

## ADMINISTRATION

John B. Clark  
President/CEO

Laura Garrett  
Executive Vice President

Rosa B. Sakalarios  
Vice President, Human Resources

Josh Newby  
Director, Marketing  
Communications

Suzanne Jackson  
Director, Social Services

Karen Barbee  
Director, Community Services

Jessica Ayers  
Director, Adult Day Health Care  
(The Retreat)

Alesia Ross  
Director, Foster Grandparent/Senior  
Companion/RELIEF Programs

Tricia Dixon  
Manager, Volunteer Program

Lauren Meadors  
Coordinator, Development

## CONTINUED SUCCESSSES:

### 2018 RAT PACK REUNION

More than 320 individuals attended the seventh annual Rat Pack Reunion on Oct. 19 at Skopelos at New World, in support of Council on Aging of West Florida and its programs. At the event, four local business leaders - Troy Rafferty, Valerie Russenberger, Bob Tyler and Justin Witkin - were honored for their leadership and service to the community.

This year's Rat Pack Reunion raised over \$150,000 for Council on Aging.



### COA AMONG "BEST OF THE COAST"

Council on Aging was honored for a fourth year in the 2018 Best of the Coast competition by Independent News.

Runner-Up Best Non-Profit

Runner-Up Best Boss  
John B. Clark

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, our wonderful sponsors, 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 more than 260 A/C units, 286 fans, and over \$14,500 in monetary donations for local seniors in just one day.



## COMBINED STATEMENT OF ACTIVITIES

Year Ended December 31, 2017

Total Revenues.....	\$5,664,252
Program Service Expenses.....	\$5,236,270
Support Service Expenses	
Administrative Support.....	\$220,546
Fundraising Support.....	\$246,485
Total Expenses.....	\$5,703,301
Change in Net Assets.....	-\$39,049
Net Assets at Beginning of Year.....	\$2,048,562
Net Assets at End of Year.....	\$2,009,513

Please visit [www.coawfla.org](http://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](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 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, area businesses, organizations and individuals. 100% of donations go to 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

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 2018



COUNCIL ON  
AGING  
OF WEST FLORIDA, INC.

EST. 1972

# BOARD OF DIRECTORS 2018

## OFFICERS

Sonya Daniel  
Chair

Kathleen Logan  
First Vice Chair

Rick McClanahan  
Second Vice Chair

Councilmember P.C. Wu  
Secretary

J.M. "Mick" Novota  
Treasurer

Caron Sjoberg  
Immediate Past Chair

## BOARD MEMBERS

Lorenzo Aguilar  
Malcolm Ballinger  
DeeDee Davis  
Tammy Hardy-Fauber  
Rabbi Joel Fleekop  
Leslie Howington  
Donna Jacobi, M.D.  
Lois B. Lepp, P.A.  
Kathleen Logan  
Escambia County  
Commissioner Lumon May  
Chaplain Larry Mosley  
Thomas Pace, Jr.  
Jan Pacenta  
Tara Peterson  
Diane L. Scott, Ph.D.,  
Santa Rosa School Board  
District I  
Sue Straughn  
Edgar M. Turner  
Dona Usry  
Marie K. Young

## MEMBERS EMERITI

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

## PRESIDENT/CEO

John B. Clark

# MESSAGE FROM THE BOARD CHAIR



My time as board chair is coming to an end, and as I am preparing to pass the gavel into the very capable hands of our vice chair Kathleen Logan, I look back on my leadership on the board with great fondness. Council on Aging of West Florida has encountered many challenges over the past several years, but with unrivaled dedication and commitment, the staff and my fellow board members have overcome them while remaining true to our mission of serving, supporting and advocating for aging adults in Escambia and Santa Rosa

counties. As you will see on the following pages, we have done more than ever to help elders age in place with dignity and independence.

Our calling is a unique one. While a thousand people turn 60 each and every day, and those in that age range account for almost a quarter of our nation's population, less than 5 percent of non-profits and agencies are focused on our seniors. It is easy to fall victim to the misconception that elder adults don't require our assistance as much as other vulnerable individuals. Perhaps you think, "They have Social Security and Medicare – do they really need help beyond that?" As someone whose own family has benefited from elder services, let me answer your question with a resounding yes.

Many of our friends and neighbors have to choose between paying the electricity bill and paying the grocery bill. They are cutting their pills in half, serving their grandchildren dinner while they go hungry themselves, and are simply incapable of many of the activities of daily living. That's where Council on Aging comes in. That's where you intervene if you support our mission.

Of course, not all elders are frail. Just hearing the ways in which many of them spend their days often wears me out! Many are active, engaged, giving back and paying it forward. Council on Aging supports them too, as the organization seeks to dispel the many myths of aging. Getting older is a beautiful, dignified process. Some just need more help with the process than others. And honestly, who doesn't need a little help every now and then?

And so, we install air conditioners and wheelchair ramps, raise awareness of fun and interesting hobbies our clients partake in, provide advice on everything from fitness to caregiver burnout, go on field trips with those living with dementia, and spread the word to our local legislators—all to create a more healthy and caring community.

From the bottom of my heart, it has been a pleasure to serve as board chair for the past two years. This is an organization that I believe strongly in, and I will continue to support Council on Aging in whatever way I can. To my successor, to the staff and volunteers and clients and donors, I look forward to seeing firsthand all you will accomplish in the coming years.



Sincerely, Sonya Daniel



# PRIMARY SERVICES

## Adult Day Care (The Retreat)

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

A link for 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

Income-eligible seniors 55 and older are given 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 are 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

Income-eligible seniors 55 and older are given 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.

# WHAT ELSE DO WE DO?

- Our Senior Chill Out campaign during the summer solicits air conditioners, fans and donations in cooperation with WEAR TV 3, Cat Country and Lowe's Home Improvements stores, and this year broke all records in terms of items and donations received. We also distribute space heaters and blankets in the chilly winter.
- Board members and staff are committed to advocacy throughout the year and meet with local legislators to inform them of Council on Aging programs and services.
- Board members write several viewpoint columns for the *Pensacola News Journal* to inform citizens of issues concerning elders.
- Council on Aging volunteers are all special people and always go above and beyond in providing services: they build wheelchair ramps, deliver meals, help install window air conditioners, and many assist with massive hoarding clean-ups.



- Council on Aging staff members also step up to the plate when asked to do so: a prime example of this is their generous support during the United Way campaign. This past year, staff members donated close to \$12,000 in support of United Way programs. Council on Aging's United Way support is one of the highest among all United Way agencies.
- Throughout the year, thanks to donations from organizations and individuals, we operate a Community Care Closet which distributes vital supplies such as adult diapers and Ensure.
- During Christmas, we give out nearly \$30,000 worth of holiday gifts to lonely elders.

# FACTS AT A GLANCE

## Meals on Wheels

Participants Served: 447  
Meals Served: 116,551

## Senior Dining

Participants Served: 1,186  
Meals Served: 85,430

## Adult Day Health Care (The Retreat)

Participants Served: 98

## Community Outreach

Total Reached: 15,818  
(includes health fairs, senior expos,  
public speaking opportunities, etc.)

## Foster Grandparent Program

Foster Grandparents: 71  
Students Mentored: 213  
Hours Served: 68,073

## Senior Companion Program and RELIEF Program

Senior Companions: 49  
Peers Served: 70  
Hours Served: 47,066

## Caregiver Programs (Support and Training)

Caregivers Served: 131

## Social Services

Total Served: 1,605  
(includes case management services,  
case aide service, screening and  
assessment for services and  
information and referral)

## Volunteer Program

Volunteers: 367  
Hours Served: 19,872

## In Home Services

Persons Served: 256  
(assistance with personal care  
needs, homemaking, respite and  
companionship)

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