COUNCIL ON AGING OF WEST FLORIDA, INC.

Annual Report

2010-2011

LEADING THE COMMUNITY IN ADVOCACY AND SERVICES FOR THE AGING AND THOSE INVOLVED IN THEIR LIVES.

Serving Escambia and Santa Rosa County Seniors and Their Families

Council on Aging of West Florida, Inc., 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, the State of Florida Department of Children and Families, United Ways of Escambia and Santa Rosa Counties and the Corporation for National Services. The 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 the Council on Aging of West Florida, Inc. Solicitation of Contributions Authorization #C38127.

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ADMINISTRATION

John B. Clark
President/CEO

Laura Garrett
Executive Vice President

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Vice President, Human Resources

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Vice President, Marketing
Communications

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Vice President, Social and
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Sandie Holtry
Director, Adult Day Health Care

Linda Hoover
Director, Foster Grandparent/
Senior Companion/
R.E.L.I.E.F. Programs

Betsy McLeary
Volunteer Manager

ADVOCA CY | COMPASSION | EXCELLENCE | INTEGRITY | RESPECT | VISION

Leading the community in advocacy and services for the aging and those involved in their lives.

Serving Escambia and Santa Rosa County Seniors and Their Families

LOCATION: 875 Royce Street • Mailing Address: P. O. Box 17066
Pensacola, FL 32522-7066 • (850) 432-1475
Florida Relay 711 • info@coaw fla.org • www.coaw fla.org

2010-2011 COUNCIL ON AGING OF WEST FLORIDA, INC.
MESSAGE FROM THE BOARD CHAIR

With the budget changes of the past few years, we have done what we could with what we were given in a manner that delivered quality services.

Faced with budget reductions and realistic expectations of more to come in the years ahead, we had to make difficult decisions which would not directly impact services to clients. One of those was not to renew the federal grant for the Retired and Senior Volunteer Program (RSPV) after 35 years. However, we are not foregoing our commitment to volunteerism. Quite the contrary, we plan to improve and expand our own volunteer program to serve our agency’s clients.

We can also see some significant changes to our service delivery system as the state begins to transfer Medicaid services, including long term care, to Managed Care Organizations during 2012. While we cannot say for sure what the impact will be on the Medicaid services (such as case management and adult day health care) being provided by our agency, we can say for sure that there will be an impact. At the same time we have been exploring options with similar providers in Northwest Florida that might place us in a better position when those changes occur. No matter what those changes might mean for this agency, our staff and board will remain committed to our core values, the first of which is: advocate for our clients. Certainly, that will mean advocacy for a service delivery system that puts the elder first and not the system.

In the meantime let’s consider some accomplishments in the past year. We were delighted to learn that our agency was selected as a finalist for a grant from Pensacola IMPACT 100 that would have allowed us to expand our adult day health care center and transform our backyard into a walking and sitting area for the participants. When we were not selected, we pursued other options and were thrilled when an organization agreed to take on the building expansion program and a business agreed to complete the yard transformation. Another example of the power of community volunteerism was when we teamed up with a local radio station for the Magic 106.1 – Council on Aging of West Florida Home Makeover. Thanks to the many volunteers, the home of a client was upgraded and made safer.

Our board members have also been generous with their own financial resources. Each year the agency seeks a 100% financial commitment from the board. Our agency staff has also been generous with their financial resources and was honored once again by United Way of Escambia County with the Spirit of Giving Award in the 40-99 employee category. The agency was also recognized as a High Achiever for 100% employee participation! Clearly this is a board and staff that puts their “money where its’ mouth is.”

We want to express our deep appreciation to the Northwest Florida Area Agency on Aging/ Aging Resource Center; the City Pensacola and the Counties of Escambia and Santa Rosa; the United Ways of Escambia and Santa Rosa Counties; and the hundreds of financial supporters, be they individuals, businesses, churches, temples or foundations. But it is not just about money, it is also about the hundreds of volunteers who have also stepped up to assist our agency and our clients. These are volunteers delivering meals to the homebound, distributing the File of Life, building wheelchair ramps, transporting people to the doctors, completing minor home repairs, doing yard work, helping out at day care, working in our offices, helping with fundraisers; and so much more. What on earth would we do without these people! What would our clients do? We are so indebted to each of you for your unselfish time on behalf of the agency and the people we serve.

Like last year, let me sum up what’s all about with a comment from one of our clients. “I wish to take this opportunity to express my gratitude to the Council on Aging for the services and for all the help you have given to me at a time when I had no one to turn to. These programs have been a lifeline for without the meals I could not have survived.” As I said before, that’s what we are all about!

Sincerely,
Donna Usey
Chair

COMBINED STATEMENT OF ACTIVITIES
Year Ended December 31, 2010
Total Revenues................................................. $5,869,647
Program Services Expenses .................................. $5,492,738
Support Service Expenses.................................. $473,406
Administrative Support....................................... $50,890
Funding.............................................................. $0
Total Expenses................................................ $6,017,034
Change in Net Assets......................................... (-)$147,387
Net Assets At Beginning Of Year......................... $912,105
Net Assets At End Of Year................................. $764,718

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

BETTER BUSINESS BUREAU ACCREDITATION

We have renewed our Better Business Bureau Accreditation. 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 giving decisions and advances high standards of conduct among organizations that solicit contributions from the public. Non-profit organizations that comply with these accountability standards have provided documentation that they meet basic standards in how they govern their organization; in the ways they spend their money; in the truthfulness of their representations, and in their willingness to disclose basic information to the public. The standards seek to encourage fair and honest solicitation practices, to promote ethical conduct by charitable organizations and to advance support of philanthropy.

To review the complete list of standards, visit www.youtube.com/Charity-Standards or call 850-429-0006. Council on Aging of West Florida has been a Better Business Bureau Accredited Charity since 2005. We are currently one of only eight accredited charities in Escambia and Santa Rosa Counties.

FACTS AT A GLANCE

Meals on Wheels
Participants Served: 707
Meals Served: 141,731
Senior Companion Program
Volunteer Program: 255
Volunteers: 1,358
Peers Served: 53
Meals Served: 90,728
Adult Day Health Care
Participants Served: 68
Foster Grandparent Program
Foster Grandparents: 85
Meals Served: 1,358
Students Mentored: 255
Senior Companion Program
Volunteer Program: 255
Volunteers: 1,358
Meals Served: 90,728
Council on Aging
Volunteer Program
Volunteers: 182
Hours Served: 21,456
In Home Services
Persons Served: 1,346
(assistance with personal care needs, homemaking, cooking and companionship)

COUNCIL ON AGING OF WEST FLORIDA BOARD OF DIRECTORS

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Dee Dee Davis
First Vice Chair
Councilmember P. C. Wu
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Treasurer
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Immediate Past Chair

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James M. “McK” Novota
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Malcolm Ballinger
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Ethel Tambutello

President/CEO
John B. Clark

PRIMARY SERVICES

Adult Day Health Care Center
The only licensed adult day health care center in the area. The center provides care for caregivers and a protective environment for seniors with physical and cognitive impairments.

Caregiver Support Groups and Training Sessions
Programs designed to reduce stress, increase coping skills and provide strategies for effective management of caregiving tasks that enable caregivers to provide high quality care in the home.

Case Management
Links clients and community resources to make independent living possible.

Congregate Meals
Hot, nutritious, balanced lunches served to adults 60 and older at numerous locations throughout Escambia and Santa Rosa Counties.

Foster Grandparent Program
Provides opportunities for income eligible seniors age 55 and older to mentor children in a school environment. Benefits include a tax-free stipend.

Meals-on-Wheels
Balanced meals are home delivered throughout Escambia and Santa Rosa Counties.

Volunteer Opportunities
Numerous opportunities are available for those of all ages to assist us in our mission.

Rural Services
Council on Aging operates senior centers in Cantonment and Century. Both serve as hubs of activity and assistance for seniors in these areas.

Senior Companion Program
Provide opportunities for income eligible seniors age 55 and older to help their peers live independently.