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Northwest Florida
Area Agency on Aging, Inc.

"Improving the quality of life for elders"
since 1979



International Paper's Mike Steltenkamp
and Janice Cooper Holmes
with Linda Hoover

GRANT FROM INTERNATIONAL PAPER

Our Foster Grandparents Program received a grant from the International Paper Pensacola Mill. The International Paper grants are focused on environmental education, literacy, employee involvement, and critical community needs.

The grant provides funding for the Foster Grandparent Program's Little Readers project, which is designed to build confidence in young readers and to provide students with reading deficiencies access to books appropriate for their individual developmental needs. Foster Grandparents will receive training over the summer months so they are prepared for the 2011-2012 school year.



SENIOR COMPANIONS BRIGHTEN LIVES

Several years ago, Ms. Alice Corns suffered a traumatic brain injury that led to right-sided paralysis. With the help of Council on Aging of West Florida's Senior Companion Program, Ms. Corn is still able to live independently. When Ms. Perrye Riley began as Ms. Corns' Senior Companion, a deep friendship blossomed as Ms. Corns' strength improved.

Before the help of her Senior Companion, Ms. Corns could not purchase a whole fruit because she could not cut it. Now, she can purchase whole fruit and her Senior Companion can cut it for her. Prior to her injury, Ms. Corns had no artistic ability. She now uses her left hand exclusively and is quite a painter.

Ms. Corn, born and raised in Ireland, speaks with a delightful lilt when she describes her friendship with her Senior Companion. Ms. Corns says, "If Ms. Perrye is the quality of everyone they send, they are doing a 'bang ol' job!"



RAT PACK REUNION

Please join us on September 23 for the Rat Pack Reunion, our 2011 major fundraiser. Attorney Fred Levin will be honored as the first recipient of the Big Cheese Award. Black-tie, martini and cheese bars, Italian dinner, celebrity roasters and toasters, and a Frank Sinatra tribute orchestra.

Come have fun and support a great cause! For tickets, sponsorship information and details, visit www.coawfla.org. Many thanks to co-chairs DeeDee Davis and Phillip Morris and the steering and event committees!



Location: 875 Royce Street • **Mailing Address:** P. O. Box 17066
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Florida Relay 711 • info@coawfla.org • 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, the State of Florida Department of Children and Families, 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 # CH817.

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

ADVOCACY | COMPASSION | EXCELLENCE | INTEGRITY | RESPECT | VISION

2010-2011 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



EST. 1972

**COUNCIL ON AGING
OF WEST FLORIDA
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President/CEO
John B. Clark



**MESSAGE FROM
THE BOARD CHAIR**



With the budget challenges of the past few years, we have done what we could with what we were given in a manner that delivered quality services.

Faced with budget reductions and realistic expectations of more to come in the years ahead, we had to make difficult decisions which would not directly impact services to clients. One of those was not to renew the federal grant for the Retired and Senior Volunteer Program (RSVP) after 35 years. However, we are not foregoing our commitment to volunteerism. Quite the contrary, we plan to improve and expand our own volunteer program to serve our agency's clients.

We can also expect some significant changes to our service delivery system as the state begins to transfer Medicaid services, including long term care, to Managed Care Organizations during 2012. While we cannot say for sure what the impact will be on the Medicaid services (such as case management and adult day health care) being provided by our agency; we can say for sure that there will be an impact. At the same time we have been exploring options with similar providers in Northwest Florida that might place us in a better position when those changes occur. No matter what those changes might mean for this agency; our staff and board will remain committed to our core values, the first of which is advocacy. Certainly, that will mean advocacy for a service delivery system that puts the elder first and not the system.

In the meantime let's consider some accomplishments in the past year. We were delighted to learn that our agency was selected as a finalist for a grant from Pensacola IMPACT 100 that would have allowed us to expand our adult day health care center and transform our backyard into a walking and sitting area for the participants. When we were not selected, we pursued other options and were thrilled when an organization agreed to

take on the building expansion program and a business agreed to complete the yard transformation. Another example of the power of community volunteerism was when we teamed up with a local radio station for the Magic 106.1 – Council on Aging of West Florida Home Makeover. Thanks to the many volunteers, the home of a client was upgraded and made safer.

Our board members have also been generous with their own financial resources. Each year the agency seeks a 100% financial commitment from the board. Our agency staff has also been generous with their financial resources and was honored once again by United Way of Escambia County with the Spirit of Giving Award in the 40-99 employee category. The agency was also recognized as a High Achiever for 100% employee participation! Clearly this is a board and staff that puts their "money where its' mouth is."

We want to express our deep appreciation to the Northwest Florida Area Agency on Aging/Aging Resource Center; the City Pensacola and the Counties of Escambia and Santa Rosa; the United Ways of Escambia and Santa Rosa Counties; and the hundreds of financial supporters, be they individuals, businesses, churches, temples or foundations. But it is not just about money, it is also about the hundreds of volunteers who have also stepped up to assist our agency and our clients. These are volunteers delivering meals to the homebound, distributing the File of Life, building wheelchair ramps, transporting people to the doctors, completing minor home repairs, doing yard work, helping out at day care, working in our offices, helping with fundraisers; and so much more. What on earth would we do without these people? What would our clients do? We are so indebted to each of you for your unselfish time on behalf of the agency and the people we serve.

Like last year, let me sum up what it's all about with a comment from one of our clients. "I wish to take this opportunity to express my gratitude to the Council on Aging for the services and for all the help you have given to me at a time when I had no one to turn to. These programs have been a lifesaver for without the meals I could not have survived." As I said before, that's what we are all about!

Sincerely, Dona Usry

COMBINED STATEMENT OF ACTIVITIES

Year Ended December 31, 2010

Total Revenues.....	\$5,869,647
Program Service Expenses.....	\$5,492,738
Support Service Expenses	
Administrative Support.....	\$473,406
Fundraising.....	\$50,890
Total Expenses.....	\$6,017,034
Change In Net Assets.....	-\$147,387
Net Assets At Beginning Of Year.....	\$912,105
Net Assets At End Of Year.....	\$764,718

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

**BETTER BUSINESS BUREAU
ACCREDITATION**

We have renewed our Better Business Bureau Accreditation. 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. Non-profit organizations that comply with these accountability standards have provided documentation that they meet basic standards in how they govern their organization; in the ways they spend their money; in the truthfulness of their representations, and in their willingness to disclose basic information to the public. The standards seek to encourage fair and honest solicitation practices, to promote ethical conduct by charitable organizations and to advance support of philanthropy.

To review the complete list of standards, visit www.nwfl.bbb.org/Charity-Standards or call 850-429-0002. Council on Aging of West Florida has been a Better Business Bureau Accredited Charity since 2005. We are currently one of only eight accredited charities in Escambia and Santa Rosa Counties.



**FACTS AT
A GLANCE**

Meals on Wheels

Participants Served: 707
Meals Served: 141,731

Congregate Meals

Participants Served: 1,358
Meals Served: 90,728

Adult Day Health Care

Participants Served: 68

Foster Grandparent Program

Foster Grandparents: 85
Students Mentored: 255
Hours Served: 74,124

Senior Companion Program and RELIEF Program

Senior Companions: 65
Peers Served: 53
Hours Served: 57,200

Caregiver Programs: Support and Training

Caregivers Served: 651

Social Services

Total Served: 1,962
(includes case management services, case aide service, screening and assessment for services, and information and referral)

Council on Aging Volunteer Program

Volunteers: 382
Hours Served: 21,456

In Home Services

Persons Served: 1,346
(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 our area. 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.

Volunteer Opportunities

Numerous opportunities are available for those of all ages to assist us in our mission.

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.