

2025 Annual Report

PROTECTION & PREPARATION



California Association for Adult Day Services



PRESIDENT'S MESSAGE

Dear CAADS Members,

“I’m so glad I joined CAADS...because I feel safe with CAADS.” This is what a new member said in an unprompted testimonial at Spring Conference. Her words sum up the last twelve months—2025 was difficult. But CAADS met the moment by focusing on our core ideals of *PROTECTION & PREPARATION*.

We strived to consistently help everyone navigate storm clouds in Sacramento and Washington and keep our members feeling safe. We also broadened our legislative alliances and reinforced key protections, ensuring our members will be able to face a new era of federal uncertainty and state deficits.

Importantly, we could not have done so much without our dedicated members: Each of you helped! You helped CAADS combine our collective resources and sustain an engaged provider community to offer protection across California.

Your membership and engagement empower us to continue working to keep you safe and resilient. We thus want to extend our gratitude to our membership. We are excited to continue supporting your centers and your participants for years to come!

Kay Lee, Board President
California Association for Adult Day Services



**special
thanks
to our
2025
strategic
partners!**

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HISTORY & VALUES

HISTORY

The *CALIFORNIA ASSOCIATION FOR ADULT DAY SERVICES* is a member-driven trade association. Since 1977, we have succeeded in protecting and advancing adult day services in California as a cost-saving alternative to institutional care.



PURPOSE

We help hundreds of adult day providers support tens of thousands of adult day participants. CAADS ensures our members can help people living with dementia, intellectual/ developmental disabilities, and other long-term challenges to stay healthy, independent, and fulfilled.

VALUES

CAADS strives to make a difference through leadership and pioneering actions by:

- **Serving** individuals, families, and communities with compassion.
- **Respecting** individuality and independence at all stages of life.
- **Achieving** excellence via innovation, creativity, resourcefulness, and change.

CAADS

LEADERSHIP

PROACTIVE BOARD

Kay Lee (President) Commonwealth ADHC	Maria Nicolacoudis (VP) Hearts & Mind	Katy Krul (Treasurer) Oxnard Family Circle	Richard Lee (Secretary) Beverly ADHC
Dan Gallagher (Immediate Past Pres.) Stepping Stone	Marina Amar Circle of Friends	Karina Andrade El ARCA	Amber Carey-Navarrete Easterseals SoCal
Lena Haroutunian New Sunrise ADHC	Nancy Keegan Avenidas Rose Kleiner Center	Tatyana Khefets Golden Castle ADHC Center	Sofia Martinez Reimagine Network
Lois Sones Community Bridges Elderday	Terri Whitmire Adventist Health Lodi Memorial ADS	Stephanie Wilson Triple-R ADP	Mona Yacko Laguna ADHC

STRATEGIC PLANNING

This year the Board planned our medium-term future by identifying three strategic priorities:

- 1) MOBILIZING EXTERNAL SUPPORTS –**
leverage our growing ties to advocacy groups, Managed Care Plans, and our other partners
- 2) GROWING ENGAGED MEMBERSHIP –**
ensure our adult day community grows and becomes more mutually supportive over time
- 3) STREAMLINING FRAGMENTED SYSTEMS –**
strive to address root causes of providers' financial and operational challenges

CAADS LEADERSHIP

DEDICATED TEAM



**Brian
Rutledge**

Executive
Director



**Kathy
Atkinson**

Finance &
Operations
Manager



**Danielle
Hanlon**

Director of
Membership &
Communications



**Lindsay
Parris**

Administrative
Assistant

CUSTOMER SERVICE

Staff spent 2025 working to build a renewed focus on customer service. Highlights of these efforts include:

- ***Brian has visited 25 centers since he joined*** – helping him understand provider challenges.
- ***Danielle engaged with providers everyday*** – helping us track and respond to shifting needs.
- ***Kathy continued to build out Help Desk*** – our service for supporting centers that email or call us asking for help.



2025 ACHIEVEMENTS

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

The key to keeping our members safe and resilient is consistently offering multiple supports—targeted trainings, state advocacy, industry resources, and more. That's why we spent every day in 2025 delivering a range of high-impact member services.

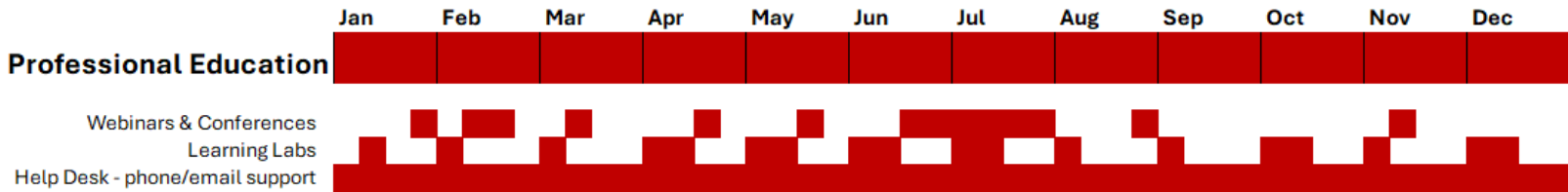


**PROFESSIONAL
EDUCATION**

**GOVERNMENT
ADVOCACY**

**INDUSTRY
RESOURCES**

EDUCATION IMPACT



Colored boxes indicate each week that CAADS provided a particular service.
Notice how layered and consistent our service delivery was.

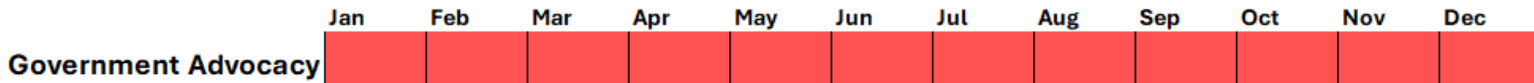


700+ attendees across 14 webinars –
helped our community strengthen centers, improve marketing,
and navigate the DHCS rate change issue

300+ attendees at 2 conferences –
shared guidance from the State and Managed Care Plans and
offered professional development via diverse sessions

Help Desk always available –
regularly helped individual CAADS members access key info and
resolve time-sensitive problems

ADVOCACY PROGRESS



State Legislature meetings
State Agency & Managed Care meetings
Stakeholder Partnership meetings



Colored boxes indicate each week that CAADS provided a particular service.
Notice how layered and consistent our service delivery is.



CBAS WINS

\$9M SAVED
via LA Care legal settlements

\$260k SAVED
via Molina work on Prop 56

27-MIN HEARING
spotlighting CBAS rates crisis

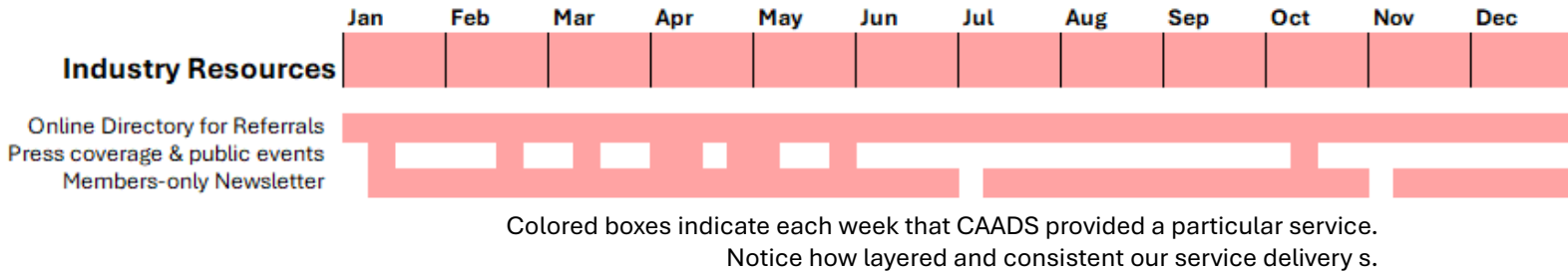
ADP/ADVP WINS

CO-FOUNDED ADC
Aging & Disability Coalition

AB 1172 AMENDS
to avoid confusion on intranasal
antiseizure medication

SB 582 AMENDS
to ensure ADP inclusion in benefitting from
licensure flexibilities after emergencies

INDUSTRY RESOURCES

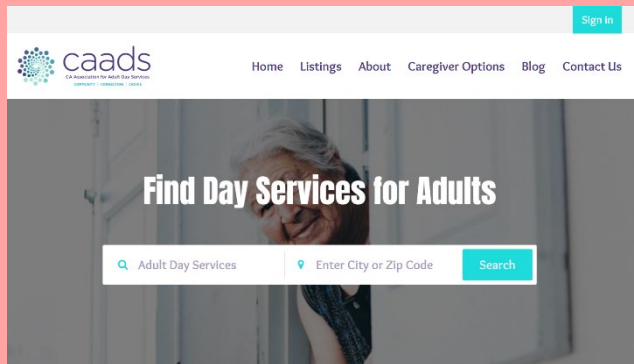


PARTICIPANT REFERRALS

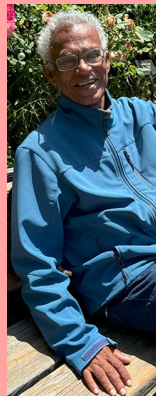
Improved online directory –
by creating adulthoodservices.org

Reached 5,400 consumers –
directing them to member centers

Generated calls & referrals –
helping our members fill openings



MEDIA COVERAGE



Partnered with journalist –
see [Courtin Martin's work here](#)

Spotlighted CBAS rates crisis –
via Martin's multiple op-eds on ASEB

Shared family stories –
via Martin's work & CAADS testimony

FINANCIAL RESILIENCE

CAADS remains financially stable thanks to the hard work of our Finance Committee and staff. Our reserves have remained strong for many years and still remain strong going into 2026.

Statement of Financial Position	
California Association for Adult Day Services	
As of December 31, 2024	
DISTRIBUTION ACCOUNT	TOTAL
Assets	\$620,700.44
Liabilities and Equity	
Liabilities	\$151,130.85
Equity	\$469,569.59
Total for Liabilities and Equity	\$620,700.44

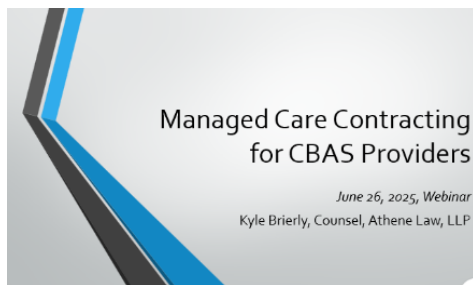
During 2025, we made targeted investments in foundational protections that will benefit our members over the medium term, including a major lobbying campaign and new member services.

Statement of Activity	
California Association for Adult Day Services	
January 1-December 31, 2024	
DISTRIBUTION ACCOUNT	TOTAL
Income	
5000 Dues Income	\$469,577.80
5020 Donations	108,772.69
5030 Event Revenue	\$179,278.00
5035 Sales/Svcs	\$98,730.00
5040 Misc Income	205.63
Total for Income	\$856,564.12
Cost of Goods Sold	
Gross Profit	\$856,564.12
Expenses	\$745,700.10
Net Operating Income	\$110,864.02
Other Income	\$561.40
Other Expenses	\$658.00
Net Other Income	-\$96.60
Net Income	\$110,767.42

2026 PREVIEW

In 2026, CAADS will continue keeping our members safe and resilient by improving member services in multiple areas, including:

PROFESSIONAL EDUCATION



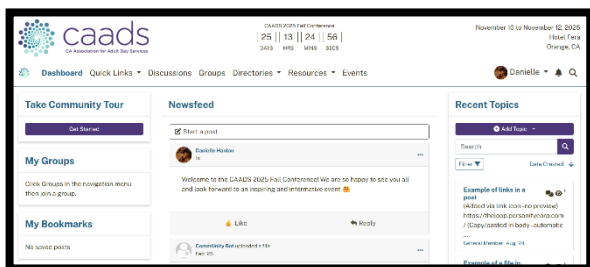
Webinar Wednesdays - start offering monthly webinars on a regular schedule

GOVERNMENT ADVOCACY

CBAS Rates Crisis - advance agenda for the HR 1 era to address provider cost pressures



INDUSTRY RESOURCES



Online Member Forum - launch Facebook-style platform for peer-to-peer community building

