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(The Retreat)

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Senior Companion
Programs

Farrah Hale
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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 Way of West Florida 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.

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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.



CONTINUED SUCCESSES

COA'S SECOND ANNUAL KITES ON THE COAST

Council on Aging held the second annual Kites on the Coast kite festival on Pensacola Beach March 17 and 18, bringing intergenerational fun centered on the classic pastime of kite flying. The event included giant show kites, a stunt kite team, and a night fly, along with food trucks, children's activities, and vendors set up at the Gulfside Pavilion and brought kite lovers of all ages out to enjoy the weekend's festivities.



PERFECTLY AGED CALENDAR



In 2005 Council on Aging embarked on a unique fundraising calendar project that featured local leaders and philanthropists age 50 and up posing semi-nude for a good cause. The *Perfectly Aged* calendar was published from 2006-2008 and raised funds for agency programs. In 2023, the calendar made a comeback featuring 14 local icons showcasing their passions and careers through artistic, full-color portraits. The calendars were revealed to the public at a gala unveiling at Pensacola Yacht Club Oct. 18. This playful calendar demonstrates the richness and beauty of aging at any stage with models ranging from age 52 to 91.

ANOTHER SENIOR CHILL OUT SUCCESS

With the help of Sue Straughn, WEAR-ABC 3, Lowe's Home Improvement stores, **Pete Moore Automotive Team**, our wonderful sponsors, and the community, the Senior Chill Out returned to provide cooling assistance to seniors in need. We were able to collect **329 AC units, 512 fans, and \$89,491** in monetary donations for local seniors in one day.



COMBINED STATEMENT OF ACTIVITIES

Year Ended December 31, 2021

Total Revenues.....	\$7,012,245
Program Service Expenses.....	\$6,671,111
Support Service Expenses	
Administrative Support.....	\$257,671
Fundraising Support.....	\$276,894
Total Expenses.....	\$7,205,676
Change in Net Assets.....	(\$193,431)
Net Assets at Beginning of Year.....	\$1,270,533
Net Assets at End of Year.....	\$1,077,102

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

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ANNUAL REPORT 2023
SERVING, SUPPORTING
& ADVOCATING FOR
AGING ADULTS





BOARD OF DIRECTORS 2023

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PRESIDENT/CEO

Josh Newby

MESSAGE FROM THE BOARD CHAIR

In reflecting on my first year as Chair of the Board of Directors, it's impossible to overlook the struggles Council on Aging of West Florida has faced. This year has been a challenging one for many organizations as well as individuals, with skyrocketing inflation affecting the cost of goods and services and no end in sight to the economic difficulties. While this has deeply affected the older adults in our community who receive our services and those who are on the 100,000-plus state waitlist for services, Council on Aging has persevered while facing hardships of its own. Combined with legislative and regulatory obstacles, the board and agency leadership have had to make many difficult decisions this year, but I believe we come out of this year stronger and with a plan to continue adapting as needed through turbulent economic and legislative times.

As we've navigated delays in funding and contracts, changes in the nonprofit industry and the habits of donors, my fellow Board members and the agency's staff have evolved to continue bringing desperately needed services to older adults. While the difficulties persist, our commitment to our mission remains strong, and there have certainly been bright spots and reasons for celebration throughout the year as well.

Senior Chill Out remains a monumental showcase of community support, and the 2023 edition continued the success in collecting fans, air conditioner units, and funds to keep area seniors cool through the summer months. This year also saw the return of the *Perfectly Aged* calendar as the major annual fundraiser event. As a former *Perfectly Aged* model myself from over a decade ago, my hat goes off to the 14 individuals who posed for this unique project. For those that didn't, you'll have the opportunity next year as we plan to continue for a 2025 *Perfectly Aged* calendar!

The program operations have remained strong and experienced growth in some cases. We've opened two new dining sites this year, and The Retreat adult day care center has returned with a vengeance, topping pre-Covid census numbers.

I am both proud and humbled to be at the helm of this Board and to be a longtime advocate for this organization. Looking ahead, the road may still be uncertain, but with the continued support of our Board, donors and community, I'm confident in our ability to navigate whatever challenges may come our way. Together, we will ensure that Council on Aging remains a pillar of support for older adults in our community.



Malcolm Ballinger

PROGRAMS

Adult Day Care (The Retreat)

A protective, stimulating environment for seniors 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*

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 pre- and post-pandemic.

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 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.

BY THE NUMBERS

Meals on Wheels

Participants served: 355
Meals served: 85,519

Senior Dining

Participants served: 1,366
Meals served: 77,419
New Sites Opened: 2

The Retreat

Participants served: 73

Community Outreach

Total reached: ~ 14,000
includes health fairs, senior expos, public speaking opportunities, TV show, radio show, etc.

Foster Grandparent Program

Foster Grandparents: 54
Students mentored: 645
Hours served: 55,819

Agency Services

Clients served: 2,171

In-Home Services

Persons served: 305

Volunteer Program

Volunteers: 94
Volunteer hours: 11,861
Monetary value of volunteer labor: \$377,180

Caregiver Program

Caregivers served: 323

Senior Companion Program

Companions: 39
Clients: 133
Hours served: 35,669

