

ADMINISTRATION

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Laura Garrett
Executive Vice President

Rosa B. Sakalarios
Vice President, Human Resources

Emily Echevarria
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

Farrah Hale
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 PRESENTS INAUGURAL KITES ON THE COAST

Council on Aging held an inaugural Kites on the Coast kite festival on Pensacola Beach Sept. 2 and 3, bringing intergenerational fun centered on the classic pastime of kite flying. The event included eye-catching kites from Chicago Kite, 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 weekend's festivities.



COA CELEBRATES 50 YEARS OF SERVING SENIORS

In 2022 Council on Aging of West Florida celebrated 50 years of service. The agency was established in 1972 by a group of local advocates interested in supporting and promoting independence for older adults in West Florida. Over the past five decades, the agency and the delivery of elder services has evolved greatly, but the mission of the organization has remained steady. Throughout the past year COA looked back on its history through archival photographs, magazine articles, and the theme of its annual fundraiser gala: Dancing Through the Decades, which celebrated the past five decades of service as well as the previous five decades of clients' lifetimes. The agency now looks to the future as it enters its next chapter of continuing to serve older adults and meet the evolving needs of the community.



BIGGEST SENIOR CHILL OUT YET

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 **467 AC units, 472 fans, and \$96,146** in monetary donations for local seniors in one day.



50 YEARS OF
SERVING, SUPPORTING
& ADVOCATING FOR
AGING ADULTS



ANNUAL REPORT 2022

COMBINED STATEMENT OF ACTIVITIES

Year Ended December 31, 2021

Total Revenues.....	\$6,337,768
Program Service Expenses.....	\$5,329,914
Support Service Expenses	
Administrative Support.....	\$480,823
Fundraising Support.....	\$205,164
Total Expenses.....	\$6,015,901
Change in Net Assets.....	(\$215,096)
Net Assets at Beginning of Year.....	\$1,485,629
Net Assets at End of Year.....	\$1,270,533

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

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BOARD OF DIRECTORS 2022

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Sean Magerkorth
Second Vice Chair

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Secretary

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Kathleen Logan

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PRESIDENT/CEO

Josh Newby



MESSAGE FROM THE BOARD CHAIR

Lois Lepp

As my two-year term as the Chair of the Board of Directors comes to a close, I take the opportunity to reflect on the agency's progress during these tumultuous times. Council on Aging has continued to be a beacon of hope for the aging, who have been disproportionately adversely affected by not only COVID itself, but by the measures taken to limit transmission. If the virus wasn't enough, being isolated in one's home, without the normal social interactions with family, friends, and peers—even a trip to the grocery store—left many seniors in utter despair.

Council on Aging heard seniors' cries and responded! Our Meals on Wheels delivery drivers helped our clients at every possible turn! Friendships were formed in the process of delivering a week's meals to shut-ins. We have returned to some normalcy, or the new normal, with the return of our daycare clients at The Retreat; the return of in-person lunches at the senior dining sites in both counties, and the return to the students in the schools with our Foster Grandparent program, to name a few.

Requests for Council on Aging services skyrocketed during the pandemic. We continue to provide services at unprecedented levels. We had to hire more case managers to handle the load—a good problem to have. Our Executive Vice President, Laura Garrett, has juggled all of the budgetary matters that come with all of these increased needs and services, and met the overwhelming requirements of all of the local, state, and federal regulations, with grace. She reminds me of the adage 'be like a duck'... smooth sailing on the surface and paddling like crazy beneath the water! All of our staff and volunteers ably and sacrificially met the challenges. We are very proud of them!

Our fundraising efforts continue as these increased senior needs continue. We, like everyone everywhere, have been impacted by similarly unprecedented inflation. But our donors are the best! Last year, our final Rat Pack Reunion exceeded previous fundraising goals! Our Senior Chill Out continues to raise more

funds, fans, and air conditioners than each year before! If you have never had the opportunity to stop by a Lowes during Senior Chill Out, please take a few minutes to do so in 2023. It is very humbling to see people drive by in the parking lot just to hand over significant cash. Some people come to Lowes for Senior Chill Out with the express and only purpose of buying air conditioners and fans. We tried a new idea this year: Kites on the Coast, an intergenerational event held at the beach, which was quite well received and which will be back next year bigger and better. We celebrated our 50th anniversary of COA this year with our Dancing Through the Decades fundraiser! Our Development Committee promises that you'll not want to miss next year's annual fundraiser!

Our Board members dedicate significant time and resources to supporting COA and its mission. We are constantly striving to expand and innovate our services in meaningful ways. It is a labor of love for each of us. I have learned so much from each individual's unique contributions to the greater good of area seniors.

I cannot end my two-year term as Chair without thanking our fearless leaders. John Clark ended his 47-year tenure as President and CEO in January 2022. Talk about an unprecedented tenure! Josh Newby, our current President and CEO, has been phenomenal in his first year at the helm. I could not be any more proud to have walked alongside him as he took on the monumental task of leading this agency into the next generation.

Fifty years of serving seniors! We trust that you will continue to partner with us, as we continue to grow and expand our reach and fulfill our mission: Dedicating each day to serve, support, and advocate for aging adults in Escambia and Santa Rosa counties. I will continue to serve on the Board of Directors, as I thoroughly enjoy working with COA in fulfilling its mission. Thank you for the opportunity to have served! It has been a pleasure!

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 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 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: 413
Meals served: 93,950

Senior Dining

Participants served: 723
Meals served: 77,419

The Retreat

Participants served: 61

Community Outreach

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

Foster Grandparent Program

Foster Grandparents: 47
Students mentored: 645
Hours served: 49,633

Social Services

Clients served: 1,800

In-Home Services

Persons served: 215

Volunteer Program

Volunteers: 94
Volunteer hours: 11,861

Caregiver Program

Caregivers served: 223

Senior Companion & Relief Program

Companions: 47
Clients: 110
Hours served: 50,525

