

MESSAGE FROM THE BOARD CHAIR



Dear Friends,

In each of our individual lives, every year brings challenges, failures, disappointments, successes and excitement. While we all want to plan and

prepare for the future, we also know that planning can sometimes come up against a reality we didn't expect. The same can be said of the Council on Aging of West Florida. In my 2012 report, I noted that we had completed a strategic plan that emphasized future goals of increasing our fundraising efforts, reducing staff turnover, increasing private pay adult day health care, increasing our volunteer pool and educating the community on retirement planning.

As these goals were being set and implemented, our management staff and our peer agencies in Northwest Florida had been working and planning for many years with the Children's Home Society of Florida and WellCare Health Plan on a unique partnership that would have enabled our agency to play a key role in our area in the Medicaid Long Term Care Reform Program being implemented in 2013. Under this reform approved by the Florida Legislature several years ago, long term care services for seniors on Medicaid would be managed by private Managed Care Organizations. Unfortunately those years of planning were for naught as the plan submitted by WellCare was not accepted for participation in Medicaid Long Term Care Reform. While this did not work out as planned, I want to say our agency staff that worked and planned on this unique partnership deserve great credit for thinking outside the box and for

their willingness to explore such a unique partnership. At the same time, as our area is fully integrated into the Medicaid Long Term Care reform by March of 2014, we will continue to work with those private Managed Care Organizations and become a contract agency for some long term care services. However, 2013 saw many successes and reasons for excitement, some of which were highlighted in our strategic plan as future goals.

We saw an increase in our volunteer pool and an uptick in our private pay adult day health care participation. We implemented a retirement planning education effort that was accepted as a best practice workshop at the 2013 Florida Council on Aging. Our staff turnover has significantly improved. We saw huge improvements in our fundraising efforts. We changed our membership program to a Circle of Friends yearly campaign which was very successful. Our innovative Rat Pack Reunion event was hugely successful in 2011 and 2012 and exceeded our expectations again in 2013; raising some \$150,000 in support of agency services and programs. We also were thrilled and excited when we were selected to receive an IMPACT 100 grant of \$104,000 that will enable us to expand our existing transportation efforts and improve the safety of our adult day health care walking area. Coupled with many other "mini grants" received throughout the year, these

fundraising efforts continue to be critical to the success of our programs. We are also proud of all our agency staff that does so much to insure the success of our agency. Whether managing agency budgets, managing a Senior Dining Site, performing administrative functions or heading an agency program; they deserve our gratitude. Yet in all of our fundraising efforts, planning and budgeting let us also remember what we are all about.

Since 1972, the Council on Aging of West Florida has been in the forefront of helping seniors to live in their communities in the least restrictive environment possible---in their own homes or the home of a loved one. In 1972 we were a lone voice in that effort, but today are joined by many others and we welcome them as partners. We thank our many funders who make what we do possible. We thank the hundreds of generous donors and volunteers. Your support and your efforts do not go unnoticed by me or our Board of Directors. It is because of you that in 2013 we have touched the lives of over 2,000 seniors and their family members. In the end, it is because of those we serve that we do what we do. It is on their behalf I thank all of you for being so important to our work. I can promise you that our staff and Board of Directors will always do our best to be good stewards of all that you have entrusted to us.

Sincerely, DeeDee Davis

FACTS AT A GLANCE

Meals on Wheels

Participants Served: 538
Meals Served: 140,062

Senior Dining

Participants Served: 944
Meals Served: 80,824

Adult Day Health Care

Participants Served: 79

Foster Grandparent Program

Foster Grandparents: 74
Students Mentored: 416
Hours Served: 70,274

Senior Companion Program and RELIEF Program

Senior Companions: 59
Peers Served: 84
Hours Served: 44,899

Caregiver Programs: Support and Training

Caregivers Served: 432

Social Services

Total Served: 1,025
(includes case management services, case aide service, screening and assessment for services and information and referral)

Council on Aging Volunteer Program

Volunteers: 442
Hours Served: 12,052

In Home Services

Persons Served: 701
(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, 2012

Total Revenues	\$5,885,309
Program Service Expenses	\$5,118,141
Support Service Expenses	
Administrative Support	\$389,457
Fundraising	\$150,965
Total Expenses	\$5,658,563
Change In Net Assets	\$226,746
Net Assets At Beginning Of Year	\$719,191
Net Assets At End Of Year	\$945,937

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

2012-2013 BOARD OF DIRECTORS

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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, 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.

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