

## MESSAGE FROM THE BOARD CHAIR



Dear Friends,  
Boy, there is truth to the old saying that "time flies." Here we are closing another busy, full and challenging year at the Council on Aging. 2012 was a year that

saw many accomplishments and in my brief report to you, I want to highlight just a few.

Our first and foremost accomplishment was the completion of a strategic plan facilitated by Dr. Athena du Pré Ph. D. Chair of the University of West Florida's Communications Arts Department. Our plan highlighted goals along with strategies and milestones. Chief among these were developing an aggressive fundraising program, increasing private pay attendance at our day care center, increasing agency volunteers, educating our community on retirement planning and reducing staff turnover. All very challenging goals and within just a few short months we have begun to move the clock on our fundraising program, conducted a retirement planning session for the community and increased our agency volunteer pool. Much more to do, but a good beginning.

Hiring a staff development position was another step forward for the agency as we develop a more formal and strategic fundraising program. We also raised the bar with our 2011 and 2012 fundraising events themed after the Rat Pack. At our first event in 2011 the agency raised \$85,000 and we anticipate an increase for our 2012 Rat Pack Reunion. Increasing our private pay attendance will also help us maximize our day care participation and increase our revenue for that program.

All of these efforts are meant to subsidize and complement underfunded programs of the agency.

This past year we rededicated the completely renovated and expanded adult day care center and participant exercise area. The majority the work on this project was competed pro bono by the Home Builders Association of West Florida, Lowe's Heroes from the Escambia and Santa Rosa County Lowe's Home Improvement Stores and Newman Rogers Construction. How fortunate we were to have such support from these wonderful businesses.

During the past two years, the Council has been aggressive in its advocacy efforts in support of increased funding for state general revenue programs that support home and community based services. We were fortunate that the members of our Florida legislature saw the effectiveness of home and community based services and supported increased funding for some of those programs. In these tough budget times, that was no small accomplishment.

2013 will also see the implementation of the Florida Medicaid Reform Program which requires that all Medicaid services be coordinated by a private managed care organization selected by the state. Since many of our services are funded by Medicaid there will be a direct impact on our operations and funding. Our agency and most of our peers in Northwest Florida have formed a unique partnership

with the Children's Home Society of Florida and a private managed care organization which we believe will allow us the opportunity to continue our participation in the Medicaid program in the coming year. We continue to finalize that arrangement.

Finally, I would be remiss if I didn't point out that 2012 was also a milestone for the agency---40 years of service to seniors in Escambia and Santa Rosa Counties! For more than 40 years the Council on Aging has touched the lives of thousands of seniors and their families through our many programs and services, some of which are described in this brief report. We have helped thousands of seniors to remain in their own homes and enjoy a quality of life in their later years that they might not otherwise have. No, we didn't do it alone. Providing these services cost money, time, effort and work. We have depended on the financial support of our many funders, both in the public and private sector. We have depended on the hundreds of volunteers who have stepped forward over these 40 years to be of service to our agency and the people we serve. Indeed, it does take a village. Words of gratitude seem inadequate and trite. But to all those who have stepped forward in support of mission, we extend, on behalf of those served by the agency, our deepest and most sincere thanks.

*Sincerely, DeeDee Davis*

## FACTS AT A GLANCE

### Meals on Wheels

Participants Served: 645  
Meals Served: 148,921

### Senior Dining

Participants Served: 1,406  
Meals Served: 104,684

### Adult Day Health Care

Participants Served: 60

### Foster Grandparent Program

Foster Grandparents: 89  
Students Mentored: 272  
Hours Served: 67,087

### Senior Companion Program and RELIEF Program

Senior Companions: 96  
Peers Served: 92  
Hours Served: 54,213

### Caregiver Programs: Support and Training

Caregivers Served: 712

### Social Services

Total Served: 1,531  
*(includes case management services, case aide service, screening and assessment for services and information and referral)*

### Council on Aging Volunteer Program

Volunteers: 229  
Hours Served: 8,415

### In Home Services

Persons Served: 1,131  
*(assistance with personal care needs, homemaking, respite and companionship)*

## PRIMARY SERVICES

### Adult Day Health Care Center

Provides a protective, stimulating environment for seniors with physical and cognitive impairments and much needed respite for caregivers. The center is the only licensed facility of its kind in the area. Meals and activities are supervised by specially trained staff.

### Case Management

Links clients and community resources to make independent living possible for seniors.

### Senior Dining Sites and Recreational Activities

Hot, nutritious balanced lunches are served to seniors 60 and older at numerous locations which also offer recreational activities and socialization opportunities.

### Foster Grandparent Program

Provides income eligible seniors 55 and older the opportunity to earn tax-free stipends and other benefits while working with children in schools and other facilities.

### Meals on Wheels

Balanced meals are delivered to homes of seniors requiring nutritional assistance.

### Caregiver Support and Training

Training and support groups designed to reduce stress, increase coping skills and enable caregivers to effectively manage caregiving tasks.

### Senior Center

To serve the needs of seniors in rural areas, we operate senior centers that provide recreational, educational and socialization opportunities.

### Senior Companion Program

Provides income eligible seniors 55 and older the opportunity to earn tax-free stipends and other benefits while helping their peers remain in their own homes and giving respite to caregivers.

### In Home Services

Assist eligible seniors 60 and older with activities of daily living through services such as personal care, homemaker, companionship and respite, which increases their ability to function independently in their own homes.

## COMBINED STATEMENT OF ACTIVITIES

Year Ended December 31, 2011

Total Revenues .....	<b>\$5,278,338</b>
Program Service Expenses .....	<b>\$4,819,996</b>
Support Service Expenses	
Administrative Support .....	<b>\$449,642</b>
Fundraising .....	<b>\$54,227</b>
Total Expenses .....	<b>\$5,323,865</b>
Change In Net Assets .....	<b>\$-45,527</b>
Net Assets At Beginning Of Year .....	<b>\$764,718</b>
Net Assets At End Of Year .....	<b>\$719,191</b>

Please visit [www.coawfla.org](http://www.coawfla.org) to view our most recently audited financial statements and tax returns.

## 2011-2012 BOARD OF DIRECTORS

### Officers

**Chair:** DeeDee Davis

**First Vice Chair:**

Caron Sjoberg

**Second Vice Chair:**

Gordon Goodin

**Secretary:** Pensacola City

Councilmember P.C. Wu

**Treasurer:** Ray E. Moody

**Immediate Past Chair:**

Dona Usry

### Board Members

Lorenzo Aguilar

Malcolm Ballinger

### Board Members (cont.)

Ann Brown

Sonya Daniel

Rodger Doyle

Meagan Enderson

Father Jack Gray

Donna J. Jacobi, M.D.

Thomas Lampone, M.D.

Kathleen Logan

Lumon May

Robert Mills

Chaplain Larry Mosley

James M. "Mick" Novota

John Peacock

Tara Peterson

Jeffrey Rock

Monica Sherman

Sue Straughn

Bettye Swanston

Edgar M. Turner

Mary Taite-Williams

Denise Windham

### Board Members (cont.)

Escambia County

Commissioner

Marie K. Young

Gulf Breeze Mayor

Beverly Zimmern

### Members Emeriti

Joe Black

Rosemary Bonifay

John Brick

Rita E. Jones

Kenneth Kelson

Zola Lett

Charles H. Overman, III

Malcolm Parker

Margaret Poppell

Ethel Tamburello

### President/CEO

John B. Clark



As an Accredited Charity, we have passed all 20 of the BBB Wise Giving Alliance's Standards for Charity Accountability. The BBB Wise Giving Alliance helps donors make informed giving decisions and advances high standards of conduct among organizations that solicit contributions from the public.



**Location:** 875 Royce Street • **Mailing Address:** P. O. Box 17066  
Pensacola, FL 32522-7066 • (850) 432-1475  
Florida Relay 711 • [info@coawfla.org](mailto:info@coawfla.org) • [www.coawfla.org](http://www.coawfla.org)

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, United Ways of Escambia and Santa Rosa Counties 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 Act registration # CH201.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. 1-800-435-7352