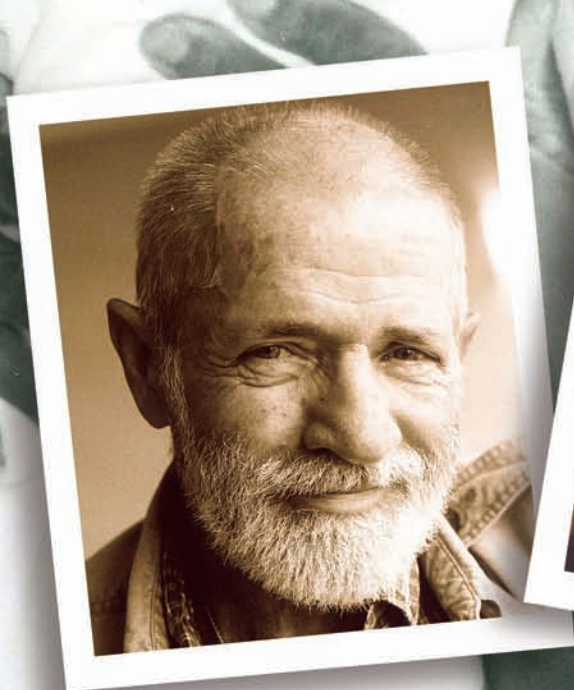
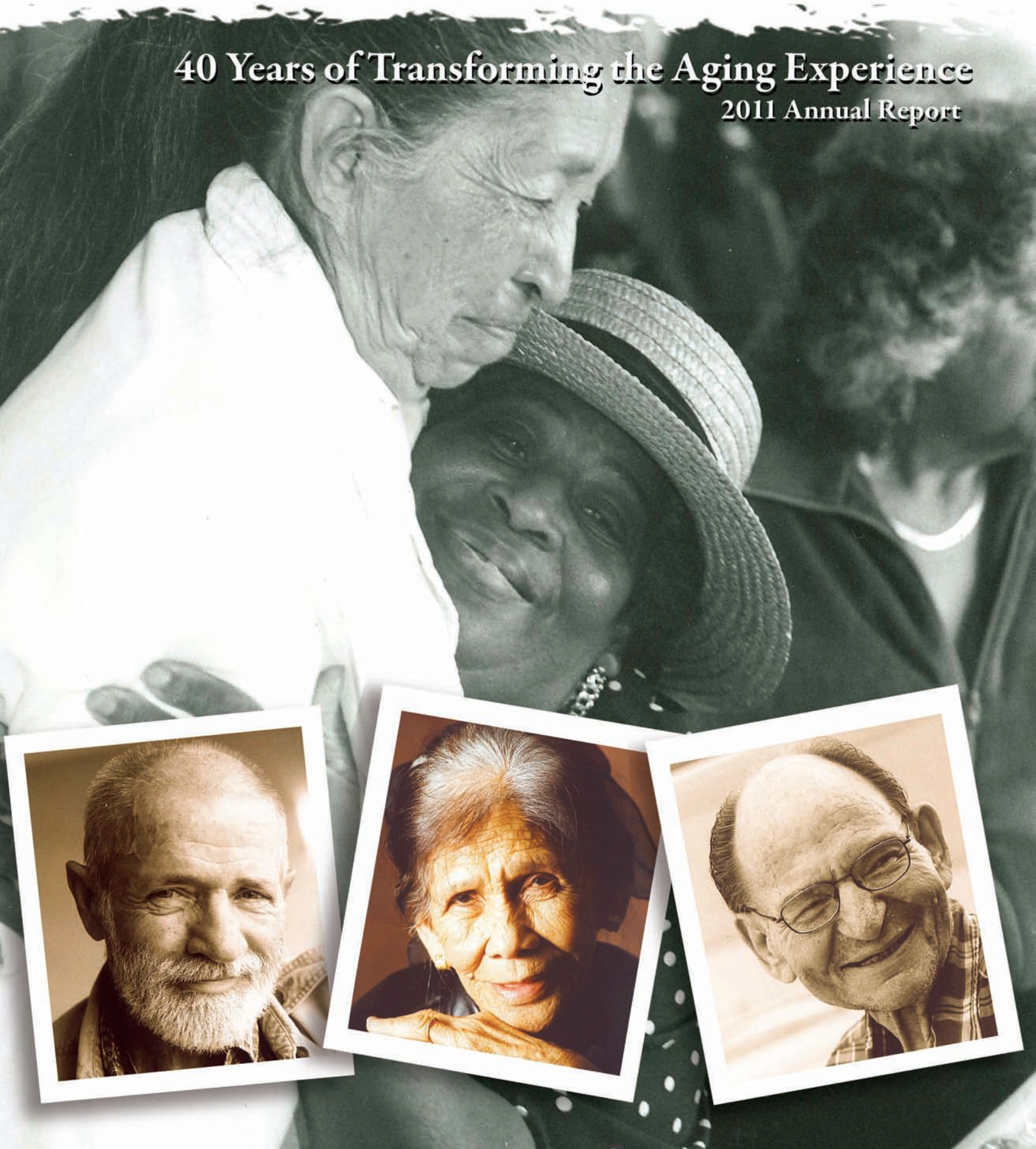




Senior
Community
Centers

40 Years of Transforming the Aging Experience

2011 Annual Report



Our 40th Anniversary



Friends,

It's not often that an organization that began 40 years earlier can say that the fire today burns even brighter than when it started. I'm overwhelmed with pride and joy to think that what began in a church basement to address some immediate needs of a deserving population, has evolved into a **nationally recognized organization that boasts one of the most innovative and effective models of care for low income seniors that the country has ever seen.** U.S. Assistant Secretary for Aging, Kathy Greenlee, is on record for telling the U.S. Congress just that on numerous occasions.

After 16 years of service, I am humbled and honored by such affirmations, and know that we are standing on the shoulders of all our friends and supporters like you, who are the base of this organization. This *2011 Annual Report* shows the impact of your generosity toward Senior Community Centers and how we have evolved.

In the coming year, you will hear a lot more about our focus on advocacy. We have recently created the *Seniors First San Diego* program, with a generous grant from the Leichtag Family Foundation, which is a tool that gives a voice to our seniors in San Diego and empowers them to know and defend their rights. The seniors also focus on combating ageism, unfortunately one of the last acceptable "isms" in our society, with the ultimate goal of promoting a positive portrayal of aging. Because seniors are what we all aspire to become, let's help them stay connected to our society. They truly are one of its most beautiful aspects.

We couldn't have done this without you, and for this we extend a heartfelt thank you and invite you to read about the impact that our work is having in San Diego and see for yourself why we are nationally noted as being one of the best and brightest.

Thank you for being part of our San Diego family.

Warm regards,

A handwritten signature in black ink, appearing to read "Paul Downey". The signature is fluid and cursive, written over a light-colored background.

Paul Downey
President and CEO

What We Do

♥ Mission

End senior poverty and hunger through innovative solutions

♥ Vision

Transform the aging experience

♥ What We Do

Provide nutrition, health and wellness services, affordable housing options and lifelong learning opportunities. Each program plays a critical role in the survival, health and independence of seniors, especially those living at or below the poverty level. In the end we keep these vulnerable citizens living independently for as long as possible leading to less time in hospitals and long-term care facilities.

♥ Who We Are

For 40 years, Senior Community Centers has provided innovative services that meet the basic needs — food, healthcare and housing — of low-income seniors in San Diego. Through our continuum of care model we offer meals, health and wellness services, affordable housing options and lifelong learning opportunities. We are now at the forefront of the next level of senior care and are considered a national model because of our innovative programs and focus on building multi-disciplinary collaborations to enhance the services offered by our staff.

Senior Community Centers through the years



Cedar Community Centers is dedicated



1970

President Jimmy Carter visits Cedar Community Centers



1976

Cedar Community Centers serves 101,363 congregate meals and 1867 home delivered meals



1980

Cedar Community Centers begins serving a daily 50¢ lunch for seniors



1973

Home Delivered Program begins and the 1st satellite congregate center is established to serve seniors residing south of Broadway



1978

Hotel Alert Program is established to reach out to isolated seniors who live in downtown single room occupancy hotels



1981

Meals

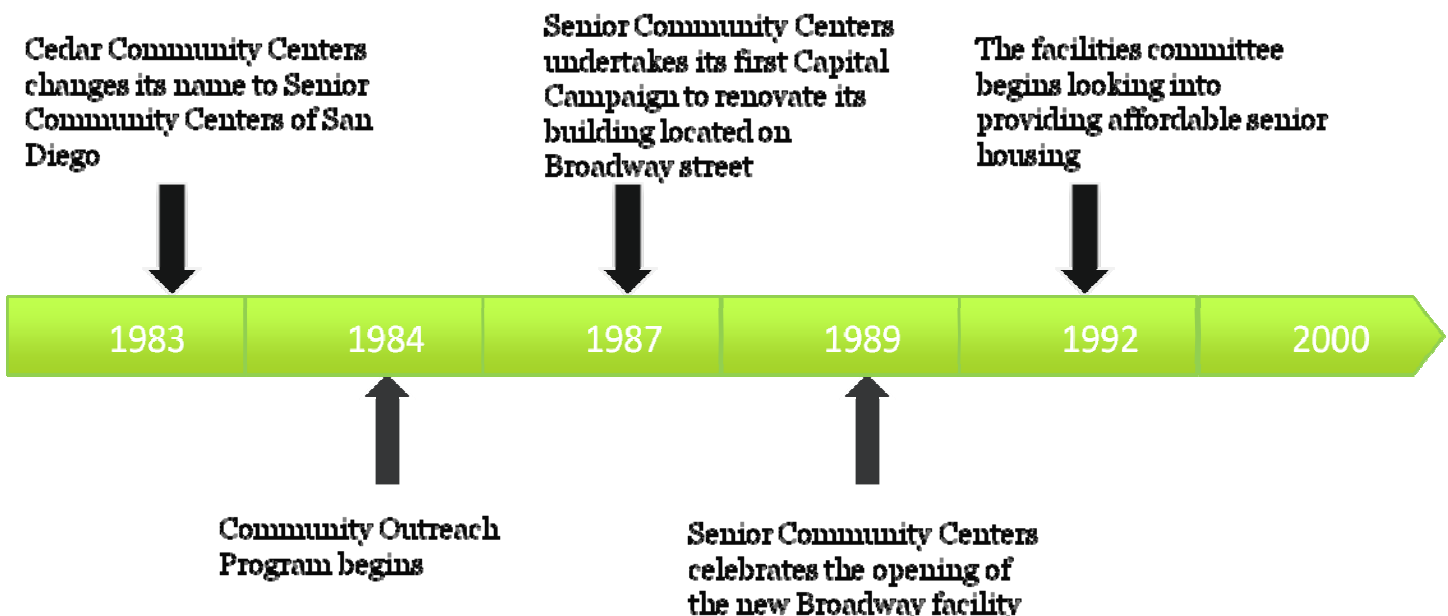
Our **Senior Nutrition Program** addresses hunger and food insecurity among one of our community's most vulnerable populations – low income seniors age 60 and older. Nearly all of our clients live at or below the poverty level, with most unable to meet their basic needs – food, housing, transportation and health care, without assistance. While all of these needs are critical, food is the most immediate concern and is what initially brings them to Senior Community Centers.

Access to a regular source of nutritious food is critical as we age, especially for those suffering from health issues such as diabetes, high blood pressure and heart disease. We make sure seniors at each of our sites have access to at least one healthy and complete meal every day. For most, these meals are often their only source of nutrition and help to reduce or alleviate the anxiety and health concerns hunger can cause. We offer meals seven days a week at our downtown Wellness Center and five days a week at 7 congregate meal sites and 2 housing facilities throughout San Diego County. We also provide daily meals to over 400 homebound seniors through our Home Delivered Meals Program and offer nutrition education to all seniors, enabling them to make good food choices for optimal health.



In fiscal year 2011.....

- We served a total of **473, 967** meals throughout San Diego County an increase of over **20,000** meals from the previous year.
- At the Gary and Mary West Senior Wellness Center alone we served **187,833** meals. These meals encompass 67% of all total congregate meals served by Senior Community Centers.
- We delivered **188,507** meals to homebound seniors.



Congregate Dining Sites

Senior Community Centers has 10 meal sites throughout San Diego County.

Downtown

Gary and Mary West Senior Wellness Center
1525 4th Avenue
San Diego, CA 92101

Potiker Family Senior Residence
525 14th Street
San Diego, CA 92101

City Heights

City Heights Square
4065 43rd Street
San Diego, CA 92105

South Bay

St. Charles Senior Nutrition Center
945 18th Street
San Diego, CA 92154

San Ysidro Senior Center
106 West Park Blvd.
San Ysidro, CA 92173

East County

La Mesa Adult Enrichment Center
4675 Memorial Drive
La Mesa 91942

The Springs
8070 Orange Avenue
La Mesa, CA 91941

Lemon Grove Senior Center
8235 Mt. Vernon Street
Lemon Grove, CA 91945

Spring Valley Community Center
8735 Jamacha Blvd.
Spring Valley, CA 91977

Mira Mesa

Mira Mesa Senior Center
8460 Mira Mesa Boulevard
San Diego, CA 92126



Of the **30 organizations in San Diego** serving low-income seniors, **we provide** an astounding **50% of those total meals.**



The Home Delivered Meals program serves homebound seniors throughout San Diego County. Our drivers not only deliver meals but also notify clinical staff of any changes in client behavior or health .



Senior residents at City Heights Square and Potiker Family Senior Residence are able to enjoy meals in the dining rooms at each facility.

Health & Wellness

The Health and Wellness program addresses the barriers that typically compromise the wellbeing of low-income, at-risk seniors. Nearly all of the seniors served have limited access to healthcare and do not have the resources or support systems in place to effectively address their health needs. Senior Community Centers is their safety net, providing a comprehensive, integrated network of vital services for healthy aging that focus on prevention, intervention and education in partnership with staff they feel comfortable talking to. This is significant considering most of our clients do not have family members in their lives to serve as advocates or confidants. With the fear of having to move to a nursing home high on the list of reasons many do not seek assistance until an emergency arises, it is critical to provide a support system they can trust.

The Health and Wellness Program is comprised of the following core service areas:



Nurse Case Management Services

- Health screening, assessments, education and case management.
- Check blood sugar levels, monitor blood pressure and help seniors manage the complexities of chronic illness treatment and management.



Mental Health

- Onsite education and early intervention.
- Psychiatric nurse/psychiatrist offers support in a safe, friendly environment.
- 17 year partnership with Sharp Mesa Vista Hospital.



Information and Referral

- Referrals to legal and entitlement services, banking options, transportation, home health and long term care.
- Referrals to a variety of social service options available onsite and in the community.



Transitional Housing

- Homeless prevention, assistance with temporary and permanent housing, meals, health services and counseling.
- Clients work with case managers to develop individualized case plans with mutually agreed upon goals toward achieving stable housing and successful independent living.



Supportive Housing

- Onsite daily access to meals, social services, nurse case management, mental health services and activities that support independence.
- Case managers work closely with seniors who may need assistance with financial issues, health concerns and mental health challenges that could be barriers to independent living.

Health & Wellness

In 2011, seniors accessed Health and Wellness services and logged **12,061** visits with clinical staff.

Visits to the nurse were in high demand as there were **1,777** visits in 2011. The three most diagnosed health conditions were:

Hypertension

Heart Disease

Diabetes



A challenge that many of our clients struggle with is **chronic disease management**, specifically Diabetes. In response to this issue, our Nurse Case Manager implemented a Diabetic Education program.

The nurse supports seniors in managing their Diabetes by:

- Monitoring blood pressure, sugar levels and weight
- Providing educational materials
- Distributing glucometers and testing strips



Case managers assist seniors with housing, government or community services they may be eligible for including social security benefits, home healthcare and health benefits. Over the past year, case managers have completed:

- Over **4,000** visits to seniors seeking Supportive Housing assistance
- Over **1,800** visits to seniors in our Home Delivered Meals Program
- About **3,366** visits with senior clients seeking assistance with transitional housing. In 2011 our Transitional Housing Program had a **90%** success rate .

Affordable Housing

Affordable housing ensures that seniors remain healthy, happy and independent for as long as possible. One of the greatest concerns expressed by our senior clients is the desire to live on their own and we do all we can to support their efforts.

Seniors living in one of our two housing facilities have their own apartments, enter into rental agreements and pay their own rent, just as in other rental housing. The difference is that they can access on-site supportive services including a nurse, case manager, meals, computer lab/library, garden/private patio and social activities, all designed to address their individual needs and help them live more satisfying lives.

City Heights Square



150 one-bedroom and studio units

4065 43rd Street
San Diego, CA 92105

Potiker Family Senior Residence



200 studio units

525 14th Street
San Diego, CA 92101

A grant from the California Endowment allows Senior Community Centers to focus on senior mental health issues

A second affordable housing unit opens in City Heights

A grant from the Leichtag Foundation allows Senior Community Centers to focus on senior advocacy



The first affordable housing unit at 14th Street and Market called Market Square Manor opens

The new Gary and Mary West Senior Wellness Center opens at 4th and Beech. The location becomes a state-of-the-art senior center offering a variety of programs and services

Lifelong Learning

Lifelong Learning is the process of keeping minds and bodies engaged at any age by actively pursuing knowledge and experience. It is a critical part of aging successfully. Our Lifelong Learning Program provides educational classes, civic engagement, and volunteer opportunities for seniors and the greater community.

Community Education

Open to all seniors in the community at no or low cost, current classes include:

- Fitness (Yoga, Tai Chi)
- Interactive games (chess, scrabble, Wii)
- Health Education seminars (hearing screenings, fall prevention, blood pressure clinic)
- Art (jewelry making, painting, knitting, sculpting class)
- General knowledge (travel, trivia)
- Social activities (dance classes, birthday parties)



Classes utilizing technology are offered in the Cyber Café where at-risk high school students provide individualized health focused computer classes to seniors through a partnership with the Consumer Center for Health Education and Advocacy (CCHEA).

Civic Engagement



Designed to build social capital among seniors, this program highlights seniors' strengths rather than needs or weaknesses. By discovering their talents, knowledge, skills and abilities, older adults are encouraged to form relationships with others and participate in meaningful activities to enhance the quality of their lives and give back to the community.

A weekly Civic Engagement class is offered at the Gary and Mary West Senior Wellness Center. Seniors participating in the class identify and address needs at the Gary and Mary West Senior Wellness Center (services, classes, activities, etc.), participate in advocacy education and volunteer at local community organizations.

Volunteering

Community volunteers are an integral part of the Senior Community Centers family. Individuals, service groups, and corporations donate thousands of hours each year through our *Serving Seniors* program, serving lunch at our various locations and providing valuable opportunities for socialization. Volunteers also serve on our board of directors, help as class and activity instructors, sharing a variety of skills with seniors eager to learn and expand their horizons.



Advocacy

Advocacy for seniors is part of the core of every individual who works with Senior Community Centers and is one of the required characteristics of the programs in the community with whom we partner. Paul Downey currently serves as President of the National Association of Nutrition and Aging Services Programs (NANASP), a national organization that advocates on senior issues, particularly nutrition and elder abuse. After 16 years of his leadership at Senior Community Centers and the extensive partnerships created through our programming, the time was ripe to build our organizational capacity to design and launch a model senior advocacy program in San Diego County with the ultimate goal of replication nationally.

In our research we have not found any advocacy program matching the boldness and breadth of what we are proposing. Therefore we envision it to be a model for duplication as others “catch wind” of what we’re doing to address the needs of seniors in our community.

Three main outcomes are expected:

- Develop a diverse array of local thought leaders to position San Diego as a center of influence on national aging policy
- Engage, train, provide resources and ongoing guidance to other senior organizations in San Diego County in advocacy efforts on behalf of their clients
- Empower seniors through training to communicate more frequently and more effectively with their elected officials on issues of importance (whether they are related to aging or other topics that are important to them).



We focus our advocacy efforts in three areas:

Nutrition

Food is medicine.

Supportive Housing

Everyone deserves a safe and affordable place to live.

Medical/Mental Health Services

Poverty should not be a barrier to quality care.

In April 2011, the *Leichtag Family Foundation* pledged \$400,000 over the next three years to create and sustain our advocacy efforts. In July *Seniors First San Diego™* was established. It is Senior Community Centers’ countywide coalition of seniors, people who care for seniors and organizations and to be the voice for seniors on issues affecting them.

In the coming year you will hear more about the impact of *Seniors First San Diego*, the legislation changes effected due to our efforts and other successes as they unfold. We look forward to sharing and to your involvement!

Our Supporters

Thank you to all of our generous corporate, foundation and individual investors who are committed to *transforming the aging experience* for seniors in San Diego. Your gifts provide essential support and help ensure that seniors in our community have the resources they need to remain healthy and independent.

Heroes Circle

This list recognizes members of our Heroes Circle, investors who donate \$1,000 or more in a calendar year. Listed below are those who qualified for membership between July 1, 2010 and June 30, 2011.

Jean Anderson	Grace T. Hawkes	S. Alan Sandler
Jim and Helen Ard	George M. Hecht	Roland and Rosemary Santoni
Dennis Arriola and Janet Winnick	Anne Hewel	Neal and Marge Schmale
William Beamer	Thomas Hunt and JoAnne Berg	Kari Sherman
Robert Bernstein	Fredrick and Cynthia Jorgensen	Mark Sherwin
Stephen C. Beuerle	Elizabeth Keadle	Darlene Shiley
Lisa Briggs	Julia K. Kelety	Ann Marie Smith
Barbara Bry and Neil Senturia	William and Deborah Kerr	Shari L. Smith
Tana and Dan Cleaves	Ann Kessler	Paul and Janet Stannard
Julie DeMeules	Daniel and Toni Lee	Michelle Sterling
Charles* and Sue K. Edwards	Kay F. Lemonovich	Marie Z. Sweeney
Kate Engler	Elaine Lipinsky	Jerome and Carole Turk
Cindy Fatica	Barbara E. Martins-Gordon	Peri and Peg Urvek
Danah Fayman	Stan Mazyck	Richard and Joy Vaccari
Carole L. Finch	Gary Mocko	Jerald L. Van Ert
Arnold and Esther Fischer	Frank and Barbara Mullett	Nancy L. Vaughan
Dale Isaacs Fleming	Catharine L. Pailey	David L. Vigil
Doug G. Forsyth	Elaine M. Phillips	Jean Walcher
Barbara and Doug Fuller	Michael and Jori Brown	Perry and Ann Wright
Rita J. Gee	Robert and Allison Price	Raymond G. Wright
Ron and Rosalie Gerevas	Maurice Rapkin	Debi Zumtobel
Don and Dale Goldman	Gerald and Christa Reynolds	
Fred and Alicia Hallett	Heather Rosing and Scott Carr	
Jeff Harper	Carole Sachs	
Howard R. Harris	Josiah and Abbie Sand	

*Deceased

Our Corporate and Foundation Partners

2010-2011 Corporate and Foundation Partners

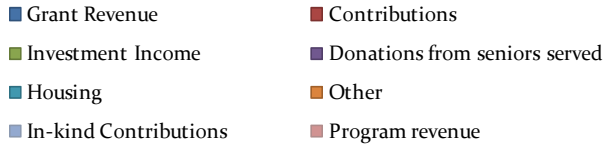
Aesthetics, Inc.	Louis C. & Celia K. Grossberg Foundation
The Allgauer Foundation	Luce, Forward, Hamilton & Scripps
Allianz Global Investors Capital	Margaret A. Cargill Foundation
Arthur & Barbara Bloom Foundation	Mariposa Ice Cream
Bank of America	MAZON: A Jewish Response to Hunger
Barney & Barney	MOMeals
Cavignac & Associates	North Island Credit Union
Chelsea Investment Corporation	Price Family Charitable Fund
Chula Vista Community Church	Rancho Santa Fe Foundation
Clearinghouse CDFI	Robert M. Golden Foundation
County of San Diego Aging and Independence Services	The Rose Foundation
Curie Elementary School	Samuel & Katherine French Fund
Cush Family Foundation	San Diego Foundation
Elizabeth Lowen Fund	Scan Health Plan
Fannie Mae Foundation	Scatena Daniels Communications, Inc.
The Favrot Fund	Sempra Energy Foundation
Gary and Mary West Foundation	Smith Consulting Architects
Golden Eagle Insurance Corporation	Solar Employee's Holiday Fund
GoodSearch	Sunset Lodge #328
HD Supply Facilities Maintenance	The Tiano Family Foundation
HomeAid San Diego	Union Bank
John and Mary Rainsford Charitable Foundation	Universal Spirit Center
Kaiser Permanente Community Benefits Program	Walmart Stores, Inc.
Law Office of William E. O'Neill	Wells Fargo Foundation
Leichtag Family Foundation	William Hall and Ruth Rathell Tippett Foundation

The Development Department has made every effort to make this list inclusive. If you discover an error, please accept our apology and call (619) 486-0606 so we can correct our records.

Financials

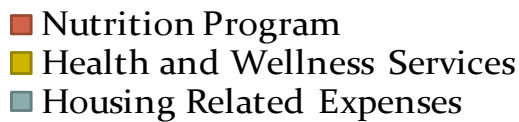
Fiscal Year 2010-2011 ending June 30.

Revenue



Grant Revenue	\$ 3,586,714
Contributions	\$ 935,849
Investment Income	\$ 594,511
Donations from Seniors Served	\$ 302,067
Housing	\$ 270,498
Other	\$ 93,308
In-kind Contributions	\$ 83,158
Program revenue	\$ 1,876
Total Revenue, Support & Gains	\$ 5,867,981

Expenses



Program Services	
Nutrition Program	\$ 3,553,300
Health and Wellness Program	\$ 1,017,451
Housing Services	\$ 522,456
Total Program Services	\$ 5,093,207
Supportive Services	
Management and General	\$ 699,529
Fundraising	\$ 262,726
Total Supportive Services	\$ 962,255
Total Expenses	\$ 6,055,462

**Complete audited financial statements are available upon request.

Board of Directors

Board Chair

Rosalie Gerevas
Community Volunteer

Mark Sherwin
Project Manager/Supervising Geologist
MWH

Robert Bernstein
President
RGB Capital Group LLC

Michelle Sterling
Senior Vice President, Human Resources
Qualcomm, Incorporated

Molly Cartmill
Director-Corporate Responsibility
Sempra Energy

Joy Vaccari
Community Volunteer

Dale Goldman
Community Volunteer

Nancy Vaughan
Community Volunteer

Martha K. Guy
Attorney at Law
Law Offices of Martha K. Guy

Jean Walcher
President
J. Walcher Communications

Rex Hancock
Senior Manager-Business Intelligence
Cox Communication

Gary Wright
Partner
Procopio, Cory, Hargreaves & Savitch LLP

Trina Hester
Director of Development
KPBS

Emeritus Members
Susan Boyle
Of Counsel
Best, Best & Krieger

Sam Sherman, Esq.
Partner
Higgs Fletcher & Mack LLP

Anne De Meules Myers
Community Volunteer

*Thank you to the board members who completed their term in fiscal year 2011.
We sincerely appreciate your service to the organization and the seniors we serve.*

Marge Schmale, Board Chair, 2009-2011
Community Member

Tana Cleaves
U.S. Trust, Bank of America

Janet Stannard
SmartDraw.com



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