



ELDERHELP



2015

Annual Report

Team Members

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Deborah Martin
CEO / Executive Director

Anya Delacruz
Associate Executive Director

Lori Schmitz
Accountant

Gretchen Veihl
Director of Philanthropy

Carol Waltz
Development Manager, Planned Gifts

Jennifer DeMik
Grants Coordinator

Sally King
Office Administrator

PROGRAMS & SERVICES

Amy Hull
Volunteer Services Manager

Carrie McClellan
Outreach Manager

Nansi Kiwanuka
Transportation Coordinator

Cathy Ingrassia
Transportation Assistant

Angelica Hunter
Member Care Coordinator

Monica Gonzales
Member Care Coordinator

Nicole Villanueva
Enrollment/Transition Care Coordinator

Shanika Webb
Lead HomeShare Coordinator

Amber Fedosh
HomeShare Coordinator

Kimberley Sloan
HomeShare Coordinator, Poway

2015 BOARD MEMBERS

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Public Information Officer, City of San Diego

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Partner, Pestotnik LLP

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Partner, NavigateHCR

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Hill Compliance Advisors

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Asset Manager, Port of San Diego

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Owner, Keepsake Companions

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Volunteer

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Regional Sales Director, DTI

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

Jamie Velez
Regional Owner, Live 2 B Healthy® Senior Fitness

Katie Wiest
Director of Operations, Qualcomm

ADVISORY BOARD

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

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

Jessica Sheu-Gruttaduria
Graduate Student, The Scripps Research Institute

Maggie Sayre
Owner, Sayre Consulting, LLC

A MESSAGE FROM OUR BOARD PRESIDENT



We've all heard the expression "home is where the heart is." At ElderHelp, we are dedicated to helping seniors remain in their homes, living independently as long as possible. Our staff and volunteers, including our Board of Directors, pour their hearts into this mission, giving countless hours and treating each person we serve with care and compassion. This loving act of service is something, we believe, every senior deserves regardless of income level or zip code.

Recently ElderHelp found a new home, an innovative space where the organization can collaborate with key partners to reach even more seniors in San Diego County. This relocation brings us to Kearny Mesa in a space shared with the 2-1-1 Connection Center, where we hope to explore new ideas and opportunities to expand our services. Although our office space has changed, our mission remains the same. As you look over this Annual Report, please reflect on the importance of helping seniors stay in their homes as we work together to provide dignity and respect to these deserving members of our community.

Here are some 2015 highlights:

- We enrolled 115 new members, a 60 percent increase from last year
- We increased our caseload by 16 percent
- We served a total of 351 members
- Our 30 day hospital readmission rate fell from 11 percent (FY14) to nine percent (FY15)
- 11,714 volunteer hours were reported, a value of \$308,547
- We completed 23 HomeShare matches in San Diego, a 35 percent increase from last year
- We served nearly 5,600 seniors and their families in 2015

Our second year of strong fiscal performance met both revenue and expense goals, while showing a profit to reinvest back into our programs. The detail is provided on page 4. Much of this growth was made possible with ongoing support from many partners, who are included within these pages.

Of course the generosity of individual donors, members and volunteers impacted our organization as well. Our Essence of Life Awards in March highlighted their many contributions in a heartwarming afternoon of celebration. Assembly Speaker Toni Atkins addressed the gathering with accolades for the organization's impact in the community.

To all of our supporters, many of them listed in this report and the many who work behind the scenes, I thank you for your service to seniors in San Diego.

A handwritten signature in black ink that reads "nicole ad."

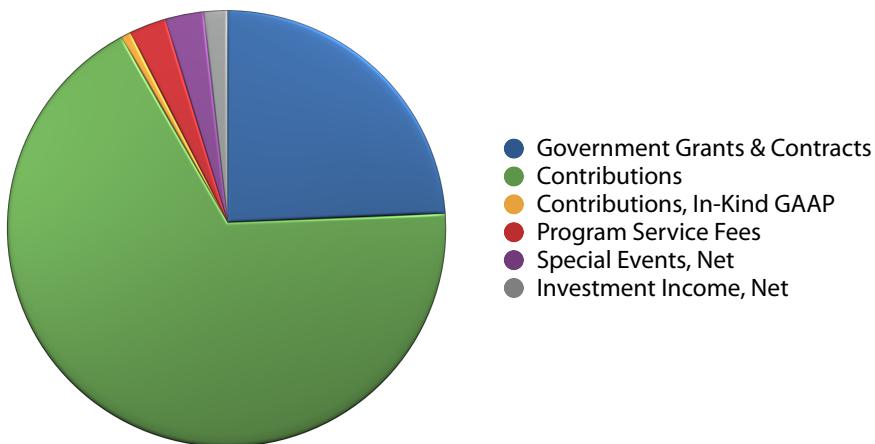
Nicole Darling
President, ElderHelp of San Diego
Board of Directors



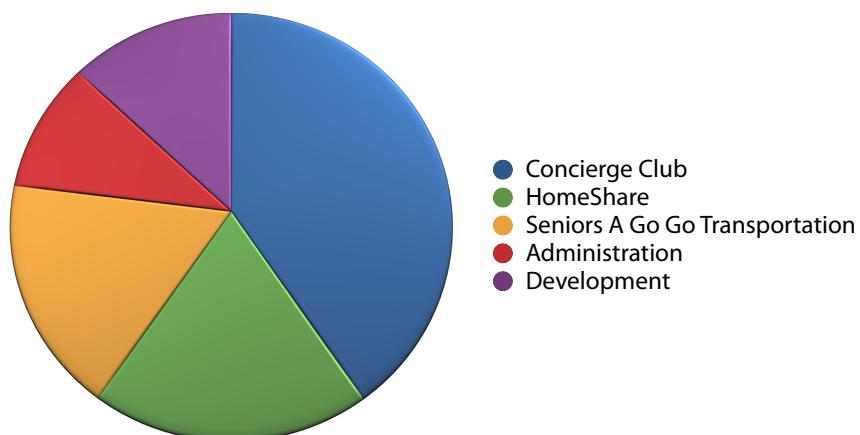
Nicole and her Mother started volunteering with ElderHelp in 2005. They share their enthusiasm with Nicole's daughter, Coryn.

FINANCIAL SUMMARY

REVENUE	FY15	FY14
Government Grants & Contracts	\$262,646	\$260,872
Contributions	728,154	588,456
Contributions, In-Kind GAAP	8,044	27,612
Program Service Fees	30,270	37,439
Special Events, Net	31,461	43,933
Investment Income, Net	19,461	59,916
Loss on Equipment Disposal	0	-3,710
TOTAL INCOME	\$1,080,036	\$1,014,518
Contributions, In-Kind Other	\$297,000	\$217,000



EXPENSES	FY15	FY14
Concierge Club	\$379,905	\$435,776
HomeShare	179,741	165,053
Seniors A Go Go Transportation	162,691	143,677
Administration	94,325	104,196
Development	121,956	120,122
TOTAL EXPENSES	\$938,618	\$968,824
NET INCOME	\$141,418	\$45,694



DEB'S REPORT

"One of the best measures of a country is how it treats its older citizens." I literally applauded as I watched President Obama make this statement during a live-stream broadcast of the 2015 White House Conference on Aging.¹ I couldn't agree more. Yet, why is it so difficult to secure appropriate resources, support and protections for this incredibly viable and valuable segment of our population? The answers to this question are wide and varied, but at ElderHelp, our goal is to continue to play a critical role in a long term solution.

It has been a little over three years since I first crossed the threshold at ElderHelp. When I arrived, we had a total staff of twelve with four of them headed for medical leaves. Today, we have a team of seventeen. We have grown from 247 members to 351 members and from 300 volunteers to more than 400. In 2012, we provided 3,250 rides. This year, we provided almost 6,000 rides. Total volunteer hours this year exceeded 11,700, well above the 8,800 hours we did in 2012. Most importantly, we served nearly 5,600 seniors; the most ever in our entire 42 year history. And, just to make it all the more interesting, during this same period we were forced to move our offices twice due to changes in our lease agreements. We accomplished all this without a large increase in revenue, but through a significant improvement in operational efficiency. Simply put, we became smarter at delivering services and increasing capacity without taking a hit to our financial stability and bottom-line. We are very proud of this turnaround and I hope you are too, because it means your financial support is going exactly where it should be going, to the seniors trying to remain in their homes and in control of their aging choices.

The numbers you will see in our 2015 Annual Report are important, especially for a CEO, but it is the stories I really love. Sally, who administers our daily check-in call program (appropriately named RUOK), recently saved the lives of two members who were in need of medical attention at the time of her calls. Both clients were able to safely return to their homes after lengthy hospital stays. I now call her "Save-A-Life Sally." Through our HomeShare program, we found a roommate for an aging couple who needed some additional support around the house. One night, the husband had respiratory distress as his wife slept soundly next to him. Their new roommate, hearing the husband's distress, ran to the bedroom and was able to get 911 to the house in time to save his life. And then there is the ElderHelp member who lived on the 2nd story of a building without an elevator. Our Care Coordination and HomeShare program teams worked together to enroll her in HomeShare, and also worked with Section 8 housing to get her a roommate who would qualify as a registered live-in aid, providing her with much needed help in her home and enabling her to move into a 1st floor, two bedroom unit. There are hundreds more stories like this every year. Each one reaffirms the efficacy of ElderHelp's model in providing safe aging opportunities and options for older citizens.

For all the change ElderHelp has experienced over the last three years, there are four things that have remained constant. First, a rapidly expanding aging population means the local demand for assistance with aging, housing and healthcare options will continue to grow. Second, the dedication, work ethic and compassion of our ElderHelp Team and Board of Directors remains as strong as ever. Third, our amazingly selfless and altruistic volunteers are the lifeblood of ElderHelp and remain critical to our service delivery. Fourth, we have a bounty of gratitude for the funders and donors who give their support annually and who allow us to make a significant impact in our local San Diego community.

Looking ahead, we are primarily focused on long term sustainability and scaling our programs to reach the growing need in San Diego County. Every month more than 250,000 Americans turn 65. While it has been referred to as the "silver tsunami," I prefer the term the "silver reservoir," which more accurately reflects the wealth of experience, talent and contributions this population still has yet to make. Or, as I recently wrote in a Dr. Seuss-like style poem to our ElderHelp team,

Seniors deserve to age
With dignity and care.

They've paid their dues
Did everything fine
They fought for our rights
Just born at the wrong time.

I hope you will join me in celebrating the success stories on these pages and honor the names of our dedicated donors, volunteers and stewards who make the work of ElderHelp possible.



Deb Martin, CEO/ED

¹ <http://www.whitehouseconferenceonaging.gov>

SUPPORTERS

\$150,000 and Above

The Harry and Jeanette Weinberg Foundation Inc.

\$75,000 - \$100,000

City of Poway
San Diego Association of Governments

\$50,000 - \$74,999

May and Stanley Smith Charitable Trust
San Diego Housing Commission
Southwestern Yacht Club

\$25,000 - \$49,000

Alliance Healthcare Foundation
Charles A. Frueauff Foundation, Inc.
Grossmont Healthcare District
Maida Cooper Revocable Trust

\$10,000 - \$24,999

Barney & Barney LLC
David C. Copley Foundation
Ellen Browning Scripps Foundation
Eugene & Joan Foster Fund at the San Diego Foundation
Farrell Family Foundation
Connie Golden
Helmstetter Family Foundation
Qualcomm Foundation
S. Mark Taper Foundation
Samuel and Katherine French Fund
The William & Ruth Tippett Foundation
UPS Foundation
Walter J. and Betty C. Zable Foundation

\$5,000 - \$9,999

Charles & Ruth Billingsley Foundation
County of San Diego
Danah Fayman
Dr. Seuss Foundation
Heller Foundation of San Diego
Virginia Napierskie
Gerald & Christa Reynolds
SDG&E-Sempra Energy Utility
The De Falco Family Foundation
Turk Family Foundation
Wells Fargo Foundation

\$2,500 - \$4,999

2-1-1 San Diego
Anonymous
Anonymous Fund at the San Diego Foundation
Burnham Foundation
Charitable Adult Rides & Services
City of Santee
Cindi Hill
Nicole & Blake Darling
Lion's Club of San Diego
Pratt Memorial Fund c/o Union Bank of California

Rancho Bernardo Community Foundation at the San Diego Foundation

Robbins Geller Rudman & Dowd
Samuel I. and Henry Fox Foundation c/o Union Bank
Sempra Employee Giving Network
Sycuan Resort & Casino
Sharon Turner
Peri & Peg Urvek
US Bank
WD-40 Company

\$1,000 - \$2,499

Anonymous
Arthur Q. Johnson Foundation
Chevron Humankind Matching Gift Program
Community Service Association
Bill Cooper
Clara Marie Daniel
Sue Erskine
Gay and Lesbian Fund for San Diego at The San Diego Foundation
Genomics Institute of Novartis Research Foundation
Teresa George & Kelly Davidson
Keepsake Companions
Chadwick Krogh
Las Primeras
Mission Beach Women's Club Foundation
Neil & Margaret Schmale Charitable Fund
North Park Lion's Club
Pratt & Whitney
San Diego County Council on Aging, Inc.
Lori Schmitz & Steve Rodgers
Stacey Schmolke
The Gold Diggers
The Mirandon Foundation for Hope, Inc.
The San Diego Foundation
Richard Tiefenbach
United Way of Los Angeles
United Way of San Diego County
Craig & Carol Whitwer

\$500 - \$999

Jean Anderson
AT&T Pioneers, De Anza Chapter
Kenneth & Bonita Baumgartner
Nikki Baumgartner
Barbara Brown
Yale & Judy Combs
CompuOne Corporation
Danny Covarrubio
James & Marie Drace
DTI Global
East County Senior Service Providers
Eric Ehrenfeld
Brendan & Bethany Farrelly
Fidelity Charitable Gift Fund
Terry Filippi
Mathew & April Fink
Ross Goldman

Ron Grinblat

Andrew Hippert
Helen Hodges
Paul & Melissa Hsu
Joe & Cathy Ingrassia
International Order of the Blue Gavel Auxiliary
Intuit

Jana Harris Painting Inc.
Judy Jones-Cone
Todd Kaprielian & Carol Morris
Paul Lecoq
Live 2 B Healthy® Senior Fitness
Deborah Martin & Linda Barner
Stacy Matseas

Peggy Matthews
Marianne & Mike Murray
Christopher & Nancy O'Brien
William Ostrem
Pestotnik LLP
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Maggie Sayre
Jessica Sheu-Gruttaduria
Shield Healthcare
R.W. & Donna Templin
Emily Wendell
Judith Wenker
Stewart Westdal
Katie & Greg Wiest
Russell Winslow
World Vision

\$250 - \$499

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Associated Plastering and Lathing
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Bank of America United Way Campaign
Gregory Bond
Mona Brehm
Peter Burns
Lenore Cantor
Chico's Retail Services, Inc.
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Heidi Coggan
Jennifer Cottle
Armando Dominguez
Bill Eiffert & Leslie Hodge
James Elliott
Donald Erickson
Jeffrey Filippi
Cecilia Gatus
Tange Gavin
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Roland Gray
Susan Haas
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S. Joy Liao
Dr. William F. & Barbara McColl
Larry Oviatt
Robert Patterson
Pite Duncan, LLP
Diane Riehl
Lynn & Phil Ryan
Mary Jo Schritt

Tracy B Shaw

Shey-Shing Sheu
John Silcox & Anne Clifford
Barbara Sklar
Dr. Paula Tallal
Paula Taylor & Bernie Kulchin
Place Tegland
United Technologies/Goodrich Foundation
Peter Vajda
Village Vino
Karen Walker
Stafford Walker
James & Susan Wise

\$100 - \$249

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Sherry Baker
Don & Teresa Barth
Darryl Bowlin
DeAndrea & Jeff Brazel
Mary Bridge
Lizzy Brown
Flora L. Calem, Esq.
Margaret Clemens
Copy Cove of La Jolla
Philip & Rosemary Crane
Patricia Crowley
Cymer
Jason Dedic
Nancy O. Dix
Deborah Dixon
EARTHSTREAM
Donna Eckert
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Albert Folkman
Linda Gillett
Stephanie Goebel
Robert Goldman
Ashlee Gora
David Gray & Sarah White
Cathey Greenfield
Grondin Construction
Debbie Hanig
Philip Harry
Wendy Havran
Sherran Heitmann
Ann Hoeppner
William Holman
Dee Huang
Intuit Donation Matching Program
Diane Kalt
Stephanie Kish
Mayumi & Gregory Klempel
Joan Knutson
Jennifer Koonce
Gary Krueger
Elizabeth Kuhn
Thomas LaHay
Lancaster Charitable Trust
Angela Landeros
Richard & Victory Lareau

SUPPORTERS

Cory LaShell	Julie Zalar	Anne Freeman	Jennifer Oeland
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Lawrence & Lois Lewis		Eugene Frosio	Linda Oliver
Steven Ludwig		Catherine Cole Gambacorta	Shelli Owens
Michael Lynch		Rosalina & Basilio Gatus	Katherine Palko
Kelly Machleit Niebergall		Willy Gatus	Lindsey Palmer
Marianne Maloney		Scott Glaser	Inette Pardo
Marianne Masterson		Monica Gonzales	Leslie Payne
Faith Maybury		Fritzi Gros-Daillon	Frank Pedulla
Mishelle McClanahan-Shinn		Donna Guol	Evelyn Phillips
Joseph McQuaide		Marcia Gwin	Bridget Poizner
Richard Michelsen		Cynthia Hansen	Eve Pritchard
Todd Miller		Stephen Hanson	Rancho Stony Knoll Respite Care
Charles Moffett		Brian & Hilary Harrison	for Seniors
Katherine Mooney		Boutcina Hassani	Everett Ratta
Hannah Moss		Marnie Hesson	Helen Reedy
Milo & Hanh Moy		Jack E. Hieshettter	Kim Rentschler
Laura Mustari		Capt Francis M. Highly	Nicole Reynolds
Michelle Natalier		Janet Hillerud	Lauren Rezende
Lori Northcutt		Thomas Hogan	Kelly Riley
Chris Olmsted		Michelle Horst	Amanda Roberts
Andrew Castiglione & Phyllis J. Pascoe		Pamela Humes	Milton & Dorothy Roll
Mary RazSmith		Angelica Hunter	Michael Ross
Helen Redman		Dom & Toni Ingrassia	Denise Rubey
Bruce Reed		Warren Johnson	Alexandra Rutherford
Douglas Rein		Marcy Kallusch	Juliet Saltman
Road Runner Sports		Debbie Kamens	Jennifer & Jason Santa Maria
Felicia Roberto		K. E. Kane	Carol Schmidt
Jerine Rosato & Ann Davern		Ruth Kaplan	William & Lillian Schwartz
Tom Rubino		Carmen Kasner	Evelyn Schwarz
Lester Ryan		Sally King	Leo Sciuto
Patricia Sales		Rosa Kirkland	Kristy Scott
Edwin Salkeld		Nansi Kiwanuka	Shannon Scott
Shirley Sanz		Viola Kiyohara	Searcy Family
James Schalin		Allan R. Kosup	Michael & Mona Sisson
ScrippsAssists		Kroger Stores	Lannie Slamet
Shari & Robert Shearer		Virginia Dolan Kuhle	Alice Smith
Natalie Sipangna		Shirley Kula	Chihang Amy Smith
Joan L. Smith, Ph.D.		Suzette La Salle	Raymond Smith
Janet Smith-Lowrey		B. G. Leal	Christina Snoogle
David & Barbara Snodgrass		Danielle Lear	David Spinelli
Maria Stanley		Kathy Lear	Tony Stewart
Kerrie-Ann Stidum		Carole Leavengood	Mike Strong
Steve Stuckey		Carol Lee	John Stroud
Suszi & Mike Sutherland		Mary Lemmon	Gerald A. Taitano
David Swanson		Let's Talk Hook-up, Inc.	Fred & Pat Tellam
Valerie Tehan		Crystal & Drake Little	Tarun Thotakura
The Eisenberg Oberman Fund of the Jewish Community Foundation		Elizabeth Malachowski	James & Malcolm Tomes
Jeffrey & Shirley Thomas		Paul Manganelli	William Van Ert
Laurel Tobar		Phyllis Marion	Julia Walden
Ivan Toland		Kristen & Alex Marjanovic	G. Jay Walker
Catherine Torelli		Josh Maxwell	Richard & Julianne Walter
Janet Torio		Cynthia May	Shanika Webb
United Way California Capital Region		Marilyn M. McCaskey	Kathleen & Jonathan Wells
Adriaan & Cheryl Veldhuisen		Maggie McCormick	Patricia Wesley
Helen Walker		Sandy McCormick	Susanne Whiting
David Wallace		Garth McDermott	Darlene Whorley
Robert Wallace		Joseph & Ruth McKane	Thomas Wiczynski
Karyn Welby		Robbin McMaster	Adam & Katy Wild
James & Bette Wilson		Dianne Megan	Elizabeth Winant
Richard Winslow		Valerie Merrow	Trisha Winborne
Lisa Winslow		Kent Michitsch	Suzanna Winslow
Donald Wopperer		Margaret Miles	Karen Winston
Grace Yamane		Melanie Mortimer	Tom Yarbrough
		George Murphy	Laura & Scott Zagar
		Lynn Murray	
		H. S. Noroozi	
		Brenda O'Day	

JULY 1, 2014 - JUNE 30, 2015

VOLUNTEERS

Michael Abadier	Lora Daines	Lois Hodik	Lisa Miller	Bruce Rowe
Judith Abbott	Nicole Darling	Christopher Holguin	Robert Miller	Kirstie Ruiz
Crystal Ibrahim	Evelyn Davis	Elizabeth Holman	Christina Mirsky	Alexandra Rutherford
Yvonne Aguilar	Michael Davis	Katy Holt	Fan 'Emily' Mo	Lyn Salinas
Sinan Akrawi	Steve Dawson	Victoria Hook	Nancy Morales	Eduardo Sanchez
Thomas Alexander	Betty de Leeuw	Daniel Horan	Kathy Morgan	Johanna Saretzki
Geety Allahi	Robert Deiss	Olga Howell	Beverly Morisako	Angela Sarmiento
Al Alvarez	Ashley Delgado	Ana Hubbell	Katie Moulder	Andrea Savage
Alexandra Ambriz	Tara Della Rocca	Mary Hughes	Frank Mullen	Paul Schankin
Jean Anderson	Suzy Deller	Pamela Humes	LeeAnne Murphy	Ann Schiebelhut
Naedean Anderson	Evangelina Dey	Catherine Ingrassia	Stephanie Murphy	Angela Schoonover
Linda Anderson Soriano	Cate Diaz	Ramona Irwin	Tyra Myles	Theresa Schravrien
Fred Arnold	Paul DiFebbo	Nicholas Jackson	Rafay Navaid	Amanda Sealover
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Suzanne Aschinger	Arlene Dixon	Lindsay Jacobs	Jocelyn Neudauer	Stephanie Shehi
Thomas Aschinger	Noelle Domiano	Natasha Jacobs	Diana Neville	Jessica Sheu-Gruttaduria
Samka Aslan	Armando Dominguez	Ruth Japtok	Damon Ng	Marlie Shields
Samantha Atlas	Rachyl Drennen	Arlene Jarvis	Hien Nguyen	Tawnia Shore
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Monica Bae	Helen Eliadis	Ryan Kelly	Jonathan Ortiz	Lisa Smith
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Jennifer Baker	Erin Eskens	Dan Kiser	Joanne Paler	Nehal Somani
Lisa Baker	Stephanie Essman	Sandra 'Sandy' Kiser	Joyce Pallasigue	Karie Staelgraeve
Teresa Barker	Lu Anne Evenson	Mary Esther Kitaen	Lindsey Palmer	Thomas Stannard
Ana Barroso	Heather Farquharson	Terry Kitaen	Anshul Pandey	Kerrie-Ann Stidum
Jennifer Batt	Nicole Farrar	Brad Klann	Evelyn Parada	Zaneta Stinson
David Beaubouef	Bethany Farrelly	Jeanine Kleeman	Kirsten Parham	Marie Stockton
Stacey Bengston	Solveig Fauskanger	Padma Kodukula	Biren Patel	Michael Strong
Avril Benstead	Melanie Fernandes	Allison Komiyama	Himanshu Patel	Nita Stuckwish
Jennifer Bergstrom	Patricia Fernon	Sandra 'Sandy' Kosloski	Sweta Patel	Patrick Sullivan
Robert Berry	Rich Flammer	Sandy Kritzer	Maria Paxton	Sue Swann
Tierra Best	Guerline Fleurent	Russelle Kuehl	Vicki Pendleton	Janet Taipale
Ava Bhavsar	Vincent Fontimayor	Keith Kyser	Maria Persichilli	Tara Tarrant
Dan Blair	Ruth Franger	Kathie Laguna	Vickie Phan	Kieara Taylor
Hilary Blake	Linda Frank	Kathy Lang	Melissa Phipps	Michael Taylor
Michael Boden-Baumann	Vicki Friedman	Lisa Lang	Emily Pinzur	Crystal Tereszkiewicz
Barry Bongers	Judy Frink	Barbara Lasher	Parisa Pirayesh	Stephanie Tharp
Linda Bonomo	Mary Gettys	Barbara Lauta	Eric Pitarresi	Amy Thompson
Doris Borg	Ruth Gezachew	Samia Lavenant	Kathleen Polley	Amy Thornton
Barb Bowman	Nina Ghatan	Heather Lawler	Tyrone Prather	Melanie Tilton
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Lori Brown	Mary Gibson	Deborah Lejeune	Elaine Provencher	Amy Torn
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Amber Bunch	Mary Sue Glynn	Mattie Lewis	Christina Quantrell	Katherine Tucker
Anita Burns	Steve Goldman	Michael Lewis	Shelly Raming	Toni Turbyfill
Maria Caccavo	Valerie Gordon	Priscilla Lewis	Jenny Rappold	Sharon Turner
Rick Campbell	Rosalba Gottschalk	Jane Li	Joshua Ready	Nancy Tyning
Frank Candelaria	Carly Gruber	Crystal Little	Brian Reihs	Gonzalo Urrutia
Lyn Cape	Angelica Gudino	Ron Livingston	Anisio Resem	Carolina Valdez
Sally Caperton	Ivy Guerrero	Cindy Llora	Susana Yamamoto Resem	Bridget Van Der Byl
Leah Carpenter	Yesenia Guidry	Jamie Lloyd	Leslie Rhoney	Tirza Van Horn
Fran Carroll	Charlie Gunderson	Katia Mansurova	Kadek Rich	April Vercammen
Janed Casady	Ally Guo	Christine Mara	Spencer Richard	Timothy Volzer
Gary Catalano	Bryce Guthrie	Scott Markus	Kira Riley	Julia Walden
Amy Chang	Marcia Gwin	Linda Mattern	Neyva Rivera	Jason Weisz
Andrew Cheskay	James Halverson	Jessica McCabe	Vanessa Rivers	Judith Wenker
Young Chung	Kenneth (Tom) Hamlin	Adrianna McCollum	Robert Roberto	Cheryl Williams
Lynn Clemons	Patricia Harding	Bill McGarr	Thomas Roby	Erica Williams
Anne Clifford	Colleen Harmon	Mia McGrew	Marlene Rocco	Peter Winslow
Crysta Clifford	Randall Harrelson	Jovanna McKinney	Sandra Rodighiero	Mary Wirges
Mary Jo Coit	Brian Harrison	Ronald McMullin	Allen Rodriguez	Adam Witt
Ann Cole	Hilary Harrison	Alexandra McNair	MaryLou Rodriguez	James Wong
Ross Cooling	Cristina Harvey	Larry McNamara	Veronica Roeser	Janet Wornat
Joan Cooney	Bernadette Heavey	Anar Mehta	John Rogers	Evie Wright
James Cooper	Carla Heringer	Shital Mehta	Scott Roh	Emily Yang Yu
Carmen Coverdale	Aimee Herweck	Jessica Mendoza	Matthew Roknich	Belen Ybarrondo
Patrick Coyle	Marsha Hickey	Alfred Merker	Jeanette Romero	Karen Young
Debbie Creasey	Wesley Hilton	Angie Merker	Richard Rosenborg	
Colleen Cruz	Corinne Hirt	Erin Mertes	Karen Ross	
Ann Cummings	Edward 'EJ' Hodgkin	Alison Miceli	Eileen Rousseau	
Aric Curtis	John Hodik	Gabriel Miles	Chris Rowan	

SIGNATURE EVENTS

Essence of Life Awards Recognition Social and Charity Auction

On March 15, 2015, ElderHelp recognized those who made outstanding contributions in support of our mission. The City of Poway was acknowledged as our Community Partner. Deputy Mayor Grosch accepted the award on their behalf. US Bank received the Corporate Partner Award. Virginia Napierskie was honored as Philanthropist of the Year; F.V. "Tex" Cornwell received Ambassador of the Year; Rob Roberto was our Volunteer Spotlight; and Beverly Rodgers was Member Spotlight.

The event was held at the scenic Southwestern Yacht Club, ElderHelp's Philanthropic Partner. California State Assembly speaker Toni Atkins acknowledged ElderHelp for our work in the community. The program was co-chaired by ElderHelp Board Members Alex Marjanovic, Jamie Velez, and Kerrie-Ann Stidum.



Holiday Angels

December 6th was a heartwarming day as Holiday Angels delivered poinsettias and gift cards throughout San Diego. For many of our seniors, this is the highlight of the holiday season. Sponsored by our friends at UPS, this annual event grows each year. The pre-delivery party in the parking lot was made even more festive with entertainment from the 5-50's led by Keven Ford, our stilt walker John Highkin of the Fern Street Circus and Santa himself (Marc Darr) with his trusty elf photographer! Donations from Starbucks, Einstein Brothers, and Smart & Final gave everyone a jumpstart to their morning before deploying with their deliveries.

ELDERHELP LASTING LEGACY SOCIETY



Tex

As the years go by, more and more people realize the amazing contribution ElderHelp makes to the betterment of seniors. We're not a large organization or one that attracts much attention, but word-of-mouth and the reputation that follows has stood us in good stead. Many want to support us and ensure their contributions count for tomorrow as well as today. To that end, they have been inspired to put ElderHelp in their wills.

Tex is just such a person. She's more than your ordinary person, though. As a Licensed Public Accountant, she is keenly aware of how money works for individuals and organizations. Now in her 91st year, she still has her health and expresses great joy at still being alive. She continues to maintain her tax service, and because 95% of her clients are older, she sees what they have to face, both financially and otherwise. If her clients have aging or independence issues and don't know where to turn for help, Tex makes sure that they contact ElderHelp.

Tex came to realize ElderHelp's great benefits to seniors when she served on our Board of Directors more than 30 years ago. She learned that we can help in so many ways to bring comfort, safety and companionship to seniors. She knows we will go to great lengths to guide those in need to a better outcome. Tex trusts us to serve and care, and we have never let her down. Tex has worked all her life and feels blessed to be able to leave gifts behind that will benefit others. She has named ElderHelp as one of the beneficiaries in her estate because she believes ElderHelp has done too much good in her world not to be rewarded with her lasting legacy.

PROGRAM REPORT

ElderHelp served 5,596 individuals through all programs and services in Fiscal Year '15

Information & Referral

- Includes benefits counseling, calls, one-time home and garden services
- 2,771 seniors served through Information and Referral
- 19% increase in community members served
- 22% increase in calls coming into the main office
- 57% increase of calls coming into the Poway office

Concierge Club & Seniors A Go Go

- Enrolled 115 new members into the program
- 60% increase in new members
- Served a total of 351 members
- 16% increase in program caseload
- 12% increase in number of rides
- Provided 5,998 rides
- 66% of rides through Seniors A Go Go were for medical appointments
- On average, we managed approximately 500 rides/month

Volunteer Services

- 78% of people who signed up for orientation attended an orientation
- 97% of people who attend volunteer orientation became volunteers
- 17% increase in number of volunteer hours reported
- 11,417 volunteer hours reported
- 102 new volunteers
- 393 active volunteers at the end of the fiscal year
- Total value of volunteer hours is \$308,547



HomeShare San Diego

- 35% more matches
- 1,555 housing consultations provided
- 23 new matches
- 49 ongoing matches
- Length of average match is just over 2½ years

HomeShare Poway

- New matches nearly doubled
- 11 new matches
- 22 ongoing matches
- 838 housing consultations
- Length of average match is just under 2 years

In October 2015, ElderHelp was presented with California's 2015 Governor's Volunteering and Service Award for Nonprofit of the Year. The prestigious award recognizes an outstanding California nonprofit who has shown an extraordinary ability to utilize volunteers in service to their organization. ElderHelp was chosen for its service and innovation while addressing the increasing needs of seniors in the state of California.

PROGRAMS & SERVICES



CONCIERGE CLUB

In Fiscal Year 2015, ElderHelp provided Concierge Club services to 351 seniors. The Concierge Club continues to strengthen health outcomes for seniors by reducing falls, providing care transitions ensuring seniors receive the services and support they need after a hospitalization, and reducing hospital readmissions.

Of those Concierge Club members hospitalized, only 9% were readmitted after 30 days, which is a 2% decrease from the previous year. Only 5% of Concierge Club members had falls during the fiscal year. This is attributed to the support provided by volunteers as well as the coordination of care provided by the Member Care Coordinators.

HOME SHARE

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.

In Fiscal Year 2015, HomeShare provided 2,393 housing consultations for people looking for affordable housing options. ElderHelp has become a well-used resource for finding affordable housing opportunities for the community. 34 new housing matches were established through the HomeShare program and 71 existing matches were maintained through the fiscal year.



SENIORS A Go Go

Seniors A Go Go provides escorted, door-through-door transportation. In Fiscal Year 2015, Seniors A Go Go provided 5,998 rides, averaging 500 rides per month. Rides for medical appointments nearly doubled as compared to last year.

We provide senior excursions at least one time every quarter. This is a way to have members meet other members and remain connected with their communities. This year's excursions included trips to the movies, a holiday celebration, the Discovery Center and to our office for a Tea with Shakespeare.

Although medical appointments are critical to a senior's wellbeing, Seniors A Go Go provides transportation opportunities for social engagement, which helps reduce social isolation among our members.

MEMBER STORY



Betty was living alone in her two-bedroom apartment. At 80 years old, her advancing medical symptoms made meeting her daily needs difficult. She called ElderHelp and asked for assistance with transportation and grocery shopping.

During the initial enrollment visit, Betty reported multiple falls due to her limited mobility and expressed concern for her safety. She was offered a home safety inspection as well as grab bar installation to reduce the falls risk. We also noticed one of her greatest challenges was navigating the stairs to her second floor apartment, and she told us she'd like to find a downstairs unit. Our HomeShare coordinator stepped in and discovered that Betty qualified for assistance through a Section 8 voucher and a live-in aide to help with her extra needs. If she could find a housemate, she could stay in her complex, but move into a two bedroom apartment on the ground floor.

At the same time, an eager house hunter named Linda was eager to find a place to live where she could be of service. After a thorough screening, Betty and Linda were introduced and they both realized that they shared a lot of common interests and got along very well. Linda was willing and able to help Betty with her daily needs, including cooking, housekeeping, and transportation to and from various locations. It didn't take long for these two ladies to decide that it was a match and they have been living together in their new downstairs apartment ever since. Now, Betty is able to get out of the house more and Linda is living comfortably in a place that really feels like home.

MISSION & VALUES

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: Thanks to Lowe's Mission Valley, Girl Scouts and students at Cathedral Catholic High School for the poinsettia delivery and personal greeting cards!