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Director, Adult Day Care  
(The Retreat)

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Director, Foster Grandparent/  
Senior Companion  
Programs

Lauren Watkins  
Manager, Development

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 THIRD ANNUAL  
KITES ON THE COAST SOARS

Council on Aging held the third annual Kites on the Coast kite festival on Pensacola Beach March 15-17. The event expanded to three days of intergenerational fun centered on the classic pastime of kite flying. Giant show kites, a team of swooping stunt kites, 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 festivities.



SENIOR VOLUNTEERS SHINE



Council on Aging worked with Appleyard Duncan McCall to create a dynamic video promoting AmeriCorps Seniors volunteer programs. The video highlights Foster Grandparent volunteer Bessie Hunter and Senior Companion volunteer Ralph Caiazza (pictured above with his client, Mary), following each of them as they serve in their respective roles and discuss the significant impact the program has had on their lives.

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 **270 AC units, 254 fans, and \$68,557** in monetary donations for local seniors in one day. We ultimately distributed **582 AC units** and **331 fans** to the community.



COMBINED STATEMENT OF ACTIVITIES

Year Ended December 31, 2023

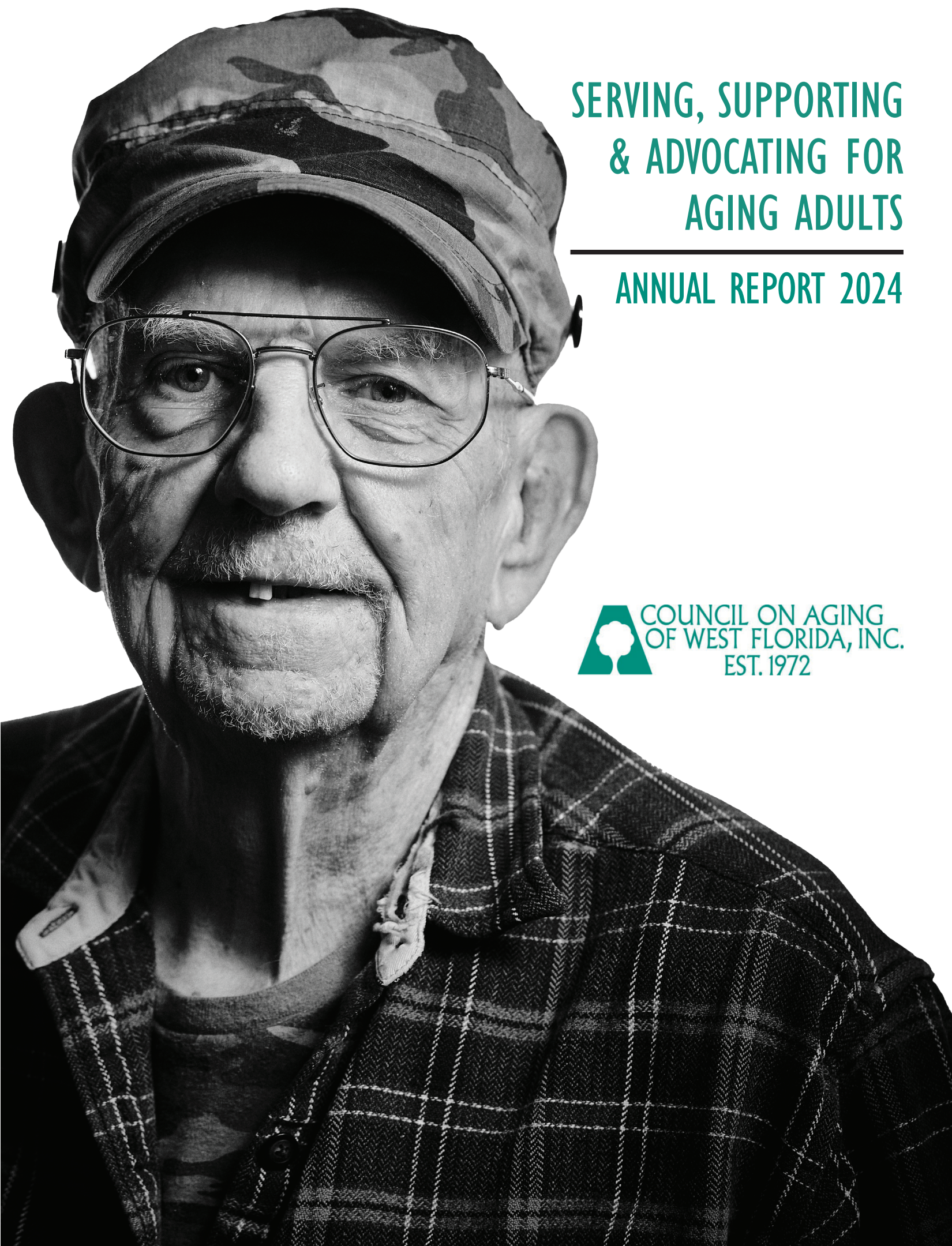
Total Revenues.....	\$7,132,429
Program Service Expenses.....	\$6,897,661
Support Service Expenses	
Administrative Support.....	\$262,553
Fundraising Support.....	\$237,261
Total Expenses.....	\$7,397,475
Change in Net Assets.....	(\$265,046)
Net Assets at Beginning of Year.....	\$1,077,102
Net Assets at End of Year.....	\$812,056

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

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SERVING, SUPPORTING  
& ADVOCATING FOR  
AGING ADULTS

ANNUAL REPORT 2024







BOARD OF DIRECTORS 2024

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PRESIDENT/CEO

Josh Newby

MESSAGE FROM THE BOARD CHAIR

Last year I reflected on a challenging year for Council on Aging, and I must say this year has also proved to have its own difficulties. As ever, this agency has remained steadfast in its vision and flexible in its ability to adapt to changing circumstances while serving older adults in Escambia and Santa Rosa counties. With the guidance and input from our Board and tough decisions made by staff, we finish this year prepared to make continuing progress in our long-term goals and shape a viable future for the agency. And most importantly, we continue to enact the mission to serve, support and advocate for aging adults in our community.

In thinking about the future of the agency, one thing I have pushed for is reestablishing our Foundation and building toward sustainable future sources of funding for Council on Aging. In tandem with this endeavor, we have refocused on planned giving. By taking these actions now, I sincerely believe we are planting the seeds that will bear fruit years or decades down the line, ensuring the continued strength of the programs.

While we and many other nonprofits have experienced the changing tides of behind-the-scenes bureaucracy and

logistical struggles this year, we’ve also seen the great impact of our programs on those we serve. Our staff and volunteers have seen firsthand the grateful client who was able to move into safer housing with all the necessary furnishings thanks to her case manager, Ella. They’ve delivered food to the older adults who would otherwise be skipping meals to make ends meet. They’ve seen the pride on the faces of AmeriCorps Seniors volunteers who serve their communities in schools and with other seniors.

In the day-to-day activity of a multifaceted organization working within the complex network of state services, it can be easy to get discouraged by the challenges I mentioned above. But the end goal of this effort is the much-needed services to vulnerable seniors, and it is with this in mind that we work together toward the ongoing success of Council on Aging. It has been a pleasure to serve as Chair of this Board and I thank every member for their time, guidance and engagement. While I’ll transition in my role, I’ll certainly remain as involved as ever, and I genuinely look forward to seeing where we go from here. 🌱

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 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.

BY THE NUMBERS

Meals on Wheels	Participants served: 282 Meals served: 77,422
Senior Dining	Participants served: 701 Meals served: 76,928 New Sites Opened: 1
The Retreat	Participants served: 81
Community Outreach	Total reached: ~ 14,000 <small>includes health fairs, senior expos, public speaking opportunities, TV show, radio, media, etc.</small>
Foster Grandparent Program	Foster Grandparents: 58 Students mentored: 679 Hours served: 38,269
Social Services	Clients served: 833
In-Home Services	Persons served: 427
Volunteer Program	Volunteers: 1,194 Volunteer hours: 13,575 Total number of people served by volunteer: 8,972
Caregiver Program	Caregivers served: 321
Senior Companion Program	Companions: 38 Clients: 96 Hours served: 24,000

