



2018-2019
**Annual Impact
Report** 2018-2019

our seniors

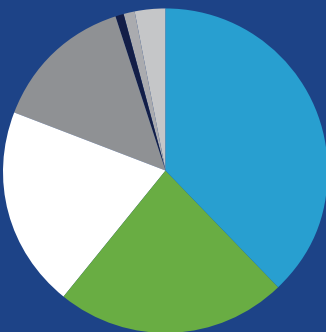
Unduplicated seniors served

5,549

+12% from FY18: 4,945

Race/ethnicity

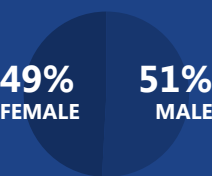
White/Caucasian: 38%
Asian: 23%
Hispanic/Latino: 20%
African American: 14%
American Indian/Alaskan Native: 1%
Native Hawaiian/Pacific Islander: 1%
Other: 3%



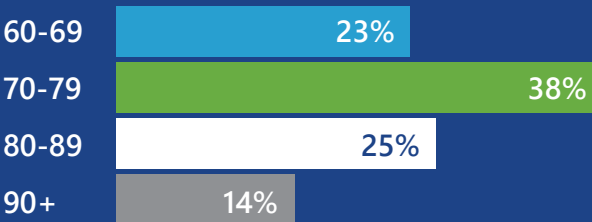
Military/veterans



Gender



Age



Median income

\$930/month

Below the federal poverty level

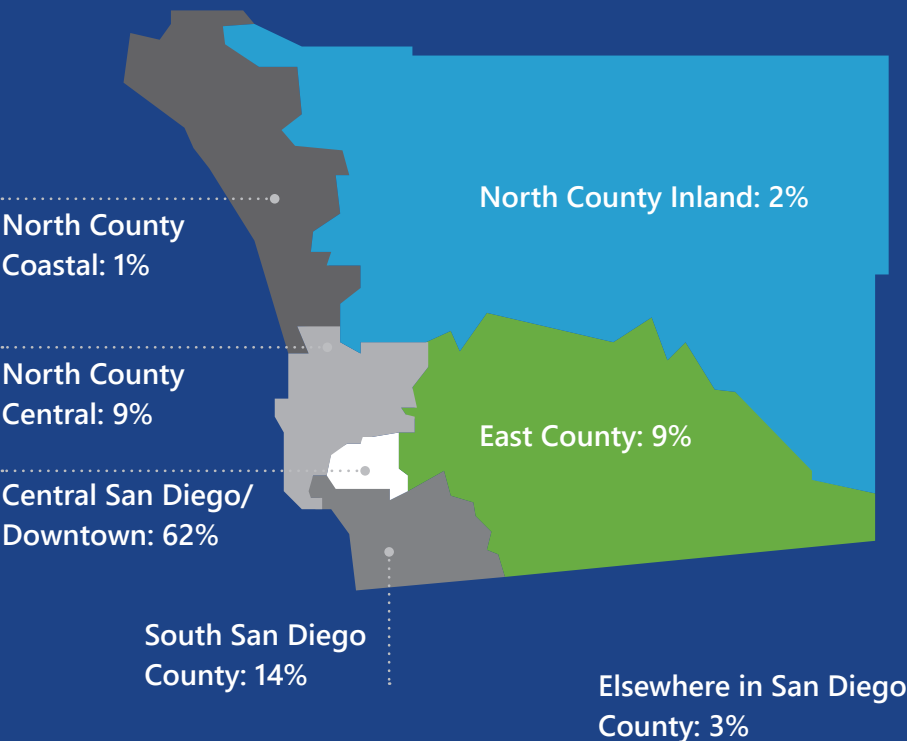


Clients who are homeless



Where our clients live

GREATER SAN DIEGO AREA:



a message to our supporters

Dear Friends,

Forty-nine years ago, Serving Seniors was established with a simple and single-minded objective: to ensure that every senior in our community, no matter how poor, had access to a hot, nutritious lunch.

A lot has changed over the last five decades, in our community and in our organization. From a single site in downtown San Diego to 15 locations across the county, from providing one meal a day to a broad spectrum of wraparound support, Serving Seniors has grown and evolved to meet the ever-changing needs of our local elders.

But in all that time, one thing has remained constant: our commitment to helping low-income seniors live in health and happiness by meeting their most basic needs.

Our 2018-2019 fiscal year marked an exciting and significant milestone in our growth. We served a record number of clients and meals, and expanded our nutrition and housing programs to new areas of San Diego County.

But none of this—our longevity, our growth, our life-changing impact—would be possible without your support. It is our honor to present the following report as a testament to your generosity, compassion, and inspiring commitment to helping every senior live a full and happy life.

As we look forward to our 50th Anniversary in 2020, we thank you for your ongoing partnership and know that, together, we can create a San Diego worthy of the seniors who call it home.

With gratitude,



Lina Ericsson
Chair, Board of Directors



Paul Downey
President & CEO



FY20 BOARD OF DIRECTORS

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nutrition

When it comes to staying healthy, we believe there's no better medicine than a hot, delicious meal in the company of friends. That's why our Nutrition Program remains the beating heart of our wraparound system of care, providing breakfast and lunch at 11 sites across San Diego County and home-delivered meals to over 600 homebound seniors each day. Our nutritious meals keep seniors healthy and independent, and provide an opportunity to build social connections that promote wellness and enrich their lives.

FY19 HIGHLIGHTS

- Surpassed 12 million meals served
- Opened new meal sites in downtown San Diego and Oceanside
- Increased the number of meals served by 15%

OUTCOMES BY THE NUMBERS

Meals served

644,099

Seniors fed

4,182

Increased food security for

91%

Increased health and wellness for

72%

Reduced healthcare costs for

42%

MEET GREG



After more than 25 years as a mechanic in the Bay Area aviation industry, Greg had a workplace fall that left him with a shattered knee and unable to work. He lived off his lifesavings, and when they ran out, he became homeless. Greg lived in his car for seven years before he came across a brochure for Serving Seniors at the local library.

Now a resident at our Potiker Family Senior Residence, Greg has regained his stability but has continued to face health challenges. Mostly homebound, he struggles to shop and cook for himself, leaving him without access to nutritious food. Fortunately, as Greg puts it: **"When you need the help, that's where Serving Seniors comes in."**

A self-proclaimed foodie, he is grateful to have meals delivered to his unit five days a week. **"The meals are awesome!"** he says. **"Coming from someone like me who knows food, these meals are impressive."** •

housing

What does housing have to do with health? Everything—because unless a senior has a safe place to lay her head, eating well and living a healthy lifestyle are simply not possible. That is why we ensure that low-income seniors have access to housing they can actually afford, including transitional housing for homeless seniors and permanent affordable housing with on-site meals and supportive services. Our housing services provide the stability seniors need to not just live, but thrive.

FY19 HIGHLIGHTS

- Opened the Schmale Family Senior Residence
- Increased housing navigation services and transitional units for homeless seniors

OUTCOMES BY THE NUMBERS

Affordable units

412

Transitional units for homeless seniors

20

Seniors housed

445

Improved independent living skills for

60%

Increased socialization and social health for

60%

Transitional housing graduates who moved into permanent housing

92%

MEET ESMERALDA



Originally from New York, Esmeralda was living in Puerto Rico when Hurricanes Irma, Maria, and Jose hit, devastating her town and leaving her without electricity and running water. In the aftermath, Esmeralda moved in with her adult son in San Diego, but soon her unemployed son began demanding almost half of her social security income. When she stopped giving him money to save for her own place, he kicked her out.

At age 71, in a strange city, Esmeralda was thrust out onto the street by her own son and became homeless.

Upon visiting our Gary and Mary West Senior Wellness Center, Esmeralda met with one of our caring social workers and was placed in a transitional unit. She now lives at Serving Seniors' Potiker City Heights Residence, where she has a beautiful one-bedroom apartment she can actually afford. What she loves about Serving Seniors is that everyone is so welcoming and nice. She says, **"Their arms are open and their hearts are open."** •

health + social services

Low-income seniors are the most likely to struggle with social issues and chronic disease, and often face the greatest barriers to obtaining support. That's why our nurses, social service case managers, and care navigators work at senior centers and residences across the county, providing assessments, care coordination, health education, and referrals to address our seniors' wraparound wellness needs.

FY19 HIGHLIGHTS

- Began weekly blood pressure screenings at the Gary and Mary West Senior Wellness Center
- Established new partnership with Family Health Centers of San Diego

OUTCOMES BY THE NUMBERS

Social service visits

16,237

Nursing visits

1,848

Health education classes

25

Seniors served

2,313

Increased knowledge of chronic health conditions and how to prevent them for

94%

Increased health and wellness for

85%

Increased knowledge of community resources for

83%

MEET JOSEFINA



Josefina was delighted when Serving Seniors began conducting weekly blood pressure screenings at its Gary and Mary West Senior Wellness Center. She came every week to check her blood pressure and make sure it was within a healthy range—and for a while it was. But then Josefina was involved in a car accident. After having her blood pressure checked weekly by our nurse, she learned that her blood pressure after the accident was not just high but near crisis level, at 170 systolic. Our nurses immediately helped Josefina schedule a doctor's visit, and she was placed on medication to help stabilize her blood pressure, preventing heart disease or a serious medical issue.

To this day, Josefina still comes to our Wellness Center every week to check her blood pressure and is grateful for the opportunity to stay on top of her health. •

enrichment + activities

At Serving Seniors, we believe that happy lives longer. That's why, in addition to meeting basic needs, we bring fun and a sense of community to our seniors' lives by providing entertainment and activities including fitness classes, walking groups, arts and crafts, culture and travel classes, talent competitions, social events, and more. These activities keep our seniors active and engaged, and provide an opportunity for isolated older adults to build social connections that promote wellness and enrich their lives.

FY19 HIGHLIGHTS

- Provided over 1,600 classes and activities
- Expanded our activities to our La Mesa, Lemon Grove, and Spring Valley sites and our new Schmale Family Senior Residence

OUTCOMES BY THE NUMBERS

Activities provided

1,690

Seniors served

2,000

Improved social health for

88%

Seniors report having more friends than before

67%

MEET JOY



After her daughter relocated to Washington, D.C., Joy found herself living alone for the first time in her life. Within a few months she had become completely isolated, and could go an entire day without speaking or interacting with anyone.

That's when she learned about Serving Seniors' Gary and Mary West Senior Wellness Center. Soon, Joy was coming to the center every day to enjoy all of the fun activities. She joined our singing group and has sung at nursing homes and community events; she has become a regular at our exercise classes, bingo, and Friday at the Movies events; and she even joined the Civic Engagement Committee, which has helped build her confidence and improve her English skills. Participating in all of these activities helped Joy make many friends from a wide variety of backgrounds.

"Serving Seniors is important because it's like a family," Joy says. **"Because of Serving Seniors I have a lot more friends!"** •

advocacy

Speaking up for the needs of our elders has never been more important. In addition to advocating for senior-friendly public policy, we train seniors as community leaders and advocates so they can have a say in their own future. Our advocacy efforts make a real-life impact on housing, meals, walkability, and other issues for seniors in San Diego and beyond.

FY19 HIGHLIGHTS

- Serving Seniors joined Gov. Gavin Newsom's We Stand With Seniors Coalition
- Hosted Q&As with Gov. Newsom, Supervisor Nathan Fletcher, and other elected officials
- Our seniors advocated as part of Hunger Action Day in Sacramento

OUTCOMES BY THE NUMBERS

Advocacy workshops and activities

46

Seniors engaged

1,164

Increased leadership skills and increased confidence for

95%

Increased knowledge of senior issues for

74%

MEET SILVIA



Silvia has always been passionate about serving the community. She was volunteering as an advocate for smoke-free housing when doctors discovered a benign tumor in her head that required her to get a craniotomy. Unable to work, she later became homeless. While participating in our Transitional Housing Program, she discovered her passion as an advocate for senior issues.

She devoted herself full-time to being an advocate for older adults struggling with homelessness and mental health issues. She has spoken before City Council, is an active member of Serving Seniors' Civic Engagement Committee, and empowers her fellow seniors to advocate for their needs. She loves that at Serving Seniors, seniors like herself are always welcomed and treated with respect. Silvia recently earned her Zumba certification, and hopes one day to hold a position in local government. •

volunteers

Our work wouldn't be possible without the help of the hundreds of dedicated volunteers who donate their time and talent to serve meals at our congregate dining sites, teach classes, host social activities for our seniors, serve on committees, and so much more. Our organization thrives thanks in large part to the commitment of these generous individuals, whose service helps our financial resources stretch even further.

OUTCOMES BY THE NUMBERS

Volunteers

858

Corporate volunteer groups

25

Volunteer hours

1,171

Value of volunteer time

\$35,071

MEET JR



A Vice President at Union Bank, JR Raines has been volunteering at Serving Seniors as an individual and with his company for more than 15 years. Each month he and his team serve lunch at the Gary and Mary West Senior Wellness Center, and host an annual Fourth of July Party for our seniors. He has even brought his grandson in to volunteer, instilling a spirit of service in the next generation.

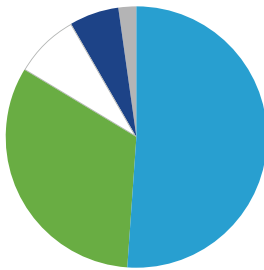
"I work with many organizations, but Serving Seniors has a special place in my heart. When I volunteer here, I know I'm making a senior's day, and that means the world to me."

Last year, JR received the Philanthropy Award at our annual Volunteer Appreciation Dinner, recognizing Union Bank's longstanding partnership with Serving Seniors. We celebrate JR and the more than 850 others who help bring our mission to life each year. •

financials

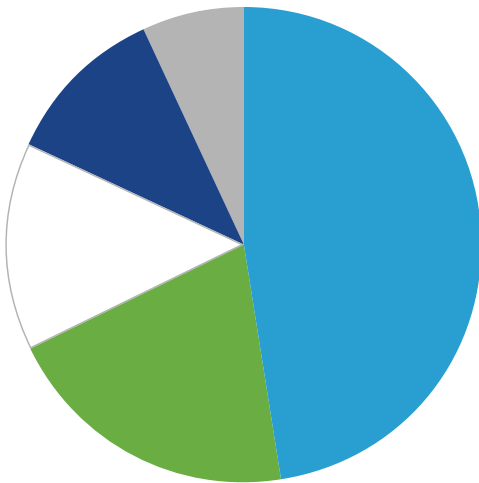
Statement of Activities: July 1, 2018 - June 30, 2019

REVENUES



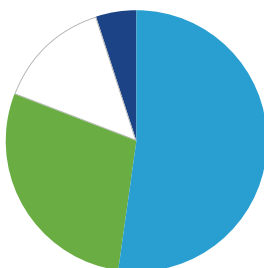
Government Grants & Contracts	\$4,078,668
Fundraising & Special Events	\$2,575,707
Housing	\$649,749
Other Revenues	\$484,082
Client Donations	\$156,297
Total Revenues	\$7,944,503

EXPENSES



Program Expenses	
Nutrition	\$3,575,321
Health and Social Services	\$1,510,509
Housing Development and Facility Support	\$1,068,995
Total Program Expenses	\$6,154,825
Administrative Expenses	
Management and General	\$839,735
Fundraising	\$508,580
Total Administrative Expenses	\$1,348,315
Total Expenses	\$7,503,140
Change in Net Assets	\$441,363

SOURCES OF PHILANTHROPIC SUPPORT



Corporate & Foundation Grants	\$1,347,775
Individuals	\$734,347
Special Events (Net)	\$366,745
In-Kind	\$126,840
Total Fundraising	\$2,575,707

highlights



events

Experience of a Lifetime Gala

On May 2, 2019, more than 350 generous individuals joined us at the Del Mar Country Club to celebrate and support the work of Serving Seniors at our sixth annual Experience of a Lifetime Gala. The event was an outstanding success, raising over \$435,000 for our wraparound services for seniors in poverty. Our guests included business leaders, philanthropists, senior advocates, and representatives from a wide range of sponsoring organizations including the Potiker Family Foundation, Qualcomm, Sempra, and U.S. Bank. Thank you to all who attended and supported this wonderful event.

residence

Schmale Family Senior Residence

In June 2019, Serving Seniors opened its third affordable housing complex, the Schmale Family Senior Residence in Ramona, California. This residence, named in honor of its lead supporters Marge and Neal Schmale, offers 62 affordable apartments for low-income seniors with a history of homelessness and other special needs. A full-time social worker is stationed on-site to assist residents with their needs, and meals are available at the nearby Ramona Senior Center.



This is paradise compared to what I've been through ... I love everything about living here ...

-JACKIE, SCHMALE RESIDENT

our supporters

Thank you to the generous individuals, foundations, and corporations who made our work possible with their gifts of \$1,000 and above to Serving Seniors in the 2018–2019 fiscal year. If your name has been omitted or is listed incorrectly, please accept our sincere apology and contact us at (619) 487-0701 or kaia.hill@servingseiors.org.

\$100,000+

County of San Diego
The JMS Fund
Neal & Marge Schmale
Darlene Shiley
Gary and Mary West Foundation

\$50,000 – \$99,999

Esther Fischer
Elsa Hoogbruin
Kaiser Permanente
Ken & Linda Olson
Potiker Family Foundation
Price Philanthropies

\$25,000 – \$49,999

Cushman Foundation
Parker Foundation
Qualcomm
Sempra Energy
Jerry & Carole Turk
Jerry & Donna Van Ert

\$10,000 – \$24,999

Ameriprise Financial
The Estate of Margaret Boyce
Chelsea Investment Corporation
Doug Forsyth
Mary Gendron & Craig Perkins
Grossmont Healthcare District
Fred & Alicia Hallett

Pacific Western Bank
Allison and Robert Price Family Foundation
Procopio Cory Hargreaves & Savitch
Ruis Holdings LLC/American Scaffold
San Diego Gas & Electric
Scaife Family Foundation
SCAN Health Plan
Dr. Seuss Foundation
Tiano Family Foundation/Nessim Tiano
U.S. Bank Foundation
Valley Services, Inc.

\$5,000 – \$9,999

AWM Global Advisors/Ali AlSari
Arthur & Barbara Bloom Foundation
David C. Copley Foundation
Barney & Cheryl Daleiten
Julie DeMeules
Nancy Dix
Elliot & Diane Feuerstein
Grainger Foundation
GreatCall
Martha Guy
Jerry & Mary Ellen Harris
Grace Hawkes
Michael & Dawn House/M. House Family Fund
Hyder Property Management Professionals
Illinois Tool Works Foundation
Sydney & Brian Johnson

Elizabeth Keadle
Intuit
Mothers and Daughters Club Assisting Philanthropies (MADCAPS)
MUFG Union Bank Foundation
PetSmart Charities
Gerald & Christa Reynolds
Sandy Shapery
Sycuan Resort & Casino
Wells Fargo Foundation
Ann & Perry Wright
Andy & Suzan Young

\$2,500 – \$4,999

California Bank & Trust, City Heights Branch
California Corporate Benefits
The Country Friends
The Daphne Seybolt Culpeper Memorial Foundation
Carole Finch
First Republic Investment Management
Thornton S. Glide, Jr. and Katrina D. Glide Foundation
Gwenmarie Hilleary
HomeStreet Bank
Autumn & Christian Kelly
Ted & Kim Lange
Diana Long
The Elizabeth Lowen Fund at The San Diego Foundation
William McClelland

Supporter

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Jordan & Giang Meyers
Jarvis Mueller & Nora O'Brien
Beth Newton
Paradise Village
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San Diego County Employees'
Charitable Organization
Sempra Renewables
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Michelle Sterling & Mark Palamar
Kathryne Thorpe
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Neal & Carol Vandewalle
Zephyr Foundation

\$1,000 – \$2,499

Connie Adams & Martin Kent
Ajinomoto Althea
Albertsons Companies Foundation
Allianz Global Investors
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Kathleen Browder
CalPrivate Bank
Molly Cartmill
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Comerica Charitable Foundation

Congregation Beth El of La Jolla
Roy E. Crummer Foundation
Joy Delman & Pete Elkin
Delta M. Collins Living Trust
Paul Downey
William Eiffert
The Elsevier Foundation
Lina Ericsson
Finance of America Cares
Renee & Michael Finch
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KPMG LLP
Lamplighters Community Theatre
Mr. and Mrs. Stephen Lewis
Lions Club of San Diego
Joni Low
John Marino
Carl & Mary Anne Mathewson
James & Barbara McKown
Dennis Murayama
NANASP
Denise Nelesen
Steve & Cynthia Nelson
Kathleen Olsen
George & Carole Orness

Elaine Phillips
Janace Pierce
Arlene & Ron Prater
Arthur P. & Jeanette G. Pratt
Memorial Fund
Anne Price
Richard Rachel & Annette Lau
Rebecca Reid
Sally & Steven Rogers
Beth Rolls Mathewson
Randi Rosen
Heather Rosing & Scott Carr
San Diego Downtown Breakfast
Rotary Club
Josiah & Abbie Sand
Toby Schramm
Bambi & Steve Schulman
Sonia Seiderman Memorial Fund
Lee Seward & D'Etta Neaves
Anne Sexton
Martha Shively
Shari Smith
Rudy & Tracy Spano
Jill Sumner
Sunset Lodge #328
Tim & Jennifer Sutton
Elizabeth Swanson
Jodi Tatum
Teen Volunteers in Action 3
The Leigh Tison Charitable Trust
Nancy Vaughan
Brent Wakefield & Christopher Aker
Jamie & Steve Wedeking
Sarah & Mike White
Craig & Carol Whitwer
Rosa Williams
Nancy Wilson
Tamar Diana Wilson

in our mailbox

A letter from a client:

My name is Carl Noble age 64 single male, I can't explain in words how much I appreciate the support I've so far received from Gary & Mary West Senior Wellness Center.

A dream came true for me this program has helped me with my housing situation.

They provide me with assistance according to my income, guide me in the right directions to assistance that I needed and was not aware of. I received Dental work that I was very happy & pleased with.

The meals nutritional. Exercise excessive activities and ~~events~~ events for the seniors to stay active and confident.

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Opening yourself to new experiences increase social connections with others support groups ect. I don't have the gift of gab like others but I can say this, I feel that I had been bless and my prayers been answer. All of the staff is very helpful and professional if they can't answer your questions they connect you to the right source that can assist you. Everybody wants to go to heaven I think that is why everybody come here, because there you feel like you are in heaven because the right help for to help seniors is here.



SAVE THE DATE

Opening yourself to new experiences increases social connections with others, support groups, etc.

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“I can't explain in words how much I appreciate the support I've so far received ... A dream come true ...

-CARL, CLIENT

Letter has been edited for clarity.

50

Serving Seniors' 50th Anniversary Gala **APRIL 18, 2020**

Please join us in 2020 as we celebrate Serving Seniors' 50th anniversary of bringing happiness and hope to older adults in need. Our special semicentennial gala promises a beautiful night of fun, festivity, and life-affirming opportunities to support seniors who need your help.

Marriott Marquis San Diego Marina
333 W. Harbor Dr.
San Diego, CA 92101

For info, contact Kimberly Jenks, Director of Philanthropy, at (619) 487-0702 or kimberly.jenks@serving seniors.org

SERVING SENIORS

525 14th Street, Ste. 200
San Diego, CA 92101
(619) 487-0701
www.serving seniors.org

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