industry pioneers including Mary Pickford, Charlie Chaplin and D.W. Griffith founded MPTF. In the first year, 17 grants of assistance totaling \$700 were given to industry members in need. From these fledgling grants, we have grown to care for our own in many ways: with an acute care hospital, health care services, child care, social services, older adult care, long-term care and residential assisted living, as well as retirement services.

MPTF strives to offer unique answers to industry needs. Facilities are located in areas where industry members live and work and many maintain extended hours. In January 2006, MPTF started a Disease Management Program for industry members. The program is designed to help participants better manage the treatment of their chronic illness and maintain optimal health. A specially trained health coach provides regularly scheduled phone calls, to help participants achieve their health goals.

Charitable assistance remains at the heart of MPTF's array of community services. Help is available to assist with payment for health care, residential retirement care, childcare and more. Charitable assistance is available to existing, as well as incoming residents who find themselves without access to financial resources. For those in the industry who have resources or access to medical benefit coverage plans, the payor sources for MPTF's services are, in many cases, similar to those for non-industry specific facilities. For residential retirement care, payment plan arrangements are agreed upon with each resident; private health insurance and government health plans do not finance board and care in the retirement facilities (Country House, Frances Goldwyn Lodge and the Fran & Ray Stark Villa). In addition, MPTF's charitable assistance program covers the costs of the many residents who do not qualify for SSI or have insufficient income.

MPTF's philanthropic efforts are largely supported by members of the entertainment industry who serve at all levels, as well as community and family foundations, state and federal government grants. In 2003, MPTF received a munificent grant from the Cheryl & Haim Saban Family Foundation that supported the construction of a new wellness and therapy center. The Saban Center for Health and Wellness provides aquatic and land-based therapies and opened its doors July 18, 2007. Since the opening of the Saban Center, MPTF has served over 3,000 entertainment industry members through its doors. We believe the vision that was created in 1921 and the mission of the Motion Picture & Television Fund allows us to serve the tradition of caring as well as the commitment to growth and change well into the future.

## **MPTF'S PRESIDENT/CEO ROBERT BEITCHER**

Robert Beitcher, has been President/CEO of the Motion Picture & Television Fund (MPTF) since 2010. He has been a senior executive in the entertainment industry for 30 years, having held leadership roles at Jim Henson Productions, Paramount Pictures, Technicolor, and Panavision. Beitcher has been an MPTF board member since 2007.

In accepting the appointment, Beitcher said, "I have been in this industry for over 25 years and I love this organization, what it stands for and all that it does for our community. I am absolutely committed to doing everything I can to enhance the Fund's ability to meet the growing need for health care and social services now and in the future, and to continuing the charitable mission of the Fund. With the support of its outstanding staff, the Fund has an exciting opportunity to address the growing needs of our industry members in innovative and progressive ways."

## **MISSION STATEMENT**

### **MOTION PICTURE & TELEVISION FUND**

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Our mission is to enrich the lives of the people in the California entertainment community by continuously evolving to meet their health and human services needs. We are dedicated to offering programs and charitable services, which are provided with compassion and respect for the dignity of the whole person.

## **MOTION PICTURE & TELEVISION FUND COMMUNITY BENEFIT PLAN**

### **A. CONSISTENT WITH MPTF'S MISSION, VISION AND VALUES, WE WILL CONTINUE TO SERVE CALIFORNIA'S ENTERTAINMENT COMMUNITY WITH CHARITY CARE IN AREAS SUCH AS:**

- Medical care, including the unpaid cost of service to Medi-Cal and Medicare patients;
- Community services, including traditional charity care, social services counseling and referrals, and financial grants of assistance;
- Retirement care housing subsidization;
- Wellness, childcare, and other community service programs.

### **B. WE WILL CONTINUE TO LEAD COMMUNITY COLLABORATION TOWARD:**

- Identifying health and social needs of the entertainment community;
- Guiding the implementation of initiatives to respond to those needs;
- Measuring the impact of our efforts.

*Continued...*

**C. WE WILL ENHANCE AND BROADEN OUR SERVICE TO THE COMMUNITY BY:**

- Maintaining superior levels of customer satisfaction;
- Conducting research to increase our knowledge of community needs, and facilitating increased communication with community members;
- Exploring expansion of our primary market services and access points;
- Investigating new community service possibilities, such as:
  - Evaluating, developing and introducing specialized services, programs or educational opportunities.
  - Considering options to create and demonstrate new models of care consistent with future community needs encompassing the entire family.
- Targeting focused communications vehicles to specific audiences designed to increase awareness and utilization of all services, with particular emphasis on health and prevention programs.

# COMMUNITY BENEFIT REPORT 2011

## COMMUNITY BENEFIT REPORT - 2011

MPTF demonstrates its dedication to quality, its commitment to caring and its ongoing desire to serve the entertainment industry's changing needs through its many community services. In most cases, these expenditures are associated with providing benefits for people in need, the unpaid costs of public programs, and benefits to the broader community. The cost to MPTF for providing these community services during 2011 amounted to more than \$30.1 million.<sup>1</sup>

### CHARITABLE MEDICAL CARE

#### UNPAID COST OF MEDI-CAL AND MEDICARE:

MPTF operates a 250-bed hospital, of which approximately 189 beds are devoted to long-term care. Part of this skilled nursing/long-term care facility includes a special care unit for Alzheimer's and other forms of adult dementia. In a large number of cases, these services are paid by Medi-Cal, a program that supports the State's indigent/poor population. During 2011, Medi-Cal payments covered the cost of 21,000 days for patients who could not afford the cost of care. But, Medi-Cal reimbursements don't pay for everything. MPTF's charitable financial assistance program covered other expenses not paid by Medi-Cal, amounting to approximately \$11.9 million in 2011.

MPTF's hospital offers both acute and skilled nursing care, with two state-of-the-art, full-service surgery suites, rehabilitation – including physical, occupational and speech therapy – GI Lab, radiology, laboratory, and cardiopulmonary services. The unpaid cost of the Medicare program amounted to approximately \$4.5 million in 2011.

#### *MPTF Hospital Inpatient Services*

Department	No. of Days/2011
Acute Care/ICU	1,000
Skilled Nursing <sup>2</sup>	23,000

## COMMUNITY SERVICES

Over the years, we have developed a broad range of specialty services, including residential care for the elderly, childcare, social services and financial grants of assistance. Our costs associated with these programs are identified below:

### TRADITIONAL CHARITY CARE, SOCIAL SERVICES COUNSELING AND FINANCIAL GRANTS OF ASSISTANCE:

\$ 5.0 million

Clinical social work services are available to those who are in need of short-term crisis counseling for personal and family problems. When there is no insurance coverage for this service, it is offered free of charge. Our other social services include information and referrals to community-based board and care/retirement facilities, home chore and home health, low cost housing, shared housing programs, low cost health services and counseling services. The Elder Connection social service program provides education, consultation and assessments of needs via in-person or telephone interviews. This program, which focuses on serving the elderly, as well as their caregivers, also provided referrals to various community resources for in-home care and support in the greater community. Social Services produced 21,532 client efforts in 2011 for 3,557 unduplicated clients (this includes the Health Insurance Premium Support Program).

Number of Information & Referrals provided	3,261 referrals 1,306 clients
Number of Supportive Counseling efforts related to assessments and referrals	5,635 efforts 2,444 clients
Short-term counseling and case management for personal and family issues, through social worker "efforts" toward increasing client independence, safety and life satisfaction.	21,532 efforts 3,557 clients
A few of the efforts are highlighted below:	
<ul style="list-style-type: none"> <li>Elder Connection social work, for seniors and their caregivers</li> </ul>	7,433 efforts 994 clients
<ul style="list-style-type: none"> <li>Emergency financial counseling and assistance</li> </ul>	2,149 efforts 527 clients
<ul style="list-style-type: none"> <li>Assessments and medical social work care planning</li> </ul>	2,230 assessments 9,620 efforts 2,762 clients
<ul style="list-style-type: none"> <li>Counseling assistance related to transitions to safer living environments</li> </ul>	1,596 efforts 622 clients
<ul style="list-style-type: none"> <li>Identification and development of a plan to address safety issues in the home, medication safety and</li> </ul>	626 efforts 349 clients

driving	
<ul style="list-style-type: none"> <li>• Everyday essentials: services provided to clients who need help with administrative tasks, as well as packing or disposing of belongings when there is no other social support available to assist with relocation or reducing clutter</li> </ul>	2,417 efforts 885 clients
<ul style="list-style-type: none"> <li>• Home visits performed through Elder Connection</li> </ul>	1,244 visits 292 clients
<ul style="list-style-type: none"> <li>• Community Care Visits</li> </ul>	1,019 efforts 180 clients

Social work programs and services offered in 2011 included further expansion of Wasserman Campus social work in the Palliative Care program and extending this innovative service to out-patients served through two of our health centers and those who live in the local community. This community-based social work expansion was furthered through the MPTF Community Care Team (CCT). Social workers join the medical CCT in serving seniors and working adults in local community skilled nursing facilities, assisted living and board & care settings. The Bereavement Program, where a social worker and/or Chaplain/Rabbi reaches out to the family or significant other subsequent to the death of a loved one, extending condolences and offering short term counseling outreach continues to be offered as MPTF's reach into the community is strengthened.

Emergency financial assistance grants are available to qualifying entertainment industry individuals who are experiencing difficulty in meeting living expenses due to illness, disability, unemployment or insufficient income and resources. Grants cover a variety of issues including: immediate needs (food, rent, mortgage payment or utility bills), as well as insurance premium gaps, home care or room & board in retirement facilities. Focused work on the unemployed and under-employed continued in 2011. Informative community resource flyers developed by MPTF social workers help guide clients and their families to additional community resources.

- MPTF Community Programs focus on senior entertainment industry members, as well as caregivers for seniors. This community-based work has continued to expand and improve on its services in 2011. Home Safety is one such program that successfully launched in 2007 and has continued to improve and expand. This program focuses on home safety and improvements to enhance safety and reduce falls, therefore improving independence and satisfaction. On hundred and twenty-one (121) free in-home safety assessments were completed by specially trained coordinators. The seniors and/or family were then presented with written reports that not only described the findings, but presented recommendations. Planning with the senior and family where appropriate to address these recommendations was also offered. Small teams of 2-to-4 industry volunteers (23 volunteers through the year) worked on 24 homes installing grab bars, ramps, railings, and smoke detectors.
- MPTF continues to sponsor CarFit Assessments for campus and community dwelling older adult drivers. This program is led by an Elder Connection social worker. Two community volunteers assisted with CarFit events and assessments during the year.

Community Programs also launched a participant satisfaction questionnaire to help inform MPTF about Community Programs experiences and to identify new areas of interest.

Elder Connection Programs continued to expand its community-based volunteer programs in 2011. Community volunteer programs include: Phone Buddies, Grocery Shopping, Pet Assistance Program (funded through grants and coordinated by volunteers), Friendly Visiting, and Computer Tutors, new in 2011. Four MSW/GSWEC Interns studied and completed their practicum at MPTF facilities during the 2010-2011 academic year under the leadership and supervision of qualified MPTF Licensed Clinical Social Workers.

Programs and services are developed with input from our community. Our approach has increasingly factored in geography—approaching our client population in zip code clusters, so that we are better able to collaborate at a local level with other community resources and also so that we can enhance our seniors’ and their caregivers’ sense of “industry” community where they live. This work supports our initiative to develop new opportunities for civic engagement which promotes sense of self-esteem and value to others, reduces isolation, and increases safety.

- In August 2008, MPTF officially began its collaboration with ITN*GreaterLA* to offer economical, reliable, 24/7 transportation to entertainment industry retirees who reside in a 64 square mile area of the Westside of Los Angeles. The partnership with MPTF required ITN*GreaterLA* to expand its service area on the Westside to include the primary zip codes in the NORC geographic cluster.
- In 2011, five entertainment industry members were volunteer drivers and they provided 115 rides to Westside seniors and visually impaired riders. Eight industry members benefited from ITN*GreaterLA* rides for a total of 554 rides. The population served through this collaboration includes, but is not limited to the entertainment industry.
- MPTF has continued to educate the greater community about senior driver safety and ITN*GreaterLA* through its own publications, including *Focus on Community*, MPTF’s quarterly publication targeting middle age and older adults. Calls to the Social Service Intake Line regarding transportation continue. Calls were from individuals who live outside of the current ITN service area, and a knowledgeable social worker provides transportation services referrals in their local area.
- MPTF continues to develop and foster community relationships, including:
  - MPTF Community Programs, which has continued to expand program offerings to industry members by financially sponsoring a variety of well-received lifelong learning programs and offering programs directly. 139 entertainment seniors participated in computer classes, cooking classes, musical enrichment programs, community outings and holiday oriented excursions.
  - The MPTF Westside Community Council includes 17 industry members who provided leadership and helped MPTF expand a sense of industry community through civic engagement, socialization and lifelong learning.
  - In 2010, MPTF launched the Toluca Lake/Burbank Community Council. 25 industry members participated in the forum and 13 of those joined the Council.
  - MPTF Community Programs also offered ‘Community Conversations’ around caregiving, home safety and planning for aging parents. Community collaborations in 2011 included the Jocelyn Center and the Burbank Public Library (Buena Vista Branch).

The Age Well Program opened in late August 2007. 2,996 Age Well patient visits were conducted in 2011. 1,642 visits were made to patients outside of the Age Well health center setting. MPTF's Community Care Team (CCT) continued to serve community members in local rehabilitation and board & care facilities in 2011. On some occasions, CCT treated clients in their own homes.

Palliative Care is specialized medical care for people with serious illnesses. This type of care is focused on providing patients with relief from the symptoms, pain, and stress of a serious illness - whatever the diagnosis. The goal is to improve quality of life for both the patient and the family. Palliative Care is provided by a team of doctors, nurses, social workers and other specialists who work with a patient's other doctors to provide an extra layer of support. Palliative Care is appropriate at any age and at any stage in a serious illness, and can be provided together with curative treatment. Collaboration, communication and coordination of care are key competencies.

MPTF developed its Palliative Care Program first in the Skilled Nursing Facility, and the program has garnered awards and recognition from both state and national organizations, including this years National Consensus Project for Quality Palliative Care Leadership Award. In 2011, 120 patients were served through this program. Approximately, 1,450 patients and their families have received these services since the program's inception in 2005.

<p>Emergency Community Financial Assistance</p> <p><i>“Improving Health Care Access and Care Continuity for the Uninsured Members of the Southern California Entertainment Industry”</i> was formed in late 2001 through a grant from the UniHealth Foundation. Since then, MPTF has continued offering a program that provides continued access to healthcare service and improved continuity of care for individuals and their families experiencing financial hardship and a lapse in their insurance coverage. This financial assistance program continues despite no further specific purpose grant funding as described above.</p> <p>A 2011 grant, from the Screen Actors Guild-Producers Industry Advancement and Cooperative Fund (IACF), partially funded MPTF social work, making it possible for MPTF to continue the social work services and programs extended to SAG members and their dependents.</p>	<ul style="list-style-type: none"> <li>• \$1,164,614 in 2011</li>   <li>• In 2011, 73 clients, were assisted with \$80,113 in grants to help them pay for their health insurance premiums or COBRA coverage.</li>   <li>• In 2011, 24% of the clients served by MPTF Social Work Services were members or dependents of SAG.</li> </ul>
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## SENIOR HOUSING SUBSIDIZATION

\$7.9 million

A care subsidy program is in place for those who cannot meet the full cost of medical care and senior housing. We do not turn away any eligible industry workers or retirees lacking the ability to pay. If the financial resources of a retiree in residence at MPTF become depleted, their care continues uninterrupted.

MPTF's Residential Care Facility for the Elderly (RCFE) is licensed to care for 236 elderly. This facility includes 62 retirement cottages for the more independent residents, 51 Frances Goldwyn Lodge rooms for residents who require assistance with daily living, and 70 accommodations in the Fran & Ray Stark Villa.

A number of new programs were added to the 2011 MPTF Resident Recreation Program. These new programs included: a Jewelry making class, a pottery class, Monthly Themed Nights (i.e. "Evening in Paris," "Oscar Night"), and more trips off campus to places such as LACMA.

Residential retirement care	57,000 residential days
Total charity subsidy for senior housing at MPTF, Woodland Hills, California	\$7.9 million

## CHILDCARE

\$0.8 million

The Samuel Goldwyn Foundation Children's Center in West Los Angeles, owned and supported by MPTF, opened in August 1991. The center offers extended hours and drop-in care. In 2011, SGFCC began a children's yoga program with Mini Yogis. Also, Bright Horizons focused on their Toddler Programs - The Growing World of Toddlers. This focus/training was designed to deepen each teacher's understanding of why toddlers do what they do and to acquire specific strategies he/she can follow to most effectively meet toddlers' needs.

Quality preschool education and childcare	103 children 27,000 childcare days
Tuition assistance	\$44,438 14 children subsidized (12 families)
Total subsidy for childcare at MPTF	\$0.8 million

## **DONATED VOLUNTEER SERVICE TIME**

MPTF Community-based Volunteers now feature 18 different volunteer programs. There were 581 Community Volunteers in 2011 and more than 400 clients were served. 79 Volunteers offered their time and talent through various Elder Connection Programs, including Friendly Visiting, Phone Buddies, Grocery Shopping, Pet Fund, CarFit, Computer Tutors and Administrative Volunteers. 195 volunteers participated in other community-based programs including Home Safe Home, ITN*GreaterLA*, Saban Fitness and Pool Buddies, the newest MPTF Guild Community-based Volunteer Program and Computer Tutors.

*MPTF Guild:* A total of 27,763 hours of service were performed in 2011 by 115 Guild volunteer members, all of whom have an affiliation with the entertainment industry and many who are seniors seeking a way to contribute to industry people in need.

*Resident Job Corps:* 2,731 hours of service were performed in 2011 by 28 volunteers who reside on The Wasserman Campus retirement community, and are interested in making a meaningful contribution of time to benefit others (for example, visits to MPTF hospital inpatients.)

*Junior Volunteers:* 3,537 hours of services donated by 121 local high school students and community neighbors seeking opportunities to help MPTF residents.

*MPTF Pastoral Volunteers:* 26 Pastoral volunteers representing a variety of religious institutions in the community supported the MPTF campus in 2011.

*Home Safe Home Volunteers:* 121 home safety assessments were completed by a trained evaluator and 24 Home Safe Home projects were completed by 23 volunteers. In addition to these focused projects, 3 large home projects were completed through volunteer work provided by 139 volunteers. 54 entertainment industry members served on the MPTF team and participated on 3 local community-based projects (Theresa Lindsay Center, Watts Labor Community Action project at the senior center and Esperanza community project in the San Fernando Valley). These 3 community projects were in partnership with Rebuilding Together Los Angeles and National Rebuilding Together chapter. The volunteer work included painting, establishing gardens and completing home improvements in low income areas.

*MPTF Guild Community-based Volunteer Program:* Launched in 2011, 11 volunteers visited 17 community dwelling LTC residents, as well as new MPTF clients who have moved into local Board & Care and Assisted Living facilities. The Computer Tutors volunteer program was launched in 2011 as well. 15 volunteers worked with 13 seniors in the community, introducing them to computers and helping them to gain confidence and develop new skills, with the additional goal to reduce isolation and enhance connection with family and others in the greater community.

## **PUBLIC REVIEW**

In general, the Motion Picture & Television Fund's Community Benefit Plan communications strategy includes outreach to:

- Entertainment industry leaders
- Current industry members and their families
- Physicians (MPTF medical group, medical staff and affiliated specialists)
- Strategic partners, including affiliated hospitals
- The Woodland Hills/Calabasas community
- Public officials

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<sup>1</sup> These costs include depreciation expense and overhead.

<sup>2</sup> Skilled nursing includes SNF/Rehab and Alzheimer's.