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2009-2010 COUNCIL ON AGING OF WEST FLORIDA, INC. *Annual Report*



*Leading the community in advocacy and services
for the aging and those involved in their lives.*

Serving Escambia and Santa Rosa County Seniors and Their Families



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MESSAGE FROM THE BOARD CHAIR



As I enter my last year as Board Chair of Council on Aging of West Florida, I want to share with you some of our challenges and highlights over the past year. Certainly as an agency which receives a significant

portion of its revenue from federal, state and local governments, our biggest challenge has been similar to what the rest of our fellow Americans are facing, and have faced over the past couple of years; how to "survive" financially in one of the most difficult economic times our country has faced in recent memory. We have found that sometimes, in the words of Theodore Roosevelt, it is important to "do what you can, with what you have, where you are." Over the past year we have done that thanks to the support of governmental entities that clearly see the value in what aging services mean in terms of helping seniors to remain independent within the most cost effective settings possible. Independent living for seniors benefits all Floridians in terms of caring for others and saving tax dollars in the long run.

At the same time, we have worked hard to seek creative solutions and other resources to stretch our dollars even further. For example, this past year we received a significant grant from a local organization that enabled us to purchase new computers for all staff and to upgrade our network. We also received another grant in support of our Coming of Age Magazine and TV show. In addition, we took an active approach to fundraising, which included our "Roasts" of our President/CEO John B. Clark and Pensacola News Journal Columnist Mark O'Brien and collaborating with select SONIC Drive-Ins to receive a portion of their net sales on the fourth Saturday of each month. We also continue our successful collaboration with the Pensacola Panhandle Charitable Open, which has been extremely financially supportive of our volunteer program over the past several years, and submit grant proposals to both local and national foundations and/or organizations.

Thanks to our dedicated staff, Council on Aging of West Florida has been recognized this past year for its commitment to the community, including being selected by the Gulf Breeze Area Chamber of Commerce as its Business of the Month for January 2010 and being honored by United Way of Escambia County with its Spirit of Giving Award for the 40-99 employee category. Thanks to the leadership of Rosa Sakalarios, our VP of Human Resources, who received the United Way Campaign Coordinator of the Year for the Nonprofit Division, our staff increased its United Way participation rate from 94% to 96% this past year. This achievement earned our agency the "High Achiever" distinction. In the words of Albert Einstein, "the value of a man...should be seen in what he gives and not in what he is able to receive." This agency is fortunate to have a staff that understands this important principle.

I would be remiss if I didn't thank the many volunteers who deliver meals, build wheelchair ramps, transport people to appointments, do minor home repairs, perform administrative tasks and assist in fundraisers. Of course, our deepest appreciation to our major funders; the State of Florida Department of Elder Affairs, the Northwest Florida Aging Resource Center (Area Agency on Aging), the Corporation for National and Community Service, United Way of Escambia County, the City of Pensacola, Santa Rosa and Escambia Counties, and our many members and donors. A simple thank you is not sufficient to let you know how much you are appreciated. So let me just conclude by summarizing a letter we recently received from a program participant:

"There is no way I can put into words how thankful I am for the way you all have helped me with the meals and the help I have in my home. It has been so much help and a blessing to me. So I am enclosing \$10. Maybe it will help in some small way. I wish I could help more but I don't get much each month and I have to pay all my bills. So I am thankful for all the help I am getting. May God bless you all."

My friends, that is what we are all about!

Sincerely, Dona Usry

COMBINED STATEMENT OF ACTIVITIES

Year Ended December 31, 2009

Total Revenues.....	\$5,155,164
Program Service Expenses.....	\$4,453,237
Support Service Expenses	
Administrative Support.....	\$471,890
Fundraising.....	\$47,559
Total Expenses.....	\$4,972,686
Change In Net Assets.....	\$182,478
Net Assets At Beginning Of Year.....	\$729,627
Net Assets At End Of Year.....	\$912,105

Please visit www.coawfla.org to view our most recently audited financial statements and tax returns.

INCREASED COMMUNICATION

Whether your preferred method of communication is print, TV, email, Web or social media, we are committed to sharing news and information that we hope will enhance your quality of life and that of your family. Thanks to our readers and viewers, our quarterly publication, Coming of Age Magazine, celebrated its fifth anniversary along with Coming of Age TV, our weekly TV program on WUWF Cox Cable Channel 4. The program, which airs Mondays at 8 p.m., Tuesdays at 8 a.m. and 7 p.m., Wednesdays at 8 p.m., Thursdays at 8 a.m. and Fridays at 7 p.m., recently underwent a format change. Along with updated graphics, the program now features three interviews. This format enables us to bring our local TV viewers more information on a wider variety of topics. The change also enables us to share this information with a much wider audience via our YouTube Channel, which can be accessed from our Web site, www.coawfla.org. While on our Web site, you can sign up for our monthly e-News, “like” our Facebook page and start following us on Twitter. Look for the e-News sign up and social media icons on our homepage. We look forward to hearing from you!



FACTS AT A GLANCE

Meals on Wheels

Participants Served: 640
Meals Served: 117,527

Congregate Meals

Participants Served: 1,207
Meals Served: 87,598

Foster Grandparent Program

Foster Grandparents: 84
Students Mentored: 252
Hours Served: 66,423

Senior Companion Program and RELIEF Program

Senior Companions: 68
Peers Served: 62
Hours Served: 42,973

Caregiver Programs: Support and Training

Participants: 527

Adult Day Care

Participants Served: 62

Social Services

Total Served: 1,626
(includes case management services, case aide service, screening and assessment for services, and information and referral)

Retired and Senior Volunteer Program

Volunteers: 705
Organizations Served: 34
Total Volunteer Hours: 101,160

Council on Aging Volunteer Program

Volunteers: 369
Hours Served: 17,396

Assistance with heating/cooling and loan closet

Persons Served: 4,209

In Home Services

Persons Served: 1,268
(assistance with personal care needs, homemaking, respite and companionship)

PRIMARY SERVICES

Adult Day Health Care Center

The only licensed adult day health care center in Northwest Florida. The center provides relief for caregivers and a protective environment for seniors with physical and cognitive impairments.

Caregiver Support Groups and Training Sessions

Programs designed to reduce stress, increase coping skills and provide strategies for effective management of caregiving tasks that enable caregivers to provide high quality care in the home.

Case Management

Links clients and community resources to make independent living possible.

Congregate Meals

Hot, nutritious, balanced lunches served to adults age 60 and older at numerous locations throughout Escambia and Santa Rosa Counties.

Foster Grandparent Program

Provides opportunities for income eligible seniors age 55 and older to mentor children in a school environment. Benefits include a tax-free stipend.

Meals-on-Wheels

Balanced meals are home delivered throughout Escambia and Santa Rosa Counties.

Retired and Senior Volunteer Program

Provides community volunteer opportunities for those age 55 and older.

Rural Services

Council on Aging operates senior centers in Cantonment and Century. Both serve as hubs of activity and assistance for seniors in these areas.

Senior Companion Program

Provide opportunities for income eligible seniors age 55 and older to help their peers live independently.

ADMINISTRATION

John B. Clark
President/CEO

Laura Garrett
Executive Vice President

Rosa B. Sakalarios
Vice President, Human Resources

Jeff Nall
Vice President, Marketing
Communications

Kenny Holt
Vice President, Social and
Community Services

Sandie Holtry
Director, Adult Day Health Care

Linda Hoover
Director, Foster Grandparent/
Senior Companion/
R.E.L.I.E.F. Programs

Ronnie Gonzalez
Director, Retired and
Senior Volunteer Program



NEW SUPPORT GROUP FOR GRANDPARENTS RAISING GRANDCHILDREN

In response to the increasing number of grandparents and other relatives raising grandchildren, we began a new support group for these individuals who are taking on primary childrearing responsibilities. In Florida, 7.1% of children in the state live in grandparent-headed households. There are another 86,000 plus Florida children living in households headed by other relatives. The support group meets on the second Thursday of each month at 6 p.m. at Homewood Suites by Hilton, 5049 Corporate Woods Drive in Pensacola. Participation is free and light dinner fare and salad bar is provided by Council on Aging of West Florida through Homewood Suites' evening Manager's Reception.



CAMP ADVENTURE

Our "Camp Adventure" was a huge success this year. The camp is an annual three-day, two-night outing coordinated by Carolyn Merrill, our activities coordinator, who also coordinates fundraisers to help support the trip. This year's senior campers had the opportunity to enjoy good times, good food and a great get-away at "Camp Adventure," which is held at Camp Beckwith on beautiful Weeks Bay under majestic oaks and pine trees in Fairhope, Alabama. Attendees made crafts, went fishing, played bingo and enjoyed the outdoors. Fun was had by all!



DAY ON THE GO

Interest and participation in our Adult Day Health Care Center's Day on the Go program continues to increase. Day on the Go is a program created especially for higher functioning participants who can follow directions, have good endurance and are able to attend area attractions and events with limited supervision. Schedules are planned to allow for a full day of activity for the participants as well as extended respite for caregivers. Each Day on the Go includes breakfast, exercise time, the outing and lunch for \$65 per participant. Past outings have included Bellingrath Gardens, the Zoo, Mardi Gras Museum, Butterfly House, Ft. Pickens, Munson Lake, Baldwin Heritage Museum and Big Lagoon State Park.



"Improving the quality of life for elders" since 1979



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Council on Aging of West Florida, Inc. is a 501(c)(3) not-for-profit corporation funded in part by grants and/or contracts with the Northwest Florida Area Agency on Aging, Inc., the State of Florida Department of Elder Affairs, the State of Florida Department of Children and Families, United Way of Escambia County and the Corporation for National Services. The Council on Aging also receives financial support from the City of Pensacola, Escambia County, Santa Rosa County and area businesses, organizations and individuals. 100% of donations go to the Council on Aging of West Florida, Inc. Solicitation of Contributions Actregistration # CH817.

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