Annual Impact Report 2018-2019
our seniors

Unduplicated seniors served

5,549

+12% from FY18: 4,945

Military/veterans

1 in 4

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%

Gender

49% female
51% male

Age

60-69: 23%
70-79: 38%
80-89: 25%
90+: 14%

Median income

$930/month

Below the federal poverty level

80%

Clients who are homeless

13%

Where our clients live

GREATER SAN DIEGO AREA:

North County Coastal: 1%
North County Central: 9%
Central San Diego/Downtown: 62%
South San Diego County: 14%
East County: 9%
North County Inland: 2%
Elsewhere in San Diego County: 3%
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        Paul Downey
Chair, Board of Directors   President & CEO

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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."
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.

FEY19 HIGHLIGHTS

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

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."
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

### 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.
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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number</th>
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<tbody>
<tr>
<td>Activities provided</td>
<td>1,690</td>
</tr>
<tr>
<td>Seniors served</td>
<td>2,000</td>
</tr>
<tr>
<td>Improved social health for</td>
<td>88%</td>
</tr>
<tr>
<td>Seniors report having more friends than before</td>
<td>67%</td>
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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!"
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.

**OUTCOMES BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Advocacy workshops and activities</th>
<th>46</th>
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<tbody>
<tr>
<td>Seniors engaged</td>
<td>1,164</td>
</tr>
<tr>
<td>Increased leadership skills and increased confidence for</td>
<td>95%</td>
</tr>
<tr>
<td>Increased knowledge of senior issues for</td>
<td>74%</td>
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**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.
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.

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. ●
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
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.

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
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@servingseniors.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

**$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

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
Gerry & Betty McIntyre  
Jordan & Giang Meyers  
Jarvis Mueller & Nora O’Brien  
Beth Newton  
Paradise Village  
Kathy Parker  
Jerry & Keiko Schneider  
San Diego County Employees’ Charitable Organization  
Sempra Renewables  
Senior Resource Group  
Sam Sherman  
Simon Silva  
Ann Marie Smith & Mike Feuersinger  
Solar Turbines Employee Holiday Fund  
Michelle Sterling & Mark Palamar  
Kathyne Thorpe  
Steve & BJ Utgard  
Neal & Carol Vandewalle  
Zephyr Foundation

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$1,000 – $2,499

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Janace Pierce  
Arlene & Ron Prater  
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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
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 come 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 direction 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 for the seniors to stay active and confident.

A letter from a client:

Opening yourself to new experiences, increase social connections with others, support groups, etc. I don’t have the gift of gab like others had before me. I feel that has been blessed and my prayers and the staff’s are 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 likes you are in heaven. Because Jesus is here.
Opening yourself to new experiences increases social connections with others, support groups, etc.

I don’t have the gift of gab like others but I can say this, I feel that I have been blessed and my prayers been answered.

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 comes here, because here you feel like you are in heaven because the right help for seniors is here.

“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.