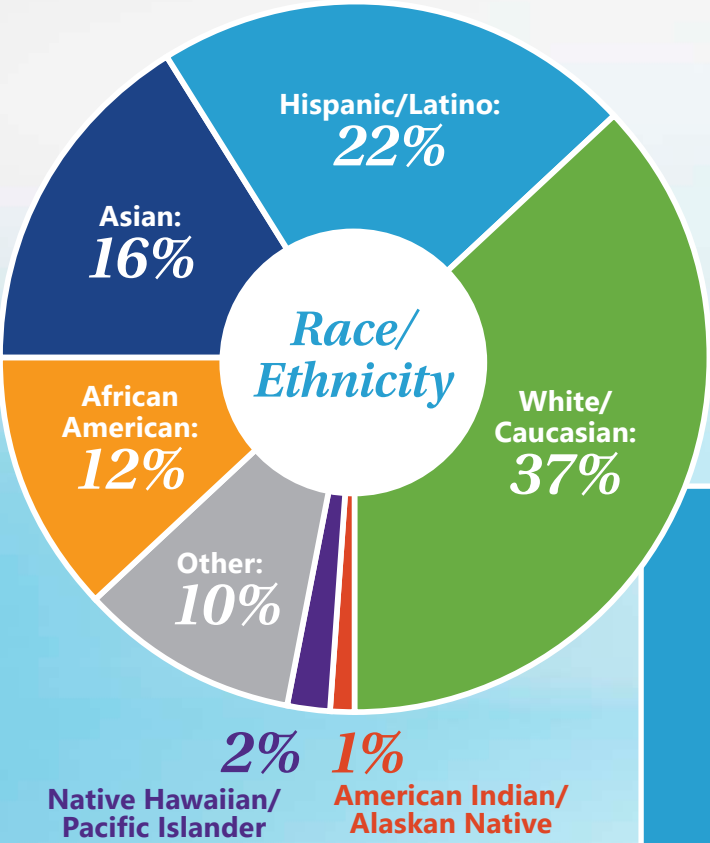


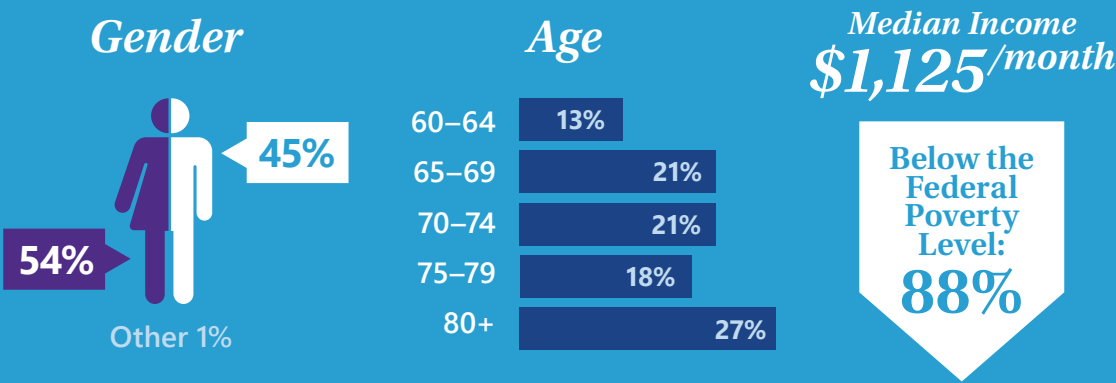
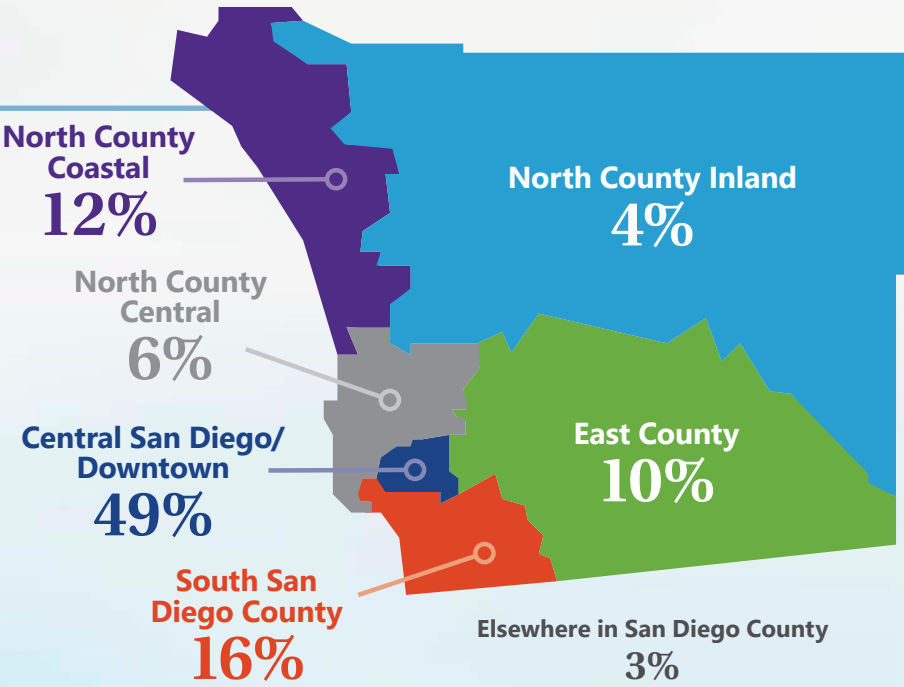
SERVING
SENIORS

*Annual Impact Report
2024-2025*

Who We Serve



Unduplicated Seniors Served **13,265**



Dear Friends and Supporters,

There has never been a more promising time in our half-century of service. Demand for our programs continues to grow as more older adults struggle with poverty and homelessness. But our mission has never wavered: keeping our clients at the heart of everything we do. No one is a number or a statistic at Serving Seniors.

In this year's annual report, we have much to celebrate. Guided by the insights of our Needs Assessment and advanced through innovative initiatives like shallow rental subsidy pilot programs, we are preventing homelessness before it starts. Prevention is more compassionate and cost-effective. It saves lives, uses resources more efficiently, and offers hope. We are encouraged to see San Diego's community leaders embrace our approach.

Annual reports are a time to reflect on milestones. This year, we celebrated the ribbon-cutting of the Paul Downey Senior Residence and Judith L. Seltz Senior Wellness Center in Clairemont (page 6). We served our 20th millionth meal (page 10). We provided over **26,810** health and case management visits (page 12). Each of these accomplishments represents a commitment fulfilled and a life changed.

Behind these numbers are people like Rosie and her husband, people who worked all their lives, but found themselves living in a car due to health challenges. They now have a home and a renewed sense of hope. Or Anthony, a military veteran who walked through our doors for a meal, who has become a valued employee serving his community in a new way. These stories remind us that Serving Seniors is merely lending a hand. It is a lifeline.

Serving Seniors recognizes that the challenge of older adult homelessness remains daunting. Because of your support, we are delivering solutions. Together, we can ensure that unhoused seniors receive age-friendly care while we work toward permanent housing solutions.

This past year also marked a historic transition for Serving Seniors. After more than three decades of extraordinary leadership,

Your Support in Action

President and CEO Paul Downey retired, leaving a legacy that transformed the landscape for older adults in San Diego. With humility and enthusiasm, I have stepped into this role, eager to build upon this legacy with new energy, fresh ideas, and a steadfast commitment to our mission: helping seniors in poverty live healthy and fulfilling lives.

Your partnership makes this possible. Every meal served, every program expanded, every senior given hope reflects your belief in our mission. We couldn't be more grateful.

With our profound thanks,



James J. Sikora
Jim Sikora
Chair, Board of Directors



Melinda Forstey
Melinda Forstey
President & CEO



Every Day, *Every Senior* **MATTERS**

Serving Seniors helps older adults in poverty live healthy and fulfilling lives by providing what matters most: healthy meals, affordable and safe housing, health services, and human connection.

Celebrating a Year of Change, a Year of Milestones

♥ *Opened the Paul Downey Senior Residence and Judith L. Seltz Senior Wellness Center*

♥ *Served its 20 millionth meal and expanded congregate meal service to two new locations: South Bay/Imperial Beach and Memorial Senior Center in Logan Heights*



♥ *Hosted 1,700 daily activities, cultural events, and celebrations*



♥ *Celebrated the 15th Anniversary of the Serving Seniors Gary and Mary West Senior Wellness Center*

♥ *"Through its strategic, compassionate, and transformative leadership, Serving Seniors has been named one of San Diego's Top Workplaces for 11 of the last 12 years as a national role model within the nonprofit employer category."*



Serving Seniors ensures low-income and unhoused seniors receive the support they need to thrive as they age.

Throughout 55 years of service, Serving Seniors now employs 100 dedicated people providing access to compassionate services for more than 13,000 low-income and homeless older adults in San Diego County.



Leading into the Future: MELINDA FORSTEY *Appointed President & CEO*

Stepping into her role in 2025 after 16 years of leadership experience including as Chief Operating Officer, Melinda represents a fresh approach as Serving Seniors moves into our sixth decade of service: **Ready. Hopeful. Powerful.**

Confronting the challenge of older adults living in poverty can seem overwhelming. Serving Seniors is more energized than

ever as we implement practical, actionable solutions to improve the lives of our clients.

It requires us as an organization and as individuals to commit ourselves to the highest level of service delivery, while also being good stewards of the support generously provided by our donors and volunteers.

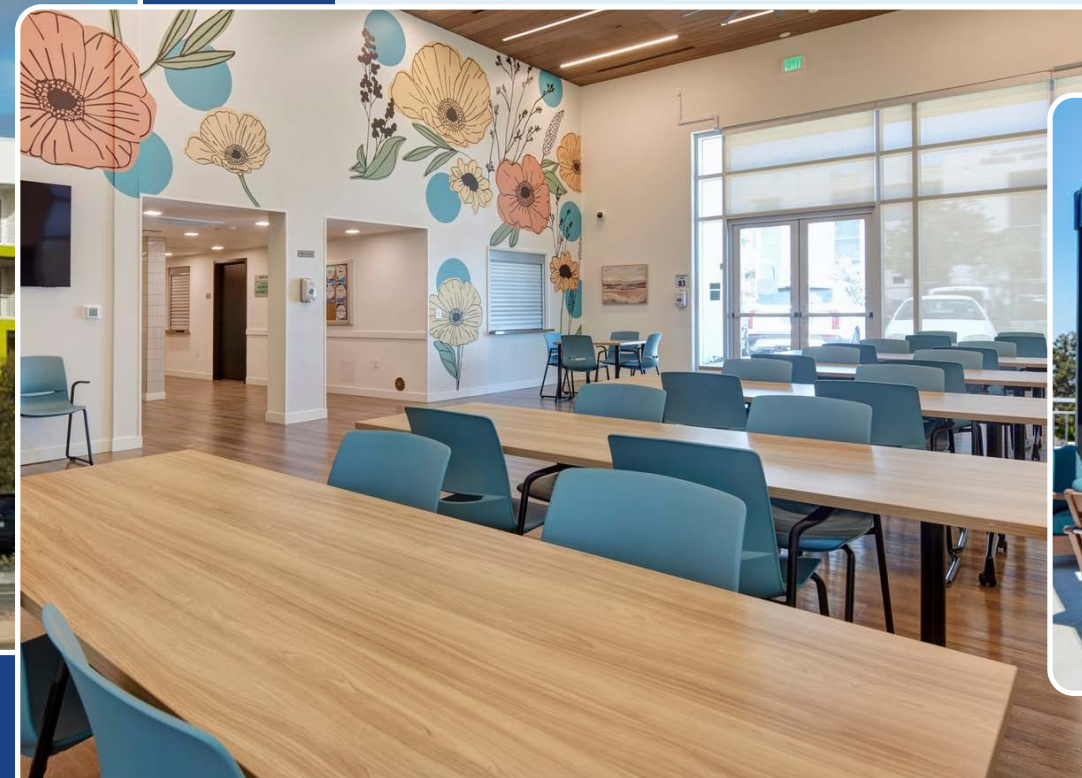
Coming Home:
From HOMELESS to HOUSED



The Paul Downey Senior Residence

*is now home to 88 seniors who struggled to find affordable housing.
Today, they live in a warm, welcoming place
they are delighted to call home.*

The Clairemont Housing Campus features the bright and beautiful Judith L. Seltz Senior Wellness Center providing fitness classes, cultural enrichment, and weekly arts and crafts classes.



Open to the public, the Judith L. Seltz Wellness Center offers no-cost dining for seniors 60+ in need for a nutritious meal in a comfortable, inviting environment.

Emergency Shelter Housing Program



Serving Seniors' Emergency Shelter Housing Program provide older adults with transitional or emergency housing and supportive services as a pathway to permanent affordable housing.

The program provided:

Transitional housing for **84** homeless older adults

More than **ten thousand** shelter nights for homeless older adults



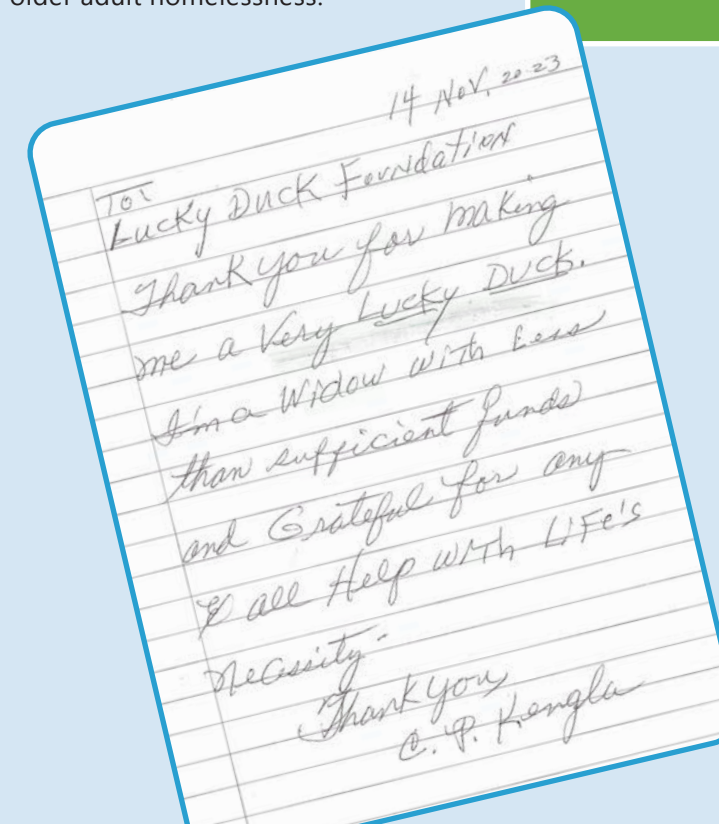
Shallow Rental Subsidies

Working with expanded funding from community partnerships with the Lucky Duck Foundation and the Rancho Santa Fe Foundation, and assistance from the San Diego Housing Commission, Serving Seniors prevents older adults from becoming homeless.

Our programs stabilized housing for **49** seniors living in poverty

Small monthly payments of \$300 to \$500 have proven to be the most effective, cost-efficient way to prevent older adult homelessness.

Case managers provided **1,266** financial literacy and wellness visits



Meet GEORGIA

Lifting the Weight of Worry Off Her Shoulders

Georgia, a retired aerospace worker who is also the caregiver to her 90-year-old mother, is now living with new hope at the Paul Downey Senior Residence in Clairemont.

Access to daily meals and activities at Judith L. Seltz Senior Wellness Center, with an airy and bright apartment has transformed Georgia's safety and peace of mind.



"I feel comfortable here more than I was at my other place. I'm so thankful. I couldn't ask for anything more."

Meals that **NOURISH** and **HEAL**

20 MILLION MEALS and COUNTING



"There are milestones, and sometimes there are really big milestones," said retired Serving Seniors President & CEO Paul Downey. "It took us 40 years to serve the first 10 million meals. It took us 10 years to serve the second 10 million meals. It will take us six and a half years to serve the next 10 million meals. What's really exciting is that we have the capacity to serve even more seniors!"

A Miracle in a Meal

Our Senior Nutrition Program is at the heart of everything we do, providing healthy meals that keep older adults nourished in mind, body, and spirit.

Serving Seniors is the single largest provider of meals to San Diego County older adults. We have provided meals for 55 years.

The balanced meals served at congregate dining sites throughout San Diego County and delivered to the doors of thousands of seniors represent a lifeline for older adults struggling with limited resources.

With support from our donors and volunteers, Serving Seniors:

**Served
20
million
meals**

**Opened congregate dining sites at the
Judith L. Seltz Senior
Wellness Center in
Clairemont and at the
Memorial Senior Center
in Logan Heights**

**Expanded
to 42 meal
routes
throughout
San Diego
County**



Served with Care

**We served
9,504
clients a
warm meal in
FY 25**

**Total Meals Served:
1,504,100**

- Home-Delivered & To-Go: 885,894
- Congregate: 187,806
- Frozen: 430,440

Nine out of ten of participants in our Senior Nutrition Programs have reduced their food security

Eight out of ten participants in our Senior Nutrition Program have increased their intake of locally sourced fruits and vegetables.



CARING from the HEART



As people age, their health needs increase. Older adults in poverty suffer higher rates of chronic illness and disabilities, which only worsen as they go untreated.

In addition, they suffer from loneliness and social isolation, which are associated with higher risks for health problems such as heart disease, depression, and cognitive decline.

The Serving Seniors team of dedicated health educators, case managers, and care navigators can help low-income and homeless older adults address their health needs to improve their wellbeing and quality of life.



We help older adults access healthcare benefits, coordinate care resources, and connect them with support services including housing. Combined with healthy meals and lively social activities, we treat our clients as members of our family deserving of our best efforts.

New Partnerships Bring New Energy

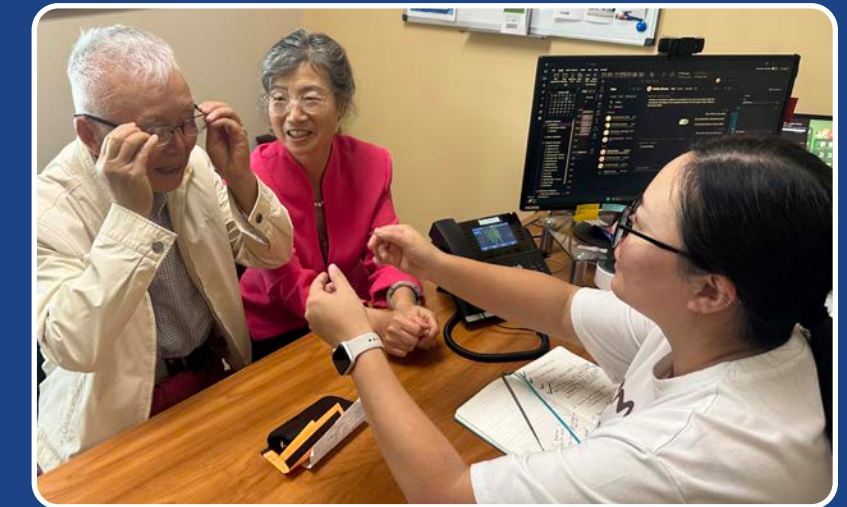
Serving Seniors has increased client resources through new partnerships:

Father Joe's Street Medicine Outreach Team and Downtown San Diego Downtown Partnership Outreach Team collaborates with our Health and Human Services team members to help homeless older adults secure shelter placements.

UCSD Shiley EyeMobile provides no-cost eye exams and free glasses to Serving Seniors clients through our Gary and Mary West Senior Wellness Center.

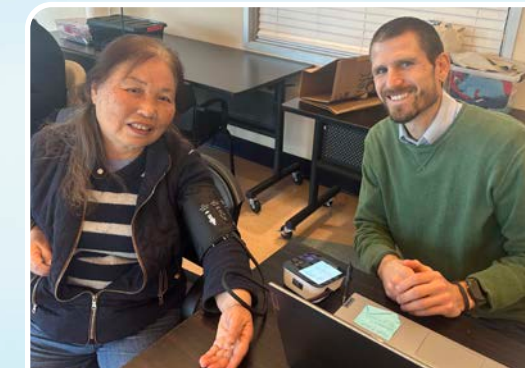
Meet SUZHEN

Nearly one-third of Serving Seniors clients speak Mandarin. Health Educator Karen Chen bridges communication barriers with on-site translation services for older adults during wellness and case management visits, reducing barriers to improve health and wellbeing outcomes.



Healthier and Happier Lives

Thanks to **26,810** visits by **3,761** clients and more than **125** health education seminars in FY25, Serving Seniors clients report improved health:



Nine of ten clients gained access to community resources

Nine of ten clients reported excellent or good quality of life

96% of clients report improved healthcare management with help from Serving Seniors

Staying ACTIVE and Staying CONNECTED with Serving Seniors



Over the past 12 months, Serving Seniors' clients could access classes, celebrations, and community an average of four times daily throughout our network of wellness centers and supportive housing – 1,700 individual events on the calendar.

Our health and wellness activities and our social events promote healthy living, reduce isolation and allow older adults to live life to the fullest, surrounded by friends and neighbors.

All activities are offered free through the generous sponsors of our corporate and community partners, including ASML, SDGE, and the San Diego Seniors Community Foundation.



Living Life to the Fullest

Improved financial literacy skills for more than **300** seniors through our expanded corporate partnership with US Bank.

Added new health class options including bone-building, cardio drumming, and yoga.

Cultural and creative arts events include Artopia, Senior Idol, Chinese New Year Celebration, karaoke, and cooking demonstrations.

More than **1,200** seniors participated on average each month, and more than **eight in ten** participants reported improved social connections, and less isolation and loneliness.



Your Support for Serving Seniors Creates *HOPE and CHANGES LIVES*

Thank you to the generous individuals, foundations, and corporations who made Serving Seniors' many programs and services possible during the last fiscal year. We gratefully acknowledge our generous contributors of \$1,000 and greater.

\$100,000+

Gary and Mary West Foundation
Jerry and Mary Ellen Harris
JMS Fund
Judith L. Seltz Charitable
Foundation Trust
May & Stanley Smith
Charitable Trust
Lucky Duck Foundation
Jori Potiker
Lowell and Julie Potiker
Darlene Marcos Shiley

\$50,000 – \$99,999

County of San Diego, District 1
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Grace T. Hawkes
Life Science Cares
Price Philanthropies Foundation
Qualcomm Incorporated
Marge and Neal Schmale
Kathryne and Richard Thorpe
US Bank
WebMD Health Foundation

\$25,000 – \$49,999

Becton Dickinson
Esther Fischer
Mary Gendron and Craig Perkins
Green Vistas
Grossmont Healthcare District
Jack McGrory and Una Davis
Patrick and Diane Rohan
and Family

\$10,000 – \$24,999

Allison and Robert Price Family
Fund of the Jewish Community
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ASML
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Arlene and Ron Prater

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\$5,000 – \$9,999

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Anonymous Donor
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The James Silberrad Brown
Foundation
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Desiree Bruce-Lyle
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Annette L Cardadeiro
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Mitchell and Julie Dubick
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Lisa Ross
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Fox Foundation
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Charles and Heidi Schmid
Martha Jane Shively
Ann Marie Smith and
Mike Feuersinger
William Stickney
EJ and Kelly Szymczak
Aurelia and James Temenak
Stephen and Barbara-Jo Utgard
Ellen Weller
Brenna and Morgan Wood
Katy Young and Christopher Lee

\$1,000 – \$2,499

Helen C. Adams and
Eddie Lain Blackman
Eliot J. Alazraki
Zackary Anderson
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Judith Bambace and Brian Trotier
Bank of Southern California
Meredith Barnes
Barona Band of Mission Indians
Charles Beck
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Jennifer Bennink and
Mike Ziegelbauer

Tonia Berman
Robert and Jacob Blair
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Generations Alliance
Steve and Cindy Blumkin
Trudy Brass-Welch and
Michael Welch
Joel and English R. Bryant
Don Cameron
Richard Capistran
Cavignac & Associates
CECO (San Diego County Employees
Charitable Organization)
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David C. Copley Foundation
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Amanda and Jeremy Gregory

Andy Hamelynck
Mike and Cindi Harris
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Gene Fantano
Maryka Hoover
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Dale Isaacs
Nora Jaffe
Matthew John
Kent Johnson and
Gina Purlia Johnson
Justin Kass
Tim Katzman and Parker Moore
Judith Kay and Paul Towsley
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Playstation Cares
Conrad Prebys Foundation

Anne Price
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Regional Task Force on
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Iain Reilly
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Nicholas Rodi
San Diego Downtown
Breakfast Rotary Club
San Diego Seniors Community
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Aarti Savani
Hilary and Tyler Schroeder
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Jonathan and Nicole Van de Leuv
Gretchen Vik
P. Vien Walker and Scott Walker
Howard and Joanne Weiner
Craig and Carol Whitwer
Symphorosa Williams
Nancy L. Wilson
Joshua Wollam
Tom and Gretchen Yager
... *and many others!*

Financials

Statement of Financial Position

Assets

Current Assets

Cash & Cash Equivalents	\$4,703,447
Investments	\$2,966,536
Grants Receivable	\$990,617
Accounts Receivable–Related Parties, Net	\$272,308
Other Receivable	\$226,061
Pledges Receivable	\$453,548
Rent Receivable	\$11,112
Accrued Interest Receivable	\$3,311
Prepaid Expenses and Other	\$421,768
Total Current Assets	\$10,048,528

Noncurrent Assets

Restricted Reserves	\$358,439
Pledges Receivable	\$589,885
Notes Receivable, Net	\$2,873,154
Land, Building & Equipment, Net	\$26,307,434
Operating Lease Right-of-Use Asset, Net	\$26,886
Investments in Limited Partnerships	\$274,095
Investments Restricted for Endowment	\$750,000
Beneficial Interest in Endowment Funds	\$9,418
Total Noncurrent Assets	\$31,189,311
TOTAL ASSETS	\$41,237,839

Liabilities and Net Assets

Current Liabilities

Accounts Payable	\$830,087
Payroll & Related Liabilities	\$160,394
Tenant Security Deposits	\$28,600
Accrued Paid Time Off	\$292,577
Other Liabilities	\$97,041
Prepaid Rent	\$14,466
Current Portion of Operating Lease Liability	\$8,694
Current Portion of Mortgage Payable	\$68,759
Total Current Liabilities	\$1,500,618

Noncurrent Liabilities

Notes Payable	\$2,200,000
Operating Lease Liability, Net of Current Portion	\$19,169
Mortgage Payable, Net of Current Portion	\$1,280,676
Accrued Interest Payable	\$8,351
Total Noncurrent Liabilities	\$3,508,196

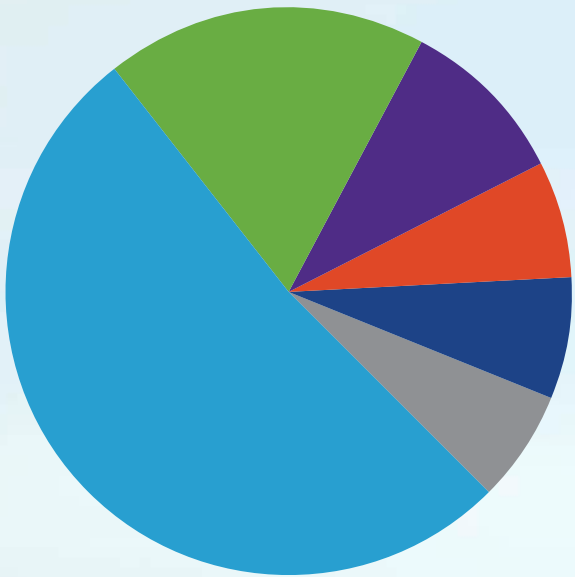
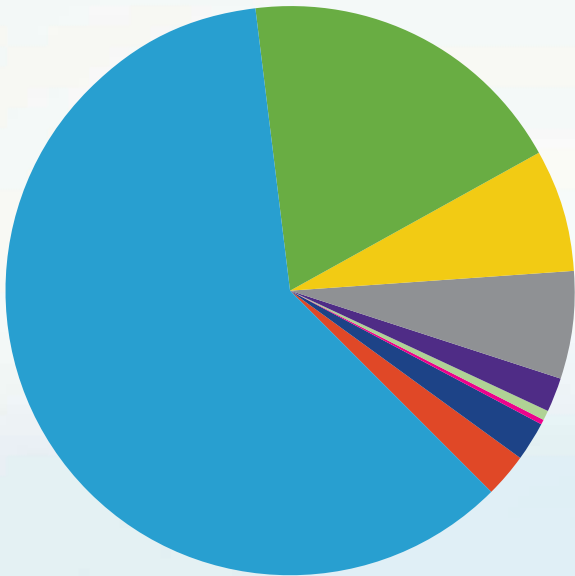
TOTAL LIABILITIES **\$5,008,814**

Net Assets

Without Donor Restrictions	
Undesignated	\$31,117,394
Board Designated	<u>\$3,172,198</u>
Total Net Assets without Donor Restrictions	\$34,289,592
With Donor Restrictions	
Purpose Restrictions	\$466,380
Time Restrictions	\$713,635
Perpetual in Nature	<u>\$759,418</u>
Total Net Assets with Donor Restrictions	\$1,939,433
Total Net Assets	\$36,299,025

TOTAL LIABILITIES AND NET ASSETS **\$41,237,839**

Statement of Activities



Revenue, Support and Gains

Government Grants	\$12,482,621
Contributions	\$3,826,154
Rental Income	\$1,452,503
Housing	\$1,272,089
In-Kind Contributions	\$366,120
Donations from Seniors Served	\$93,021
Other Income	\$89,851
Laundry & Vending Income	\$10,613
Special Events	\$471,008
<i>Special events revenue</i>	\$471,008
<i>Less cost of direct benefits to donors</i>	<u>(\$75,950)</u>
Special Events Revenue, Net	\$395,058
Investment Income	\$508,587
Total Revenue, Support and Gains	\$20,496,617

Expenses

Program Expenses	
Nutrition Program	\$10,366,373
Health & Social Services	\$3,706,962
Housing Development & Facility Support	\$1,902,196
Rental Real Estate	\$1,307,024
Total Program Expenses	\$17,282,555
Supporting Services	
Management & General	\$1,421,860
Fundraising	\$1,227,091
Total Supporting Services	\$2,648,951
Total Expenses	\$19,931,506

Change in Net Assets	\$565,111
Net Assets at Beginning of Year	\$35,663,914
NET ASSETS AT END OF YEAR	\$36,229,025

Community SPIRIT in ACTION



Volunteers are the heartbeat of Serving Seniors. Their energy and kindness make our programs possible and show our clients the humanity behind a warm smile and helping hand.

Serving Seniors volunteers create a community of caring. They see our clients as family, friends, and neighbors. Their contributions of time, talent, and treasure bring our mission to life every day.



Your Caring at Work

Corporate & Civic Volunteer
Group Engagement increased
20% in FY25 to 165
active groups

Value of
Volunteer Hours:
\$544,980

Total Volunteer
Hours Contributed:
13,577

Source: Independent Sector: 2025 Value of
volunteer hours in California is \$40.14.

We could not be more grateful for the growing number of community and corporate partners, whether brand new to us or longtime supporters, who selflessly give back to our community of older adults in need.

Corporate CARING

Earlier this year, a team of **ASML** employees joined Serving Seniors for a rewarding volunteer day at our Gary and Mary West Senior Wellness Center. Together, they helped prepare and serve hundreds of nutritious meals to older adults in need, while taking time to connect personally with our clients. The team's enthusiasm and compassion brought smiles and meaningful conversations to the dining room, reminding everyone that small acts of service can make a big difference.

ASML's partnership highlights the power of corporate volunteerism in creating stronger, more caring communities. We're grateful for their generosity, teamwork, and commitment to supporting our mission of helping seniors live healthy and fulfilling lives.



Your LEGACY LIVES ON at Serving Seniors

Your values have shaped the lives of others in ways that matter. Including Serving Seniors in your will or estate plan ensures that your compassion and commitment continue long into the future. Your legacy becomes part of every meal served, every story rewritten, and every life changed.

Many of our supporters have chosen to make a future gift, a simple way to make a lasting difference without affecting current finances. Whether through a gift in your will, a retirement account, or life insurance, you can provide stability for older adults in need who rely on the support Serving Seniors provides.

If you're thinking about it, we can provide more information about ways your gift can reflect what matters most to you.

For more information, please contact **Dave Ricks** at 619-487-0734 or dave.ricks@servingseiors.org.

Adding Serving Seniors to your estate plan is simple when working with your financial or legal professional advisor. The suggested language here offers a template to get started.

"I hereby give, devise, and bequeath _____ percent of my total estate, determined as of the date of my death, to Serving Seniors, a nonprofit organization located at 525 14th Street, Suite 200, San Diego, CA, 92101, Federal Tax ID #95-2850121, for Serving Seniors' general use and purpose."

Legacy Circle

Members of our Legacy Circle have a hand in shaping the future of Serving Seniors through their estate plan or a bequest gift. We thankfully acknowledge these individuals for their extraordinary generosity.

Todd and Deborah Barrett

Barbara Brown

Clint and Leslie Bruce

Tana and Dan Cleaves

Don and Dale Goldman

Grace T. Hawkes

Charlotte Jensen

Denise Nelesen and Bonnie Dumanis

Lowell and Julie Potiker

Arlene and Ron Prater

Martha Shively

Neal and Marge Schmale

Kathryne Thorpe

Richard Thorpe

Mark Sweeney

Nancy Vaughan

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Nancy L. Vaughan
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Retired*

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Brown Development Group*

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Retired CIO
Qualcomm*

Divya Koura
*Philanthropy Chair
Hematologist/Medical Oncologist,
Scripps Health*

Bobby LaCour
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Partner
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Arlene Prater
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Attorney
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Jim Sikora
*Board Chair
Senior Managing Director
Slalom Pacific Southwest*

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www.serving seniors.org



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