ElderHelp would like to recognize the dedicated service of our retiring board members:

Ken Davenport  |  Mission Edge San Diego
Mathew Fink    |  Comfort Keepers
Amy Nelson     |  Mission Healthcare

2015
Board Members

Nicole Darling, President
Television Producer, Bay City Television, San Diego 6

Russell Winslow, Vice President
Partner, Pestotnik + Gold LLP

Nikki Baumgartner, Secretary
Partner, NavigateHCR

Cindi Hill, Treasurer
Hill Compliance Advisors

Todd Miller, Past President
Asset Manager, Port of San Diego

Elaine Balok
Estate Attorney

Danny Covarrubio
Account Representative, Kaiser Permanente

Brendan Farrelly
Financial Specialist, The Trew Financial and Benefits Group

Alex Marjanovic
Regional Sales Director, DTI

Maggie Sayre
Owner, Sayre Consulting, LLC

Jessica Sheu-Gruttadauria
Graduate Student, The Scripps Research Institute

Kerrie-Ann Stidum
Client Support Specialist, AT&T GBS Global Customer Service

Jamie Velez
Owner, Live 2 B Healthy Senior Fitness

Katie Wiest
Director, Operations, QUALCOMM Incorporated

Advisory Board

Judy Combs, Chair
Tex Cornwell
Ed Gergosian
Lisa Luiso
Micah Parzen
Lynn Silva
Karen Walker
Judith Wenker

ElderHelp would like to recognize the dedicated service of our retiring board members:
When I first started as a volunteer with ElderHelp in 2005, it was out of a desire to bring friendship and support to seniors like my grandmother. She lived alone into her 80s and was fiercely independent, but still had the kindness and support of her family. As a volunteer for ElderHelp, I was amazed by not only the level of care and service provided by the staff and team of volunteers, but by the sheer number of older adults in our community who truly needed ElderHelp's programs.

Over the past year, ElderHelp has benefitted from the incredible generosity of individual donors and collaborations with partners like Southwestern Yacht Club. These philanthropic partnerships allow us to continue providing much-needed services to seniors for years to come. In 2014, the ElderHelp Board of Directors re-established the Essence of Life Awards to honor our members, volunteers and incredible donors. At this event, County Supervisor Dave Roberts presented a proclamation to ElderHelp in recognition of the organization’s work within our community.

Over the next year, we plan to stay true to our Mission of providing personalized services and information to help seniors remain independent and live with dignity in their own homes. As you look over this Annual Report, I think you will share my sense of pride in how this organization continues to grow and expand our reach within San Diego County.

As you browse through this Annual Report, please take a moment to celebrate some of this year’s other milestones with us:

- 40 years of serving seniors and more than 200,000 served since we opened our doors
- More than 10,000 hours of volunteer time dedicated to ElderHelp and our members
- A 47% increase in the number of community members we served
- A 33% increase in total number of calls coming into our intake and referral department
- Benefits counseling with HICAP and Elder Law & Advocacy doubled
- More than 5,700 rides provided, the majority of those medically related
- More than 2,200 housing consultations provided
- 53% increase in new volunteers

Financially, we just completed our second year of strong fiscal performance meeting both revenue and expense goals, while showing a small profit to reinvest back into our programs. The detail is provided on page 4.

Finally, I offer a sincere thank you to all of our supporters and volunteers, many of them listed in this report and the many others who are not, for your assistance in helping seniors in San Diego.

Warmest Regards,

Nicole Darling, President, ElderHelp of San Diego
Board of Directors

Helping seniors remain independent and live with dignity in their own homes.
FINANCIAL SUMMARY

Revenue
Government grants & contracts
Contribution
Contributions - In Kind
Program Services Fees
Special Events, Net
Investment income, Net
Other income
Total Income

<table>
<thead>
<tr>
<th></th>
<th>FY14</th>
<th>FY13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government grants &amp; contracts</td>
<td>$260,872</td>
<td>$227,808</td>
</tr>
<tr>
<td>Contributions</td>
<td>588,456</td>
<td>573,051</td>
</tr>
<tr>
<td>Contributions - In Kind</td>
<td>27,612</td>
<td>44,312</td>
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<tr>
<td>Program Services Fees</td>
<td>37,439</td>
<td>33,479</td>
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<tr>
<td>Special Events, Net</td>
<td>43,933</td>
<td>42,527</td>
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<tr>
<td>Investment income, Net</td>
<td>59,916</td>
<td>45,994</td>
</tr>
<tr>
<td>Other income</td>
<td>-3,710</td>
<td>748</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$1,014,518</td>
<td>$967,919</td>
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</tbody>
</table>

Expenses
Concierge Club
HomeShare
Seniors A Go Go Transportation
Administration
Development
Total Expense
Net Income
Other
Contributions – In Kind, Other

<table>
<thead>
<tr>
<th></th>
<th>FY14</th>
<th>FY13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concierge Club</td>
<td>435,776</td>
<td>463,703</td>
</tr>
<tr>
<td>HomeShare</td>
<td>165,053</td>
<td>142,678</td>
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<tr>
<td>Seniors A Go Go Transportation</td>
<td>143,677</td>
<td>96,240</td>
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<tr>
<td>Administration</td>
<td>104,196</td>
<td>110,956</td>
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<tr>
<td>Development</td>
<td>120,122</td>
<td>141,171</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td>$968,824</td>
<td>$954,748</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>$45,694</td>
<td>$13,171</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions – In Kind, Other</td>
<td>$217,913</td>
<td>$192,480</td>
</tr>
</tbody>
</table>
My journey to ElderHelp was unexpected as many of life’s journeys often are. Life is funny that way. I’ve always been passionate about older adults and have been an active advocate for my parents, their friends and others along the way, but what lit my fire was the DMV leaving my Mom stranded alone in their parking lot for three hours after not renewing her license and providing no way for her to get home safely. Fast forward to her unexpected hospitalization, a pending discharge and not a clue on what to do next, and my sense of urgency became immediate. Older adults of all races, income, religion, sexual orientation and education and their families need, no, deserve our help.

If I’m honest, I will admit I sometimes get angry seeing how difficult it is to call attention to this underserved and deserving population. I’m sure my frustration is familiar to anyone who believes passionately in their own cause. There are almost 400,000 people 65 and older living in San Diego – more than 12% of our total population. 42% of them live below the Elder Economic Index. 10,000 people a day are turning 65. 10,000 people a day are turning 85. We have a crisis on our hands and yet funding, collaboration between agencies and private firms, support and services are sorely lacking and not proportionate to the size of this population in need. Despite this, ElderHelp is making strides every day and is determined to make a difference on what it means to “age in place” in San Diego County and beyond.

I was privileged this year to be a co-presenter at the Aging in America Conference, with Dr. Andrew Scharlach, PhD, Kleiner Professor of Aging, UC Berkeley. Our presentation, “Valuing the Invaluable: The Economic Impact of Aging Services”, was very well received and generated significant interest afterwards. Anya Delacruz, Associate Executive Director and I also did a live video presentation to Baltimore Area Grantmaker’s Affinity Group on Aging, where we had the chance to share the success and uniqueness of ElderHelp’s programs and the work we’ve been doing with other Baltimore area charities. We are also very excited to have the outcomes of our programs extensively cited and discussed in the August 6, 2014 edition of The Gerontologist. This excellent article titled “An Integrated Model of Coordinated Community-based Care” reveals the results of an 18-month study of ElderHelp, which was conducted by UC Berkeley School of Aging. The study shows the impact we have made in serving older adults.

We have a lot of work to do, but we are encouraged by our progress and will continue working hard to provide more services to more seniors and their families. We remain indebted to our incredible selfless volunteers, our hard working and supportive Board and our dedicated donors. The ElderHelp staff is pretty incredible as well, and it’s been a true privilege to work alongside them. I can’t imagine doing anything more important than this. Life is funny that way.

Thanks to all of you for your amazing dedication and support,

Deb’s Report

ElderHelp Lasting Legacy Society

Maida Cooper left a valuable legacy when she passed. Her attorney, Robert Scott Dreher, recently advised ElderHelp that Maida’s memory was being preserved with an estate gift to ElderHelp to help support seniors living in San Diego.

Maida had a long history with ElderHelp. In 1996, Maida made her first contribution to ElderHelp in support of our Holiday Angels program. For over a decade, Maida supported this program and others until she became an ElderHelp Member herself in 2008, joining our Concierge Club. When Maida stopped driving, she donated her car to ElderHelp. Maida always praised the “people and volunteers” at ElderHelp according to one of her neighbors.

The “ElderHelp Lasting Legacy Society” recognizes individuals, couples and families who have remembered ElderHelp in their estate plans. This dedicated group of people have made the commitment to support ElderHelp perpetually. The foresight of our ElderHelp Lasting Legacy Society members helps ElderHelp succeed in fulfilling its mission and benefits future generations of seniors and their families.

Lucille Alari
Mary T. Anderson
Elizabeth Arnold
Natalie Blackburn
Bob Brush
Marjorie Cheek
Maida Cooper
Ina Daugherty
Hazel Hall
Daisy Hill
Mildred W. Hinkle
Catherine ‘Kay’ Jattros Miller
Hilda L. Seyboth
Walter Seymour
Miriam Stevens
Samuel Trozzo

Deceased Members of the ElderHelp Lasting Legacy Society

Helping seniors remain independent and live with dignity in their own homes.
$100,000 and Above
The Harry & Jeanette
Weinberg Foundation, Inc.
San Diego Association of
Governments (SANDAG-
TransNet)

$75,000 - $99,999
City of Poway
City of San Diego Housing
Commission

$50,000 - $74,999
May & Stanley Smith
Charitable Trust
Southwestern Yacht Club

$25,000 - $49,999
Catherine Jattros Miller*

$10,000 - $24,999
Alliance Healthcare
Foundation
AT&T
Deinolco Family Foundation
Eugene & Joan Foster Fund
at The San Diego
Foundation
California Foundation for
Stronger Communities
Charles A. Fruauff
Foundation, Inc.
Corinne Golden
Henry L. Guenther
Foundation
QUALCOMM, Inc.
San Diego Gas & Electric,
A Sempra Energy Utility
Ellen Browning Scripps
Foundation
Silvergate Bank
JCF – Weingart Fund at the
Jewish Community
Foundation

$5,000 - $9,999
Chiles & Williams Billingsley
Foundation
Ms. Danah Fayman
Samuel & Katherine French
Fund
HD Supply
Helmstetter Family
Foundation
Virginia Napierskie
Rancho Bernardo
Community Foundation at
The San Diego Foundation
Gerald & Christa Reynolds
Stein Family Foundation
The William and Ruth
Tippett Foundation
Turk Family Foundation
Peri & Peg Urvek

$2,500 - $4,999
Anonymous Fund at
The San Diego Foundation
Buehler Foundation
City of Santee
County of San Diego at the
recommendation of
Supervisor Ron Roberts
Cindi Hill
Nicole & Blake Darling
Dr. Sears Fund at
The San Diego Foundation
Northrop Grumman
Mr. & Mrs. John Raymond
Robbins Geller Rudman &
Dowd LLP
Sempra Energy Foundation
The Thursday Club

$1,000 - $2,499
AT&T United Way Employee
Giving Campaign
Paul F. Cassle
Charitable Auto Resources, Inc.
Cushman Foundation
Claire Marie Daniel
The Michael Ehrenfeld
Company
Mathew & April Fink
Chadwick Krogh
Las Primeras
Liberty Tax/Fiduciary Services
Deborah Martin &
Linda Barner
Mission Beach Women’s
Club Foundation
Mission Home Care
The Mirand Foundation for
Hope, Inc.
North Park Lion’s Club
John G. Pitcairn Fund
Pratt Memorial Fund at
Union Bank
Pratt & Whitney
Diana & Brando Remer
Maggie Sayre
Neal & Margaret Schmale
Stacey Schmolke
Sempra Employee
Giving Network
Sharp Health Plan
Suncraft Solar Energy
Systems
San Diego County Council
on Aging, Inc.
Tomlinson Foundation
United Way of
San Diego County
Wells Fargo
Judith Wenker
Katie & Greg West

$500 - $999
Jean Anderson
Anonymous
Ken & Bonnie Baumgartner
Nikki Baumgartner
Linda Bonomo
Bowden Family Foundation
John Brannely Jr. &
David Ivanko
California Bank & Trust
Chevron Humankind
Matching Gift Program
Comfort Keepers In
Home Care
CompuOne Corporation
F.W. ’Tex’ Cornwell
Esteban Duarte
Sue Erskine

Mr. & Mrs. Brendan Farrelly
Terry Filippi
Gensler Architects
Joyce Glazer
The GOLD Diggers
Helen Hodges
William & Barbara Holmes
Paul & Melissa Hsu
Kaiser Permanente
Todd Kaprielian &
Carolyn Trust
Michele Laden
Live 2 B Healthy* Senior
Fitness
Kristin Mallory
Stacy Matsea
Dr. & Mrs. William F. McColl
Todd & Jennifer Miller
Mr. & Mrs. Alex Marjanovic
Mr. & Mrs. Robert Pegler
Pestonik + Gold LLP
Point Loma Convalescent
Hospital
Qualcomm Matching Grant
Program
San Diego Firefighters
Local 145
Richard Tiefenbach
Sharon Turner
David Wallace
Mr. & Mrs. Stewart Westdal
Rosedale & Virginia Winslow
Family Trust
Russell Winslow, Esquire
United Way - CA Capital
Region
United Way of Greater
Los Angeles
Xtreme Care Ambulance
Grace Yamane

$250 to $499
Elaine Balok
Bank of America United Way
Campaign
Graham Britten
Mr. & Mrs. W.J. Brehm
Mrs. Barbara Brown
Peter Burns
Lenor Cantor
Chico’s Retail Services, Inc.
City Kids Beach Kids
Yale & Judy Combs
Anya Delacruz
Claire Donahue
Louis & Ellen Duchene
Tony & Tera Eftekhar
Mr. & Mrs. Steve Elgwren
Mr. & Mrs. Donald Erickson
Dawn & Joe Delacruz
Mr. & Mrs. Steven Dixon
Mrs. Arlene Dixon
Armando Dominguez
Maureen Duff
Lynne Eddy
Bill Effert
Mr. & Mrs. James Elliott
Anya Edgrew
Tonya & Tera Efdekhar
Mr. & Mrs. Steve Elgwren
Mr. & Mrs. Donald Erickson
Terrif Flanny
Kelly Flowers
Madalene Foster
Dr. & Mrs. Herbert Friedman
Tange Gavín
Glenbrook Health Center
Mr. & Mrs. David Gotz
Mr. & Mrs. Philip Harry
Hewlett-Packard
International Matching Program
Jana Harris Painting, Inc.
S. Joy Liao
Cheryl McKirnan
Mr. & Mrs. David Miller
Robert Paaschus
Plymouth Congregational
Church
Josh Price
Mr. & Mrs. Diane Riehl
Wayne & Vickie Riggs
Mr. & Mrs. Harold Russell
Mr. & Mrs. Lester Ryan
Patricia Salas
Lori Schmitz
Michael Sclor
Tracey B Shaw
Barbara Sklar
Szaras Companies
Taverna Blu
Paula Taylor &
Bernie Kuchlin
Ms. Place Teegland
Jeffrey & Shirley Thomas
Mr. Peter Vajda
Mr. & Mrs. Stafford Walker
Karen Walker, Mass Mutual
Elizabeth Winant
Mr. & Mrs. Robert Witters
Christie & Robert Wright

$100 to $249
Kira Anthofer
Charles Bahde
Michelle Barrett
Francy Beesley
Sandi Berry
Deborah Martin &
Linda Barner
Mission Beach Women’s
Club Foundation
Mission Home Care
The Mirand Foundation for
Hope, Inc.
North Park Lion’s Club
John G. Pitcairn Fund
Pratt Memorial Fund at
Union Bank
Pratt & Whitney
Diana & Brando Remer
Maggie Sayre
Neal & Margaret Schmale
Stacey Schmolke
Sempra Employee
Giving Network
Sharp Health Plan
Suncraft Solar Energy
Systems
San Diego County Council
on Aging, Inc.
Tomlinson Foundation
United Way of
San Diego County
Wells Fargo
Judith Wenker
Katie & Greg West

$100,000 and Above
The Harry & Jeanette
Weinberg Foundation, Inc.
San Diego Association of
Governments ... San Diego Health System            
Lynn Velez
Timothy & Tina Volzer
Katherine Waldron
Volunteers

Judith Abbott
Crystal Abraham
Nikita (Nick) Afanasiev
Sinan Akrawi
Thomas Alexander
Gheety Allahi
Cozy Allen
Al Alvarez
Alexandra Ambriz
Jean Anderson
Naeedah Anderson
Alma Arnold
Fred Arnold
Suzanne Aschinger
Thomas Aschinger
Samka Aslan
Samantha Atlas
Joseph Augustine
Pamela Auterson
Glenda Avance
Walter Averson
Brittany Bachmann
Monica Bae
Anna Baker
Jennifer Baker
Lisa Baker
Teresa Barker
Ana Barroso
Jennifer Batt
David Beaubouef
Avril Benstead
Jennifer Bergstrom
Robert Benge
Tierra Best
Hilary Blake
Michaely Boden-Baumann
Sarah Boltwala-Mesina
Linda Bonomo
Doris Borg
Barb Bowman
Kim Bozart
Lori Brown
Stephen Brown
Amber Bunch
Anita Burns
Dharmini Cabanillas
Maria Cacavo
Rick Campbell
Frank Candelaria
Lyn Cape
Sally Caperton
Leah Carpenter
Fran Carroll
Jared Casady
Amy Chana
Wei-Ju (Kelly) Chen
Andrew Cheskaty
Young Chung
Crysta Clifford
Mary Jo Coit
Ann Cole
Laico Cook
Ross Cooling
James Cooper
Carmen Coverdale
Patricia Coyle
Debbie Crossay
Colleen Cruz
Ann Cummings
Nicole Darling
Michael Davis
Steve Dawson
Betty de Leeuw
Tara Della Rocca
Suzy Deller
Evangelina Dey
Cate Diaz
Paul DiFebbo
La Vonna Dixie
Arlene Dixon
Noelle Domiano
LC Douglas
Rachyl Drennen
Katherine Dziezker
Dorte Eichorst
Chris Elertson
Virginia Elliott
Stephanie Essman
Lu Ann Evenson
Heather Farquharson
Nicole Farrar
Solveig Fauskanger
Melanie Fernandes
Patricia Feron
Ed Fink
Rich Flammer
Guerline Fleurent
Kelly Flowers
Angela Fontanini
Anna Ford
Andrew A/J Foraker
Audrey Forrest
Linda Frank
Judie Frink
Virginia Gerber
Mary Gettys
Ruth Gezachew
Nina Ghatan
Melina Gianni
Mary Gibson
Jan Gillespie
Kathy Gillis
Jan Anthony Godfry
Kathy Glinn
Sara Glaeseman
Mary Sue Glynn
Valerie Gordon
Rosalba Gottschalk
Carly Graber
Laurel Gray
Jerry Griffith
Angelica Gudino
Yesenia Guidry
Charlie Gunderson
Allie Hanus
Bryce Guthrie
Marcia Gwin
Shannon Hall
Kenneth (Tom) Hamlin
Patricia Harding
Colleen Harmon
Randall Harrelson
Brian Harrison
Hilary Harrison
Kristina Harvey
Marian Henares
Carla Heringer
Aimee Herweck
Wesley Hilton
Corinne Hirt
John Hodik
Lois Hodik
Susan Hollenkamp
Daniel Horan
Olga Howell
Ana Hubbell
Mary Hughes
Pamela Humes
Catherine Ingrassia
Ramona Irwin
Alexandra Jacobo-Mares
Bobbi Jacobs
Natasha Jacobs
Arlene Jarvis
Denise Johnson
Jennifer Johnson
Karen Jorgenson
Jim Kalb
Hannah Kelly
Sara Kienener
Dan Kaiser
Sandra ‘Sandy’ Kiser
Brad Klann
Jeanine Kleeman
Padma Kodukula
Allison Komiyama
Sandra ‘Sandy’ Kosloski
Sandy Kritzer
Keith Kyser
Kathie Laguna
Kathy Lang
Lisa Lang
Barbara Lascher
Barbara Lauta
Heather Lawler
Alison Lekander
Larissa Leroux
Adrianna Lewis
Michael Lewis
Priscilla Lewis
Crystal Little
Ron Livingston
Cindy Llora
Jamie Lloyd
Beatriz Lopez
Jerrod Lottinger
Lisa Lovern
Alyson Luciano
Michael Luckett
Kimberly Lundberg
Andrew Macdonald
Kate MacWilliamson
Grace Madamba
Anah Madurski
Hannah Maness (Logan)
Ralph Mann
Katia Mansurova
Belle Manzano
Sandra McCormick
Mia McGrew
Jovanna McKinney
Alexandra McNair
Larry McNamar
Anar Mehta
Jessica Mendoza
Alfred Merker
Angie Merker
Erlin Merets
Judy Meyer
Alison Miceli
Gabriel Miles
Lisa Miller
Robert Miller
Christina Mirsky
Sarah Misell
Fan ‘Emily’ Mo
Nancy Morales
Terry Moran
Kathy Morgan
Katie Moulder
Frank Mullen
LeeAnne Murphy
Stephanie Murphy
Tyra Myles
Rowena Neiley
Jocelyn Neudauer
Diana Neville
Amy Nylund
Samuel Oglesby
Cassandra Ortiz
Joanne Paler
Joyce Pallasiague
Lindsey Palmer
Anshul Pandey
Evelyn Parada
Kirsten Parham
Biren Patel
Himanshu Patel
Sweta Patel
Maria Paxton
Nicole Pearson
Vicki Pendleton
Maria Persichilli
Melissa Phipps
Emily Pinzur
Parisa Pirayesh
Eric Pitarresi
Kathleen Polley
Tyrone Praher
Christian Pratt
Kimberly Prendergast
Nancy Pritchett
Sally Provov
Christina Quantrell
Cynthia Quinn
Shelly Raming
Jenny Rappold
Joshua Ready
Brian Reih
Anisio Resem
Susana Yamamoto Resem
Kadek ’KK’ Rich
Spenry Richard
Kira Riley
Nevya Rivera
Robert Roberto
Sandra ‘Sandi’ Rodighiero
Allen Rodriguez
MaryLou Rodriguez
Veronica Roeers
John Rogers
Scott Roh
Jeanette Romero
Richard Rosenberg
Karen Ross
Eileen Rousseau
Chris Rowan
Bruce Rowe
Evelyn Rowe
Kirstie Ruiz
Andrea Russo
Alexandra Rutherford
Lyn Salinas
Eduardo Sanchez
Gabriela Santos
Johanna Saretzki
Ann Schiebelhut
Theresa Schraviren
Jens Sedemund
Stephanie Shehi
Jessica Sheu-Gruttadauria
John Silcox
Michelle Simko
Sandra Skrobot
Crystalline Smith
Jennifer Smith
Lynn Smorada
Karrie Stegmeier
Kerrie-Ann Stidum
Zaneta Stinson
Marie Stockton
Michael Strong
Nita Stuckwish
Patrick Sullivan
Sue Swann
Kieara Taylor
Michael Taylor
Crystal Tereszkiewicz
Stephanie Tharp
Amy Thompson
Amy Thornton
Melanie Tilton
Lindsey Tobey
Amy Torn
Jane Trager
Vannie Tran
Cosette Tsouras
Katherine Tucker
Toni Turbyfill
Sharon Turner
Nancy Ting
Maria Valdez
Bridget Van Der Byl
Tirza Van Horn
Trista VanTine
April Vercammen
Timothy Volzer
Hanne Vos
Jessi Waars
Joan Waite
Julia Walden
Jason Weisz
Judith Wenker
Cheryl Williams
Erica Williams
Mary Wiggins
James Wong
Jennifer Woodward
Janet Wornat
Evie Wright
Wenmo ’Tina’ Wu
Emily Yang Yu
Wenmo ’Tina’ Wu
Belen Ybarondo
Karen Young
**Signature Events**

**Essence of Life Awards Recognition Social and Charity Auction**

This year, ElderHelp recognized those who made outstanding contributions to ElderHelp in its forty year history. Recipients included Alliance Healthcare Foundation as Community Partner, AT&T as Corporate Partner, Judy Combs as Ambassador, Michael Boden-Baumann as Volunteer Spotlight and Cara Barnes as Member Spotlight. The top three philanthropists to ElderHelp declined to be publicly recognized for their generosity and were recognized anonymously.

The Essence of Life Recognition Reception was held at Southwestern Yacht Club, ElderHelp’s Philanthropic Partner, on March 16, 2014. County Supervisor Dave Roberts presented all award recipients with proclamations from the County Board and one to ElderHelp in honor of its 40th anniversary. The program was co-chaired by ElderHelp Board Members Alex Marjanovic and Maggie Sayre.

![Image](image1.jpg)

Over the past two years, Southwestern Yacht Club in Pt. Loma has raised almost $90,000 for ElderHelp through events like a Regatta, Fishing Tournament and Gala. ElderHelp staff are pictured holding Southwestern Yacht Club’s most recent check.

**ElderHelp 5K Fun Run/One Mile Family Walk**

Hundreds of runners, walkers and supporters attended the inaugural ElderHelp 5K Fun Run/One Mile Family Walk raising over $15,000 for ElderHelp. This fun event was held on June 7, 2014 at Road Runner Sports and was underwritten by Road Runner Sports CARES. Jamie Pounds Velez and Katie Wiest served as Co-Chairs.

The top three teams of 27 were led by Deb Martin, John Brannelly and Nikki Baumgartner. Top ten fundraisers were given prizes from Lucki Lime. Runners and walkers enjoyed hosted food, beverages, tastings and give-a-ways donated by Mayesa Cacao, Kind Bars, Peet’s Coffee of Hillcrest, Smart & Final, Canteen San Diego, Souplantation and CW San Diego 6.

Racers crossed the finish line listening to the great musical stylings of the live band The 5-50’s led by Keven Ford and were treated to Bloody Marias courtesy of U4RIK Tequila.

**Holiday Angels**

A long-time tradition at ElderHelp, Holiday Angels, continues to provide seniors with friendly holiday visits from volunteers with gifts of Poinsettia Plants from Lowe’s, a holiday card made by Girl Scouts and students at Cathedral Catholic High School and $25 gift cards. On December 7, 2013 over 100 UPS and ElderHelp volunteers converged on ElderHelp’s campus to make deliveries to over 340 seniors.

Guests were welcomed by Brooke Landau from San Diego 6 who spent two hours filming and interviewing. The ceremonial first delivery was made to Alma Arnold, a longtime member of ElderHelp, by Mark Sundelius of UPS. The lead volunteer for this program is Chris Rowan of UPS, serving his 10th year.

Helping seniors remain independent and live with dignity in their own homes.
## Program Report

ElderHelp served 4,992 individuals through all programs and services in Fiscal Year ‘14

### Information & Referral
- Includes benefits counseling, calls, one-time home and garden services
- 2,337 seniors served through Information & Referral
- 47% increase in community members served
- 33% increase in calls coming into the main office
- Information & Referral calls into Poway office more than doubled
- Seniors getting benefits counseling with HICAP and Elder Law & Advocacy doubled

### Concierge Club & Seniors-A-Go-Go
- Enrolled 72 new members into the program
- 11% increase in the overall number of seniors served
- Served a total of 330 members
- 7% increase in program caseload
- Provided 5,738 rides
- 12% increase in number of rides
- On average, we managed approximately 478 rides/month
- 35% of rides through Seniors-A-Go-Go were for medical appointments
- The amount of members getting ‘extra’ rides is up 22.5%
- Increased Social Outings

### Volunteer Services
- 52% increase in orientation attendance
- 72% of people who signed up for orientation attended an orientation
- 53% increase in the number of new volunteers
- 13.5% increase in number of volunteer hours reported
- 10,019 volunteer hours reported
- 125 new volunteers
- 351 active volunteers at the end of the fiscal year
- Total value of volunteer hours is $247,970
- 95% acceptance rate for new volunteers

### HomeShare San Diego
- 13% increase in the number of providers
- 1,712 housing consultation provided
- 17 new matches
- 46 ongoing matches

### HomeShare Poway
- 3 times more providers
- 6 new matches
- 18 ongoing matches
- 535 housing consultations
Last year, ElderHelp provided Concierge Club services to 330 seniors. Volunteers reported 10,019 hours of services to our members, which is valued at $247,970. Member Care Coordinators provided 240 home visits to members. The Concierge Club is working towards creating stronger health outcomes for seniors by reducing falls, providing care transitions to ensure seniors receive the services and support they need after a hospitalization, and reducing hospital readmissions. Of those Concierge Club members hospitalized last year, only 11% were readmitted after 30 days. This is attributed to the support provided by volunteers as well as the coordination of care provided by the Member Care Coordinators.

ElderHelp’s HomeShare program is unique, offering an affordable housing option for the residents of the cities of San Diego and Poway. HomeShare matches seniors who want to remain in their own homes with adults of all ages who are in dire need of housing. Oftentimes, seniors need financial support, help around the home or companionship.

Last year, HomeShare provided 2,247 housing consultations for people looking for affordable housing options. 23 new housing matches were established through the HomeShare program and 64 existing matches were maintained through the fiscal year.

Seniors-A-Go-Go provides escorted, door-through-door transportation. Last year, Seniors-A-Go-Go provided 5,738 rides, averaging 478 rides per month. 35% of these rides were medical related. ElderHelp formed a partnership with Alpha Project, a non-profit human services organization focused on the homeless population. Alpha Project has a transportation program that uses paid drivers and company vans. Through this partnership, ElderHelp launched shuttle services serving senior buildings operated by San Diego Inter Faith Housing Foundation. Through these partnerships, ElderHelp has served more seniors and provided increased assistance to those who already utilize our Seniors-A-Go-Go program.
Cory, ElderHelp Member

Cory first heard of ElderHelp several years before she actually needed help, and wisely made a mental note of the agency and its programs for future reference. In January of 2014, while shopping at the grocery store, she fainted and was rushed to the hospital. After a five day stay, she was found to be dangerously anemic due to a very low red blood cell count. She received treatment then returned home to rest and regain her strength.

During her recovery, Cory realized that the time had come to quit driving; she was grateful not to have fainted while driving and was determined not to hurt anyone, nor herself. She gave up her car and knew that she’d need help with the basic necessities of life in order to remain independent and at home. Having anticipated the need for major changes, Cory contacted ElderHelp and told the Member Care Coordinator of her decision. She learned more about the Concierge Club and joined nearly a year ago.

The Concierge Club has provided Cory with amazing, dedicated volunteers to take her grocery shopping, to the pharmacy for her prescriptions, as well as to all of her medical appointments. There are volunteers who provide company and Cory is delighted with their genuine warmth, friendship and enthusiasm which have enhanced her quality of life. Cory says all of the kind people she has come to know have allowed her to maintain her very positive view of life and to reaffirm her belief that we must accept the challenges that come with aging gracefully.

“With ElderHelp and its various, affordable programs such as Concierge Club and Seniors-A-Go-Go it is not only possible, but easy to make the transition from total independence with one’s dignity intact,” she has said. “I love that the volunteer driver stays with me at the doctor’s office until my visit is complete. It feels good to know that he or she will get me home safely – and it’s almost like having family here.”

“My weekend companions and I often go to art shows which I love. I am a painter, and still love to make art – I also love to cook, so often our visit includes a meal, and that feels like a family event. Sometimes we just play Scrabble, or sit around the pool and talk. In short, we do whatever I am able to do and it is always such a joy. Thanks to the Concierge Club, all of my needs are being well met and then some!” says Cory. “And as for staff and volunteers, I value each of them for the warmth and friendship they’ve given me. I love them all and I’m deeply grateful for their kindness.”

MISSION
ElderHelp provides personalized services and information that help seniors remain independent and live with dignity in their own homes.

VALUES
COMPASSION
We are supportive, caring, and empathetic—we strengthen lives.

INTEGRITY
We do the right thing even when no one is looking, we remain focused on those we serve, and we are trustworthy and honest.

COMMUNITY
We passionately pursue our mission, emphasize collaboration, strive for productive communication, and seek to cultivate goodwill.

ACCOUNTABILITY
To our mission and stakeholders, we are dependable and responsible. We are fiscally sound, and will be sustainable for generations to come.

RESPECT
We honor the process of aging; we listen and acknowledge others’ ideas, are considerate, and value diversity.

EXCELLENCE
We strive for quality in all we do; we are responsive, innovative and efficient.

Cover Photo: Judy Wenker, ElderHelp Volunteer and past President of the ElderHelp Board of Directors. Judy has been matched with ElderHelp Member Marguerite Smith for several years and assists her with grocery shopping, friendly visits and rides. Photo courtesy of Photographer Greg Wiest. Greg’s wife, Katie Wiest, is a member of ElderHelp’s Board of Directors.