

# Aimee Fuller-Cuda



## EXPERIENCE

### CHIEF ADMINISTRATIVE OFFICER – Central Coast Senior Services, Inc.

Monterey, July 2021 - Present

Central Coast Senior Services, Inc. was founded in 1996 when the long-term care non-medical provider sector consisted of board and care homes, convalescent hospitals, and skilled nursing facilities (SNF).

The non-medical sector of LTC aging services has been and continues to be largely unregulated and as such non-medical services as a group of services are not covered by typical third-party payors. Most non-medical services are funded from the client's personal assets.

Central Coast Senior Services, Inc. continues to develop innovative services and programs to provide impact for the older adult and their families, build a competent and motivated work force to meet their needs and assist clients/families navigate the issues that are a part of the last chapter of life: family dynamics, medical care options, housing options, estate/financial and end of life care.

#### Highlights of Duties:

- Working with the CEO provide the leadership, management, and vision necessary for innovation and to ensure that the agency has the proper operational controls, administrative and reporting procedures, and people systems in place to effectively grow the organization and to ensure financial strength and operating efficiency.
- Provide Home Care Managers (HCM), HCM Extenders and Staffers with support and supervision to ensure high quality service is being provided and client/family needs are being met.
- Supervise and direct Home Care Managers, Human Resources Director, Assisted Living Administrator, Executive Secretary/Staffing Manager, Staff Trainer, and more than 25 personal and assisted living attendants towards furthering the agency's mission.
- Monitor the communication and workflow of other CCSS employees, client, family, and others to ensure consistent delivery of quality post-acute and chronic care services.
- Ensure the client's Assisted Living Care Plan and Care Plan Summary address the holistic needs of the client/family and reflect the support the client currently needs.
- Ensure the direct care staff have the training and support appropriate to their individual needs to improve skill set and professionalism.

- Provide for the safety needs of clients, staff and public by utilizing the Home Care Managers and Staff Trainer to solve environmental and/or client care safety problems.
- Provide information and education materials regarding agency services to physicians, acute and sub-acute care facilities, and the general public.
- Participate in the development of agency programs and staff education by contributing to the Education Center's organizing, developing, and presenting of educational programs.

#### **DIRECTOR OF ADMINISTRATIVE SERVICES — Central Coast Senior Services**

Monterey, US, *June 2019 - July 2021*

- With the Director of Client Services provided leadership, management, and vision necessary to ensure that the company has the proper operational controls, administrative and reporting procedures, and people systems in place to effectively grow the organization and to ensure financial strength and operating efficiency.
- Responsible for the development of Central Coast Senior Services Inc.'s marketing and communications strategies.
- Contributed to the success of agency's organizational strategic planning process.
- Developed and oversaw implementation of a proactive marketing strategy and ensured accountability for results that met or exceeded agency's marketing objectives including brand identity and its integration and alignment throughout the organization.
- Created an effective communications plan for CCSS, directly managing communications activities that promote, enhance, and protect the organization's brand reputation.
- Managed agency's varied and integrated communications products and services including newsletters and other print publications; web, e-news, and other online communications; media and public relations.

#### **COMMUNITY RELATIONS MANAGER — Central Coast Senior Services**

Monterey, US, *July 2017 - June 2019*

- Acted as a liaison between the agency and outside organizations, family members, and referral sources to increase hours of service.
- Provided information and education regarding agency services to physicians, acute and sub-acute care facilities and the general public.
- Participated in the development of agency programs and staff education.
- Ensured the marketing budget remained on target.
- Kept abreast of marketing efforts of the competition.

## **EXECUTIVE DIRECTOR — Independent Transportation Network Monterey County**

Monterey, July 2015 – January 2018

Independent Transportation Network (ITN) Monterey County is a non-profit agency formed in Monterey County in 2012 whose mission is to deliver any ride for any purpose to seniors and visually impaired adults. Rides are provided as requested 24-hours a day, 365 days a year. The model is arm-through-arm and door-through-door making it unique from other ride delivery services in that drivers are physically assisting the clients from inside one location to inside of the next location making certain that the rider is exactly where they are supposed to be. This makes this service safe for seniors with cognitive and physical impairments, but also allows for ride delivery in unique circumstances such as surgery center rides for clients who need someone to walk in and pick them up and ensure them safely inside to their home. The service includes a low-income component making it possible for low-income seniors to access needed services.

### Highlights of Duties:

- Efficiently manage the resources of the corporation to maintain a sustainable balance of revenue from fares, rides from volunteers, and fundraising dollars to cover expenditures by ensuring that long- and short-term fundraising program development and goals are established and met, including the Annual Appeal, grant writing, planned giving, and any other campaigns or outreach efforts.
- Carry out all policies set by the Board of Directors pertaining to the ITN Monterey County operations, including human resources policies, employee training, and compliance with all relevant state and federal workplace policies.
- Serve as liaison to ITN America (National Organization that provides oversight and structure for all ITN Affiliates across the United States) for the agency ensuring affiliate fees, shared software, branding, marketing, policies, and procedures are in alignment to the mission of ITN Monterey County.
- Advocate the needs of senior citizens within the community through participation of the Mobility Advisory Committee and maintaining relationships with key agencies such as Area Agency on Aging and Alliance on Aging
- Recruit volunteers on an on-going basis through public speaking, public service announcements or other similar forms of community outreach. Recruit, hire and manage all office staff and drivers as necessary to cover operations 24/7 including dispatching, customer service, and daily bookkeeping.
- Supervise the dispatch office to assure that all customer requests for rides are covered without limitation, all aspects of the transportation service run smoothly, the data in ITNRides (ITNAmerica's proprietary scheduling database) is accurately maintained, and all fleet vehicles are registered and properly maintained.

## **DEVELOPMENT DIRECTOR — Voices for Children - CASA of Monterey County**

Salinas, May 2014 – July 2015

Voices for Children – CASA of Monterey County is a non-profit formed in 1994 that trains and supports volunteers who advocate for abused or neglected children placed in foster care, upholding children's rights while pursuing a safe and permanent home.

### Highlights of Duties:

- Oversaw all fundraising efforts which included: conducting research to acquire new grant sources; writing all proposals and outcome evaluations in compliance with grant procedures; direct mail fundraising; fundraising event planning, oversight, and execution; major gift procurement and donor cultivation; and planned giving solicitation and management.
- Gave direction to the Board of Directors and Development Committee regarding fundraising efforts. Provided an update on fundraising efforts at every Board meeting.
- Developed and oversaw public relations and communications, sent press releases, applied for media grants, assisted with newsletter and website redesigns, created ads, and developed materials that are fresh and relevant to the community with an eye toward philanthropy.

## **DIRECTOR OF DEVELOPMENT — The Carmel Foundation**

Carmel, June 2009 – August 2013

The Carmel Foundation is a non-profit founded in 1950 to establish a place for those in the community over the age of 55 who wished to age in place. The Carmel Foundation is a membership organization with over 2,500 members with a vision to facilitate successful aging by providing a broad spectrum of interactive activities and services for the ever-changing physical, social, emotional, and cognitive needs of its members. Services include over 50 classes and activities weekly, on-site and homebound meal programs, technology center, medical equipment loans, low-income housing, and support groups.

- Oversaw all fundraising efforts which included: conducting research to acquire new grant sources; writing all proposals and outcome evaluations in compliance with grant procedures; direct mail fundraising; meeting membership financial goals; fundraising event planning, oversight, and execution; capital campaign oversight for low-income housing; major gift procurement and donor cultivation; planned giving solicitation and management; and short- and long-term strategic planning.
- Worked with the Board of Directors, Development Committee, and management staff to develop and implement the Strategic Plan. Gave direction to the Board of Directors and Development Committee regarding fundraising efforts and recommended strategies in developing their 'Elevator Speech'. Provided an update on fundraising efforts at every Board meeting.
- Developed and oversaw public relations and communications by creating a media plan, implementing the use of social media, writing the development newsletter, sending press releases, applying for media grants, developing the annual report into a fundraising tool, assisting with

newsletter and website redesigns, creating ads, and developing materials that are fresh and relevant to the community with an eye toward philanthropy.

## **EDUCATION**

- **MASTER OF ARTS, AGING SERVICES MANAGEMENT**, *Expected Dec 2025*
- **BACHELOR OF SCIENCE, HUMAN SERVICES/MANAGEMENT** *Dec 2014*
  - University of Phoenix
- **COMPLETED COURSEWORK FOR SOCIAL WELFARE**
  - University of California, Davis
- **COMPLETED COURSEWORK FOR EARLY CHILDHOOD EDUCATION**
  - Monterey Peninsula College
- **HIGH SCHOOL DIPLOMA** *Jun 1989*
  - Lakenheath American High School, RAF Lakenheath, England, United Kingdom

## **COMMUNITY SERVICE**

- Board Chair — ITN Monterey County June 2020 – Present
- Vice Chair — Area Agency on Aging Council June 2017 – Present
- Volunteer — Warming Shelter January 2005 – Present
- Committee Chair/Member — Walk to End Alzheimer's March 2019 - December 2023
- Council Member — Mobility Advisory Committee June 2019 - June 2020

## **RECOGNITION**

- Women Who Care Honoree, Meals on Wheels of the Monterey Peninsula
- Special Recognition for Service, ITN Monterey County
- Certificate of Recognition, California State Assembly
- Letter of Appreciation, House of Representatives Congressman Jimmy Panetta
- Certificate of Recognition, Mayor and City Council for City of Monterey
- Special Congressional Recognition, House of Representatives Congressman Sam Farr
- Certificate of Recognition, 17th Senate District Senator William Monning
- Certificate of Recognition, Monterey County Fifth District Supervisor Dave Potter