

ADMINISTRATION

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Director, Community Services

Jessica Ayers
Director, Adult Day Health Care
(The Retreat)

Alesia Ross
Director, Foster Grandparent/Senior
Companion/RELIEF Programs

Tricia Dixon
Manager, Volunteer Program

CONTINUED SUCCESSES:

2017 RAT PACK REUNION

More than 350 individuals attended the seventh annual Rat Pack Reunion on Oct. 27 at Skopelos at New World, in support of Council on Aging of West Florida and its programs. At the event, four local business leaders - John Peacock, Marianne McMahon, Nels Offerdahl and Roger Webb - were honored for their leadership and service to the community.

This year's Rat Pack Reunion tradition included the fourth annual Rat Race 5K in downtown Pensacola. The gala and 5K raised \$146,000 for Council on Aging.



COA AMONG "BEST OF THE COAST"

Council on Aging was honored for a third year in the 2017 Best of the Coast competition by *Independent News*.

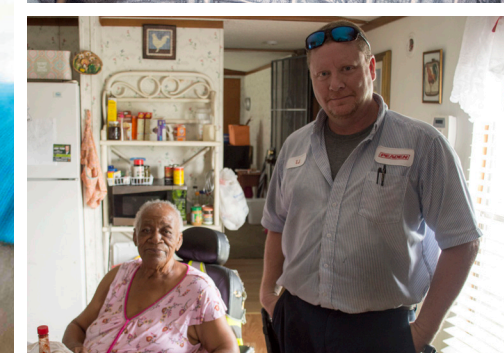
Runner-Up Best Boss
John B. Clark

Runner-Up Best Charity
Event
Rat Pack Reunion



COA HELPS SENIORS CHILL OUT

With the help of Sue Straughn, local media, Lowe's Home Improvement stores, our wonderful sponsors, and the community, we brought back the Senior Chill Out to provide cooling assistance to seniors in need. Because of our generous community, we were able to collect more than 200 A/C units, 320 fans, and over \$12,000 in monetary donations for local seniors.



COMBINED STATEMENT OF ACTIVITIES	
Year Ended December 31, 2016	
Total Revenues.....	\$5,604,664
Program Service Expenses.....	\$5,054,115
Support Service Expenses	
Administrative Support.....	\$229,266
Fundraising Support.....	\$226,001
Total Expenses.....	\$5,509,342
Change in Net Assets.....	\$95,322
Net Assets at Beginning of Year.....	\$1,953,240
Net Assets at End of Year.....	\$2,048,562

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

Location: 875 Royce Street • Mailing Address: P.O. Box 17066 • Pensacola, FL 32522-7066
(850) 432-1475 • 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, United Way of Escambia and Santa Rosa counties 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.



ANNUAL REPORT 2017



COUNCIL ON
AGING
OF WEST FLORIDA, INC.

EST. 1972

BOARD OF DIRECTORS 2017

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Kathleen Logan
First Vice Chair

Rick McClanahan
Second Vice Chair

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J.M. "Mick" Novota
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Caron Sjoberg
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Santa Rosa School Board
District I
Sue Straughn
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Dona Usry
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Rosemary Bonifay
John Brick
Kenneth Kelson
Zola Lett
Charles H. Overman, III
Malcolm Parker

PRESIDENT/CEO

John B. Clark

MESSAGE FROM THE BOARD CHAIR



It has been an amazing year as the Chair for the Council on Aging Board of Directors. Since joining the board in 2012, I have had the privilege to work very closely with the staff and my fellow board members. The commitment and dedication they demonstrate to the seniors in our community goes above and beyond. The staff truly lives out the agency's mission dedicating each day to serve, support and advocate for aging adults in Escambia and Santa Rosa counties.

My own family in South Florida used the services of Council on Aging to keep my grandmother at home for as long as possible. She passed away many years ago, but it was because of their help and assistance to my family that I wanted to give back to Council on Aging in our community. Enabling our loved ones to live at home or in the home of family members helps to provide a sense of security and socialization; it also provides a much-needed respite to the caregivers and family members.

Many of you know about our home and community based services described in this report, but Council on Aging does so much more for elders in Escambia and Santa Rosa counties and is always working to improve agency services and inform the public about issues and challenges facing elders.

Perhaps the best way to understand what Council on Aging programs mean is to quote from a letter we received from a Meals on Wheels participant who said, "Thank you to all responsible for Meals on Wheels. There are many days that we are unable to prepare meals. The meals provided are nutritious and convenient. I do not know what we would do without them. All the people we have dealt with at the Council on Aging have been kind and considerate, very caring. Thank you again for all the assistance that you all provide."

Each of us encounter seniors daily in a variety of ways. We don't have any idea what needs exist beyond the smile on their face when we say "hello." I assure you the staff at the Council on Aging is at work behind the scenes providing services and meeting the needs of thousands of local residents and their families.

Thank you for all you do to support the efforts of the Council on Aging, whether it is financial or volunteering your time. You are a part of our success and without you, this work would not be possible. We look forward to another wonderful year and thank you, in advance, for being a part of it.



Sincerely, Sonya Daniel

JUST A FEW OF OUR MOST NOTABLE HIGHLIGHTS THIS PAST YEAR:

- A \$100,000 grant from a local organization enabled us to make improvements to our property, including The Retreat, our day care center.
- Our Chill Out Campaign during the summer solicits air conditioners, fans and donations in cooperation with WEAR TV 3, Cat Country and Lowe's Home Improvements stores, and this year broke all records in terms of items and donations received.
- Our Accredited Charity status through the Better Business Bureau was renewed through 2019. Since 2005 we have been an Accredited Charity of the BBB, meeting all 20 of their Standards for Charity Accountability. Our agency remains committed to being good stewards of the funds we receive from all sources, public and private.
- Board members and staff were committed to advocacy this past year and met with local legislators to inform them of Council on Aging programs and services.
- Board members wrote several viewpoint columns for the *Pensacola News Journal* to inform citizens of issues concerning elders.
- Council on Aging volunteers are all special people and always go above and beyond in providing services: they build wheelchair ramps, deliver meals, help install window air conditioners, and many assist with massive hoarding clean-ups.
- Council on Aging staff members also step up to the plate when asked to do so: a prime example of this is their generous support during the United Way campaign. This past year, staff members donated close to \$10,000 in support of United Way programs. Council on Aging United Way support is one of the highest among all United Way agencies.
- Special thank you to all our donors, corporate sponsors, wonderful volunteers and staff who are the "grease that make the wheels of COA turn throughout the year."
- Thank you to our federal, state, and local legislators (in Escambia and Santa Rosa counties) who support and fund critical home and community-based services funding. And thank you to our local United Ways in Escambia and Santa Rosa Counties who also help to fund our nutrition programs and our Senior Companion Program.



FACTS AT A GLANCE

Meals on Wheels

Participants Served: 422
Meals Served: 123,737

Senior Dining

Participants Served: 1,062
Meals Served: 90,552

Adult Day Health Care (The Retreat)

Participants Served: 95

Community Outreach

Total Reached: 9,628
(includes health fairs, senior expos, public speaking opportunities, etc.)

Foster Grandparent Program

Foster Grandparents: 67
Students Mentored: 201
Hours Served: 71,023

Senior Companion Program and RELIEF Program

Senior Companions: 49
Peers Served: 59
Hours Served: 42,428

Caregiver Programs (Support and Training)

Caregivers Served: 318

Social Services

Total Served: 1,298
(includes case management services, case aide service, screening and assessment for services and information and referral)

Council on Aging Volunteer Program

Volunteers: 360
Episodic Volunteers: 747
Hours Served: 20,265

In Home Services

Persons Served: 221
(assistance with personal care needs, homemaking, respite and companionship)

PRIMARY SERVICES

Adult Day Health Care Center (The Retreat)

A protective, stimulating environment for seniors with physical and cognitive impairments 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**

Case Management

A link for clients and community resources to make independent living possible for seniors.

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.

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 Center

To serve the needs of seniors in rural areas, we operate senior centers that provide recreational, educational and socialization opportunities.

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.

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