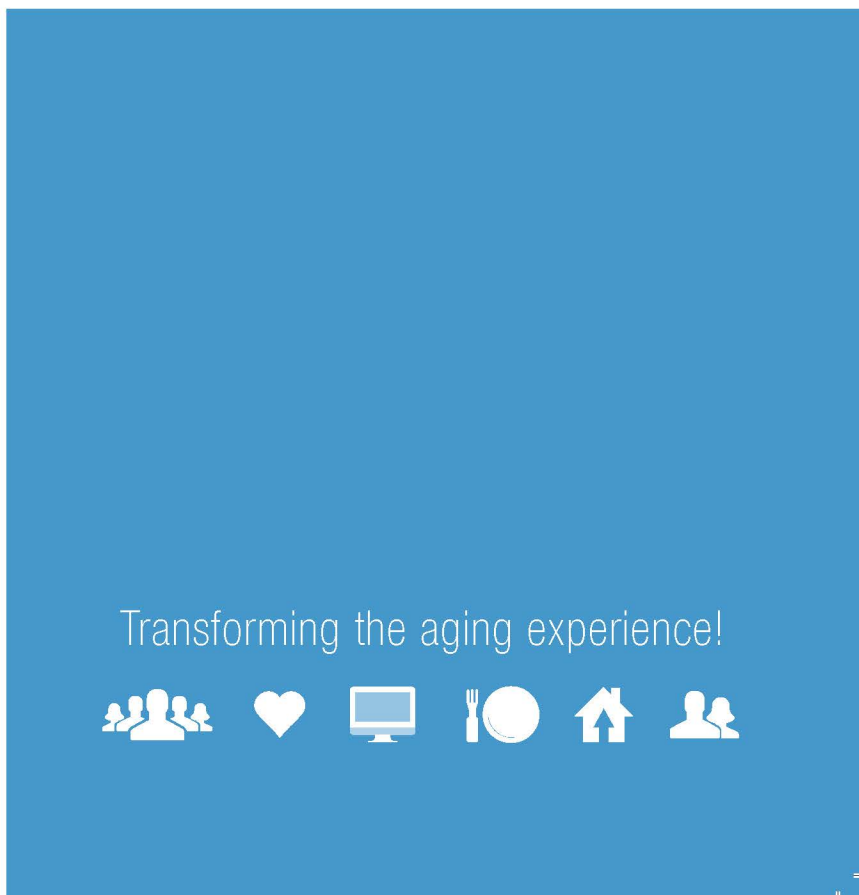
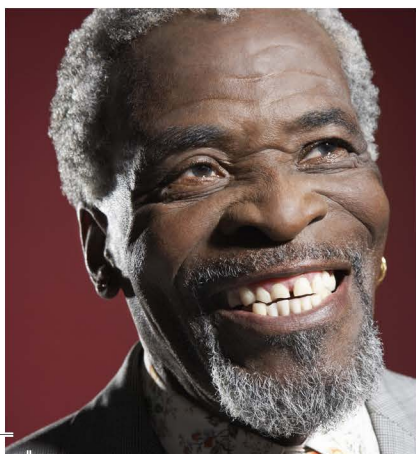
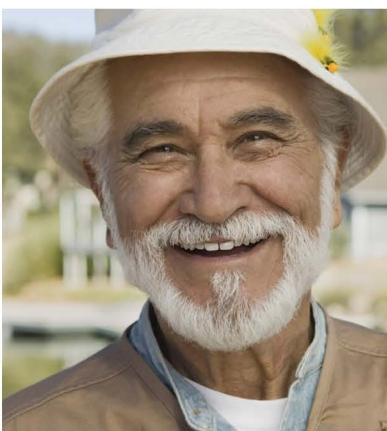




SERVING SENIORS

Annual Report
2014



Transforming the aging experience!





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MESSAGE FROM PAUL DOWNEY

President & CEO

Dear Supporters and Friends,

The last time I introduced our Annual Report was in January 2014 and I was President and CEO of an organization called Senior Community Centers. In January 2015 I am very proud to be writing you as the President and CEO of Serving Seniors and we (65 staff members and 17 board members) are proud of our new name and what stands behind it.


The name Serving Seniors celebrates 45 years of helping and protecting San Diego's most vulnerable seniors. This is something we literally do 365 days a year with passion, innovation and excellence. With the leadership of past board chair, Rosalie Gerevas and the Branding Task Force chair, Molly Cartmill we worked with two essential ingredients in creating our new brand: 1) a purpose larger than oneself; and 2) a cause. Our new Mission, "helping seniors in poverty live healthy and fulfilling lives" builds on our legacy of leadership and exemplary services. At the same time, it creates a foundation for our future and the challenges we face with a senior population that will double by 2030.

I am proud of what we have accomplished and bullish about our future. But we have not done it alone. The generosity of San Diegans is what allows the Serving Seniors team to do extraordinary things every day. The impact we (you and us) have on seniors living in poverty is life-changing and life-saving.

We have learned that there is no better way to shape and impact our present and future than through our extraordinary collaborations. The Gary and Mary West Foundation, Sheila and Hughes Potiker, UC San Diego, Sharp Healthcare, San Diego State University, San Diego County, Price Family Charitable Fund, Semptra Energy, Consumer Center for Health Education and Advocacy, Qualcomm and US Bank are just a few of our collaborators.

This Annual Report will show just how successfully we have served seniors with Nutrition, served seniors with Affordable Supportive Housing, served seniors with Supportive Services, Wellness and Life Long Learning and served seniors with Advocacy. Please accept my heartfelt "Thank You" to each of you for being part of Serving Seniors' 45-year story of success, growth and impact.

With appreciation,



Paul Downey, President and CEO



WHO WE ARE and what we do

Since 1970, we have served as a family to thousands of seniors in San Diego County by providing meals, health education, housing, social services and much more under the name Senior Community Centers. After a yearlong re-branding process, we underwent a name change to better reflect our mission. Providing the same innovative services, Senior Community Centers became Serving Seniors.



The agency also has a new mission statement: Helping seniors in poverty live healthy and fulfilling lives. The new mission had to clearly demonstrate our core values and for us, it is all about changing and saving the lives of seniors struggling to meet their basic needs.

Board of Directors

Michelle Sterling, Board Chair

Senior Vice President,
Human Resources
Qualcomm, Incorporated

Sydney Johnson

Associate Director-Project
Management
ICON Clinical Research

Paul Sanit

Vice President, Senior
Financial Advisor
Merril Lynch

Robert Bernstein - Board VP Finance

President
RGB Capital Group LLC

Sandra Lawhon

President
S&L Financial

Jerry Schneider

Business Consultant & Philanthropist

Molly Cartmill

Director, Corporate & Social
Responsibility
Sempra Energy

Carole Lindsey

Executive Director
Superior Home Care Services,
Inc.

Sam Sherman

Partner
TencerSherman

Martha K. Guy

Attorney
Law Offices of Martha K. Guy

Lowell Potiker

President
HSP Group Inc.

Greg Starmack

President
The Starmack Group

Dale Isaacs

CPA
Reid, Sahm, Isaacs & Schmelzlen LLP

Arlene Prater

Attorney
Best Best & Krieger LLP

Gary Wright, Esq.

Of Counsel
Procopio, Cory, Hargreaves & Savitch
LLP

I have a passion for helping seniors, especially those in need. They are often the forgotten ones in our society, yet they helped shape history!

-Michelle Sterling, Board Chair

We provide balanced, healthy, nutritious meals that offer nourishment and act as medicine for many seniors with chronic health issues.

Breakfast and lunch are served 7 days a week at the Gary and Mary West Senior Wellness Center and 5 days a week at 9 congregate dining sites throughout San Diego County. We also deliver meals to homebound seniors.



2014 Highlights

Nutrition Classes. Seniors received lessons on healthy eating taught by health educators from the San Diego Food Bank in a six-part series to fight obesity. They had the chance to speak one-on-one with nutritionists and were given fresh produce after each lesson.

"More on the Menu" (MOM). We delivered fresh fruits and vegetables to San Diego's most vulnerable seniors, those who are homebound, isolated and on a low fixed income through MOM, a non-profit program run by the County. This allowed us to supplement their standard Home Delivered Meals with healthy produce and recipes that they could prepare on their own.

HEALTH

We have two full-time Registered Nurses whose primary goal is to promote healthy aging and advocate for our clients' health care needs through empowerment and education. We believe preventing disease is essential to improving seniors' health and to keeping rising health costs under control.

New!

Heart Disease Prevention Classes Led by Registered Nurse, Christine Holcomb
Nurse Case Manager, Christine Holcomb, designed a comprehensive Heart Disease Prevention program for San Diego seniors that consists of five one-hour classes focusing on topics such as high blood pressure, high cholesterol, cardiac medications and diet and exercise. Classes kicked off in November with the goal of increasing knowledge about heart disease and empowering seniors to take control of their heart health.



Thank you to our wonderful partner, Kaiser Permanente, for making this program possible!

LIFELONG LEARNING

We provide an array of learning opportunities to our seniors in an effort to foster a sense of personal empowerment and ensure continued growth and intellectual stimulation. We believe this leads to a more fulfilling, enjoyable and enriched life.

Spotlight on "Feeling Fit"

We believe being active is essential to healthy aging so we provide seniors with the opportunity to get moving with a certified group exercise instructor at no cost, six times a week. The Feeling Fit Club is our most popular class and is filled with many regulars like 94 year old Agnes. She is one of the most energetic participants and never misses a class.

The one hour class consists of cardiovascular exercises as well as strength training and stretching for a well balanced routine. Agnes can personally attest to the physical benefits of being active in her nineties and she credits her health and vitality to exercise and a balanced diet.



Agnes and Patty, Group Exercise Instructor for the Feeling Fit Club.



AFFORDABLE HOUSING

Providing access to affordable housing has the greatest positive impact on the quality of life for many low-income seniors in San Diego. The seniors who live in our units are provided with quality supportive services that prevent and remove the barriers to independent living.

We have two affordable housing units that offer rent far below the average cost of housing in San Diego:

Potiker City Heights Residence: 150 affordable studios and one-bedroom apartments

Potiker Family Senior Residence (in East Village): 200 studio apartments



The lack of affordable housing is the number one economic issue for most of Serving Seniors' clients.

SUPPORTIVE SERVICES

We have a dedicated team of case managers who address a wide array of issues that seniors living in poverty may face. We offer walk-in hours in which seniors can speak with a case manager about any issues they may be dealing with.



Senior client with a Social Services Case Manager

Our team most commonly helps seniors with:

- * Securing funds for and arranging transportation
- * Gathering resources and information on affordable housing
- * Obtaining and understanding social security benefits
- * Scheduling appointments with doctors
- * Reading difficult mail

Most importantly, we provide a shoulder to cry on and serve as a family to those who don't have anybody else to rely on.

I use my role to empower the aging population to have a high quality of life in their later years.

-Parwin Tahir, MSW
Social Services Case Manager

ADVOCACY

As advocates, we must educate our lawmakers and the public at large about the realities and implications of hunger, lack of affordable housing and a rapidly growing aging population. There needs to be an open dialogue among aging services providers, elected officials and the public in which we ask questions, voice concerns and offer solutions to these issues. Serving Seniors is helping lead the discussion. Our staff regularly meets with elected officials including the Mayor, City Council members and congressional leaders. They are invited to our centers to meet with and hear from our clients. Many of our staff members serve on boards, committees and civic groups. President and CEO, Paul Downey serves on several local, state and national boards including California Commission on Aging (CCoA), County of San Diego Social Service Advisory Board (SSAB) and National Association of Nutrition and Aging Services Programs (NANASP).

Priorities for 2015

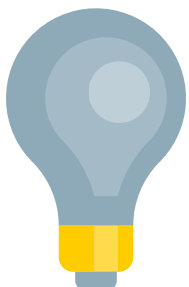
Housing. Rents often take 70-75% of a senior's total monthly income. Serving Seniors will aggressively advocate for legislation that increases affordable housing stock -- particularly bills that restore/replace funding lost when Redevelopment Agencies were eliminated in California.

Nutrition. More than 10,000 Americans become eligible for Older Americans Act (OAA) meals daily. Our team will work with partners and elected officials to develop strategies to preserve and hopefully, increase funding for senior nutrition programs.

SOCIAL ENTREPRENEURSHIP: Expanding the Serving Seniors Funding Model

The senior population in the U.S. is expected to double over the next 15 years. This will have a significant impact on the organization and our ability to provide services and meet the needs of seniors in our community. While philanthropy will continue to be the cornerstone of our funding model, we must diversify our streams of income to ensure long-term sustainability.

In 2014, the agency implemented new lines of business to generate earned income, a venture that is both pertinent to the sustainability of the organization and supports our mission. These endeavors include:



Case Management: Partnering with Managed Care Plans to provide coordinated care to high-risk seniors as part of California's Coordinated Care Initiative

Meals: Partnering with organizations to provide healthy, affordable meals

Supportive Housing Services: We are expanding our supportive service model to other senior buildings in San Diego

Serving Seniors is poised to enter these growing markets with a competitive advantage. We have the knowledge, connection and understanding of both the needs of this population and of the available community resources.

THE SERVING SENIORS COMMUNITY

We are so fortunate to have an incredible community comprised of donors, volunteers, collaborative partners and a terrific staff that makes the important work we do possible.

Volunteers

Our wonderful volunteers provide a wide array of support and contribute in a multitude of ways from serving meals to teaching classes and many even create their own unique volunteer experiences. We are so grateful for the positive energy, enthusiasm and compassion they add to this organization.

Spotlight on CareFusion

CareFusion created their very own volunteer experience that allowed their staff to volunteer in a fun and unique way while engaging with seniors. They hosted an intergenerational game day equipped with a photo booth, treats, prizes and a wide array of games. Dozens of seniors showed up to play and compete. Everyone enjoyed the action-packed day.



CareFusion Employee and his
Senior Teammate



Thank you, CareFusion!

THE SERVING SENIORS COMMUNITY

Collaborative Partners

Accent Home Health
Access to Independence
Aging and Independence Services (County of San Diego)
Alpha Project
Alzheimer's Association
Cal Western School of Law
Catholic Charities
City of San Diego Senior Services
Community Information Exchange
Community Research Foundation
Consumer Center for Health Education and Advocacy
(CCHEA), division of Legal Aid Society
Eat Fresh
Elder Law & Advocacy
Elderhelp
Family Health Centers
Front Porch
Glennier Memory Center
Health Insurance Counseling & Advocacy Program
(HICAP)
Homeless Outreach Team (HOT Team)
Housing Development Partners
Humboldt State University, School of Social Work
Kindred Home Care
Mental Health America of San Diego County
Metropolitan Area Providers of Social Services
National Alliance on Mental Illness (NAMI)
OASIS
PATH/Connections Housing
PAWS
PAWS'itive Teams

Rachael's Women's Center
Red Cross
Regional Continuum of Care Council
Regional Task Force on the Homeless
San Diego Family Justice Center
San Diego Futures Foundation
San Diego Housing Commission
SDSU Gerontology Program (part of School
of Social Work)
SDSU School of Nursing (undergrad)
SDSU School of Public Health
SDSU School of Social Work
SDSU School of Speech, Language and Hearing
Sciences
Selfhelp
Sharp Grossmont Hospital
Sharp Mesa Vista Hospital
Sharp Senior Health Clinic (Downtown)
St. Paul's PACE Program
St. Vincent De Paul
Traveler's Aid
UCSD Human Development Program
UCSD Preventative Medicine
Union of Pan Asian Communities – Positive Solutions
Program
University of New England, School of Social Work
University of Southern California, School of Social Work
VA Hospital
West Health Institute
Westminster



**Thank you to all of our
partners! We couldn't do
what we do without you!**

THE SERVING SENIORS COMMUNITY

Donors

Thank you to all of our generous corporate, foundation, and individual donors who are committed to helping seniors in poverty live healthy and fulfilling lives. 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 supporters who donated \$1,000 or more in 2014.

Eliot and Sharon Alazraki	George M. Hecht	Paula Renkin
Dede Alpert	Anne Hewel	Gerald and Christa Reynolds
Greg Avery	Michael House	Melanie A. Royles
Francis Bardsley	Dale Isaacs	Sarah Marlene Ruiz
Robert and Lois Bernstein	Sydney Johnson	Carole Sachs
Stephen C. Beuerle	Frederick and Cynthia Jorgensen	Josiah Sand
Gary R. Bryant	Elizabeth Keadle	Roland and Rosemary Santoni
Molly Cartmill	Julia K. Keley	Marge and Neal Schmale
Scott Cassidy	Patrick Kruer	Jerry Schneider
Rick Cohen	Sandra Lawhon	Sam Sherman
Anna M. Curren	Daniel and Toni Lee	Mark Sherwin and Phil Tursi
Julie DeMeules	Carole Lindsey	Shari L. Smith
Paul Downey and	Darlene Marcos Shiley	Ann Marie Smith and Mike Feuersinger
Mary Curran Downey	John Marino	Greg Starmack
Cindy Fatica	Stan and Mary Mazyck	Michelle Sterling
Danah Fayman	Gerald and Betty McIntyre	Jennifer Sutton
Carole L. Finch	Susan Mercure	Z. Marie Sweeney
Esther Fischer	Ginny Merrifield	Jeffrey Tidwell
Doug G. Forsyth	Kim Merritt	Jerome and Carole Turk
Ron and Rosalie Gerevas	Charles and Susan Muha	Jerald L. Van Ert
Martha K. Guy	Barbara Mullett	Neal and Carol Vandewalle
Fred Hallett	Dennis O'Brien	Nancy L. Vaughan
Robert B. Hallock	Kathy Parker	Brent Wakefield and Christopher Aker
Marcia A. Hansen	Karen Patterson	Craig and Carol Whitwer
David and Sally Harris	Elaine M. Phillips	Scott Williford
Richard A. Harris	Lowell and Julie Potiker	Tamar Diana Wilson
Jerry and Mary Ellen Harris	Jori Potiker Brown	Perry and Ann Wright
Michael Harris	Arlene Prater	Andy and Suzan Young
Grace T. Hawkes	Robert and Allison Price	

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

THE SERVING SENIORS COMMUNITY

Donors

Foundations & Corporations

Alliance Healthcare Foundation	Ledcor Construction, Inc.
Allianz Global Investors Capital	Liberty Mutual
Arthur & Barbara Bloom Foundation	MAZON: A Jewish Response to Hunger
Arthur P. & Jeanette G. Pratt Memorial Fund	North Island Credit Union
Bank of America Charitable Foundation	Price Family Charitable Fund
California Corporate Benefits	Qualcomm Matching Gifts Program
Care1st Health Plan	QUALCOMM, Inc. Foundation
Cavignac & Associates	Samuel & Katherine French Fund
Change a Life Foundation	Sempra Energy Foundation
Daphne Seybolt Culpeper Memorial Foundation	Smith Consulting Architects
Del Mar Thoroughbred Club	Solar Employee's Holiday Fund
Derek Quackenbush Family Fund	Sycuan Band of the Kumeyaay Nation
Dowling & Yahnke, Inc.	Sycuan Resort & Casino
Elizabeth Lowen Fund	The California Wellness Foundation
Farrell Family Foundation	The Country Friends, Inc.
Gary and Mary West Foundation	The Cushman Family Foundation
Give With Liberty	The Hartford
Hyder & Company	The Tiano Family Foundation
Illinois Tool Works Foundation	The William and Ruth Tippet Foundation
Intuit Foundation	US Bank
John & Mary Rainsford Charitable Foundation	Valley Services Inc.
Kaiser Foundation Hospitals	WebMD Foundation
Kirby, Noonan, Lance & Hoge	Wells Fargo
	Wells Fargo Foundation

many
thanks

***This list recognizes foundations and corporations who donated \$1,000 or more in 2014.*

THE SERVING SENIORS COMMUNITY

Staff

Our staff is comprised of passionate individuals dedicated to improving the lives of low-income seniors through innovative programs and services that positively impact seniors and our community. In 2014, Serving Seniors was named the Top Workplace in San Diego in the small business category. We are honored to have earned this title and wear the badge with pride.



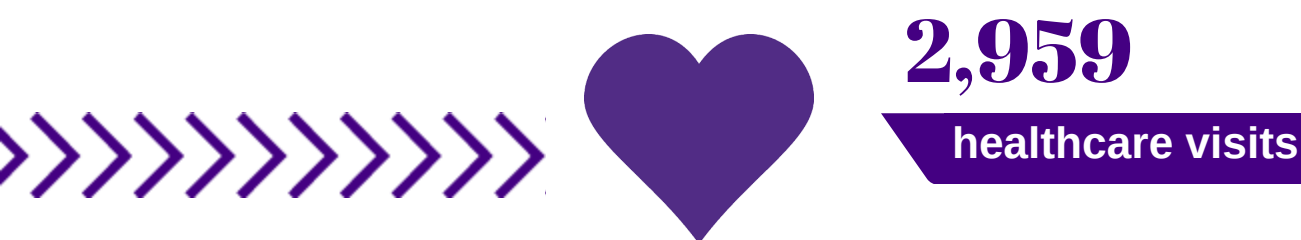
I have moments when the impact of my job leaves me brimming with joy and moments which leave me welling with tears. To brand it rewarding would be an understatement.

-Anna Owen,
Home Delivered Meals Driver



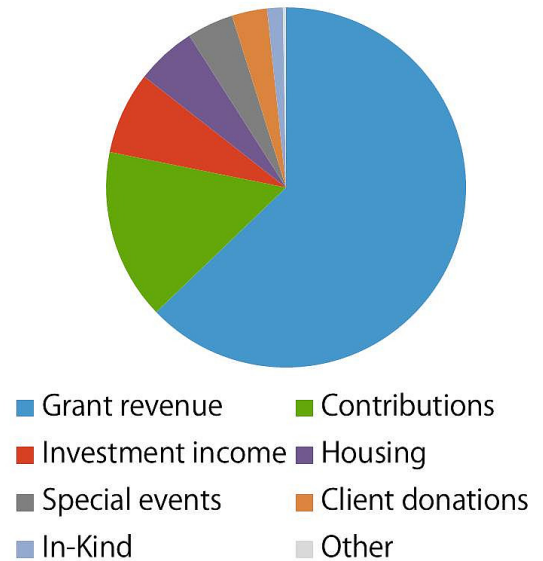
2014

by the numbers



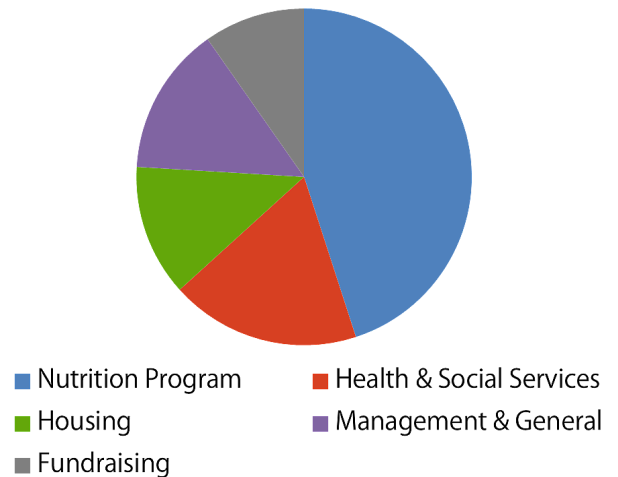
Income

Grant Revenue	\$3,846,947
Contributions	\$939,048
Investment Income	\$452,932
Housing	\$331,190
Client Donations	\$255,189
Special Events	\$255,189
In-Kind	\$86,400
Other	\$17,488
Total Revenue	\$6,222,375



Expenses

Nutrition Program	\$2,916,506
Health & Social Services	\$1,187,063
Housing	\$819,419
Management & General	\$926,376
Fundraising (incl Special Events)	\$632,669
Total Expenses	\$6,482,033



Net Assets	\$18,552,330
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Thank you for making this a
GREAT YEAR!

SERVING
SENIORS 

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619-235-6572 | www.ServingSeniors.org

Our Federal Tax ID is 95-2850121