

ADMINISTRATION

Josh Newby  
President/CEO

Laura Garrett  
Executive Vice President

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Director, Human Resources

Alesia Macklin  
Director, Foster Grandparent/  
Senior Companion  
Programs

Kathy Irons  
Director, Social Services

Craig Shumaker  
Director, Community Services

Rose Creighton  
Director, Adult Day Care  
(The Retreat)

Emily Echevarria  
Director, Marketing/  
Communications

Ben Potts  
Manager, Development

CONTINUED SUCCESSES

RSVP PROGRAM

Council on Aging of West Florida is proud to host Escambia County's Retired Senior Volunteer Program through AmeriCorps Seniors. This programs allows adults ages 55 and over to remain active and engaged while giving back to their community through volunteer opportunities like delivering Meals on Wheels, assisting at The Retreat adult day care, or serving at a congregate senior dining site.



This year marked the thrilling return of the Rat Pack Reunion gala fundraiser. With an incredible slate of honorees - Mark Faulkner, Carolyn Appleyard, Belle Bear and Jim Reeves - the event raised more than \$100,000 for agency programs. The Rat Pack gala was held Oct. 24 at Sanders Beach Resource Center and included a lavish Italian dinner, rousing roasts and toasts, and entertainment from Frank Sinatra tribute artist Tom Tiratto with a swingin' jazz orchestra.



With the help of Sue Straughn, WEAR-ABC 3, Lowe's Home Improvement stores, **Pete Moore Automotive Team**, our wonderful sponsors, and the community, Senior Chill Out returned to provide cooling assistance to seniors in need. We were able to collect **295 AC units, 316 fans, and \$69,155** in monetary donations for local seniors in need.



Lorette, air conditioner recipient

COMBINED STATEMENT OF ACTIVITIES

Year Ended December 31, 2024

Total Revenues.....	\$8,867,249
Program Service Expenses.....	\$8,652,422
Support Service Expenses	
Administrative Support.....	\$227,870
Fundraising Support.....	\$238,861
 Total Expenses.....	 \$9,119,153
Change in Net Assets.....	(\$251,904)
Net Assets at Beginning of Year.....	\$812,056
 Net Assets at End of Year.....	 \$560,152

Please visit [www.coawfla.org](http://www.coawfla.org) to view our most recently audited financial statements and tax returns.

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ANNUAL REPORT 2025

SERVING, SUPPORTING  
& ADVOCATING FOR  
AGING ADULTS



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.

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.







BOARD OF DIRECTORS 2025

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- Sean Magerkorth, Chair
- Rabbi Joel Fleekop, First Vice Chair
- Deborah J. Corbin, Second Vice Chair
- P.C. Wu, Ph.D., Secretary
- Rabbi Joel Fleekop, Treasurer
- Malcolm Ballinger, Immediate Past Chair

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- Keith Carrington
- Deborah J. Corbin
- Alison Davenport
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- Donna Jacobi, M.D.
- James M. “Mick” Novota
- Charles H. Overman, III
- Malcolm Parker
- Marie K. Young

PRESIDENT/CEO

- Josh Newby

MESSAGE FROM THE BOARD CHAIR



Sean Magerkorth

This past year has presented Council on Aging with significant challenges, some familiar and some newly emerging. Continued uncertainty and delays in state funding created ongoing obstacles for programs that so many of our seniors depend upon every day. At the same time, the political landscape has increasingly signaled a belief that nonprofit organizations like ours should rely primarily on private dollars, reducing the share of support from state general revenue. At present, state and federal funds account for approximately 85% of our budget - coincidentally, one of the lowest percentages of our counterparts throughout the state, and any future reductions pose real risks to the vital services our community counts on.

Yet through every hurdle, I remain profoundly proud of the leadership, staff, and volunteers of Council on Aging. Their steadfast commitment to our mission—to advocate for, support, and empower our community’s seniors—has never wavered. While navigating uncertainty, they have continued to serve with compassion, creativity, and remarkable resilience.

Amid the challenges, 2025 also brought renewed energy and celebration. We were thrilled to see the successful return of our signature fundraising event, the Rat Pack Reunion. With strong attendance and an impressive fundraising total over \$115,000 this year’s event not only honored a beloved tradition but also energized our focus on expanding private giving.

Throughout the year, several other fundraising efforts helped strengthen our financial foundation. Our annual Senior Chill Out campaign raised over \$69,000 and we collected 295 air-conditioning units and 316 fans! This effort provides a critical resource for vulnerable older adults facing extreme summer heat. In addition, our Kites on the Coast event, held at Casino Beach Pavilion, once again brought families and community members together for a joyful weekend of kite demonstrations, music, and local food. And finally, our spirited Granny Get-Down cooking competition was held again this year at the Sanders Beach Resource Center. This event rallied support for our Senior Companions

and Foster Grandparents programs while showcasing plenty of good-natured culinary rivalry.

Finally, we are thrilled to announce a generous \$500,000 grant from Covenant Health and Community Services, a gift that will fully restore five-day service to our vital Congregate Meal Program! Thanks to this extraordinary support, we can continue providing nutritious meals to more than 400 Northwest Florida seniors every day. This investment not only strengthens the health and well-being of our older adults, but also reaffirms our community’s shared commitment to ensuring that no senior is overlooked or underserved. We are profoundly grateful for this life-changing contribution and the hope it brings to those we serve.

These events bring visibility to the needs of our older adults in Escambia and Santa Rosa counties, demonstrate the generosity of our community, and remind us why our work matters.

On a personal note, one of my most treasured personal volunteer opportunities ever has been serving as a Meals on Wheels driver for six years. Week after week, route after route, I have witnessed firsthand the difference this agency makes in so many lives. Well-balanced meals, safety checks, and a few minutes of conversation are small moments of connection that often mean more to our clients than we will ever fully appreciate. They ground me in the purpose behind every budget discussion, every advocacy effort, and every decision our Board makes.

As we look ahead, I am confident that we will continue to push for stability at the state level while strengthening the private and community-based support that will sustain us for decades to come. I am deeply grateful to our board members, staff, donors, volunteers, and partners, whose dedication ensures that seniors across our region receive the care, dignity, and respect they deserve.

Thank you for the opportunity to serve as Board Chair. It is an honor I do not take lightly, and I remain committed to the continued success of Council on Aging of West Florida. 🌱

BY THE NUMBERS	
Meals on Wheels	Participants served: 310 Meals served: 96,650
Senior Dining	Participants served: 917 Meals served: 100,831
The Retreat	Participants served: 69
Community Outreach	Total reached: ~14,000 includes health fairs, senior expos, public speaking opportunities, TV show, radio, media, etc.
Foster Grandparent Program	Foster Grandparents: 41 Students mentored: 565 Hours served: 38,626
Social Services	Clients served: 822
In-Home Services	Persons served: 320
Volunteer Program	Volunteers: 803 Volunteer hours: 10,912
Senior Companion Program	Companions: 32 Clients: 102 Hours served: 27,154



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 educational opportunities.

**Foster Grandparent Program**  
Income-eligible seniors 55 and older are given the opportunity to earn tax-free stipends and other benefits while serving 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.