



# ELDERHELP



2015  
Annual Report

# Team Members

## ADMINISTRATION

**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

**Nicole Darling, President**  
Public Information Officer, City of San Diego

**Russell Winslow, Vice President**  
Partner, Pestotnik LLP

**Nikki Baumgartner, Secretary**  
Partner, NavigateHCR

**Cindi Hill, Treasurer**  
Hill Compliance Advisors

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

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Legal Secretary/Assistant, Hahn Loeser & Parks LLP

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Owner, Keepsake Companions

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Medicare Reimbursement, Kaiser Permanente

**Bill Eiffert**  
Volunteer

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Vice President, Trew Financial & Benefits Group, Inc.

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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

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**Tex Cornwell**

**Matthew Fink**

**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:

**Jessica Sheu-Gruttadauria**  
Graduate Student, The Scripps Research Institute

**Maggie Sayre**  
Owner, Sayre Consulting, LLC

# A MESSAGE FROM OUR BOARD PRESIDENT

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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 dark ink that reads "nicole ad." in a cursive, lowercase style.

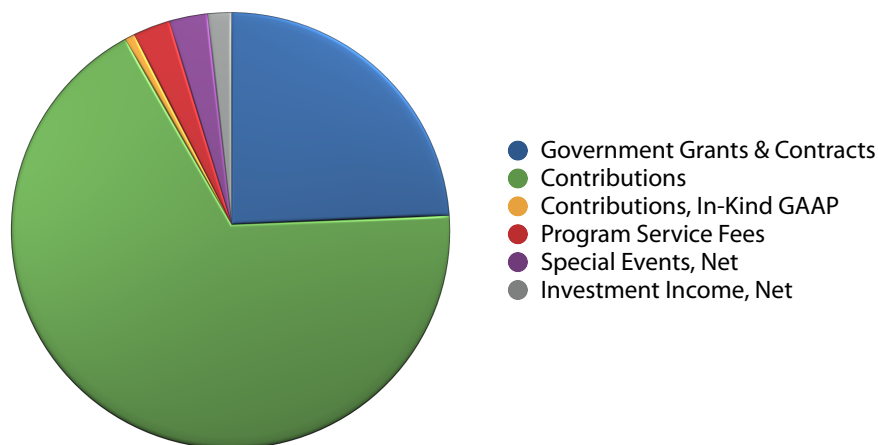
**Nicole Darling**  
President, ElderHelp of San Diego  
Board of Directors



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

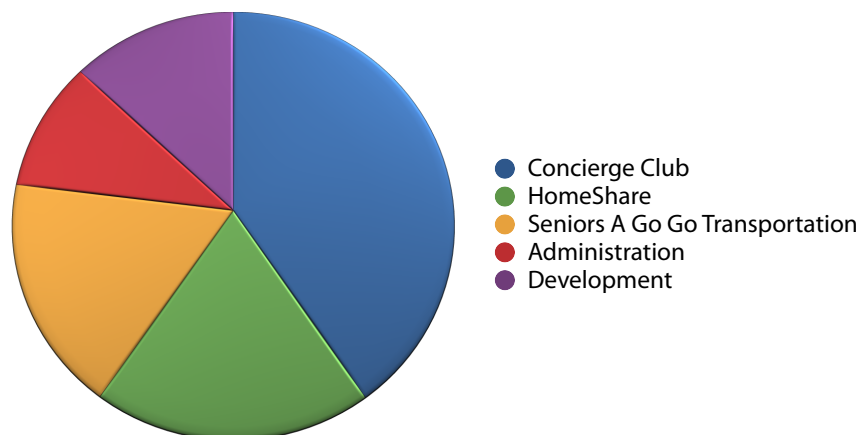
# FINANCIAL SUMMARY

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
<b>TOTAL INCOME</b>	<b>\$1,080,036</b>	<b>\$1,014,518</b>
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
<b>TOTAL EXPENSES</b>	<b>\$938,618</b>	<b>\$968,824</b>

<b>NET INCOME</b>	<b>\$141,418</b>	<b>\$45,694</b>
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"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.<sup>1</sup> 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.



Deb Martin, CEO/ED

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.

A handwritten signature of Deborah J. Martin in cursive script.

<sup>1</sup> <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.  
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Maida Cooper Revocable Trust

## **\$10,000 - \$24,999**

Barney & Barney LLC  
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Samuel and Katherine French  
Fund  
The William & Ruth Tippet  
Foundation  
UPS Foundation  
Walter J. and Betty C. Zable  
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## **\$5,000 - \$9,999**

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Danah Fayman  
Dr. Seuss Foundation  
Heller Foundation of San Diego  
Virginia Napierkie  
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  
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Burnham Foundation  
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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**

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Chevron Humankind Matching  
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Gay and Lesbian Fund for  
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World Vision

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Tange Gavin  
David & Marlene Gotz  
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International Order of the Blue  
Gavel District 15  
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Paula Taylor & Bernie Kulchin  
Place Tegland  
United Technologies/Goodrich  
Foundation  
Peter Vajda  
Village Vino  
Karen Walker  
Stafford Walker  
James & Susan Wise

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 Marianne Masterson  
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 Mishelle McClanahan-Shinn  
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 Todd Miller  
 Charles Moffett  
 Katherine Mooney  
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 Milo & Hanh Moy  
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 Michelle Natalier  
 Lori Northcutt  
 Chris Olmsted  
 Andrew Castiglione & Phyllis J. Pascoe  
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 Helen Redman  
 Bruce Reed  
 Douglas Rein  
 Road Runner Sports  
 Felicia Roberto  
 Jerine Rosato & Ann Davern  
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 Lester Ryan  
 Patricia Sales  
 Edwin Salkeld  
 Shirley Sanz  
 James Schalin  
 ScrippsAssists  
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 Robert Wallace  
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 Grace Yamane

Julie Zalar  
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 Raquel Arostegui  
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 James & Jerri Beasley  
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 Audrey Blevins  
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 Richard Burhenne  
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 Maria Delacruz  
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 Shannon Erdell  
 Thomas Fawell  
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 Fritz Gros-Daillon  
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 Stephen Hanson  
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 Marnie Hesson  
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 Capt Francis M. Highly  
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 Carmen Kasner  
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 Viola Kiyohara  
 Allan R. Kosup  
 Kroger Stores  
 Virginia Dolan Kuhle  
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 Suzette La Salle  
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 Kathy Lear  
 Carole Leavengood  
 Carol Lee  
 Mary Lemmon  
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 Josh Maxwell  
 Cynthia May  
 Marilyn M. McCaskey  
 Maggie McCormick  
 Sandy McCormick  
 Garth McDermott  
 Joseph & Ruth McKane  
 Robbin McMaster  
 Dianne Megan  
 Valerie Mellow  
 Kent Michitsch  
 Margaret Miles  
 Melanee Mortimer  
 George Murphy  
 Lynn Murray  
 H. S. Noroozi  
 Brenda O'Day

Jennifer Oeland  
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 Denise Rubey  
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 Kristy Scott  
 Shannon Scott  
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 Chihang Amy Smith  
 Raymond Smith  
 Christina Snoogle  
 David Spinelli  
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 John Stroud  
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 Fred & Pat Tellam  
 Tarun Thotakura  
 James & Malcolm Tomes  
 William Van Ert  
 Julia Walden  
 G. Jay Walker  
 Richard & Julienne Walter  
 Shanika Webb  
 Kathleen & Jonathan Wells  
 Patricia Wesley  
 Susanne Whiting  
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 Thomas Wiczynski  
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 Trisha Winborne  
 Suzanna Winslow  
 Karen Winston  
 Tom Yarbrough  
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JULY 1, 2014 - JUNE 30, 2015

# VOLUNTEERS

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Thomas Aschinger	Noelle Domiano	Natasha Jacobs	Diana Neville	Jessica Sheu-Gruttadauria
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Brittany Bachmann	Bill Eiffert	Lauri Keller	Cassandra Ortiz	Jennifer Smith
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Lisa Baker	Stephanie Essman	Sandra 'Sandy' Kiser	Joyce Pallasigue	Kara Staelgraeve
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Ana Barroso	Heather Farquharson	Terry Kitaen	Anshul Pandey	Kerrie-Ann Stidum
Jennifer Batt	Nicole Farrar	Brad Klann	Evelyn Parada	Zaneta Stinson
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Rebecca Brudnok	Jan Gillespie	Alison Lekander	Sally Provow	Mary Jane Trager
Gina Bucciarelli	Shana Glasheen	Larissa Leroux	Frank Pucharski	Vannie Tran
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 Tynning
Frank Candelaria	Carly Graber	Crystal Little	Brian Reihs	Gonzalo Urrutia
Lyn Cape	Angelica Gudino	Ron Livingston	Anisio Resem	Carolina Valdez
Sally Caperton	Ivy Guerrero	Cindy Llor	Susana Yamamoto Resem	Bridget Van Der Byl
Leah Carpentier	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 Cheskaty	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 Rognich	Belen Ybarrondo
Patrick Coyle	Marsha Hickey	Alfred Merker	Jeanette Romero	Karen Young
Debbie Creasey	Wesley Hilton	Angie Merker	Richard Rosenberg	
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	



## 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	<ul style="list-style-type: none"> <li>• Includes benefits counseling, calls, one-time home and garden services</li> <li>• 2,771 seniors served through Information and Referral</li> <li>• 19% increase in community members served</li> <li>• 22% increase in calls coming into the main office</li> <li>• 57% increase of calls coming into the Poway office</li> </ul>
Concierge Club & Seniors A Go Go	<ul style="list-style-type: none"> <li>• Enrolled 115 new members into the program</li> <li>• 60% increase in new members</li> <li>• Served a total of 351 members</li> <li>• 16% increase in program caseload</li> <li>• 12% increase in number of rides</li> <li>• Provided 5,998 rides</li> <li>• 66% of rides through Seniors A Go Go were for medical appointments</li> <li>• On average, we managed approximately 500 rides/month</li> </ul>
Volunteer Services	<ul style="list-style-type: none"> <li>• 78% of people who signed up for orientation attended an orientation</li> <li>• 97% of people who attend volunteer orientation became volunteers</li> <li>• 17% increase in number of volunteer hours reported</li> <li>• 11,417 volunteer hours reported</li> <li>• 102 new volunteers</li> <li>• 393 active volunteers at the end of the fiscal year</li> <li>• Total value of volunteer hours is \$308,547</li> </ul>
HomeShare San Diego	<ul style="list-style-type: none"> <li>• 35% more matches</li> <li>• 1,555 housing consultations provided</li> <li>• 23 new matches</li> <li>• 49 ongoing matches</li> <li>• Length of average match is just over 2½ years</li> </ul>
HomeShare Poway	<ul style="list-style-type: none"> <li>• New matches nearly doubled</li> <li>• 11 new matches</li> <li>• 22 ongoing matches</li> <li>• 838 housing consultations</li> <li>• Length of average match is just under 2 years</li> </ul>



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.





### 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!