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2007-2008 COUNCIL ON AGING OF WEST FLORIDA, INC. Annual Report



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



COUNCIL ON AGING OF WEST FLORIDA BOARD OF DIRECTORS

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EST. 1972

MESSAGE FROM THE BOARD CHAIR



First, please let me thank you for the opportunity to serve as board chair for the Council on Aging. Though budget issues have presented serious challenges this year, our agency has also celebrated milestones such as expanding our services into Santa Rosa County and growing Senior Solutions, our private pay program.

In regards to funding, the home and community based services offered through our agency depend a great deal on the financial support from federal, state and local governments, in addition to support from the private sector. We all know the effect that recent changes in our taxing structure and the state of Florida's economy are having on government revenue and budgeting at all levels. Unfortunately, this downturn in revenue has a direct impact on governmental financial support for vital home and community based services.

Looking on the positive side, we are certainly grateful that in these tight economic times, our local and state officials worked hard to insure that cuts would be held to a minimum or, in some cases, that funding would remain at the current level. It is unfortunate when we can look at cuts of "only" 5% or static funding as a positive outcome, when statewide there are over 20,000 frail elders on the waiting list for services. We need to remember and constantly remind others; the services described in this report are both cost effective and are saving the state money by helping low income frail elders avoid more costly institutional care.

Though funding issues remain a concern, there are many positive things to report thanks to our hard working and dedicated Board of Directors, volunteers and staff. We are excited to be working on a Faith Based Initiative

Program. This partnership with the Department of Elder Affairs Community for a Lifetime Program and the Northwest Florida Aging Resource Center will explore ways that the faith communities and aging services can better work together to serve the needs of elders.

We were also pleased that the Northwest Florida Area Agency on Aging/Aging Resource Center designated our agency as the Lead Agency in Santa Rosa County for case management services and other home and community based services. Coupled with the recent administration of other Older Americans Act Programs in Santa Rosa County, this will present exciting opportunities, and challenges, for our agency.

We are proud to have once again received the United Way Spirit of Giving Award in recognition for staff financial support of United Way during their recent campaign. Our programs and staff also continued to receive statewide recognition for excellence. One shining example is Genevieve Hutfless, who received the Case Manager of the Year Award from the Florida Association of Aging Services Providers. Coming of Aging. Lifestyle Magazine and Television for Seniors, won a National Mature Media Award.

My heartfelt thanks to all of our hard working, loyal and generous partners who joined with us this past year in helping us to fulfill our mission of service to others. I extend sincerest gratitude to our funding partners; the Area Agency on Aging, the Department of Elder Affairs, our local governments, United Way of Escambia County, our generous donors and our members. We are exceptionally blessed by those who might not only give us their financial support but also their very precious time; our volunteers of all ages who consistently put their beliefs and faith into action. You prove once again that truly one person can make a difference when they are willing to place others about self. Thank you to one and all.



Sincerely,
Sue Straughn

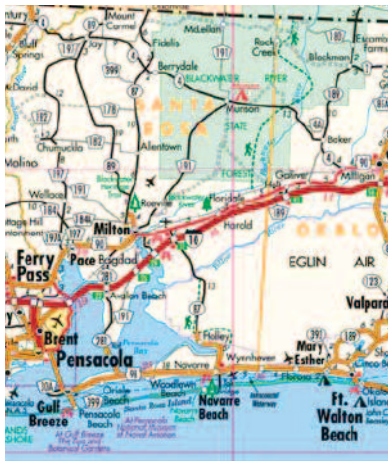
FACTS AT A GLANCE

Social Services
Seniors Assisted—1232

Community Services
Meals on Wheels
Recipients Served—700
Meals Served—117,484

Congregate Meals
Participants Served—1,055
Meals Served—87,747

Foster Grandparent Program
Foster Grandparents—60
Students Mentored—175
Total Hours—58,263



CASE MANAGEMENT SERVICES IN SANTA ROSA COUNTY

In October of 2007, Council on Aging of West Florida was designated the Lead Agency for the provision of case management services in Santa Rosa County by the Northwest Florida Area Agency on Aging. This designation completed the assumption of all existing senior services in Santa Rosa County that began in April 2007 with the administration of meal services for seniors. Prior to Council on Aging of West Florida assuming provision of these services, the Santa Rosa Board of County Commissioners was the designated Lead Agency.

CLARK APPOINTED TO NATIONAL GOVERNORS ASSOCIATION FLORIDA CORE-TEAM



President and CEO John B. Clark, was appointed by Governor Charlie Crist and Secretary of the Florida Department of Elder Affairs E. Douglas Beach to serve as a Florida core-team member

in the National Governors Association (NGA) Policy Academy: Civic Engagement – Engaging Seniors in Volunteering and Employment.

The team met in Tallahassee with the National Governors Association (NAG) Center for Best Practices staff for initial planning and goal setting before going to Washington D.C. for a three-day national Policy Academy where they worked with other state teams and NGA Center staff to refine goals. The core team's efforts focus on improving the health and overall well-being of Florida seniors through increased volunteer and employment activities as well as developing and implementing academy civic-engagement goals, strategies and action plans.

ESCAMBIA AND SANTA ROSA CAREGIVER SUPPORT GROUPS

Council on Aging of West Florida has started monthly caregiver support groups as part of new 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. Currently, support groups meet in

Pensacola at the Council's facilities at 875 Royce Street on the last Thursday of each month and in Milton at St. Rose of Lima Catholic Church at 6451 Park Avenue on the first Thursday of each month. Both support groups start at 6 p.m. and are free to attend. No reservation is required. These caregiver support groups are sponsored by Council on Aging of West Florida, the State of Florida Department of Elder Affairs and the Northwest Florida Area Agency on Aging. For more information, call 432-1475.

Senior Companion Program

Seniors Companions–55
Peers Served–57
Total Hours–35,111

Adult Day Health Care

Participants Served 68

Retired & Senior Volunteer Program

Volunteers–670
Organizations Served–37
Total Hours–102,521

Council on Aging Volunteers

Volunteers–276
Seniors Served–758
Total Hours–16,491

PRIMARY SERVICES

Adult Day Health Care Center

The only licensed adult day health care center in Northwest Florida. The center provides relief 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 age 60 and older at numerous locations throughout Escambia and Santa Rosa Counties.

Foster Grandparents

Provides opportunities for income eligible seniors age 60 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.

Recreation Services

Offers programs and activities for seniors including Rise-n-Stride, our mall walking program, and Camp.

Retired and Senior Volunteers

Provides community volunteer opportunities for those age 55 and older.

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 Companions

Provide opportunities for income eligible seniors age 60 and older to help their peers live independently.

ADMINISTRATION

John B. Clark
President/CEO

Laura Garrett
Executive Vice President

Rosa B. Sakalarios
Vice President, Human Resources

Jeff Nall
Vice President, Marketing
Communications

Kenny Holt
Vice President, Social and
Community Services

Sandie Holtry
Director, Adult Day Health Care

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

Ronnie Gonzalez
Director, Retired and
Senior Volunteer Program

Council on Aging of
West Florida is a
partner agency with:



*"Improving the quality of life for elders"
since 1979*



UNITED WAY OF ESCAMBIA COUNTY PARTNER AGENCY OF THE YEAR



Council on Aging of West Florida was honored by United Way of Escambia County with The United Way of Escambia County 2006 Partner Agency of the Year

Award. The annual award is presented to an agency in recognition of a year marked by quality programming, effective collaboration with the community, innovative service delivery, meaningful use of volunteer time and support of their partnership with United Way of Escambia County. Council on Aging of West Florida was also the recipient of The United Way of Escambia County Partner Agency of the Year Award in 1995 and 2002.

ARC GATEWAY W.D. POLLAK FRIENDSHIP AWARD

Council on Aging of West Florida was honored by ARC Gateway with the W.D. Pollack Friendship Award. Council on Aging of West Florida was nominated by

Janet McIndewar, Senior Adult Program Manager at ARC Gateway. The Senior Adult Program is a program for senior citizens with developmental disabilities. The Council on Aging of West Florida was an original collaborator in the development of the Senior Adult Program, which is celebrating its twentieth anniversary this year.

COUNCIL ON AGING WINS NATIONAL MATURE MEDIA AWARD FOR COMING OF AGE



Council on Aging of West Florida was a winner in the 16th annual National Mature Media Awards Program presented by the Mature Market Resources Center, a national

clearinghouse for the senior market. Coming of Age, Lifestyle Television and Magazine for Seniors received a Merit Award in the Public Relations Campaign Category of the Community Organizations Division.

The National Mature Media Awards is the nation's largest awards program to recognize the nation's finest advertising, marketing, public relations and educational materials designed and produced for older adults.

GENEVIEVE HUTFLESS NAMED FLORIDA'S CASE MANAGER OF THE YEAR



Case Manager Genevieve Hutfless was named the recipient of the 2007 Case Manager of the Year Award by the Florida Association of Aging

Services Providers (FASP) during the 2007 Florida Conference on Aging in Miami. The Case Manager of the Year Award is part of the annual FASP Best Provider Award Program.

The award recognizes a case manager in the state of Florida whose efforts demonstrate professional and organizational excellence, commitment to consumer satisfaction and dedication to seniors above and beyond job requirements.



**Location: 875 Royce Street • Mailing Address: P. O. Box 17066
Pensacola, FL 32522-7066 • (850) 432-1475
Florida Relay 711 • info@coawfla.org • 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, the State of Florida Department of Children and Families, United Way of Escambia County and the Corporation for National Services. The Council on Aging also receives financial support from the City of Pensacola, Escambia County and area businesses, organizations and individuals. 100% of donations go to the Council on Aging of West Florida, Inc. Solicitation of Contributions Act registration # CH817.

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



Council on Aging of West Florida is compliant with the Better Business Bureau's Wise Giving Alliance Standards for Charity Accountability.