

ADMINISTRATION

John B. Clark
President/CEO

Laura Garrett
Executive Vice President

Rosa B. Sakalarios
Vice President, Human Resources

Brandi Gomez
Director, Marketing
Communications

Kagan Jenkins
Coordinator, Development

Suzanne Jackson
Director, Social Services

Karen Barbee
Director, Community Services

Sandie Holtry
Director, Adult Day Health Care
(The Retreat)

Robin Stephens
Director, Foster Grandparent/Senior
Companion/RELIEF Programs

Tricia Dixon
Manager, Volunteer Program

NOTABLE HIGHLIGHTS

2016 RAT PACK REUNION

Nearly 400 individuals attended the sixth annual Rat Pack Reunion on October 21, 2016 at Skopelos at New World, in support of Council on Aging of West Florida and its programs. At the event, four local business leaders including DeeDee Davis, Joe Durant, Sheriff David Morgan, and Ray Russenberger, were honored for their leadership and service to the community.

This year's Rat Pack Reunion tradition included the third annual Rat Race 5K in Downtown Pensacola. The gala and 5K raised \$140,000 for Council on Aging.



COA AMONG "BEST OF THE COAST"

Council on Aging was honored for a second year in the 2016 Best of the Coast competition by *Independent News*.

Runner-Up Best Boss
John B. Clark

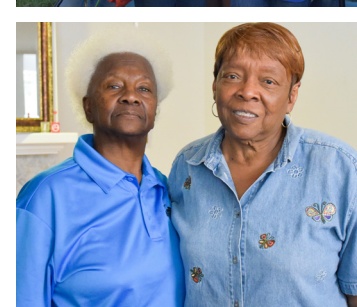
Runner-Up Best Nonprofit
Council on Aging of West
Florida

Runner-Up Best Charity Event
Rat Pack Reunion



COA HELPS SENIORS CHILL OUT

With the help of Sue Straughn, local media, Lowe's Home Improvement stores, and the community, we brought back the Senior Chill Out to provide cooling assistance to seniors in need. Because of our generous community, we were able to collect over 165 A/C units, over 200 fans, and \$13,326 in monetary donations for local seniors.



COMBINED STATEMENT OF ACTIVITIES	
Year Ended December 31, 2015	
Total Revenues.....	\$5,552,508
Program Service Expenses.....	\$4,941,694
Support Service Expenses	
Administrative Support.....	\$233,788
Fundraising Support.....	\$195,076
Total Expenses.....	\$5,370,548
Change in Net Assets.....	\$181,960
Net Assets at Beginning of Year.....	\$1,771,280
Net Assets at End of Year.....	\$1,953,240

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

Location: 875 Royce Street • Mailing Address: P.O. Box 17066 • Pensacola, FL 32522-7066
(850) 432-1475 • 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, United Way of Escambia and Santa Rosa counties and the Corporation for National and Community Service. 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 Council on Aging of West Florida, Inc. Solicitation of Contributions Act registration #CH201.

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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 decisions and advances high standards of conduct among organizations that solicit contributions from the public.



ANNUAL REPORT 2016

COUNCIL ON
AGING
OF WEST FLORIDA, INC.

EST. 1972

MESSAGE FROM THE BOARD CHAIR

OFFICERS

Caron Sjoberg
Chair

Sonya Daniel
First Vice Chair

Richard M. Tuten
Second Vice Chair

Councilmember P.C. Wu
Secretary

J.M. "Mick" Novota
Treasurer

DeeDee Davis
Immediate Past Chair

BOARD MEMBERS

- Lorenzo Aguilar
- Malcolm Ballinger
- Rabbi Joel Fleekop
- Donna Jacobi, M.D.
- Evan Jordan
- Lois B. Lepp, P.A.
- Kathleen Logan
- Andy Marlette
Escambia County
Commissioner Lumon May
- Chaplain Larry Mosley
- Thomas Pace, Jr.
- Tara Peterson
- Diane L. Scott, Ph.D.,
Santa Rosa School Board
District I
- Monica Sherman
- Sue Straughn
- Edgar M. Turner
- Dona Usry
- Marie K. Young

MEMBERS EMERITI

- Joe Black
- Rosemary Bonifay
- John Brick
- Kenneth Kelson
- Zola Lett
- Charles H. Overman, III
- Malcolm Parker

PRESIDENT/CEO

John B. Clark



It hardly seems possible that I am concluding my second year as Board Chair. What a pleasure it has been serving as Chair of Council on Aging's board of directors and working alongside so many dedicated and hardworking people. By focusing on one core goal—helping elders remain independent in their own homes or the homes of loved ones—we are fulfilling our mission of “dedicating each day to serve, support and advocate for aging adults in Escambia and Santa Rosa counties.”

Over the past 44 years, Council on Aging has served as an “umbrella” organization for many home and community-based services for the elderly in Escambia and Santa Rosa counties. We have been an important component of the existing long-term care services in our community, providing cost-efficient programs and services which have helped thousands of our older population remain independent in their own homes and community. These vital services and their impacts are summarized in this report.

Reflecting on the past year with all its “ups and downs,” it is truly remarkable that so much is being done in the face of growing needs and decreasing financial resources. We know that the number and the needs of our aging population will continue to grow. Our challenge will be to meet the needs despite significant changes in our funding sources. We will be expected to provide better outcome measurements, which is as it should be. We need to be examining more closely our position in the ever-evolving long-term care system. We need to review our existing services and operations to ensure they are truly meeting the current and future needs of our customers. To face these challenges, we must plan for the future. This past year our board of directors and staff began that planning process and looked at four key planning areas:

- services to elders,
- financial stability and growth,
- public awareness, community visibility and advocacy, and
- board leadership

Each of our board committees was assigned specific planning areas, along with strategies for each of these areas. The board's executive committee then established priorities within each area. Our planning document is a work in progress but it will help guide us through a changing landscape that continues to be impacted as policy makers establish new policies and procedures. We must always be ready to adapt to those changes.

In conclusion, let me once again convey my heartfelt thanks to members of the community who have joined us in our mission. I thank the hundreds of community volunteers who join us in making these services possible; the many advisory council members who provide advice and guidance to the agency's programs, the volunteers who deliver Meals on Wheels each day, the office volunteers who provide essential clerical support, the volunteers



who perform home repairs, our energetic and wonderful volunteer fundraisers, and our volunteer board of directors which gives of their time to formulate policy for the agency.

We must also express our gratitude to the multitude of agencies, businesses, foundations, and individuals whose financial support is so essential to the agency's operation. We especially thank the State of Florida Department of Elder Affairs, the Northwest Florida Area Agency of Aging/Disability Resource Center, the Board of County Commissioners in Escambia and Santa Rosa counties, the City of Pensacola and United Way of Escambia and Santa Rosa counties.

And I cannot adequately convey my admiration of the Council on Aging staff, who work so hard each day to deliver excellence to the senior citizens in our area. They are “unsung heroes” who approach every opportunity to make a difference for seniors with passion and commitment.

Working together, all of these groups and individuals have joined in the mission of Council on Aging and have provided the support necessary to improve the quality of life for our older population and their loved ones. Your support, both financial and volunteer, is what has made this past year such a success. Equally important, it is what will determine the future of this agency and its many services. To all of you... my deepest thanks.



Sincerely, Caron Sjoberg

FACTS AT A GLANCE

Meals on Wheels
Participants Served: 446
Meals Served: 129, 551

Senior Dining
Participants Served: 1,000
Meals Served: 90,770

Adult Day Health Care (The Retreat)
Participants Served: 99

Community Outreach
Total Reached: 9, 561
(includes health fairs, senior expos, public speaking opportunities, etc.)

Foster Grandparent Program
Foster Grandparents: 74
Students Mentored: 259
Hours Served: 71, 160

Senior Companion Program and RELIEF Program
Senior Companions: 56
Peers Served: 71
Hours Served: 42, 396

Caregiver Programs (Support and Training)
Caregivers Served: 302

Social Services
Total Served: 1, 098
(includes case management services, case aide service, screening and assessment for services and information and referral)

Council on Aging Volunteer Program
Volunteers: 203
Hours Served: 37, 747

In Home Services
Persons Served: 302
(assistance with personal care needs, homemaking, respite and companionship)

PRIMARY SERVICES

Adult Day Health Care Center (The Retreat)

Provides a protective, stimulating environment for seniors with physical and cognitive impairments and much needed respite for caregivers. Meals and activities are supervised by specially-trained staff. **State of Florida Agency for Health Care Administration License #9051**

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.