

ADMINISTRATION

John B. Clark
President/CEO

Laura Garrett
Executive Vice President

Rosa B. Sakalarios
Vice President, Human Resources

Josh Newby
Director, Marketing
Communications

Suzanne Jackson
Director, Social Services

Craig Shumaker
Director, Community Services

Jessica Ayers
Director, Adult Day Care
(The Retreat)

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

Will Wirth
Manager, Volunteer Program

Lauren Clark
Coordinator, Development

CONTINUED SUCCESSES:

ENRICHING ELDERERS

Council on Aging's annual Rat Pack Reunion gala could not happen in-person this year due to COVID-19, so the board opted for a virtual fundraiser called Enriching Elders. The platform enabled us to tell the stories of our volunteers, donors and clients online for months on end, garnering media coverage, community awareness, and donations nearing \$90,000 for those we serve.



COA AMONG "BEST OF THE COAST"

Council on Aging was honored for a sixth year in the 2020 Best of the Coast competition by *Independent News*.

Runner-Up Best Boss
John B. Clark



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 353 AC units, 295 fans, and over \$23,146 in monetary donations for local seniors in just one day, despite all-day rain and a pandemic!



COMBINED STATEMENT OF ACTIVITIES

Year Ended December 31, 2019

Total Revenues.....	\$6,332,265
Program Service Expenses.....	\$5,969,389
Support Service Expenses	
Administrative Support.....	\$308,604
Fundraising Support.....	\$264,041
Total Expenses.....	\$6,542,034
Change in Net Assets.....	(\$209,769)
Net Assets at Beginning of Year.....	\$1,822,584
Net Assets at End of Year.....	\$1,612,815

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
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SERVING, SUPPORTING & ADVOCATING FOR AGING ADULTS ANNUAL REPORT 2020



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.



BOARD OF DIRECTORS 2020

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Malcolm Ballinger
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Zola Lett
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PRESIDENT/CEO

John B. Clark



MESSAGE FROM THE BOARD CHAIR

2020: The Year of No

No handshakes or hugs. No congregate dining or socializing. No respite for caregivers as The Retreat adult day care had to close for several months. No in-home case management. No rousing Rat Pack Reunion fundraiser. No heart-warming luncheon honoring Foster Grandparents and Senior Companions. No in-person board meetings since February. No protection from COVID as five staff members caught the virus in October (they recovered). No fun!

And yet...the governor officially recognized what I already knew, that COA provides essential services, so under the stellar leadership of John Clark, President/CEO, the staff adjusted and adapted as needed to a pandemic that puts seniors particularly at risk.

Craig Schumaker, director, Community Resources, had to stop serving congregate meals at 14 dining sites in Escambia and Santa Rosa, but led the teams that prepared hot "grab and go" lunches that could be picked up by the clients. With state funds, he also managed a restaurant program that provided seven meals weekly to about 100 clients in both counties for several months. Will Wirth took over as manager, Volunteer Program, just as the virus was ramping up. What timing! He faced mounting requests for Meals on Wheels. Fortunately, volunteers stepped up, too, to as drivers to deliver the extra meals.

Jessica Ayers, director of The Retreat adult day care center, dealt with pandemic and hurricane-related shutdowns for several months by painting and updating the facility. Her parents, retired painters, lent their help and expertise.

We weren't sure we could hold our annual Senior Chill Out, collecting donated fans and air conditioners, but we did – and we had the best response ever, despite the crummy, rainy day. Special thanks to Sue Straughn and WEAR-TV3 for their promotion and coverage of the event, and to those of you who purchased fans or A/Cs.

Funding for any nonprofit is always an issue, so postponing our major popular fundraiser, Rat Pack Reunion, was a tough decision. However, Josh Newby, director, Marketing Communications, and Lauren Clark, Development Coordinator, worked with the planning committee to develop a virtual event, Enriching Elders. People in the community responded generously, donating more than \$80,000 to date.

With schools operating in abnormal circumstances, often online, Foster Grandparents

weren't able to provide their normal, loving, hands-on care to students. But Alesia Macklin, Senior Volunteer Program Director, reports that eight were able to serve virtually and five in person. I know how much the kids and teachers miss these big-hearted individuals.

Suzanne Jackson, director, Social Services, expertly led the change from in-home case management to telephone services. Also, she initiated the Telephone Reassurance program in which more than 100 clients were called to check on their well-being.

The title of Executive Vice President for Laura Garrett doesn't begin to convey her many financial responsibilities. Local, state, and federal funds received this year (e.g., Families First through Older Americans Act, COVID-19 CARES, Community Development Block Grant for nutrition, Payroll Protection Funding) were designated for specific purposes. Just imagine having to fill out all the paperwork for these funds, then keeping track of every cent to ensure it was spent appropriately. Laura has not only done it, she stayed sane!

Rosa Sakalaris, VP Human Resources, needed all 36 years of her experiences at COA to keep up with the ever-changing policies, mandates/updates from CDC, Department of Labor, IRS, EEOC and newly passed legislation by Congress. Despite all this, she also helped boost morale and show her appreciation for staff with special events.

There is no way I can recognize everyone by name here or thank them enough for the skills and dedication they have brought to their jobs. They made it possible for COA to carry out its mission: "Dedicating each day to serve, support and advocate for aging adults in Escambia and Santa Rosa Counties." I am extremely proud of each employee and grateful for John Clark's steady, experienced, competent leadership.

My thanks to all of you in the community, too, who volunteered your time, talent, and money. Altogether, we turned a year of "no" into "2020: No Stopping Us!"



Sincerely, Kathleen Logan



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**

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 pre- and post-pandemic.

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 pre- and post-pandemic.

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.



FACTS AT A GLANCE

Meals on Wheels

Participants served: 1,181
Meals served: 180,149

Senior Dining

Participants served: 1,314
Meals served: 91,358

The Retreat

Participants served: 427

Community Outreach

Total reached: ~20,000
includes health fairs, senior expos, public speaking opportunities, TV show, radio show, etc.

Foster Grandparent Program

Foster Grandparents: 54
Students mentored: 270
Hours served: 67,618

Social Services

Clients served: 2,441

In-Home Services

Persons served: 260

Volunteer Program

Volunteers: 602
Volunteer hours: 9,483

Caregiver Program

Caregivers served: 158

Senior Companion & Relief Program

Senior Companions: 51
Clients: 81
Hours served: 43,556



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